

CONSUMER EVALUATION OF LUXURY BRAND EXTENSIONS:  
THE ROLE OF PERSONAL ORIENTATION

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## **ABSTRACT**

### **CONSUMER EVALUATION OF LUXURY BRAND EXTENSIONS: THE ROLE OF PERSONAL ORIENTATION**

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This study aims to investigate brand extensions' effects on consumer evaluation of the luxury brands using a theoretical foundation based on mostly brand equity and self-consciousness theories. It is targeted to reveal any differences on the consumer perceptions as a result of how a brand extension is introduced to the consumers. It is also intended to analyze the differences between the consumer evaluations on the basis of personal orientations. To assess the effect on the brand equity, brand equity theory was applied. Differences between the personal orientations were examined by applying self-consciousness theory.

Written experimental questionnaires were applied to reach out the target group with face-to-face interactions. 200 consumers who would like to purchase luxury brands participated to this study. Hypotheses were determined according to the objectives and theoretical framework of the study. The results establish the importance of the presentation strategy of a brand extension for the evaluation of luxury brands after a brand extension. Consumers evaluate a luxury brand less favorably when a brand extension is presented with only symbolic luxury brand associations. In addition, consumers differ on their evaluations as a result of their self-consciousness states.

This study was conducted with the aim of contributing to the relevant knowledge concerning brand extensions and luxury branding.

**Keywords:** Luxury brand extension, self-consciousness, luxury brand associations, customer-based brand equity

## ÖZ

### LÜKS MARKA GENLEŞMESİNİN TÜKETİCİ DEĞERLENDİRMESİ: KİŞİSEL YÖNELİMİN ROLÜ

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Bu çalışma, marka genişmesinin lüks markaların tüketici değerlendirmesi üzerindeki etkisinin marka değeri ve bireysel farkındalık teorilerini kullanarak araştırılmasını amaçlamaktadır. Marka genişmesinin sunuluşu ve kişisel yönelimin tüketici değerlendirmelerine etkisi incelemektedir. Marka değeri üzerindeki etkinin değerlendirilmesi için marka değeri teorisi; kişisel yönelimler arasındaki farklar için bireysel farkındalık teorisi uygulanmıştır. Araştırma kapsamında veri, yazılı anketlerle katılımcılardan yüz yüze toplanmış; toplamda 200 olası lüks tüketicisi çalışmaya katılmıştır. Test edilecek hipotezler, çalışmanın hedefleri ve teorik altyapı esas alınarak belirlenmiştir. Elde edilen sonuçlar, marka genişmesinin sunuluş stratejisinin lüks marka değerlendirmesindeki önemini göstermektedir. Tüketicilerin lüks bir markayı değerlendirmesi, genişme sadece sembolik çağrışımlar ile sunulduğunda zarar görmüştür. Tüketiciler değerlendirmelerinde bireysel farkındalıklarına göre farklılık göstermiştir. Bu çalışma, ilgili literature katkıda bulunmayı amaçlamaktadır.

**Anahtar Kelimeler:** Lüks marka genişmesi, bireysel farkındalık, lüks marka çağrışımları, müşteri odaklı marka değeri

*To love*

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## LIST OF ABBREVIATIONS

MCAR	Missing Completely at Random
Wi S	Mean value after symbolic treatment to the wine category
Wi F	Mean value after functional treatment to the wine category
Wa S	Mean value after symbolic treatment to the watch category
Wa F	Mean value after functional treatment to the watch category
No.	Mean value after no treatment

## CHAPTER 1

### INTRODUCTION

*“Branding adds spirit and a soul to what would otherwise be a robotic, automated, generic price-value proposition. If branding is ultimately about the creation of human meaning, it follows logically that it is the humans who must ultimately provide it.”* As David Aaker states, humans lie in the center of branding. A brand means more than physical characteristics of any product or service, and centers on consumers. When it comes to luxury branding, timelessness and sense of distinction step forward among other attributes like high quality and durability. This particularization of luxury brands make them a strong industry still in this age of innovation and technology. Luxury brands are proved to be one of the most profitable and fastest-growing brand segments for Bethon *et. al.* (2009) and many other researchers. It is especially resulted from increased disposable income followed by rapid increase in demand.

Rise of profitability in an industry causes rise of rivalry. Increasing competition among luxury brands leads managers to look for different ways in order to maintain their market share and increase their revenue. To be able to achieve these results; brands pursue entering new markets and/or reaching out new segments. One of the most commonly used and most effective strategy is using brand extensions. Hence, the core subject matter of this research is to examine the effects of a brand extension on luxury brands.

Brand extensions can create synergistic effects for both the core and the extended brand. However, there are several factors required to be considered for successful brand extensions (Albrecht *et al.*, 2013). According to Albrecht *et al.* (2013), such

factors can be summarized as the core brand characteristics, relationship between the core brand and extension product, extension category features, consumer characteristics, marketing activities and other external factors. Most of the studies covering brand extensions have examined the core brand characteristics and relationship between the core brand and extension product within a frame of category fit. Many studies on brand extensions have also included brand associations. However, all these factors have been studied separately.

This study aims to bring several factors (brand associations, consumer characteristics and relationship between the core brand and the extension product) together purposefully. Through this approach, this study intends to reveal how they affect each other and the overall brand extension success in luxury industry.

Factors that boost importance of luxury industry in the world trade environment also create a wider range of consumer profile for luxury brands. This differentiation of consumer profiles becomes an important issue for luxury brands to consider in their communication strategies to be able to attract desired consumer segment. Berthon *et al.* (2009) and Stegemann (2006) claim that purchasing motivations vary across different segments of luxury brand consumers. To be able to reach out a specific target segment their motivations need to be assessed; and the brand's core characteristics should be clarified. However, there is a lack of precise conceptualization and depiction of luxury brands and their constituents. They are managed by assuming they are homogenous; and important aspects of their management need to be revealed (Berthon *et al.*, 2009).

Luxury literature mainly focuses on identifying which luxury brand associations differentiate them from ordinary brands instead of explaining the role of those associations in the brand equity and how a luxury brand can leverage such associations (Ulas Arvidsson and Herslow, 2012). For a better view on luxury



brands and brand extensions, a deeper relationship between those concepts needs to be constructed.

Accordingly, the main objective of this thesis is to reveal whether interaction between the brand equity and brand extension differ based on the type of brand associations. Since use of brand extensions is a common strategy among luxury brands, studying the underlying factors affecting a brand equity after an extension would contribute to this field. There is also evidence that different consumer profiles differ in their consumption motives and value different attributes of luxury brands. Since brand equity is constructed on consumer perceptions, it is vital to study antecedents of customer-based brand equity for luxury brands. Consumer profiles were determined based on self-consciousness theory because luxury brands carry both public and private meanings in their core value propositions.

This study intends to bring a comprehensive understanding of luxury brand extensions by assessing role of brand extension presentation and consumer characteristics. Therefore, several points exist to be shed light on by this study. This study purposes to investigate:

- Whether there is a difference in consumer evaluation of a luxury brand after a brand extension it engaged in,
- Whether consumers' psychological disposition makes any difference in how consumers evaluate specific brand associations after a brand extension and
- Whether the extension's introduction strategy, in terms of the relationship between the core brand associations and the extension product, have a significant impact on consumer evaluation of the brand following an extension.

It is proposed that brand's introduction strategy of the extension in relation to stressing functional or symbolic luxury brand associations affects consumer

evaluation (Veg-Sala and Roux, 2014). In addition, consumers' psychographic orientations in terms of self-consciousness lead them to respond differently to such extensions due to the difference in their value perceptions (Hemantha, 2013; Kastanakis, 2010; Kastanakis and Balabanis 2014; Salmela, 2010; Sanyal *et. al.*, 2014; Wong, 1997).

Keller's customer-based brand equity model and self-consciousness theory are used as the basis of theoretical background in this study. Following a deep understanding of the relevant theories and review of the related literature; data are collected from prospective luxury consumers. Analyses are conducted to reveal the significant differences between luxury perceptions of the consumers. Comparison between the survey results is analyzed by use of one-way ANOVA test. This procedure is applied to compare different treatment groups and the control group with each other. It is followed by Fisher's least significant difference technique for the groups with a significant ANOVA result. Same procedure is applied to overall participants of the study and different clusters of respondents according to their self-consciousness states. Differences between the consumer profiles are then revealed.

The present chapter is to make a brief introduction by describing the objectives of this study with the reasoning behind its necessity.

Chapter 2 centers upon the literature review and main conceptual background of this study with theoretical foundations. First of all, luxury branding literature is summarized within the frame of core characteristics and main associations of luxury brands. Secondly, brand equity theory is explained pursuant to customer-based brand equity model and types of brand associations. Furthermore, self-consciousness theory is examined in relation to consumption. Lastly, brand extension concept is depicted to utter its interaction with brand equity and category fit. There is a significant number of studies on brand extension and its effects which should be considered under brand equity. Hence, various studies and findings are mentioned

to include different perspectives in this study. Chapter 2 is finalized by introducing our research model and main hypotheses.

Purpose of this study is to investigate differences between the consumer clusters resulting from different brand extension exposures. Appropriate research design with reference to similar studies is explained in Chapter 3. It is followed by a detailed explanation of the data collection process, development of measures and variables and determination of the product categories included in the study. Chapter 3 is concluded with the statistical hypotheses to be tested and the expected outcome.

Chapter 4 consists of results obtained from any test during this study. It starts with a brief discussion on the treatment of missing values. Moreover, data reliability and validity test results are presented. Finally, advanced statistical analyses are conducted to test the predetermined hypotheses. Hypothesis testing results are introduced and tabulated for each comparison bundle.

Finally, Chapter 5 is the conclusion part. In this chapter, discussion based on the results is presented and deductions are derived from the interpretation of the findings. Discussion for each respondent group for which the analyses were conducted is explained. Managerial implications and recommendations for managers regarding the results are provided. Last part of this section identifies limitations of this study and points out future research.

## **CHAPTER 2**

### **THEORY**

#### **2.1 Theoretical Framework**

Theoretical framework for this thesis is constructed primarily around brand extensions, luxury branding and brand equity; and such concepts will serve as a reference point for the entire study. Nevertheless, additional complementary concepts are essential to be included to achieve the purpose of the research. Since brand equity has a central role in order to evaluate the impact of brand extensions, brand equity theory is crucial to conduct this research. For the scope contraction purposes, luxury industry will be considered as the industry in which the study will be carried out. Although brand extensions have been gaining attention within the luxury industry as a growth strategy, studies in the field are not sufficient to explain which attributes of luxury brands may be damaged by and/or benefited from a brand extension. Therefore, luxury branding theory in terms of luxury characteristics and luxury brand associations needs to be included. Brand extensions' success mainly interacts with consumers' reaction to the extension; and consumers' reaction is a function of their self-consciousness. Even though relation between self-consciousness and consumption have a denoting place in consumption and consumer behavior literature together with conspicuousness of luxury brands; the interconnection with brand extensions and how consumers' psychological disposition affects brand extension success have not been established in the literature yet. As a result, self-consciousness theory will be investigated to understand value perception of consumers and effects on perceived value of the brand after an extension.

## **2.2 Luxury Branding**

### **2.2.1 Main Characteristics**

A luxury brand can be described by looking at the associations a consumer attributes to the brand based on his/her perception. A general perception about a brand is formed as a result of consumer's earlier experiences and knowledge related to the brand. At the core of those associations; notion of class, uniqueness, rarity, aesthetics, sensuality, taste and distinction from the mass lie (Berthon *et al.*, 2009; Kastanakis, 2010; Stegemann 2006). This implies the fact that, luxury brands can generate profitability not only from volume, but also from their idiosyncratic characteristics like quality and beauty; and symbolic meaning like being upscale for which customers are willing to pay extra. Magnoni *et al.* (2012) also distinguish luxury from other mass market brands by pointing out that: "*Luxury brands reflect some superiority and communicate on a higher level.*"

Kastanakis (2010) takes this claim further by suggesting that luxury brands exhibit creativity and create magic and a distinctive aura which function as a spine for those brands and prevent them from being transient.

All these themes consistently included in the luxury brand literature lead this study to focus on seven specific brand associations which are considered as being most influential ones for a luxury brand construction.

### **2.2.2 Luxury Brand Associations**

Following a literature review, seven distinct luxury brand associations are specified. These associations are believed to be pillars of a luxury brand and critical to create value.

### *Status*

Stegemann (2006) explains that individuals consume luxury products as a result of the desire to differentiate themselves. He suggests this can be achieved either by belonging to a reference group or by standing apart from other groups. He means further that at the core of this desire, the aim of becoming a member of the higher social class lies. The upper social class consumes luxury brands to separate themselves from the lower level working class which consumes mainly necessity products (Stegemann, 2006).

Sung *et al.* (2015) and Hemantha (2013) further emphasize the distinction between social classes and place of luxury products in this distinction by pointing out the hierarchy of luxury products constructed by Alleres (1990). Accordingly, three levels of luxury products exist: At the first level, there is inaccessible luxury which is obtainable by only elite socioeconomic class and provides extraordinary social prestige. Intermediate luxury is attainable by the professional socioeconomic class while accessible luxury can be reachable by the middle class who works generally as white collar workers and craves to follow the upper classes' lifestyles (Hemantha, 2013; Sung *et al.*, 2015).

Scheetz and Garbarino (2004) define status as “*the characteristic of a product or brand that makes it desirable, beyond its standard utilitarian value*”. Luxury brands are mainly consumed for their symbolic value which has self-expressive and social dimensions (Jung Choo *et al.*, 2012). Consumers seek for social recognition and self-esteem rather than satisfaction of their physical needs (Sung *et al.*, 2015; Chandon *et al.*, 2016).

Symbolic function of luxury brands is described as one of the most important characteristics (Fionda and Moore, 2009). Luxury brands are consumed mainly for their symbolic values and psychological benefits to establish and increase social status (Vigneron and Johnson, 2004). Arvidsson and Herslow (2012) also mention

a distinction between luxury for others and luxury for the self. Luxury for others is connected to the desire for status and belongingness to the higher class while luxury for oneself is related to a more personal aspect involving individual contentment and customer experience. (Arvidsson and Herslow, 2012).

We define status as the symbolic connotation related to conspicuousness and prestige which customers look for. A purchase decision results in experience with the brand and affects the associations made with that particular brand. Such altered associations are reflected into perceived status and overall brand equity.

### *Exclusivity*

In literature, luxury is defined through perfection, appreciation and rarity where rarity is commonly achieved through very limited supply (Stegemann, 2006). It is also well established that the more accessible to larger number of consumers, the more damaged the brand (Magnoni *et al.*, 2012). Therefore, exclusivity is one of the main concerns for luxury brands to preserve their value in the long run in today's environment where luxury brands seek to enlarge their consumer profiles to different income levels and becomes more accessible due to increased communication channels such as internet and other global communication technologies and media distribution.

Chandon *et al.* (2016) denote that key attribute for a brand to be perceived as luxury is a certain level of scarcity. Luxury brands should maintain their perceived paucity whilst aiming for high returns by reaching broader luxury consumer profiles and should be distributed along a continuum. This strategy becomes vital for luxury brands since they sell the dream and the world they represent beyond their products. They also point out the importance of perceptions of exclusivity rather than actual exclusivity. To retain perception of exclusivity, brands should follow "artificial rarity tactics" like limited editions (Chandon *et al.*, 2016). This is in accordance with

the view that a luxury positioning requires selective channel strategy (Emile and Craig-Less, 2011).

Winthrop distinguishes between scarcity and exclusivity but notes that both increase the appeal of a product. He defines scarcity as situation where limited number of items are available, and exclusivity as the limited access to objects or experiences. Exclusivity also refers to the notion of being accessible by a selected few (Winthrop, n.d.).

Berthon *et al.* (2009) emphasize the linkage between rarity and high prices and material scarcity. Desire for any brand normally increases as it is perceived as expensive since when perceived price level goes up, the brand is perceived to be more valuable in the eye of the consumers (Vigneron and Johnson, 2004).

In this study, exclusivity is associated with its symbolic benefits to a brand and therefore a luxury brand is defined to be exclusive when it offers its products in a limited number at limited number of purchase points without an easy access and pursues a selective distribution strategy. A luxury brand can also be perceived as exclusive if it has a premium price and high quality.

### *Heritage*

Heritage is a cornerstone for luxury brands and crucial for luxury brand equity (Wiedmann *et al.*, 2011; Wiedmann *et al.*, 2012). Aaker points out the importance of heritage as an important component of the value especially for corporate brands (Aaker, 2004). Wiedmann *et al.* (2011) also proved that heritage is an “important driver of brand perception and consumer behavior”.

Heritage constitutes a fundamental part of luxury brand construct since a rooted history associates the brand with depth, longevity and sustainability by embracing all the time frames of the brand and carrying its core values from past to the present



and the future of the brand (Wiedmann *et al.*, 2011; Wiedmann *et al.*, 2012; DeFanti *et al.*, 2014). Heritage can be considered as being closely related to inheritance which is transmission of characteristics from one generation to another (Nuryanti, 1996). He also supports the idea that heritage could serve in transference of historical values. This creates the opportunity for luxury brands to move back and forth in the history when necessary so that they can strengthen their brand perception by identifying what made them special and unique.

In literature, commonly five key elements of heritage are defined as track record, longevity, core values, use of symbols and history important to identity (Veg-Sala and Roux, 2014). These elements embody ongoing performance of the brand with its promise over time, sustainability and consistency, basic values covered by assurance and agreement in external communication, logos or any design representing central meanings, and which portion of their history is important and contributes to their identity respectively.

Different facets of heritage merge and become antecedent of authenticity and credibility (Wiedmann *et al.* 2011; Wiedmann *et al.* 2012; DeFanti *et al.*, 2014; Dion and Borraz, 2014). Such aspects are difficult to imitate by rivals and reduces purchasing risk for consumers; hence bring value for customers and other stakeholders and add to the brand equity for luxury brands especially in tumultuous global market place.

In this study, heritage is defined as the ability of a brand to direct attention to its past values and compose a present picture of itself. This picture will accompany the brand to offer contemporary and eventual value to its prospective consumers.

### *Self-image*

Researches from different disciplines suggest that one of the characteristics peculiar to luxury brands is that consumers express themselves and build up an ideal

personality by consuming luxury products (Sung *et al.*, 2015). Vigneron and Johnson (2004) support this view by describing self-identity construction and social referencing as the determinants of luxury consumption (Ulas Arvidsson and Herslow, 2012). Solomon (1983) further enhances this argument with his findings that symbolic aspects of brands and products are indispensable to express one's identity and understand others'. Additionally, findings of Sung *et al.* (2015) indicate that consumers associate luxury brands with personality characteristics such as intelligent, reliable, mature and refined; and these associations can be used to express their actual or desired identities.

Although it is well established in the consumer psychology literature that consumers prefer brands in an agreement with their self-concepts, it is also confirmed that self-concept can be conceptualized in several ways like actual self, ought self, social self, ideal self, possible self and feared self (Higgins, 1987; Markus and Nurius; 1986; Sung *et al.*, 2015). Luxury brands are consumed to present any selected identity in different social settings in addition to express the actual self (Sung *et al.*, 2015). Because, luxury products can be used to define one's self as well as his/her relationship with others and the social environment (Solomon, 1983; Sung *et al.*, 2015) and to signal the one's group membership (Ulas Arvidsson and Herslow, 2012).

For the purpose of this study, concept of self-image in luxury branding is defined to be the congruence between an individual's buying behavior (consumer behavior), his/her self-image and the brand image. For further clarification, self-image is described as what an individual perceives him/herself to be, and as a luxury brand association the extent to which he/she identifies with the brand.

### *Dependability*

Luxury products are consistently associated with continuance and longevity which can be inferred from the fact that traditionally, items that endure for a long time

period like heirloom watch or diamonds constitute luxury product portfolios (Berthon *et al.*, 2009). Many brands aim to create an aura of distinction by referring to a specific time and place and this is why heritage becomes an important concept (Uulas Arvidsson and Herslow, 2012). Heritage brings authenticity, credibility and reliability which subsequently reduces purchase risk and provides leverage for brands (Wiedmann *et al.*, 2011; DeFanti *et al.*, 2014; Dion and Borraz, 2015).

Wiedmann *et al.* (2012) suggest that in the competitive environment of a global economy, consumers prefer brands having a heritage due to a feeling of security and well-being emerging upon perceived credibility, reliability and trustworthiness of those brands.

Concept of dependability remains vague in the literature and it is frequently used interchangeably with credibility, reliability and authenticity (Uulas Arvidsson and Herslow, 2012). DeFanti *et al.* (2014) emphasize stylistic consistency, quality commitments and method of production as major attributes of authenticity, which are identified by Beverland (2005). He further points out the impact of authenticity on attracting customers, their purchase intention and willingness to pay a premium price.

Wiedmann *et al.* (2012) propose that consumers who attach importance to personal-oriented benefits like hedonistic and/or materialistic product attributes will choose to buy authentic products. This study is in line with this argument and defines dependability as a reliability attribute. It is defined as a luxury brand attribute that consumers identify when a luxury brand is honest for a certain level of quality and credibility.

#### *Premium Price*

High price is considered as one of the major characteristics found in the nature of the luxury products (Dubois *et al.*, 2001; Stegemann, 2006; Hennigs *et al.*, 2013). A

premium price provides exclusivity and rarity, so sets limits for the easy access to luxury brands. Wiedmann *et al.* (2011) points out the research results that show successful brands must propose a superior cost-benefit relation to their customers to be able to differentiate themselves. In line with this view, Yeoman and McMahon-Beattie (2006) argue that luxury brands should engage in value creation through brand equity to be able to charge a premium price for their products. They also posit that customers look for authenticity to fulfill their ambitions and desire for success. In case of luxury brands, high price advances scarcity of such brands and separates them from the mass market products by assuring only affluent consumers can reach them who can afford high prices. Thus, they see premium price as a tool for protection (Yeoman and McMahon-Beattie, 2006; Arvidsson and Herslow, 2012).

Although Allsopp (2005) indicates price is only one of the many factors defining a product's worth and intangible benefits has become more significant, he supports that status will continue to be very important in the context of luxury consumption. According to Vigneron and Johnson (1999) perception of high price is an indicator of prestige and consumers' perception of high price contributes a luxury brand's conspicuous value which is built around the concept of status. Jung Choo *et al.* (2012) also opine that price is a critical requisite for luxury brands and adds their snobbish value in the Veblenian model (see Figure 3).

Parguel *et al.* (2015) explain the price-quality relationship in luxury sector, and emphasize that high price is an indicator of high quality according to non-personal-oriented consumers. They are described to be more concerned with functional aspects of a brand while personal-oriented consumers are more interested with their own thoughts and feelings instead of functional aspects; hence price becomes less important for them. In line with Parguel's view, contribution of price to the social value of a luxury brand is found to be weak or irrelevant because social value derives from symbolic aspects of a brand (Vigneron and Johnson, 1999; Choo *et al.*, 2012). However, Goldsmith *et al.* (2010) claim that if perceived status of a product is high,

consumers will become less price sensitive and more willing to pay a higher price. In addition, Husic and Cicic (2009) suggest that high price for a luxury product functions as a display of wealth and gives consumers feeling of superiority.

This study describes premium price closely related to high quality and as a functional feature of a luxury brand. This thesis also deals with its impact on brand equity depending on different consumer perspectives.

### *High Quality*

It is commonly emphasized in the literature that high quality is a significant element to define and construct the concept of luxury (Hennigs *et al.*, 2012; Wiedmann *et al.*, 2012; Kastanakis and Balabanis, 2014; Sung *et al.*, 2015; Parguel *et al.*, 2016). Sung *et al.* (2015) claim that there is high consumer expectation towards superior functional qualities established by luxury brands and luxury brand image will be damaged unless excellent quality and high standards are sustained. Magnoni *et al.* (2012) more specifically, point out the relation between quality and trust by emphasizing that when perceived quality falls under a certain level of expectations, disappointment results in loss of trust and reliability of the brand.

Chandon *et al.* (2016) segment luxury consumers based on their consumption motivations and identify that for the second largest consumer group in terms of yearly spending budget; quality, sustainability and the concept of 'made in excellence' are fundamental stipulations.

Among different dimensions of luxury value perception, functional/utilitarian value encompasses a significant place and excellent quality and craftsmanship are the basic principles in this value creation (Hennigs *et al.*, 2012; Jung Choo *et al.*, 2012). In addition to be an essential component of luxury value, in today's marketplace consumers make more rationalized purchase decisions and look for utilitarian value like high quality (Tsai, 2005; Jung Choo *et al.*, 2012). Jung Choo *et al.* (2012) also suggest that quality can contribute to symbolic value of a luxury brand as a self-

expressive value dimension. Customers who perceive themselves as rational buyers and/or perfectionists will associate utilitarian value with self-expressive value (Jung Choo *et al.*, 2012).

High quality is also important to gain new customers without any previous relationship with the brand since perceived excellence value resulted from high quality and craftsmanship can increase behavioral intention (Jung Choo *et al.*, 2012). Anurit *et al.* (2008) identify quality and reliability as the first two objective variables important for consumer purchase decision.

In this study, high quality is defined as a function of excellent ingredients, craftsmanship and precise production process. It is closely related to functional benefits of a luxury brand, which also serves as a way for differentiation from its competitors.

## **2.3 Brand Equity**

### **2.3.1 Definition of Brand Equity**

By The Marketing Science Institute, brand equity is defined as:

The set of associations and behaviors on the part of the brand's consumers, channel members, and parent corporation that permits the brand to earn greater volume or greater margins than it would without the brand name and that gives the brand a strong, sustainable, and differentiated advantage over competitors (Leuthesser, 1988; Stegemann, 2006).

As this definition supports; brand equity originates from consumer responses to specific marketing efforts of a specific brand. Together with the given emphasis on consumer-based brand equity; in the literature, brand equity is comprised of two perspectives: Customer-based perspective and financial perspective (Ulas Arvidsson and Herslow, 2012). This study aims to investigate customers' evaluations of a given luxury brand extension and the change in the brand equity in

terms of customer valuation of the brand attributes after an extension. This leads us to focus on customer-based perspective of the brand equity. Hence, financial perspective will be out of the scope of this study and not be examined further.

### **2.3.2 Customer-Based Brand Equity**

The customer-based brand equity is constructed on brand associations which have an impact on consumers' minds. Consumers attribute a general meaning to a brand as a result of their evaluation of specific associations of the brand; and in the long term this meaning affects the consumers' attitudes towards the brand. To provoke a positive attitude towards a brand; consumers should believe that the attributes of the brand will satisfy their needs, and consequently they will receive expected benefits (Sanyal *et.al.*, 2014). More specifically, Smith and Colgate (2007) suggest that what benefits customers get from and what costs they pay for a product result in attitude towards the product and an emotional connection with it. Woodruff (1997) emphasizes that customers' preference for attributes together with the evaluation of these attributes' performance creates a value in the minds of the consumers. Both views should be considered to define customer-based brand equity; since emotional bond with the brand, difference between benefits and costs, and performance of preferred attributes affect the reason and desire for luxury consumption, and consumer perception of the brand's value (Jung Choo *et. al.*, 2012).

Consumer motivations to consume luxury brands, and therefore benefits and brand associations can be functional, symbolic and experiential (Keller, 1993; Wiedmann *et. al.*, 2011; Magnoni *et al.*, 2012; Uulas Arvidsson and Herslow, 2012; Sung *et. al.*, 2015; Chandon *et. al.*, 2016). Also; Keller (2001) divides customer-based brand equity into two building blocks of brand performance and brand imagery. Brand performance incorporates functional brand associations and coincides brand performance with consumer judgements and rational reactions. In brand imagery, symbolic (emotional) brand associations exist and this part correspond to consumer feelings and emotional reactions.

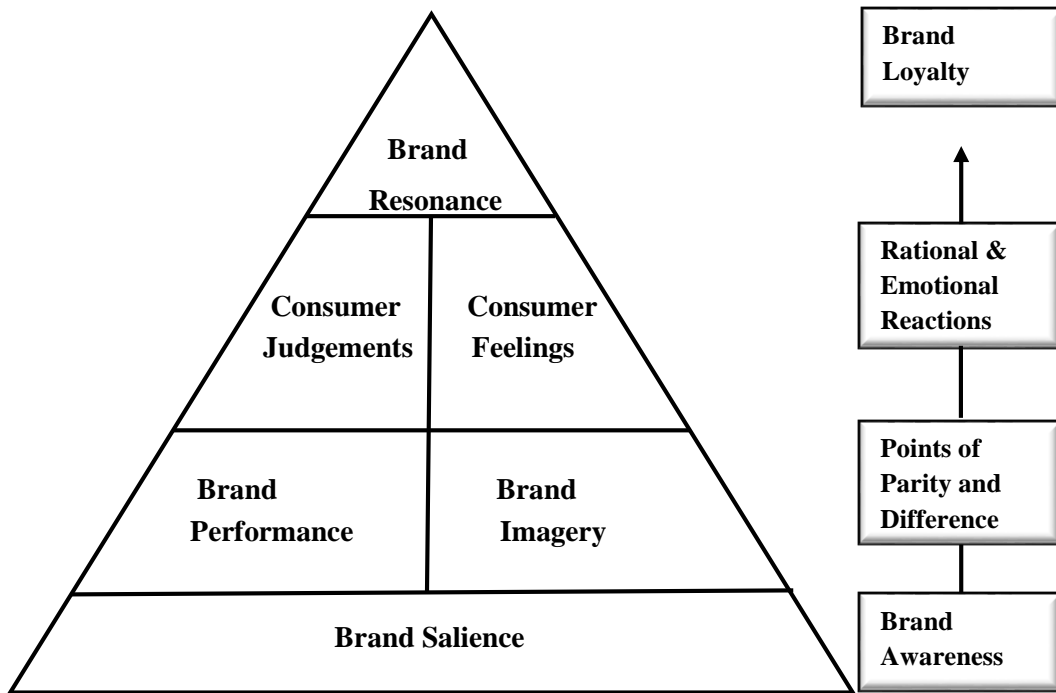


Figure 1: Customer-Based Brand Equity Model (Keller, 2001)



Figure 2: Subdimensions of Brand-Building Blocks (Keller, 2001)



For the purpose of this study, we will focus on functional and symbolic brand associations and exclude experiential value of luxury brands. This is because experiential benefits take place during and/or after the consumption process; and this study only includes before-purchase stimuli which means respondents will not be in actual interaction with the brand. Brand loyalty is also left out although it is a fundamental brand attribute which includes both functional and symbolic associations. This is because it is constructed over a long period of time.

### **2.3.3 Functional Brand Associations**

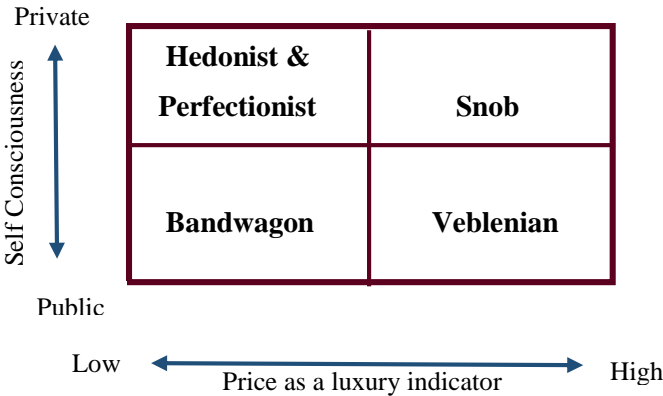
Functional dimension of the consumers' perceptions of a luxury brand value refers to core product benefits (Keller, 2001; Hennigs *et. al.*, 2012; Ulas Ardivsson and Herslow, 2012; Chandon *et. al.*, 2016). This is because functional associations are primarily affected from a brand's performance (Ulas Arvidsson and Herlsow, 2012); and brand performance results from the brand's intrinsic characteristics which are mainly product features (Keller, 2001). Sung *et. al.* (2015) state that consumers perceive luxury brands to have superior functional qualities and utilitarian characteristics. Among characteristics evaluated for the consumption decision making; high quality and premium price are fundamentals. Hennigs *et. al.* (2012) add reliability and durability features to the quality component of the functional dimension of luxury value perception.

### **2.3.4 Symbolic Brand Associations**

According to Sung *et. al.* (2015), symbolic associations function as antecedents and predictors of consumer attitudes and behaviors towards the luxury brands. They further suggest that a product's value stems from the meanings attached to it (Sung *et. al.*, 2015). Because ratio of functionality to price might be significantly lower than the ratio of intangible and situational utility to price for luxury brands; it can be claimed that intangible value which is evoked by exclusivity and brand image (Wiedmann *et. al.*, 2011) is a primary component and purchase reason of luxury brands. Chandon *et al.*, (2016) define symbolic consumption motives for luxury

brands as the connections to a group or affirmation of a social status. Jung Choo *et al.* (2012) support this view and combine it with brand image connections a consumer makes with his/her self-image for self-expressive purposes.

In the literature, it is also established that, in addition to symbolic associations, price can also be related with prestige value of luxury brands by some consumers. High price is associated with high prestige within the conspicuous value of luxury brand, whereas a weak or irrelevant relationship between price and prestige is found for social value; where conspicuous (Veblenian) and social (bandwagon) values constitute two important facets of symbolic value of luxury brands (Jung Choo *et al.*, 2012).



**Figure 3: Price Perceptions (Vigneron and Johnson, 1999)**

**2.4 Self-Consciousness Theory**

**2.4.1 Necessity of Self-Consciousness Theory**

Material possessions have private and public meanings. This indicates a relationship between possessions and individual characteristics (Wong, 1997). Wong (1997) states that our possessions not only reflect but also enhance our identities by ensuring to assert, complete or attain our ‘ideal’ self. Together with Belk (1985), Wong (1997) sees material possessions closely related to personality traits.

Public meanings are defined as the meanings assigned to an object by non-owners and society at large. Since individuals may assign different meanings to the same object, public meanings are constituted by agreed-upon meanings by general population or social subgroups (Wong, 1997). On the contrary, private meaning is identified by an individual as a subjective meaning based on his/her experiences or history with the object (Wong, 1997). Wong (1997) further suggests that public meanings become important for individuals to communicate themselves to others whereas private meanings are influential in determining individuals' own feelings about their possessions.

In congruence with this argument, Hennigs *et. al.* (2012) propose individual and social dimensions of luxury value perception. The individual dimension refers to a consumer's personal orientation and goals like hedonism and self-identity towards a luxury brand. On the other hand, social dimension concentrates on perceived utility recognized within a social setting (Hennigs *et. al.*, 2012). Such utility can be derived from conspicuousness and prestige values of the brand. Although these dimensions function separately, they are not mutually exclusive; and both have influence on consumer behavior in various degrees depending on the consumer characteristics and personal orientations (Hennigs *et. al.*, 2012).

Luxury heavily relies on consumer perceptions and meanings assigned to it in addition to high quality and utilitarian values which reflect its material facet. Sung *et. al.* (2015) mention two types of luxury perceptions: The first one is nonpersonal perception in which luxury is defined in a social setting; and conspicuousness becomes an important factor. Second one is personal perception where hedonism and self-expression gain importance for the individuals (Sung *et. al.*, 2015; Parguel *et. al.*, 2016).

Luxury is a subjective concept since meaning of luxury also differs according to personal and interpersonal motives of consumption (Stegemann, 2006). However,

social or personal motives separately are not enough to fully explain luxury consumption (Hennigs *et. al.*, 2012; Kastanakis and Balabanis, 2014) since the term ‘luxury’ consists of both personal and interpersonal aspects (Stegemann, 2006). Although luxury includes both types of consumption motivations; these two groups differ from each other in the sense that consumers may use luxury brands for different purposes. Consumers use luxury brands to identify with or distinguish from a group or to attach meaning to their selves and feel a certain impact (Salmela Zernova, 2010; Kastanakis and Balabanis, 2014).

Because it is closely related with the luxury consumption motives, and researches show that it affects purchase behavior (Wong, 1997); self-consciousness is necessary to be included in this study. Although this relationship is well documented in the literature in terms of public (social) and private self-consciousness and luxury consumption relationship, any connection with brand extension is absent; and this reveals an additional reason to cover the concept of self-consciousness in the scope of this study.

#### **2.4.2 Public vs. Private Self-Consciousness**

Self-consciousness is defined as the “consistent tendency of persons to direct attention inward or outward” by Fenigstein (Wong, 1997). Three dimensions have been revealed: public self-consciousness, private self-consciousness and social anxiety. Since social anxiety is defined as discomfort in the presence of others and as a reaction to the self-attention process; it will not be mentioned any further. Public self-consciousness includes a general awareness of the self as concerns others while private self-consciousness is about one’s own thoughts and feelings (Wong, 1997; Jung Choo, 2012). These concepts are very similar to and can be used interchangeably with introversion and extraversion attitudes in Carl Jung’s Personality Theory (Wong, 1997). Introversion focuses on the one’s inner world and subjective appraisal while extraversion gives importance to influence from the surrounding environment (Salmela Zernova, 2010). Wong (1997) also states this

distinction between two attitudes by expressing that private self-consciousness corresponds to achieving personal goals where public self-consciousness is about evaluations of significant others.

### **2.4.3 Self-Consciousness and Consumption**

Two groups of people differ in their preferences for purchases (Kastanakis and Balabanis, 2014) as well as for other activities, lifestyle and social engagement. It is also shown by several studies that these two attitudes function as opposing but complementary forces (Salmela Zernova, 2010). Jun Choo *et. al.* (2012) further advert how luxury brand values associate with these two different types of attitudes. According to this view; hedonic, quality and unique (snobbish) values which include self-identity are connected to private self-consciousness while conspicuous (Veblenian) and social (bandwagon) values are identified with public self-consciousness (Jung Choo, 2012). It is further postulated that price is also associated with public self-consciousness; and when high price is perceived to indicate high prestige, it contributes to the conspicuous value (Jung Choo, 2012). However, some consumers may perceive high price as an indicator of high quality; hence for such consumers price adds to the quality value which is related to private self-consciousness (Parguel *et. al.*, 2016).

## **2.5 Brand Extensions**

### **2.5.1 Definition of Brand Extension**

The concept of brand extension is defined as “the use of an existing brand name on a new product in a new category” (Tauber, 1981; Jaulent, 2007; Seltene and Brunel, 2008; Batra *et. al.*, 2010; Uulas Arvidsson and Herslow, 2012). A product category is classification of products according to their kind and main properties like function and usage. When a brand starts offering a new type of product, it creates a new product category within the firm’s product portfolio. Use of brand extensions is a frequently applied strategy due to the benefit from the existing brand name’s

awareness and associations (Stegemann, 2006; Ulas Arvidsson and Herslow, 2012). Brand extensions provide leverage for the companies by reducing the risk of new product failures and increasing initial product trial (Stegemann, 2006; Batra *et.al.*, 2010). Brand extensions are also preferred since they conduce to reduced risks and costs of launching new products, increased sales and market share, and increased profits (Stegemann, 2006). Additionally, companies can gain competitive advantage in a new market through their existing brand recognition and ability to charge a premium price when they engage in a brand extension. Hence, brand extensions can be the only alternative for companies who want to enter new markets (Aaker and Keller, 1990; Pitta and Katsanis, 1995; Stegemann, 2006; Ulas Arvidsson and Herslow, 2012).

### **2.5.2 Category Fit and Brand Extensions**

Brand extensions can bring some risks as well as advantages and opportunities for companies. Although they can contribute to the brand equity, they can cause the equity dilution as well (Tauber, 1981). Hence, key factors leading to successful brand extensions should be examined and applied carefully by the companies who attempt to pursue a brand extension strategy. “Fit” is gained recognition as the primary explanatory variable in brand extension research and as one of the most important factors for successful brand extensions (Goedertier *et. al.*, 2015). Fit is defined as the perceived similarity between the extension product and the parent brand (Aaker and Keller, 1990; Batra *et. al.*, 2010; Ulas Arvidsson and Herslow, 2012; Goedertier *et. al.*, 2015). Perceived fit increases between a brand and its extension to the extent they have common associations. As the distinctive associations between the parent brand and its extension product increase, perceived fit decreases (Keller, 1993; Goedertier *et. al.*, 2015).

It is pointed out by Goedertier *et. al.* (2015) that a significant number of studies presents that impact of fit decreases because of some individual characteristics of the consumers like high consumer innovativeness, young age, low level of holistic

thinking, or a belief that brand traits are constant. However, several researches reveal considerable amount of evidence which shows that fit between the parent brand and its extension is the main determinative factor of consumers' evaluation of the brand extensions (Aaker and Keller, 1990; Bottomley and Holden, 2001; Meyvis *et. al.*, 2012; Goedertier *et. al.*, 2015). Albrecht *et. al.* (2013) also proved on 492 respondents that primary driver of successful brand extensions is perceived fit for both luxury and nonluxury brands. High amount of perceived fit facilitates the acceptance and preference of the brand extensions (Goedertier *et. al.*, 2015).

Different types of associations can function as bases of fit. Goedertier *et. al.* (2015) list these associations as “product-level associations depending on features or attributes, brand image associations, usage context associations, and goal congruency associations”. These associations affect consumer evaluation of fit to the extent of their salience at the time of the evaluation (Goedertier *et. al.*, 2015).

### **2.5.3 Brand Equity and Brand Extensions**

Studies on brand extensions have also focus on and examine the effects of the extension on the brand equity (Aaker, 1991; Dubois and Paternault, 1995; Pitta and Katsanis, 1995; Stegemann, 2006; Ulas Arvidsson and Herslow, 2012; Albrecht *et. al.*, 2013). Brand equity is the added value ascribed to a brand's products and services (Kotler and Keller, 2011, p.243). Brand equity is intrinsic to a brand and beyond the brand's tangible characteristics and short-term price (Stegemann, 2006). Researchers studying brand extensions together with brand equity have shown that, especially for prestige brands, successful brand extensions can have a positive effect on the core brand, strengthen the brand's connection with some of its associations, and increase the brand salience (Stegemann, 2006; Albrecht *et. al.*, 2013;). As well as a prospering extension leverages the brand's value, a strong image and high recognition of the parent brand is necessary for an extension to be successful (Hennigs *et. al.*, 2013). Strong brands facilitate the acceptance of brand extensions

(Keller and Sood, 2003). Thus, it can be concluded that brand extensions and brand equity has a bidirectional relationship in terms of their contribution to each other.

#### **2.5.4 Brand Dilution and Brand Extensions**

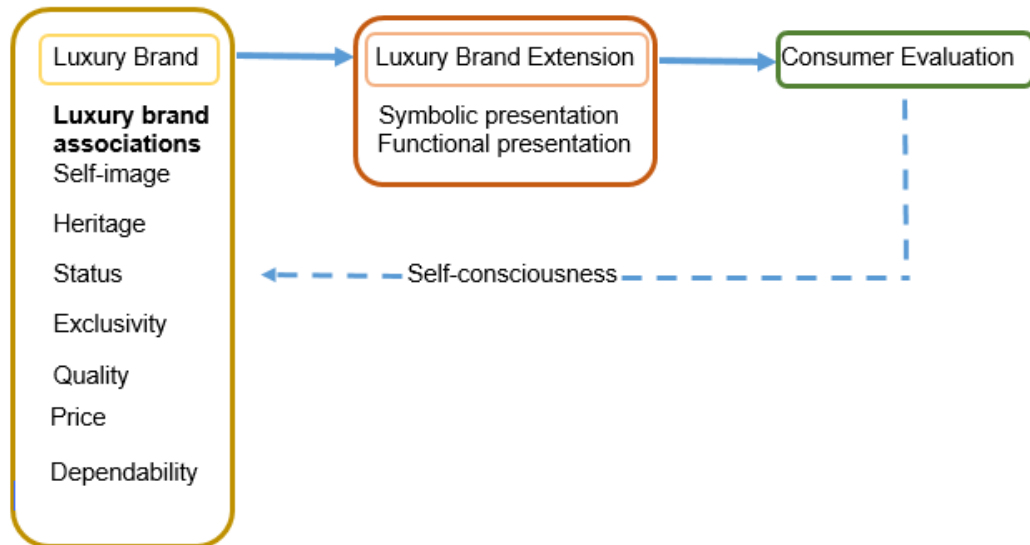
Brand dilution is the weakening of the brand's value and it takes place when the brand name gets damaged. It can lead to negative associations or weaken positive associations in the consumers' perception and thus undermine the brand equity. Brand dilution constitutes the main risk of brand extension strategy; hence it should be examined carefully.

It is well stated in the literature that extension failures can lead to negative effects on the parent brand (Keller and Sood, 2003; Stegemann, 2006; Ulas Arvidsson and Herslow, 2012; Albrecht *et. al.*, 2013). Stegemann (2006) suggests that brand extensions can damage the perception of exclusivity for luxury brands because of greater exposure and over-diffusion of their products if various line or category extensions are offered. She further explains that brand extensions result in increased marketing communications, and hence increased brand knowledge which is not desirable for luxury brands. Common brand knowledge affects attitude towards luxury brands negatively (Stegemann, 2006); thus brand extensions should be communicated wisely to avoid any dilution effect.

#### **2.6 Research Model**

The main purpose of this research is to investigate how brand equity of a luxury brand is affected by self-consciousness and brand extension. This study combines self-consciousness theory with brand equity theory to reveal whether a brand extension influences the consumer perception through its presentation. Research model of this study is presented on the following page.





**Figure 4: Research Model**

Firstly, brand extension's impact on consumer evaluation will be examined for overall respondents participated to the study. This will reveal a distinction between the results due to extension's introduction methods, if any exists. Secondly, the same analysis will be conducted for different self-consciousness levels for the participants. Difference between each self-consciousness level will be analyzed and interpreted. This is expected to explain whether different consumer profiles in terms of self-consciousness react differently to a brand extension. Finally, we will have an understanding on that whether consumer evaluation of the brand extension varies depending upon how the extension is presented.

## 2.7 Hypotheses

### 2.7.1 Hypothesis 1

*The first hypothesis intends to find out if the brand extension treatment affects the consumer evaluation of the brand or not. If this is the case, we want to find which brand associations are affected.*

Hypothesis 1: The extension description has an influence on how consumers evaluate the luxuriousness of the parent brand.

To be able to measure this effect, extension descriptions' impact will be tested for each of the selected associations.

### **2.7.2 Hypothesis 2**

*The second hypothesis of this study aspires to find out if the consumers have evaluated the luxuriousness of the parent brand differently based on their personal dispositions. In other words, if the personal disposition affects the evaluation of the parent brand.*

Hypothesis 2: Personal orientations have an influence on how consumers evaluate the luxuriousness of the parent brand after a brand extension.

To be able to assess this hypothesis, personal disposition will be tested within each type of extension descriptions in terms of emphasized luxury brand attributes.

## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 Approach of the Study**

An experimental research design was chosen to be used for this study. This approach was preferred; because it was needed to manipulate the variables of category fit and brand associations falling within the extension descriptions in order to measure their effects on the respondents' perceptions. This approach was also useful in measuring the impact of the extension on seven dependent variables which were selected luxury brand associations by means of hypothesis testing. Quantitative research design was employed also because of the generalizability purposes of the study. It offers the best results in terms of generalizability. A positivistic approach was adopted due to its predominance in similar studies conducted on the theoretical fields included in this study. Methodological choices of this study were made with reference to similar studies covering brand extensions, luxury branding, luxury consumption and brand equity.

#### **3.2 Quantitative vs. Qualitative Research**

Qualitative research helps identifying relevant concepts and constructs that need to be examined within a study, while quantitative research functions a means to quantify these concepts and examine the relevant relationships thoroughly (Jalent, 2007). Quantitative approach utilizes statistics and other mathematical tools in order to quantify and measure a problem precisely. It is a structured approach which purposes generalization of the findings (Uulas Arvidsson and Herslow, 2012). On the contrary, qualitative research can be useful to gain first insight and a better understanding of the problem; and it arrives at the conclusion with verbal formulations (Malhotra, 2010, p.132; Uulas Arvidsson and Herslow, 2012).

Because the use of quantitative approach based on deductive reasoning is appropriate for the establishment of hypotheses to be tested through logical reasoning, and for the generalization of the findings; this study pursues this approach.

### **3.3 The Literature**

Variety of studies covering brand extensions, luxury branding and brand equity can be found in the marketing literature. Large number of these studies have employed a positivistic approach. However, some hermeneutic studies that have focused on the relationship between self-consciousness and consumption, and luxury branding also exist. The positivistic approach claims that knowledge derived from reasoning and logic is authoritative knowledge. The hermeneutic approach, on the other hand, postulates that knowledge is relative and scientific findings need to be interpreted (Uulas Arvidsson and Herlsow, 2012). In order to support the choice of positivistic approach within the scope of this study, how this approach has been used in the literature so far is succinctly introduced below.

#### **3.3.1 Brand Extension Studies**

Brand extension studies which have been analyzed have used a quantitative research design predominantly. This is a natural result of the fact that these studies have examined hypothetical brand extensions rather than actual uses of the brand extension strategy by companies. To be able to test hypothetical extensions' effects on the brands, researchers require to propose hypotheses; and hypotheses are tested by means of quantitative approach.

#### **3.3.2 Brand Equity Studies**

Quantitative and qualitative research techniques are seen in brand extension studies almost to the same degree. Qualitative studies have mainly utilized exploratory research design with the purpose of conceptualization of a phenomenon. However, quantitative studies have been conducted for a different reason which was the

measurement of such conceptualizations and their weight in the phenomenon. This provides further support for the use of quantitative research design within this study since this study also aims to measure the selected conceptualizations.

### **3.3.3 Luxury Branding Studies**

Luxury and consumption are subjective concepts; and therefore they are also favorable for qualitative studies. Although a significant number of studies covering luxury and self-consciousness in relation with consumption have adopted hermeneutics as their research methods, majority of the reviewed studies about luxury branding have used a quantitative research technique together with deductive reasoning. This is in accordance with brand extension and brand equity studies explained previously. As a result, it can be asserted that the methodological approach selected for this study is also supported by the previous studies in related fields.

## **3.4 Data Collection**

### **3.4.1 Primary Data**

Primary data were collected through written questionnaires applied in person with the voluntary respondents. Respondents who participated to the study were selected among METU students and presented experimental surveys. Each respondent experienced one of the five questionnaires. Four of the questionnaires had different treatments for brand extension while one of them had no treatment. Remaining questions included in the questionnaires were identical to each other.

Questionnaires were employed since they were considered as the most adequate tool to collect sensitive data. Brand associations related to self-image and status together with self-consciousness data were considered to be sensitive for the respondents. This approach, compared to interview and other data collection techniques, provided anonymity and reduced the social desirability effect which could have decreased the

authenticity of the responses. Surveys were not applied online to be able to eliminate the risk of respondents' exposure to more than one treatment and to make necessary explanations for further clarification of the questions.

### **3.4.2 Secondary Data**

In order to gain a comprehensive understanding of the related literature; journals, books and other relevant sources were reached through METU library and online searches. Data was collected on the subjects of brand extensions, brand equity, luxury consumption and luxury branding. This process was helpful to be able to obtain the recent information on the related subjects.

Following systematic tracking of the resources and references of the primarily examined sources, multiple different areas were encountered. This caused self-consciousness theory and concept of brand equity to be included in this study as complementary subjects of the brand extension theory.

### **3.5 Pre-test**

A pre-test on 20 respondents were carried out in order to understand whether there exists any misconceptions and any need for further clarification. Surveys were applied with face-to-face interaction with the participants and feedback was collected simultaneously. Respondents were asked to read and answer the questions out loud to be able to detect their understanding on the questions. This process was helpful to verify that intended meaning is attached to the texts and the questions in our surveys. Implications of pre-test results are explained in the next section in more detail.

### **3.6 Experimental Study**

This study intended to study out the responses of the subjects to a specific treatment; which is the fact that directed this study to use an experimental approach. Treatment is defined as any factor or procedure to which the researchers expose respondents

with the aim of determining its impacts on the responses (Ulas Arvidsson and Herslow, 2012). Within the scope of this study, the treatment included brand extension descriptions that four of the five independent groups experienced. Since this study adopted between-groups comparison approach, five different surveys were applied to five independent samples of respondents. Each participant were presented only one particular type of the surveys. This was required, because the group that was faced with the survey including no brand extension description was used as a control group. Remaining four surveys were used as treatment surveys. Because this study was designed to ascertain how a treatment affects people's responses to a phenomenon, use of control and treatment surveys was essential. With the comparison of the survey results, it was possible to probe whether the treatment created an impact. The surveys were distributed with face-to-face interactions with the participants and no incentive was offered for participation. Sampling error was reduced through large number of participants included in the study, and by counterbalancing the number of respondents from different genders and self-consciousness dispositions.

The treatment surveys included the sections of a luxury consumption predisposition question, a luxury jewellery brand and a brand extension descriptions, a manipulation check question, luxury brand related questions (brand associations questions), self-consciousness related questions and finally, general demographics questions. The treatment surveys consisted of extension description which differs them from the control surveys. These section was absent in the control surveys.

38 luxury brands' logos were placed on the front page of the all surveys. This decision was made based on the pre-test results and in order to facilitate the distinction between luxury and premium brands for the respondents. During the pre-test, participants were in ambiguity about which brands to consider as luxury brands. Majority of the respondents discussed premium brands or outdoor brands as luxury.

In order to direct participants towards luxury end of the prestige brands scale, several examples were necessarily demonstrated.

Reason to begin with luxury consumption predisposition question was to identify and involve probable prospective luxury consumers as respondents and to reduce sampling frame error. METU students constitute possible future managers and executives of the business world with above average incomes. Hence, the ones willing to buy a luxury brand can become possible luxury consumers in the near future and form a target segment for luxury brands. Sampling frame error arises when the sampling frame is not representative of the population of interest (Malhotra, 2010, p.76). However, a perfect sampling frame is almost impossible to reach (Uulas Arvidsson and Herslow, 2012). It is certain that some limitations exist within this study particularly due to the absence of current luxury customers. As discussed previously, the reason not to include existing luxury customers is because of the fact that main purpose of this study is to comprehend how prospective consumers in general evaluate a luxury brand extension.

The hypothetical brand and the extension descriptions were placed in the middle since the main purpose was to examine their impact on the evaluation of the brand associations. That's why, measurement scales related to brand associations were placed after the treatment (see also Causality). Prior to the brand associations, one manipulation check question was situated in order to control if each particular treatment had the intended effect on the participants or not. It was not stated later to eliminate the risk of oblivion which was observed during the pretest. Example of a treatment survey and the control survey can be found in Appendix A and Appendix C respectively.

The brand description and the extension descriptions were constructed depending on the findings in the theoretical chapter. The brand description included each of the seven selected brand associations. One of the extension descriptions consisted of



only functional brand associations whereas the other involved only symbolic associations. Thus, brand association questions corresponded to the seven previously determined brand associations.

Following the brand association questions, respondents were introduced self-consciousness questions; since it was also intended to find out the impact of self-consciousness on the consumers' perceptions on luxuriousness of a brand following a brand extension. Some of the questions related to brand associations, specifically dependability, were scattered. In other words, these questions were not written consecutively in order to identify the responses without reading. Surveys with severely contradicting responses for the same scale were marked as unread and, therefore, eliminated. For brand association and self-consciousness questions, measurement scales were derived from various sources.

Only for the heritage association, number of subscales were rearranged. According to Wiedmann *et. al.* (2012), "formative indicators of brand heritage vary with regard to the product category." They further point out the difference in the perception of heritage among consumers especially at the different parts of the world. Based on this finding and the fact that heritage is a concept constructed over the years; we did not include subscales related to continuity and culture. Besides, since a hypothetical brand is used in this study, we excluded the subscales corresponding to familiarity, knowledge and bonding in order to preserve validity of the results.

In addition to the association questions; private self-consciousness and public self-consciousness items were organized to maintain validity and reliability of the scores for the self-consciousness scales.

The fact that a luxury brand description was demonstrated in the surveys and this description narrated a hypothetical brand assured that the participants had the necessary knowledge about the brand which might not have been the case if an

actual luxury brand had been used. When an actual brand is used, respondents may not recall the brand or may not be aware of it. Further, a pre-study would be required to determine a brand that is perceived as luxury by the respondents. Thus, necessary knowledge for the study was displayed by describing the brand to which the questions were referring.

The surveys were distributed with face-to-face interactions on the main campus of the aforementioned university. Prior to the distribution, surveys were arranged so that they were randomized. When participants approached were in a group, they were told that the surveys were different from each other and should be answered individually. This helped to reduce the social desirability effect. Applying this procedure, 40 respondents per survey were reached, which is above the minimum sufficient number for deriving reliable conclusions. At least 30 respondents per survey is stated as ideal for an experimentation (Söderlund, 2010; Maltohra, 2010). Further, to be able to conduct a parametric test; 10 participants are enough if the data shows normal distribution (Akdağ, n.d.). Since five different surveys were used, 40 respondents per survey, 200 in total, were reached.

### **3.6.1 Causality**

Experiments provide ability to investigate causal relationships between variables, which is not offered by other types of researches, and therefore causality becomes the heart of experimental designs (Patzner, 1996, p.5). Causality is the relationship between variables such that changes in one variable causes a change or effect in another variable (Patzner, 1996, p.6). The first variable is referred to as the independent variable that the researcher manipulates and measures its effects on the second variable (Patzner, 1996). This second variable is the dependent variable. Causality, therefore refers to that the investigated effect is only caused by the treatment applied in the experiment. In this study, only the brand extension description (a hypothetical extension news) should cause the desired effect, if any,

on the dependent variables. There are three evidence for causality (Patzer, 1996; Malhotra, 2010):

1. Concomitant Variation: It is a correlational rule, meaning that X must correlate with Y. In other words, X and Y occur or vary together which means that cause must be related to the effect. Concomitant variation is required but not sufficient to infer causality.
2. Temporal Sequentiality: It is about appropriate timing and refers to that X must precede Y in time, meaning that a cause cannot occur after an effect.
3. Nonspurious Association: Lack of alternative explanations for what may cause an effect is required. In other words, the relationship between X and Y must not be the result of an extraneous variable. If any other variable apart from the treatment causes the desired effect, than causality cannot be concluded between X and Y. In this case, gender could be such factor.

In order to comply with these three conditions, this study practiced the followings:

1. Statistical software SPSS was used to show evidence for the relationship between the extension description and the brand associations.
2. The treatment (extension description) was placed before the dependent variables (brand associations) in the surveys.
3. To reduce the spurious association because of gender, numbers of participants belong to two gender categories were balanced.

### **3.6.2 Deciding on the Product Categories**

Jewellery category was chosen as the original industry of the parent brand. This category was considered appropriate to communicate the luxuriousness of a hypothetical brand since accessories have been used to represent high quality and high class (DeFanti *et. al.*, 2014). Wine and watch categories were designated as the extension categories. Products from each one of the jewellery, watch and wine categories can be consumed either in private or public, which makes such categories workable for examining self-consciousness concept. Watch category was considered for the close extension, because both jewellery and watch fall into

accessory category of any brand. On the other hand, wine category was regarded as the distant extension product category since it requires distinctive production processes and expertise and is ranked among beverages category.

### **3.6.3 Deciding on the Variables**

#### *Independent Variables*

Private and public self-consciousness constituted independent variables of this study. Three items for public self-consciousness and two items for private self-consciousness were used. The variables were formed by combination based on factor scores of several questions relating to the self-consciousness; and Cronbach's alpha value was calculated to measure the internal reliability of these questions. It will be discussed exhaustively in reliability analysis section of this chapter.

Each brand extension description was employed as a treatment for each distinctive questionnaire. Since this study is an experimental study with four different treatments and between-groups comparison was aimed, grouping variables were also described as independent variables while conducting the necessary analysis to test the hypotheses.

#### *Dependent Variables*

The main purpose of this study is to present how brand associations of a luxury brand changes after a brand extension. For this reason, seven brand associations constructing brand equity generated dependent variables. The selected luxury brand associations are as follows:

- Self-image
- Heritage
- Status
- Exclusivity
- Quality

- Price
- Dependability

As mentioned previously, measurement scales were procured from different sources and each association was composed of several items. Specifically, for self-image eight; for heritage, exclusivity and quality four; for status, price and dependability three questions were asked. In order to aggregate such questions, mean scores and Cronbach's alpha values were calculated. Entire list of the questions derived from various sources was not used in the experimental study. The table on the next page shows the compilation of the questions used in the analyses.

**Table 1: Variables**  
**Variable**

Variable	Questions making up the variable
Self-image	I can identify with this brand I feel a personal connection to this brand. This brand suits me well. This brand and I have a lot in common. This brand's image and my self image are similar in a lot of ways. This brand reminds me of who I am. This brand is a part of me. I use this brand to communicate who I am to other people.
Heritage	This brand is related to images of success. This brand sets the valuation standards for other brands. I have an absolutely clear imagination of this brand.
Status	This brand is expressive. This brand is prestigious. This brand sets the valuation standards for other brands.

**Table 1 (Continued)**

Exclusivity	<p>This brand is available to very few/many customers.</p> <p>This brand is exclusive/inclusive.</p> <p>This brand is restricted/not at all restricted.</p> <p>This brand is selective/not at all selctive.</p>
High Quality	<p>This brand has excellent quality.</p> <p>This brand looks to be reliable and durable.</p> <p>This brand will have fewer problems.</p> <p>This brand has excellent quality features.</p>
Premium Price	<p>The overall prices of this branda re modt likely very low/very high.</p> <p>Relative to other brands, prices of this brand are most likely to be lower/higher than average.</p> <p>Your general expectation about the overall price level of this brand is ver low/very high.</p>
Dependability	<p>This brand is trustworthy.</p> <p>This brand is dependable.</p> <p>This brand is reliable.</p>
Private Self-consciousness	<p>I am generally attentive to my inner feelings.</p> <p>I am always trying to figure myself out.</p>
Public Self-consciousness	<p>I am concerned about the way I present myself.</p> <p>I usually worry about making a good impression.</p> <p>I am concerned about what other people think of me.</p>

### 3.7 Hypothesis Testing

To be able to test the hypotheses proposed in the theory chapter, it is necessary to investigate if a difference in the dependent variables exists between groups. For this purpose, following hypotheses were stated:

$H_0: \mu_0 = \mu_1 = \dots = \mu_k$  ; where k: number of the groups

$H_1$ : At least one mean is different

The null hypothesis claims that there is no difference between the means of the five groups which indicates the treatment does not have a significant impact on the dependent variables.

The null hypothesis is either accepted or rejected, which is the reason to state an alternative hypothesis. If the null hypothesis is rejected, the alternative hypothesis is accepted. Only when the null hypothesis is accepted, we conclude that there is no difference between groups because of the treatment. However, when the null hypothesis is rejected, we conclude that the treatment caused a difference at least between two of the groups.

Three hypotheses stated at the end of the theoretical chapter should be translated into statistical hypotheses; because we need to test the null hypothesis in order to see whether a difference exists between groups.

### **3.7.1 The First Set of Statistical Hypotheses**

- H<sub>1a</sub>: The extension description has a significant impact on self-image.
- H<sub>1b</sub>: The extension description has a significant impact on heritage.
- H<sub>1c</sub>: The extension description has a significant impact on status.
- H<sub>1d</sub>: The extension description has a significant impact on exclusivity.
- H<sub>1e</sub>: The extension description has a significant impact on quality.
- H<sub>1f</sub>: The extension description has a significant impact on price.
- H<sub>1g</sub>: The extension description has a significant impact on dependability.

### **3.7.2 The Second Set of Statistical Hypotheses**

- H<sub>2a</sub>: The extension description has a significant impact on self-image for low self-consciousness level.
- H<sub>2b</sub>: The extension description has a significant impact on heritage for low self-consciousness level.

- H<sub>2c</sub>: The extension description has a significant impact on status for low self-consciousness level.
- H<sub>2d</sub>: The extension description has a significant impact on exclusivity for low self-consciousness level.
- H<sub>2e</sub>: The extension description has a significant impact on quality for low self-consciousness level.
- H<sub>2f</sub>: The extension description has a significant impact on price for low self-consciousness level.
- H<sub>2g</sub>: The extension description has a significant impact on dependability for low self-consciousness level.

### **3.7.3 The Third Set of Statistical Hypotheses**

- H<sub>3a</sub>: The extension description has a significant impact on self-image for high self-consciousness level.
- H<sub>3b</sub>: The extension description has a significant impact on heritage for high self-consciousness level.
- H<sub>3c</sub>: The extension description has a significant impact on status for high self-consciousness level.
- H<sub>3d</sub>: The extension description has a significant impact on exclusivity for high self-consciousness level.
- H<sub>3e</sub>: The extension description has a significant impact on quality for high self-consciousness level.
- H<sub>3f</sub>: The extension description has a significant impact on price for high self-consciousness level.
- H<sub>3g</sub>: The extension description has a significant impact on dependability for high self-consciousness level.

We can conclude that the treatment (extension description) and personal disposition (self-consciousness) have an influence on the consumers' evaluations of the luxury



brand associations, only when the hypotheses in the corresponding set stated above are accepted and interpreted.

### **3.8 Desired Outcome**

This study purports to prove the two main hypotheses explained previously. This conclusion would elicit that the way a brand extension is presented has a significant effect on consumers' evaluations of a luxury brand after the extension. It is also desired to prove that different personality dispositions react differently to a brand extension introduced by a luxury brand. This study potentially seeks to reveal whether functional and symbolic associations are affected differently by an extension's presentation.

## CHAPTER 4

### EMPIRICAL FINDINGS

#### 4.1 Replacing Missing Values

To begin with, all variables that have a missing value were identified; and it was revealed that the study has a missing response rate of less than 10% for all of the variables except for heritage in two of the groups and image in only one group. Heritage and image were detected to have a rate of 10% for missing response in a few groups. Missing responses take place when a respondent skips to answer a question. Value of the variable remains unknown if a missing response occurs for that particular variable (Malhotra and Peterson, 2006, p.413). Replacement of missing responses can distort the data and create problems especially when the rate of missing responses exceed 10% (Malhotra and Peterson, 2006, p.413). Although, the missing value rate do not exceed 10% and it is acceptable to treat; missing response rate was not large enough to bias the results for the scales. Hence, a treatment was not executed in order not to effect the results. MCAR test was conducted to check if the missing responses are at random and do not follow any pattern.

#### 4.2 Reliability Analysis

Reliability is defined as the consistency between the responses for items measuring the same scale by individuals (Büyüköztürk, 2013, p. 181). Reliability reveals how well a test measures the intended attribute. For ordinal scales with more than two answer options, Cronbach's alpha is calculated to measure reliability (Büyüköztürk, 2013, p. 183). This study uses 7-point Likert scale questions together with 7-point and 9-point semantic differential questions. Thus, to measure internal reliability of

the scores, Cronbach's alpha was calculated for each subscale. The results can be found below:

**Table 2: Reliability Analysis Results**

Scale:	Self-image	Heritage	Status	Exclusivity	Quality	Price	Dependability	Private self	Public self
Cronbach's alpha	0.924	0.754	0.902	0.832	0.886	0.876	0.832	0.810	0.768

Since current alpha values are far above 0.70 and only slight improvements exist, we did not eliminate any questions.

### 4.3 Validity Analysis

Validity is defined as the extent to which a test measures what it intends to measure (Büyüköztürk, 2013, p. 179). Construct validity of a test assures that the test developed based on theory measures the concepts as they are defined in the theory. To test construct validity of the scales used in social sciences, exploratory factor analysis is widely used (Büyüköztürk, 2013, p. 133). In this study, exploratory factor analysis was conducted by principal axis factoring analysis with varimax rotation to be able to measure the validity of the scores. The results for each scale are as follows:

**Table 3: Validity Analysis and EFA Results**

Scale	KMO - Bartlett	Eigenvalue	Cumulative %	Factor loading
Self-image	.91	5.29	61.79	.62 - .90
Heritage	.76	2.31	50.00	.66 - .75
Status	.75	2.51	75.65	.86 - .89
Exclusivity	.76	2.66	56.91	.55 - .88
Quality	.80	2.99	66.84	.68 - .90
Price	.74	2.41	70.79	.82 - .86
Dependability	.72	2.25	62.78	.74 - .83
Private self	.50	1.68	67.96	.82 - .82
Public self	.66	2.05	54.80	.61 - .91

After it was approved with the results of validity, mean scores were calculated for each scale to obtain the aggregated scores. These aggregated scores were used for the hypothesis testing to reveal the empirical findings.

#### **4.4 Survey Differences**

We would like to observe how the aggregated scores of the variables differ between the surveys. Through this procedure, we can have an understanding of how consumers appraise luxury brand associations depending on the questionnaire type they received. Results can be compared by examining the differences between the brand associations for each questionnaire. Survey comparisons that were reviewed primarily are as follows:

- ❖ Based on treatment:
  - wine symbolic vs. wine functional vs. no treatment
  - watch symbolic vs. watch functional vs. no treatment
- ❖ Based on personality:
  - Low public vs. high public
  - Low private vs. high private

For the analysis, one-way ANOVA test was used. Comparisons for the brand association results were assessed for overall participants, firstly. Later, results were examined for participants belong to high private self-consciousness group, low private self-consciousness group, high public self-consciousness group and low public self-consciousness group separately. To be able to determine which respondents correspond to which group; the medians were measured for each personal orientation group. Participants with aggregated private self-consciousness scores below the median were assigned to 'low private' group, and the ones with higher scores to 'high private' group. Similarly, respondents having a public self-consciousness score lower than the median were included in 'low public' group while the remaining participants constituted 'high public' group.

#### **4.5 Testing the Hypotheses**

To be able to test the hypotheses, it was essential to check for the main assumptions, which are:

- a. Samples are independent from each other and selected randomly from the population.
- b. The measurement scale of the dependent variable is ordinal.
- c. The data is normally distributed.
- d. Within-group variances are equal (homoscedasticity).

Since our data satisfies these assumptions, five separate analysis of variance tests were applied as it is described in the previous part. Following the Anova, LSD was used as a post-hoc test.

As it is discussed in the methodological chapter, null hypotheses can either be accepted or rejected. Rejected null hypothesis manifests that a significant relationship exists between the dependent and the independent variables.

##### *The First Set of Hypotheses*

##### *The first research question*

Our first research question is “*Is there a relationship between the treatment type (extension presentation) and the consumer evaluation of the luxury brand associations after a brand extension?*”

The first table we will examine is the ANOVA table for multiple comparisons which is constructed with means to deduce whether there is a statistically significant difference between any two groups. The groups include all respondents assigned to each questionnaire type. The results are presented in the table and then explained briefly.

**Table 4: ANOVA Results for Overall Consumers**

		ANOVA				
		Sum of	df	Mean Square	F	Sig.
		Squares				
heritage	Between Groups	12,236	4	3,059	1,756	,140
	Within Groups	316,985	182	1,742		
	Total	329,221	186			
image	Between Groups	5,302	4	1,326	,855	,492
	Within Groups	285,337	184	1,551		
	Total	290,639	188			
status	Between Groups	20,724	4	5,181	1,986	,098
	Within Groups	493,175	189	2,609		
	Total	513,899	193			
exclusivity	Between Groups	24,114	4	6,028	1,773	,136
	Within Groups	656,222	193	3,400		
	Total	680,336	197			
quality	Between Groups	18,463	4	4,616	2,226	,068
	Within Groups	389,857	188	2,074		
	Total	408,321	192			
price	Between Groups	8,550	4	2,138	2,277	,062
	Within Groups	182,091	194	,939		
	Total	190,641	198			
dependability	Between Groups	16,330	4	4,083	1,978	,100
	Within Groups	385,966	187	2,064		
	Total	402,296	191			

As it can be seen from the table, there is a statistically significant difference between the groups for status, quality, price and dependability associations. Therefore, post-hoc test results are presented for these associations in the following table:

**Table 5: LSD Results for Overall Consumers**

<b>Dependant Variable</b>	<b>(I) Groups</b>	<b>(J) Groups</b>	<b>Mean Difference (I-J)</b>	<b>Std. Error</b>	<b>Sig.</b>	
Status	Wine symbolic	Watch symbolic	.24561	.37059	.508	
		No treatment	-.69781	.36593	.058	
		Wine functional	-.40614	.36593	.268	
		Watch functional	-.15789	.37059	.671	
	Watch symbolic	No treatment	-.94342	.36593	.011	
		Wine functional	-.65175	.36593	.077	
		Watch functional	-.40351	.37059	.278	
	No treatment	Wine functional	.29167	.36121	.420	
		Watch functional	.53991	.36593	.142	
	Wine functional	Watch functional	.24825	.36593	.498	
	Quality	Wine symbolic	Watch symbolic	-.50000	.32610	.127
			No treatment	-.89407	.32406	.006
			Wine functional	-.76940	.32824	.020
Watch functional			-.51958	.33048	.118	
Watch symbolic		No treatment	-.39407	.32406	.225	
		Wine functional	-.26940	.32824	.413	
		Watch functional	-.01958	.33048	.953	
No treatment		Wine functional	.12467	.32621	.703	

**Table 5 (Continued)**

		Watch functional	.37449	.32846	.256	
	Wine functional	Watch functional	.24982	.33259	.454	
Price	Wine symbolic	Watch symbolic	.34081	.21802	.120	
		No treatment	-.20919	.21802	.339	
		Wine functional	-.04252	.21802	.846	
		Watch functional	.28248	.21802	.197	
	Watch symbolic	No treatment	-.55000	.21663	.012	
		Wine functional	-.38333	.21663	.078	
		Watch functional	-.05833	.21663	.788	
	No treatment	Wine functional	.16667	.21663	.443	
		Watch functional	.49167	.21663	.024	
	Wine functional	Watch functional	.32500	.21663	.135	
	Dependability	Wine symbolic	Watch symbolic	-.04227	.32971	.898
			No treatment	-.77732	.32971	.019
Wine functional			-.45590	.33181	.171	
Watch functional			-.46962	.32971	.156	
Watch symbolic		No treatment	-.73504	.32534	.025	
		Wine functional	-.41363	.32747	.208	
		Watch functional	-.42735	.32534	.191	



**Table 5 (Continued)**

	No treatment	Wine functional	.32141	.32747	.328
		Watch functional	.30769	.32534	.345
	Wine functional	Watch functional	-.01372	.32747	.967

*Status:* Similar to the heritage, status was also affected by the treatments and a decrease was detected compared to the group which was not presented a brand extension. Once again, the symbolic treatments caused a decline in the status value.

*Quality:* It can be stated that symbolic extension description for the wine category decreased the value of quality compared to no treatment group and the functional description in the same category.

*Price:* Price value decreased in both treatment groups for the watch category compared to the control group which did not involve any brand extension information. This can be interpreted as that; when a luxury brand extends to a similar category, consumers' perception on price decreases no matter how the extension is presented.

*Dependability:* Dependability values were affected negatively by the symbolic treatments for both of the categories compared to the group with no extension description.

The differences pointed out above are statistically significant. These results can be applied to the target population based on the p-value of 0.10. As the results present at the post-hoc test table, we can reject the null hypotheses depending on the differences between the groups. We conclude that such differences are statistically significant for a 90% confidence interval.

*The Second Set of Hypotheses*

The research question corresponding to the second set of the hypotheses is “*Is there a relationship between the self-consciousness orientations of the consumers and the consumer evaluation of the luxury brand associations after an extension?*”

❖ *Results for the low private self-consciousness*

Respondents with a score below the median (6) of the private self-consciousness scale were labeled as ‘low private’. The related table is presented below:

**Table 6: ANOVA Results for Low Private Consumer Group**

		<b>ANOVA</b>				
		Sum of Squares	df	Mean Square	F	Sig.
heritage	Between Groups	2,883	4	,721	,431	,786
	Within Groups	137,205	82	1,673		
	Total	140,088	86			
image	Between Groups	1,399	4	,350	,173	,951
	Within Groups	167,325	83	2,016		
	Total	168,724	87			
status	Between Groups	8,637	4	2,159	,882	,478
	Within Groups	208,158	85	2,449		
	Total	216,795	89			
exclusivity	Between Groups	18,267	4	4,567	1,667	,165
	Within Groups	238,263	87	2,739		
	Total	256,529	91			
quality	Between Groups	8,450	4	2,113	1,375	,249
	Within Groups	129,022	84	1,536		
	Total	137,472	88			
price	Between Groups	13,865	4	3,466	3,298	,014
	Within Groups	91,433	87	1,051		
	Total	105,298	91			
dependability	Between Groups	2,910	4	,727	,402	,807
	Within Groups	150,190	83	1,810		
	Total	153,100	87			

Based on the results, only for the price association there exists a statistically significant difference between these groups. LSD results for price can be found on the next table:

**Table 7: LSD Results for Low Private Consumer Group**

Dependant Variable	(I) Groups	(J) Groups	Mean Difference (I-J)	Std. Error	Sig.
Price	Wine symbolic	Watch symbolic	.30556	.33307	.361
		No treatment	-.38194	.35224	.281
		Wine functional	-.17172	.32582	.600
		Watch functional	.78472	.35224	.028
	Watch symbolic	No treatment	-.68750	.34385	.049
		Wine functional	-.47727	.31673	.135
		Watch functional	.47917	.34385	.167
	No treatment	Wine functional	.21023	.33683	.534
		Watch functional	1.16667	.36245	.002
	Wine functional	Watch functional	.95644	.33683	.006

*Price:* Extension to the watch category causes a decrease in the price value following both symbolic and functional treatments compared to the no treatment group. Moreover, the value of price is smaller in the watch category than in the wine category for the functional description.

❖ *Results for the high private self-consciousness*

Participants who have an aggregated private self-consciousness score higher than or equal to the median (6) was assigned to the ‘high private’ group. Anova results for this group are as follows:

**Table 8: ANOVA Results for High Private Consumer Group**  
**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
heritage	Between Groups	15,518	4	3,879	2,280	,067
	Within Groups	158,241	93	1,702		
	Total	173,758	97			
image	Between Groups	9,925	4	2,481	2,176	,078
	Within Groups	107,174	94	1,140		
	Total	117,099	98			
status	Between Groups	15,691	4	3,923	1,407	,237
	Within Groups	273,300	98	2,789		
	Total	288,990	102			
exclusivity	Between Groups	12,989	4	3,247	,811	,521
	Within Groups	396,376	99	4,004		
	Total	409,365	103			
quality	Between Groups	13,666	4	3,417	1,348	,258
	Within Groups	245,763	97	2,534		
	Total	259,430	101			
price	Between Groups	1,180	4	,295	,429	,787
	Within Groups	68,708	100	,687		
	Total	69,888	104			
dependability	Between Groups	13,766	4	3,442	1,518	,203
	Within Groups	219,965	97	2,268		
	Total	233,731	101			

Heritage and self-image differ among the treatment groups. To determine which treatment groups differ we conducted LSD test. Results are as follows:

**Table 9: LSD Results for High Private Consumer Group**

<b>Dependant Variable</b>	<b>(I) Groups</b>	<b>(J) Groups</b>	<b>Mean Difference (I-J)</b>	<b>Std. Error</b>	<b>Sig.</b>	
Heritage	Wine symbolic	Watch symbolic	-.66796	.43548	.128	
		No treatment	-1.14302	.40439	.006	
		Wine functional	-.72515	.42905	.094	
		Watch functional	-.32832	.41301	.429	
	Watch symbolic	No treatment	-.47506	.41721	.258	
		Wine functional	-.05719	.44115	.897	
		Watch functional	.33964	.42557	.427	
	No treatment	Wine functional	.41787	.41050	.311	
		Watch functional	.81470	.39370	.041	
	Wine functional	Watch functional	.39683	.41899	.346	
	Self-image	Wine symbolic	Watch symbolic	.74375	.34691	.035
			No treatment	-.08505	.32646	.795
Wine functional			-.17813	.35814	.620	
Watch functional			.23239	.32990	.483	
Watch symbolic		No treatment	-.82880	.33603	.015	
		Wine functional	-.92188	.36688	.014	
		Watch functional	-.51136	.33936	.135	
No treatment		Wine functional	-.09307	.34761	.789	

**Table 9 (Continued)**

		Watch functional	.31744	.31843	.312
	Wine functional	Watch functional	.41051	.35083	.245

*Heritage:* Value of heritage aspect is smaller in the wine symbolic group according to the no treatment and the wine functional groups. It also decreases after the functional description of the extension to the watch category compared to the no treatment group.

*Self-image:* Self-image value, for the watch category described with symbolic associations, is lower than the no treatment, wine symbolic and wine functional groups.

❖ *Results for the low public self-consciousness*

In a similar manner with the procedure applied for the ‘low private’ group, aggregate scores were calculated for the public self-consciousness. Respondents with the scores which are less than the median (4) of the public self-consciousness scale constituted ‘low public’ group. Results which were obtained from Anova test can be found on the table located on the next page.

**Table 10: ANOVA Results for Low Public Consumer Group**

		ANOVA				
		Sum of Squares	Df	Mean Square	F	Sig.
heritage	Between Groups	9,449	4	2,362	1,401	,242
	Within Groups	126,423	75	1,686		
	Total	135,872	79			
image	Between Groups	4,074	4	1,019	,846	,500
	Within Groups	95,087	79	1,204		
	Total	99,161	83			
status	Between Groups	17,875	4	4,469	1,665	,166
	Within Groups	214,771	80	2,685		
	Total	232,646	84			
exclusivity	Between Groups	27,574	4	6,893	2,115	,086
	Within Groups	263,976	81	3,259		
	Total	291,550	85			
quality	Between Groups	6,673	4	1,668	,807	,524
	Within Groups	169,474	82	2,067		
	Total	176,147	86			
price	Between Groups	13,454	4	3,364	3,961	,005
	Within Groups	69,629	82	,849		
	Total	83,083	86			
dependability	Between Groups	3,540	4	,885	,394	,812
	Within Groups	172,825	77	2,244		
	Total	176,364	81			

Based on the results of the table above, exclusivity and price associations differ significantly between the experimental groups. To see which groups causes this difference, LSD test was conducted. The results of this test are presented in the table which can be seen on the following page:

**Table 11: LSD Results for Low Public Consumer Group**

<b>Dependant Variable</b>	<b>(I) Groups</b>	<b>(J) Groups</b>	<b>Mean Difference (I-J)</b>	<b>Std. Error</b>	<b>Sig.</b>	
Exclusivity	Wine symbolic	Watch symbolic	.21362	.60268	.724	
		No treatment	.65088	.62353	.300	
		Wine functional	-1.11266	.61254	.073	
		Watch functional	.18421	.58570	.754	
	Watch symbolic	No treatment	.43725	.63951	.496	
		Wine functional	-1.32629	.62880	.038	
		Watch functional	-.02941	.60268	.961	
	No treatment	Wine functional	-1.76354	.64881	.008	
		Watch functional	-.46667	.62353	.456	
	Wine functional	Watch functional	1.29688	.61254	.037	
	Price	Wine symbolic	Watch symbolic	.54971	.30309	.073
			No treatment	-.13918	.31828	.663
			Wine functional	-.04057	.31267	.897
Watch functional			.85965	.29897	.005	
Watch symbolic		No treatment	-.68889	.32215	.035	
		Wine functional	-.59028	.31661	.066	
		Watch functional	.30994	.30309	.310	
No treatment		Wine functional	.09861	.33118	.767	



**Table 11 (Continued)**

		Watch functional	.99883	.31828	.002
	Wine functional	Watch functional	.90022	.31267	.005

*Exclusivity:* Exclusivity increases after a functional description of the extension to the wine category according to the all remaining four groups.

*Price:* Functional-based extension description of the watch category decreases the price value compared to the no treatment, wine functional and wine symbolic groups. Symbolic description to the same category also decreases the value of price according to no treatment, wine symbolic and wine functional groups.

❖ *Results for the high public self-consciousness*

The ‘high public’ group was built with the participants having a public self-consciousness score higher than or equal to the median (4) of the public self-consciousness scale. One-way anova analysis was conducted. Following the Anova, LSD post-hoc test was applied for the associations which demonstrate a statistically significant difference between groups in order to have a clear understanding on which groups specifically cause such a difference. Results are presented on the following corresponding tables.

**Table 12: ANOVA Results for High Public Consumer Group**

		ANOVA				
		Sum of Squares	Df	Mean Square	F	Sig.
heritage	Between Groups	11,730	4	2,933	1,784	,138
	Within Groups	162,729	99	1,644		
	Total	174,459	103			
image	Between Groups	6,159	4	1,540	,901	,466
	Within Groups	164,014	96	1,708		
	Total	170,173	100			
status	Between Groups	19,369	4	4,842	2,226	,071
	Within Groups	219,705	101	2,175		
	Total	239,073	105			
exclusivity	Between Groups	7,919	4	1,980	,596	,667
	Within Groups	338,986	102	3,323		
	Total	346,904	106			
quality	Between Groups	12,267	4	3,067	1,542	,196
	Within Groups	190,969	96	1,989		
	Total	203,235	100			
price	Between Groups	2,087	4	,522	,591	,670
	Within Groups	90,015	102	,883		
	Total	92,102	106			
dependability	Between Groups	18,418	4	4,605	2,431	,052
	Within Groups	189,387	100	1,894		
	Total	207,805	104			

Based on the results of the Anova table above, only for status and dependability associations, there exists a statistically significant difference between the treatment groups. To be able to derive a more comprehensive conclusion, we need to examine post-hoc test results. LSD test results for both associations are summarized on the subsequent table.

**Table 13: LSD Results for High Public Consumer Group**

<b>Dependant Variable</b>	<b>(I) Groups</b>	<b>(J) Groups</b>	<b>Mean Difference (I-J)</b>	<b>Std. Error</b>	<b>Sig.</b>	
Status	Wine symbolic	Watch symbolic	-.40430	.48119	.403	
		No treatment	-1.23922	.46365	.009	
		Wine functional	-.58994	.47174	.214	
		Watch functional	-.98922	.48654	.045	
	Watch symbolic	No treatment	-.83492	.43657	.059	
		Wine functional	-.18565	.44516	.678	
		Watch functional	-.58492	.46081	.207	
	No treatment	Wine functional	.64928	.42613	.131	
		Watch functional	.25000	.44247	.573	
	Wine functional	Watch functional	-.39928	.45094	.378	
	Dependability	Wine symbolic	Watch symbolic	-.34444	.44711	.443
			No treatment	-1.12444	.42541	.010
Wine functional			-.67172	.43738	.128	
Watch functional			-1.06111	.44711	.020	
Watch symbolic		No treatment	-.78000	.41285	.062	
		Wine functional	-.32727	.42518	.443	
		Watch functional	-.71667	.43519	.103	
No treatment		Wine functional	.45273	.40229	.263	

**Table 13 (Continued)**

		Watch functional	.06333	.41285	.878
	Wine functional	Watch functional	-.38939	.42518	.362

*Status:* Symbolic presentation of the extension to the both of the product categories damages status compared to the control group. Wine symbolic group result is also lower than the watch functional group result.

*Dependability:* Symbolic introduction of the extension to any of the categories decreases dependability compared to the case no extension information is presented. Symbolic presentation of the wine category also decreases the results compared to the functional presentation of the watch category.

#### **4.6 Using the Results**

A summarization of these results together with the discussion will be presented in the next chapter. The discussion around the main hypotheses will be based on the two sets of the hypotheses that were tested for each of the five participant profiles above.

## CHAPTER 5

### DISCUSSION AND CONCLUSION

Based on the results explained in the previous chapter, following conclusions are drawn:

- The extension description in terms of emphasized brand associations has an influence on how consumers evaluate the luxuriousness of the parent brand.
- Personal orientation has an influence on how consumers evaluate the luxuriousness of the parent brand after a brand extension.

The reasoning behind these conclusions will be presented in the following sections:

#### **5.1 Luxury Brand Evaluation**

First of all, we have examined the extension description's impact on each of the seven brand associations for the overall participants. We have seen that the extension description does affect the consumers' evaluation of these brand associations in general. This finding refers to that the brand extension's presentation, in relation to the type of associations mentioned in this presentation, influences how consumers evaluate a luxury brand.

The next table in the following page summarizes the statistically significant results related to the aimed comparisons for the overall consumers participated to the study. It shows the comparison of the mean values of the different treatment groups for each brand association.

**Table 14: Mean Value Comparison for Overall Consumers**

<b>Brand association</b>	<b>Mean value comparison</b>
Heritage	
Self-Image	
Status	$W_i S < No.$ $W_a S < No.$ $W_a S < W_i F$
Exclusivity	
Quality	$W_i S < No.$ $W_i S < W_i F$
Price	$W_a S < No.$ $W_a F < No.$ $W_a S < W_i F$
Dependability	$W_i S < No.$ $W_a S < No.$

### 5.1.1 Evaluation of the Functional Associations

For functional associations; high quality, premium price and dependability were examined. All three associations were damaged following a brand extension introduced with a symbolic treatment.

Dependability is the most easily affected association by a symbolic treatment. Its value decreases whether the extension is to a similar or distant category. This indicates that an extension will damage the consumer perception on dependability if the extension is presented based on symbolic brand associations. Quality and price are also decreased after a symbolic treatment. However, price decreases also as a result of functional extension description to the same extension category as it does for the symbolic one. It can be argued as a consequence of the view that premium price is strongly related with other key luxury concepts conspicuousness, high

quality and exclusivity. Since price has both functional and symbolic facets, highlighting only one of them creates a degradation in its value.

These findings are in line with the theory and support our hypothesis that functional associations of a luxury brand is damaged by an extension if it is presented based on symbolic associations. However, we cannot conclude that a successful extension introduced with functional associations enhances related associations and contributes to the brand equity in general. This can be related to that development of brand equity and enhancement of the brand association network take a long period of time. This finding also indicates that functional and symbolic associations are not completely independent from each other. As it is stated in the theoretical chapter; high quality and premium price are in a close relationship with exclusivity (Beverland, 2005; DeFanti *et. al.*, 2014). Therefore, as Uulas Arvidsson and Herslow (2012) state, measuring these associations independently could not be appropriate. The findings of this study indicate that selected functional associations are in an intense interaction with the symbolic associations.

### **5.1.2 Evaluation of the Symbolic Associations**

This study reveals that symbolic associations connected to the parent brand are influenced in the same direction with the functional associations. This finding supports the findings of Uulas Arvidsson and Herslow (2012) and demonstrates that brand extensions are likely to affect brands with specific symbolic associations similar to the other brands. However, our findings differentiate in the sense that the brand is affected on the two types of associations when the proposed extension is about symbolic associations. Status decreased after a symbolic treatment was proposed and its value was smaller than it was without any extension description. We believe that this is because of the fact that although symbolic associations place in a strategic point for luxury brands, the core of the value mainly derives from functional associations. It follows naturally that in the absence of functional

associations, symbolic associations are not sufficient to maintain the luxuriousness perception and cause a decrease in both type of the associations.

Reasoning behind the fact that an impact occurred on status only can be explained with the idea that status is the fundamental component of a luxury brand among all symbolic associations. Self-image may vary depending upon the self-consciousness and other personality characteristics. Exclusivity has a nebulous definition. It is closely related with other associations and functional aspects such as distribution channels, number of available products, etc. of a luxury brand. These elements create a tangible basis for exclusivity and approximates it to the functional side of the luxury concept. However, status is a major determinant of a brand to position itself as luxury.

Although status was damaged by a symbolic extension treatment, it was not damaged after a functional treatment compared to the brand evaluation before an extension. This may be also because of the fact that perception of the respondents were directed towards the functional associations by presenting a treatment including only this type of associations. They may have focused on functional associations only during their thinking process; hence symbolic associations may have lacked attention.

## **5.2 Evaluation Based on Personal Orientation**

Personal orientation's impact was tested by dividing consumers into two major categories according to their self-consciousness states: private and public self-consciousness. These profiles were investigated for two levels within each category: low private, low public, high private and high public self-consciousness. Based on the findings of this study, we can conclude that there is a difference between the different personal orientations and their levels in terms of how they evaluate a luxury brand after a brand extension.



In the following sections, you can see the results, for the each consumer segment, which are statistically significant together with the interpretation and reasoning behind these results.

### **5.2.1 Low Public and High Public Consumer Profiles**

When we examine the following table, we can suggest that consumers who belong to public self-consciousness state differ in their brand evaluations according to their self-consciousness levels. For the high public group, status and dependability changes after an extension. As it is expected, consumers with a highly public self-consciousness personal orientation are prone to be affected on status after a brand extension. This is because people who are aware of evaluations of significant others concern conspicuous and social value of the products they consume; and the status attribute constitutes the core of such value. However, status value decreases after a brand extension is proposed with symbolic brand associations only. This is not an anticipated outcome. It was predicted that a degradation in status value also occurs as a result of a brand extension based on functional associations. As it is stated in the previous section about the evaluation of symbolic associations, it may have been resulted from the claim that functional associations are the main value drivers of luxury brands.

Besides, dependability was damaged by a symbolic treatment in the same group. It shows the same impact with the status. This may be interpreted as status is one of the main determinants of dependability in luxury branding for highly private self-conscious consumers. When they do not perceive that a luxury brand indicates high status, their trust on that brand may diminish. It is also related to the conclusion that status is the main value agent according to this group and, therefore, in a close interaction with dependability. However, findings of this study do not reveal the direction of this relationship. We cannot confidently conclude that decrease in status resulted the decrease in dependability value. This interaction needs to be investigated further.

On the other hand, ‘low public’ consumer group demonstrates changes in the values of different associations. They set their evaluation based on price and exclusivity. These results were not unexpected. Since consumers in this group show a slight tendency towards public self-consciousness, they are expected to give importance to the notion of exclusivity which differentiate them from undesired social groups. However, they consider price as their evaluation subject because of the fact that they do not reveal any dominant characteristics.

**Table 15: Mean Value Comparison for ‘Public Self’ Consumer Groups**

Brand association	Mean value comparison	
	Low Public	High Public
Heritage		
Self-Image		
Status		Wa S < No. Wi S < No. Wi S < Wa F
Exclusivity	Wi F > No Wi F > Wi S Wi F > Wa F Wi F > Wa S	
Quality		
Price	Wa S < No. Wa F < No. Wa F < Wi F Wa F < Wi S Wa S < Wi S Wa S < Wi F	
Dependability		Wi S < No. Wa S < No. Wi S < Wa F

### **5.2.2 Low Private and High Private Consumer Profiles**

Based on the results presented with the table on the next page, we can claim that consumers with a different private self-consciousness intensity vary in their evaluations of luxury brands after a brand extension. When we further investigate the findings, we realize that self-image decreases after the extension to the watch category with symbolic treatment in the high private group. In addition to this, its value after this extension is smaller than the value after the same treatment type is applied to the wine category. Another difference is detected on heritage for the same group. Functional treatment about an extension to the watch category decreases heritage in the ‘high private’ group.

Not surprisingly, consumers who have a high private self-consciousness orientation give emphasis to self-image. Highly private self-conscious consumers are more deliberative about their own thoughts and feelings. They concern their own judgements and satisfaction; and self-image depends on individual assessment. Due to the intrinsic value it provides when a brand’s image is in congruence with a consumer’s self, self-image becomes an important aspect for this segment. Our findings also support the interaction between self-image and heritage for luxury brands. These results lead us to conclude that consumers with a highly private self-consciousness profile look for self-identification and a history may be to attach themselves. A history to which consumers can feel connected may facilitate self-identification with the brand.

On the contrary, consumers at the low end of this segment do not demonstrate any change in these two associations. They are affected only about price. This is similar to the findings when we examine the ‘low public’ group. Since they do not present any particular characteristics, they do not contemplate thoughtfully and set their decision on price which is the fundamental purchasing decision element for general consumers. These two consumer groups in question are affected more easily by any extension information because price consists of both symbolic and functional

characteristics. We can further conclude that consumers who do not have a precise self-consciousness state do not look for any specific attribute for their purchasing decisions. They simply act price sensitive in their luxury consumption behavior.

**Table 16: Mean Value Comparison for ‘Private Self’ Consumer Groups**

Brand association	Mean value comparison	
	Low Private	High Private
Heritage		Wa F < No. Wi S < No. Wi S < Wi F
Self-Image		Wa S < No. Wa S < Wi S Wa S < Wi F
Status		
Exclusivity		
Quality		
Price	Wa S < No. Wa F < No. Wa F < Wi F Wa F < Wi S	
Dependability		

**5.3 Main Findings**

The principal findings of this thesis are:

- Luxury brand extensions have an influence on consumer evaluation of the parent brand.
- A luxury brand extension’s presentation based on symbolic brand associations affects consumer evaluation of the parent brand negatively.
- Personal orientations have an influence on consumer evaluation of the parent brand after a brand extension.

All the main findings represent the purpose of this study, which was to investigate how consumers evaluate a luxury brand after it entered a new industry with different communication strategies. The second and the third principal findings contribute to the answer of the research question. It aimed to find out to what extent a brand extension's context in terms of suggested brand associations and consumers' personal orientations affect consumer evaluation of a luxury brand. The answer is that mainly a brand extension's presentation and context influence the consumer evaluation in addition to the personal orientation's influence. The importance and implications of these finding are discussed next.

#### **5.4 Managerial Implications**

We found out that how a brand extension is introduced affects the evaluation of the brand in its core industry. The fact that brand extensions influence the consumer perception on the parent brand means that extensions can bring both opportunities and threats. This elicits that luxury brands could leverage brand extensions as a strategic tool but they have to act very cautiously. Although brand extensions can enhance current brand associations, it demands strict attention to be successful. This implies that luxury brands should determine carefully which brand associations are most likely to be transferred back to the brand in the original industry. Hence, the new industry choice to enter should be decided by considering both its potential profit and the associations which characterize it. This will help the brands also to identify which associations require further elaboration to be successful in the new industry.

This study also shows that when all aspects constituting a luxury brand are not communicated, brand extensions can lead to damages for the parent brand equity. Such problematic consequences easily emerge upon the absence of functional associations. This indicates that although symbolic associations and other fictitious concepts are indispensable for luxury brands; product performance based on fundamental functional benefits is the main determinant for a successful luxury

brand extension. Hence, functional aspects like craftsmanship and production should be driven forward initially in order to introduce a brand extension.

Our study also demonstrates that functional and symbolic associations are reciprocally connected. When a brand extension is presented based on symbolic associations only, generally functional associations are also affected in the same direction with the symbolic ones. This interrelation should be born in mind for constructing effective luxury branding strategies.

Finally, findings of this study reveals that a clear distinction between the self-consciousness groups does exist. In addition to this, consumers who do not show a clear profile of one self-consciousness state are affected more easily by an extension when price is in question. Hence, managers should identify their target segment and create a communication strategy accordingly. If the target segment consists of consumers mainly with private self-consciousness, then brand extensions should be introduced more precisely to avoid the extra dilution in heritage and self-image associations according to this study. Moreover, if the target segment is highly public self-conscious consumers, then status should be emphasized and dependability should be strengthened to avoid brand dilution.

### **5.5 Limitations and Further Research**

There are several limitations of this study which should be mentioned in order to address the future research. First of all, this study is limited to the prospective luxury consumers studying currently at METU in Turkey. Sample used for this study is not representative due to the use of non-probabilistic sampling technique. Sample is intended to include possible future luxury consumers so the respondents were selected accordingly. Convenience sampling technique was applied for this study. Therefore, sample selection bias may arise as a result of non-probabilistic sampling technique. Sampling bias may affect the accuracy of the survey results in addition to validity of the survey. This may cause incorrect correlation between variables and

inaccurate inferences of results. Relatively a small number of respondents were included in the experimental groups when they were grouped based on their self-consciousness levels. This may also contribute the inaccuracy of the results.

Participants of this study were reached out with face-to-face interaction at several places on the campus. Although this enables to provide a chance to persuade the respondents and further clarification for the questions and concepts included in the surveys, it limited to reach a broad spectrum of respondents. Hence, this data collection technique decreased the non-response bias but constrained the representativeness of the sample. Moreover, many participants did not recognize or recall the actual luxury brand logos on the front page of the surveys. This indicates that although a luxury brand description was presented, it may not be sufficient information for such respondents to evaluate a luxury brand. As a result, this sampling method contributes to sampling bias and informant bias (Mills *et.al.*, 2009); and weaknesses because of non-probabilistic sampling technique cause limitations within this study.

Another limitation of this study is related to the brand equity theory. Since brand equity is developed over many years and as a result of various marketing communications, measuring the effects on brand equity has some limitations. It can degrade after a brand extension or any other new strategy applied by the brands in a long period of time. Hence, it will reveal a deeper understanding on the effects of a brand extension on a luxury brand to conduct a longitudinal study.

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## APPENDIX A

### SURVEYS

#### 'Wine Symbolic' Survey (Symbolic Treatment to the Wine Category)



Luxury brands are defined as the ones at the highest end of the market in terms of quality and price of the product.

*Lüks markalar, piyasada kalite ve fiyat açısından en yüksek noktada bulunan markalardır.*

1. In light of this definition, would you consider buying luxury brands?  Yes (Evet)  
Bu tanımın ışığında, lüks markaları almayı düşünür müsünüz?  No (Hayır)

1.

Aşağıdaki metinde bir markanın tanımını göreceksiniz:

**W markası** 1880’den bu yana mücevher dünyasında olan bir marka. **W** yolculuğuna İtalya’daki soylulara el yapımı mücevherler yaparak başladı. **W**, ürünlerinde sadece en iyi materyalleri ve nadir bulunan değerli taşlarla incileri kullanmaktadır. Dünyaca ünlü ve saygıdeğer tasarımcısı tarafından tasarlanan koleksiyonları, hünerli ellerde hayat buluyor. Ürünlerindeki her detay yetenekli zanaatkarları tarafından büyük bir titizlikle işleniyor; bu da her bir mücevherini emsalsiz yapıyor. **W**, mücevherlerini sipariş üzerine yapıyor. Siparişinizi alabilmeniz için beklemeniz gereken uzun bir sipariş listesi var. **W**; İtalya, Fransa, İsviçre, Amerika ve Japonya’da bulunan, kendi özel mağazalarında koleksiyonlarını sergilemekte ve bu mağazaları ziyaret edebilirsiniz için önceden randevu almanız gerekmektedir.

2.

W markası şarap sektörüne girmek üzere. Geçtiğimiz günlerde, saygı duyulan iş dünyası dergilerinden birinde bununla ilgili bir haber yayımlandı. Aşağıda bu haberden bir bölüm göreceksiniz:

**W markası** gelecekte kendi markası altında şarap piyasaya süreceğini duyurdu. Bu kararlar, firma daha geniş bir ürün yelpazesine sahip olacak. **W**’nin sözcüsü “135 yıllık hikaye zengin sofraların mücevheri ile devam edecek. Müşterilerimize eşsiz kültürümüz ve tarihimizle üretilmiş ve kullanıcılarımızın toplumdaki pozisyonlarına uygun şarap sağlayacağız” diye açıklama yaptı. İlk koleksiyon 2016 kışında sadece **W**’nin kendi mağazalarında sunulacak. Böylece **W markası** kullanıcıları, sanat şuurları ve hayattaki duruşlarını yansıtacak yeni bir yol bulmuş olacaklar.

1.

In the text given below, you will see a description of a brand:

**The brand W** is a brand in the world of fine jewellery since 1880. It started its journey by making hand-made jewells to patricians in Italy. It uses only finest materials and rare gemstones and pearls. Its collections are designed by its well-known respected design artist and crafted in ingenious hands. Every detail of each piece is sculpted with precision by its skilled craftsmen and this makes its every jewel unique. **The brand W** makes jewells by request and you have to wait in queue to be able to receive your order. It has its own stores in a limited number in Italy, France, Sweden, USA and Japan to display some of its collections. You can visit stores with appointment in advance.

2.

Brand W is about to enter wine industry. Recently news published in one of the most respected business periodicals. You can see below a small part of the news

The W to launch jewel of the tables, wine

**The brand W** has announced that they will launch wine under their brand in the future. By this move, the company will have broader range of offerings. "135-year story will continue with the jewel of affluent tables. We will continue to create excellence and dream by providing our customers wine well-matched to their positions in the society and produced in harmony with our unique culture and history." notes a representative of **the brand W**. The first collection will be presented in winter 2016 in **The W**'s own stores exclusively and from then people will find another way to reflect their sense of art and stance in life.

2. Please mark X on each **gap** that best indicates your perception.

Görüşünüzü en iyi yansıtan **aralığa** X koyunuz.

The news indicating extension of the brand W and its new product (**2<sup>nd</sup> paragraph**) mostly reflect:

*W'nin genişmesini ve yeni ürününü anlatan haber (2. paragraf) daha çok aşağıdakilerden hangisini yansıtıyor?*

	0	1	2	3	4	5	6	7	
Performance and reliability of the product <i>Ürünün performansı ve güvenilirliği</i>	-----	-----	-----	-----	-----	-----	-----	-----	User image and product's position in society <i>Kullanıcı imajı ve ürünün toplumdaki yeri</i>

3. Considering the brand W, do you agree with the statements from the list below?  
Please choose only one.

*W markasını göz önünde bulundurduğunuzda, aşağıdaki yargılara katılıyor musunuz?*

	Strongly disagree Kesinlikle Katılmıyorum							Strongly agree Kesinlikle Katılıyorum						
	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[1]	[2]	[3]	[4]	[5]	[6]	[7]
<b>I can identify with this brand.</b> Kendimi bu marka ile özdeşleştiriyorum.														
<b>I feel a personal connection to this brand.</b> Bu markaya karşı kişisel bir bağ hissediyorum.														
<b>This brand suits me well.</b> Bu marka bana çok uygun.														
<b>The brand and I have a lot in common.</b> Bu marka ile çok fazla ortak yönümüz var.														
<b>This brand is trustworthy.</b> Bu marka itimat edilir bir marka.														
<b>This brand's image and my self image are similar in a lot of ways.</b> Bu markanın imajı ile öz-imajım birçok yönden benzerler.														

	Strongly disagree  Strongly agree Kesinlikle Katılmıyorum <span style="margin-left: 100px;"></span> Kesinlikle Katılıyorum						
	[1]	[2]	[3]	[4]	[5]	[6]	[7]
<b>This brand reminds me of who I am.</b> Bu marka bana kim olduğumu hatırlatıyor.							
<b>This brand is a part of me.</b> Bu marka benim bir parçam.							
<b>I use this brand to communicate who I am to other people.</b> Bu markayı diğer insanlara kim olduğumu anlatmak için kullanırım.							
<b>This brand is expressive.</b> Bu marka etkileyici.							
<b>This brand is prestigious.</b> Bu marka prestijli bir marka.							
<b>This brand makes a statement.</b> Bu marka, bir fark ortaya koyuyor.							
<b>This brand is very continuous.</b> Bu marka süreklilik gösteren bir markadır.							
<b>This brand is related to images of success.</b> Bu marka başarı imgeleriyle ilgili.							
<b>This brand sets the valuation standard for other brands.</b> Bu marka diğer markalar için değerlendirme standartlarını oluşturur.							

	<p style="text-align: center;"><b>Strongly disagree</b>            <b>Strongly agree</b></p> <p style="text-align: center;">Kesinlikle Katılmıyorum      Kesinlikle Katılıyorum</p>						
	[1]	[2]	[3]	[4]	[5]	[6]	[7]
<p><b>The products of this brand is a part of national treasure.</b></p> <p>Bu markanın ürünleri milli mirasın bir parçasıdır.</p>							
<p><b>The products of this brand promote a certain way of living.</b></p> <p>Bu markanın ürünleri belirli bir yaşam tarzını destekler.</p>							
<p><b>I have an absolutely clear imagination of this brand.</b></p> <p>Kafamda bu markanın net bir tasavvuruna (tasarımına) sahibim.</p>							
<p><b>My familiarity with this brand is very high.</b></p> <p>Bu marka ile aşinalığım oldukça yüksek.</p>							
<p><b>This brand has a strong cultural meaning.</b></p> <p>Bu marka kendine özgü, güçlü bir kültürel içeriğe sahip.</p>							
<p><b>This brand represents honesty and truthfulness.</b></p> <p>Bu marka dürüstlük ve doğruluğu temsil eder.</p>							
<p><b>This brand is highly known in the society.</b></p> <p>Bu marka toplumun büyük çoğunluğunca bilinir.</p>							
<p><b>This brand is dependable.</b></p> <p>Bu marka güvenilir.</p>							
<p><b>This brand has a strong brand identity.</b></p> <p>Bu marka güçlü bir marka kişiliğine sahip.</p>							

	<p style="text-align: center;"><b>Strongly disagree</b>            <b>Strongly agree</b></p> <p style="text-align: center;">Kesinlikle Katılmıyorum      Kesinlikle Katılıyorum</p>						
	[1]	[2]	[3]	[4]	[5]	[6]	[7]
<p><b>If somebody praises this brand, to me, it is a personal compliment.</b></p> <p>Eğer birisi bu markayı överse, bence bu övgü kişisel bir övgüdür.</p>							
<p><b>This brand is unique compared to other brands.</b></p> <p>Bu marka, diğer markalarla karşılaştırıldığında eşsiz bir markadır.</p>							
<p><b>This brand has a very good reputation.</b></p> <p>Bu marka çok iyi bir üne sahip.</p>							
<p><b>This brand has excellent quality.</b></p> <p>Bu marka eşsiz kaliteye sahip.</p>							
<p><b>This brand looks to be reliable and durable.</b></p> <p>Bu marka inanılır ve dayanıklı gibi görünüyor.</p>							
<p><b>This brand will have fewer problems.</b></p> <p>Bu markanın daha az sorunu olacaktır.</p>							
<p><b>This brand has excellent quality features.</b></p> <p>Bu markanın eşsiz kalite özellikleri var.</p>							
<p><b>This brand is reliable.</b></p> <p>Bu marka inanılır.</p>							

4. Please mark X on each **gap** that best indicates your perception when you consider brand W.  
*W markasını göz önünde bulundurduğunuzda, marka ile ilgili görüşünüzü en iyi anlatan **aralığa** X koyunuz.*

This brand is:

*Bu marka:*

0 3 6 9  
Available to very few customers Available to many customers  
(Çok az müşteriye mevcut) (Çok sayıda müşteriye mevcut)

Exclusive Inclusive  
(Özel bir kitleye ait) (Genel kitleye ait)

Restricted Not at all restricted  
(Kısıtlı) (Kısıtlı değil)

Selective Not at all selective  
(Seçici) (Seçici değil)

5. Please mark X on each **gap** that best indicates your perception when you consider brand W.  
*W markasını göz önünde bulundurduğunuzda, marka ile ilgili görüşünüzü en iyi anlatan **aralığa** X koyunuz.*

- The overall prices of the Brand W are most likely:  
*W markasının fiyatları çoğunlukla:*

0 1 2 3 4 5 6 7  
Very low Very high  
(Çok düşük) (Çok yüksek)

- Relative to other brands, prices of the Brand W are most likely to be:  
*Diğer markalara kıyasla, W markasının fiyatları çoğunlukla:*

0 1 2 3 4 5 6 7  
Lower than average Higher than average  
(Ortalamanın altındadır) (Ortalamanın üstündedir)


- Your general expectation about the overall price level of the Brand W is:  
*W markasının fiyatları hakkındaki genel beklentiniz:*

0 1 2 3 4 5 6 7  
Very low Very high  
(Çok düşük) (Çok yüksek)



6. Do you agree with the statements from the list below? Please choose only one.

*Aşağıdaki ifadelere katılıyor musunuz? Lütfen bir tanesini seçiniz.*

	Strongly disagree  Strongly agree						
	[1]	[2]	[3]	[4]	[5]	[6]	[7]
<b>I am generally attentive to my inner feelings.</b> Genellikle kendi hislerime karşı dikkatliyimdir.							
<b>I am always trying to figure myself out.</b> Her zaman kendimi anlamaya çalışırım.							
<b>I am often the main character of my own dreams.</b> Sıklıkla kendi hayallerimin öznesiyimdir.							
<b>I never scrutinize myself physically.</b> Asla kendimi fiziksel olarak dikkatle incelemem.							
<b>I never scrutinize myself emotionally.</b> Asla kendimi duygusal olarak dikkatle incelemem.							
<b>I never scrutinize myself intellectually.</b> Asla kendimi düşüncel olarak dikkatle incelemem.							
<b>I am constantly examining my motives.</b> Sürekli olarak güdülerimi incelerim.							
<b>I am alert to changes in my mood.</b> Duygu durumumdaki değişikliklere karşı tetikteyimdir.							

	<p style="text-align: center;"><b>Strongly disagree</b>            <b>Strongly agree</b></p> <p style="text-align: center;">Kesinlikle Katılmıyorum      Kesinlikle Katılıyorum</p>						
	[1]	[2]	[3]	[4]	[5]	[6]	[7]
<p><b>I sometimes have the feeling that I am off somewhere watching myself.</b></p> <p>Bazen, kendimi dışarıdan izliyor hissine kapılıyorum.</p>							
<p><b>I am concerned about my style of doing things.</b></p> <p>İşleri kendi yapma tarzımla ilgilenirim.</p>							
<p><b>I am concerned about the way I present myself.</b></p> <p>Kendimi nasıl sunduğumla ilgili endişe duyarım.</p>							
<p><b>I am self-conscious about the way I look.</b></p> <p>Nasıl görüdüğüm hakkında çok özenliyimdir.</p>							
<p><b>I usually worry about making a good impression.</b></p> <p>Çoğunlukla, iyi bir izlenim bırakma konusunda endişe ederim.</p>							
<p><b>One of the last things I do before leaving my house is look in the mirror.</b></p> <p>Evden ayrılmadan önce yaptığım son şeylerden biri aynaya bakmaktır.</p>							
<p><b>I am concerned about what other people think of me.</b></p> <p>Başkalarının hakkımda ne düşündüğünü önemserim.</p>							
<p><b>I am usually aware of my appearance.</b></p> <p>Çoğunlukla, dış görünüşümün farkındayım.</p>							

7. Your age:  
*Yaşınız:*
8. Your gender:  Female (Kadın)  
*Cinsiyetiniz:*  Male (Erkek)
9. Your education level (your last degree):  
*Eğitim durumunuz (son alınan diploma):*
10. Your occupation:  
*Mesleğiniz:*
11. Your monthly income:  Below 1000 TL  
*Aylık geliriniz:*  1000 - 2000  
 2000 – 3000  
 3000 – 4000  
 4000 - 5000  
 Above 5000 TL

## APPENDIX B

### OTHER TREATMENTS

#### Functional Treatment to the Wine Category

##### Turkish:

W markası şarap sektörüne girmek üzere. Geçtiğimiz günlerde, sayı duyulan iş dünyası dergilerinden birinde bununla ilgili bir haber yayımlandı. Aşağıda bu habere bir bölüm göreceksiniz:

**W markası** gelecekte kendi markası altında şarap piyasaya süreceğini duyurdu. Bu kararla, firma daha geniş bir ürün yelpazesine sahip olacak. **W**'nin sözcüsü "Müşterilerimize, İtalya'nın en önemli üzüm bağlarında, modern şişeleme merkezlerinde geleneksel manuel tekniklerle üretilen en iyi kalite şarabı sunacağız." Diye açıklama yaptı. **W**, ürünlerindeki kaliteyi şaraplarında da devam ettirmek için şarap bilimi labrotuarını kuruyor. Böylece mücevher koleksiyonlarının sahip olduğu güvenilirlik şarap koleksiyonu için de sağlanacak. **W markası**'nın bu koleksiyonu yüksek bir fiyattan satılacak.

##### English:

Brand W is about to enter wine industry. Recently, news about it published in one of the most respected business periodicals. You can see below a small part of the news:

The W to launch beverages, wine

**The brand W** has announced that they will launch wine under their brand in the future. By this move, the company will have a broader range of offerings. "We will provide our customers best quality wine produced in one of the most significant Italian vineyards and modern bottling plants with traditional manual techniques." notes a representative of **The W**. **The W** sets up its own oenological laboratory to maintain the quality of its products also in wine category. The collection will be sold at a premium price.

## Symbolic Treatment to the Watch Category

### Turkish:

W markası kol saati sektörüne girmek üzere. Geçtiğimiz günlerde, saygı duyulan iş dünyası dergilerinden birinde bununla ilgili bir haber yayımlandı. Aşağıda bu haberden bir bölüm göreceksiniz:

**W markası** gelecekte kendi markası altında kol saati piyasaya süreceğini duyurdu. Bu kararla, firma daha geniş bir ürün yelpazesine sahip olacak. **W'nin** sözcüsü "Müşterilerimize, 135 yıllık tarihimizden gelen eşsiz kültürümüzle oluşturulmuş ve kullanıcılarımızın toplumdaki pozisyonlarına uygun saatler sağlayarak; mükemmellik ve rüya yaratmaya devam edeceğiz." diye açıklama yaptı. İlk koleksiyon 2016 kışında sadece **W'nin** kendi mağazalarında sunulacak. Böylece **W markası** kullanıcıları sanat şuurları ve hayattaki duruşlarını yansıtacak yeni bir yol bulmuş olacaklar.

### English:

W markası kol saati sektörüne girmek üzere. Geçtiğimiz günlerde, saygı duyulan iş dünyası dergilerinden birinde bununla ilgili bir haber yayımlandı. Aşağıda bu haberden bir bölüm göreceksiniz:

**W markası** gelecekte kendi markası altında kol saati piyasaya süreceğini duyurdu. Bu kararla, firma daha geniş bir ürün yelpazesine sahip olacak. **W'nin** sözcüsü "Müşterilerimize, 135 yıllık tarihimizden gelen eşsiz kültürümüzle oluşturulmuş ve kullanıcılarımızın toplumdaki pozisyonlarına uygun saatler sağlayarak; mükemmellik ve rüya yaratmaya devam edeceğiz." diye açıklama yaptı. İlk koleksiyon 2016 kışında sadece **W'nin** kendi mağazalarında sunulacak. Böylece **W markası** kullanıcıları sanat şuurları ve hayattaki duruşlarını yansıtacak yeni bir yol bulmuş olacaklar.

## Functional Treatment to the Watch Category

### Turkish:

W markası kol saati sektörüne girmek üzere. Geçtiğimiz günlerde, saygı duyulan iş dünyası dergilerinden birinde bununla ilgili bir haber yayımlandı. Aşağıda bu haberden bir bölüm göreceksiniz:

**W markası** gelecekte kendi markası altında kol saati piyasaya süreceğini duyurdu. Bu kararla, firma daha geniş bir ürün yelpazesine sahip olacak. **W'nin** sözcüsü "Müşterilerimize, yetenekli zanaatkarlarımız tarafından yapılan en iyi kalite saatleri sunacağız." diye açıklama yaptı. Saatler el yapımı olacak; geleneksel manuel tekniklerle özenle işlenecek ve yüksek kalite materyaller kullanılacak. Böylece mücevher koleksiyonlarının sahip olduğu güvenilirlik saat koleksiyonu için de sağlanacak. **W markası'nın** bu koleksiyonu yüksek bir fiyattan satılacak.

### English:

Brand W is about to enter watch industry. Recently, news about it published in one of the most respected business periodicals. You can see below a small part of the news:

The W to launch daily necessity small equipments, watches

**The brand W** has announced that they will launch watches under their brand in the future. By this move, the company will have a broader range of offerings. "We will provide our customers best quality watches crafted by our skilled craftsmen." notes a representative of **The W**. The watches will be handmade and meticulously crafted with traditional manual techniques and top quality materials will be used, so they will have the same authenticity (dependability) as the jewellery collections has had and will be sold at a premium price.

## APPENDIX C

### CONTROL GROUP SURVEY



Luxury brands are defined as the ones at the highest end of the market in terms of quality and price of the product.

*Lüks markalar, piyasada kalite ve fiyat açısından en yüksek noktada bulunan markalardır.*

1. In light of this definition, would you consider buying luxury brands?  Yes (Evet)  
*Bu tanımın ışığında, lüks markaları almayı düşünüür müsünüz?*  No (Hayır)

In the text given below, you will see a description of a brand:

**The brand W** is a brand in the world of fine jewellery since 1880. It started its journey by making hand-made jewells to patricians in Italy. It uses only finest materials and rare gemstones and pearls. Its collections are designed by its well-known respected design artist and crafted in ingenious hands. Every detail of each piece is sculpted with precision by its skilled craftsmen and this makes its every jewel unique. **The brand W** makes jewells by request and you have to wait in queue to be able to receive your order. It has its own stores in a limited number in Italy, France, Sweden, USA and Japan to display its collections. You can visit stores with appointment in advance.

Aşağıdaki metinde bir markanın tanımını göreceksiniz:


**W markası** 1880'den bu yana mücevher dünyasında var olan bir marka. **W** yolculuğuna İtalya'daki soylulara el yapımı mücevherler yaparak başladı. **W**, ürünlerinde sadece en iyi materyalleri ve nadir bulunan değerli taşlarla incileri kullanmaktadır. Dünyaca ünlü ve saygıdeğer tasarımcısı tarafından tasarlanan koleksiyonları, hünlerli ellerde hayat buluyor. Ürünlerindeki her detay yetenekli zanaatkarları tarafından büyük bir titizlikle işleniyor; bu da her bir mücevherini emsalsiz yapıyor. **W**, mücevherlerini sipariş üzerine yapıyor. Siparişinizi alabilmeniz için beklemeniz gereken uzun bir sipariş listesi var. **W**; İtalya, Fransa, İsviçre, Amerika ve Japonya'da bulunan, kendi özel mağazalarında koleksiyonlarını sergilemekte ve bu mağazaları ziyaret edebilmeniz için önceden randevu almanız gerekmektedir.




2. Considering the brand W, do you agree with the statements from the list below?  
Please choose only one.

*W markasını göz önünde bulundurduğunuzda, aşağıdaki yargılara katılıyor musunuz?*

	Strongly disagree  Strongly agree Kesinlikle Katılmıyorum <span style="margin-left: 100px;"></span> Kesinlikle Katılıyorum						
	[1]	[2]	[3]	[4]	[5]	[6]	[7]
<b>I can identify with this brand.</b> Kendimi bu marka ile özdeşleştiriyorum.							
<b>I feel a personal connection to this brand.</b> Bu markaya karşı kişisel bir bağ hissediyorum.							
<b>This brand suits me well.</b> Bu marka bana çok uygun.							
<b>The brand and I have a lot in common.</b> Bu marka ile çok fazla ortak yönümüz var.							
<b>This brand is trustworthy.</b> Bu marka itimat edilir bir marka.							
<b>This brand's image and my self image are similar in a lot of ways.</b> Bu markanın imajı ile öz- imajım birçok yönden benzerler.							
<b>This brand reminds me of who I am.</b> Bu marka bana kim olduğumu hatırlatıyor.							
<b>This brand is a part of me.</b> Bu marka benim bir parçam.							
<b>I use this brand to communicate who I am to other people.</b> Bu markayı diğer insanlara kim olduğumu anlatmak için kullanırım.							

	Strongly disagree <b>Kesinlikle Katılmıyorum</b>  Strongly agree <b>Kesinlikle Katılıyorum</b>						
	[1]	[2]	[3]	[4]	[5]	[6]	[7]
<b>This brand is expressive.</b> Bu marka etkileyici.							
<b>This brand is prestigious.</b> Bu marka prestijli bir marka.							
<b>This brand makes a statement.</b> Bu marka, bir fark ortaya koyuyor.							
<b>This brand is very continuous.</b> Bu marka süreklilik gösteren bir markadır.							
<b>This brand is related to images of success.</b> Bu marka başarı imgeleriyle ilgili.							
<b>This brand sets the valuation standard for other brands.</b> Bu marka diğer markalar için değerlendirme standartlarını oluşturur.							
<b>The products of this brand is a part of national treasure.</b> Bu markanın ürünleri milli mirasın bir parçasıdır.							
<b>The products of this brand promote a certain way of living.</b> Bu markanın ürünleri belirli bir yaşam tarzını destekler.							
<b>I have an absolutely clear imagination of this brand.</b> Kafamda bu markanın net bir tasavvuruna (tasarımına) sahibim.							

	<p style="text-align: center;"><b>Strongly disagree</b>            <b>Strongly agree</b></p> <p style="text-align: center;">Kesinlikle Katılmıyorum      Kesinlikle Katılıyorum</p>						
	[1]	[2]	[3]	[4]	[5]	[6]	[7]
<p><b>My familiarity with this brand is very high.</b></p> <p>Bu marka ile aşinalığım oldukça yüksek.</p>							
<p><b>This brand has a strong cultural meaning.</b></p> <p>Bu marka kendine özgü, güçlü bir kültürel içeriğe sahip.</p>							
<p><b>This brand represents honesty and truthfulness.</b></p> <p>Bu marka dürüstlük ve doğruluğu temsil eder.</p>							
<p><b>This brand is highly known in the society.</b></p> <p>Bu marka toplumun büyük çoğunluğunca bilinir.</p>							
<p><b>This brand is dependable.</b></p> <p>Bu marka güvenilir.</p>							
<p><b>This brand has a strong brand identity.</b></p> <p>Bu marka güçlü bir marka kişiliğine sahip.</p>							
<p><b>If somebody praises this brand, to me, it is a personal compliment.</b></p> <p>Eğer birisi bu markayı överse, bence bu övgü kişisel bir övgüdür.</p>							
<p><b>This brand is unique compared to other brands.</b></p> <p>Bu marka, diğer markalarla karşılaştırıldığında eşsiz bir markadır.</p>							
<p><b>This brand has a very good reputation.</b></p> <p>Bu marka çok iyi bir üne sahip.</p>							

	<b>Strongly disagree</b>  <b>Strongly agree</b> Kesinlikle Katılmıyorum Kesinlikle Katılıyorum						
	[1]	[2]	[3]	[4]	[5]	[6]	[7]
<b>This brand has excellent quality.</b> Bu marka eşsiz kaliteye sahip.							
<b>This brand looks to be reliable and durable.</b> Bu marka inanılır ve dayanıklı gibi görünüyor.							
<b>This brand will have fewer problems.</b> Bu markanın daha az sorunu olacaktır.							
<b>This brand has excellent quality features.</b> Bu markanın eşsiz kalite özellikleri var.							
<b>This brand is reliable.</b> Bu marka inanılır.							

3. Please mark X on each **gap** that best indicates your perception when you consider brand W.  
*W markasını göz önünde bulundurduğunuzda, marka ile ilgili görüşünüzü en iyi anlatan **aralığa** X koyunuz.*

This brand is:  
*Bu marka:*

0 3 6 9

Available to very few customers (Çok az müşteriye mevcut) |-----| Available to many customers (Çok sayıda müşteriye mevcut)

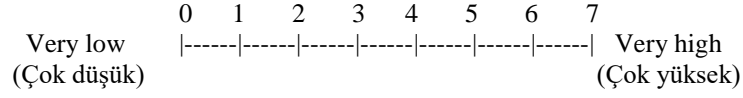
Exclusive (Özel bir kitleye ait) |-----| Inclusive (Genel kitleye ait)

Restricted (Kısıtlı) |-----| Not at all restricted (Kısıtlı değil)

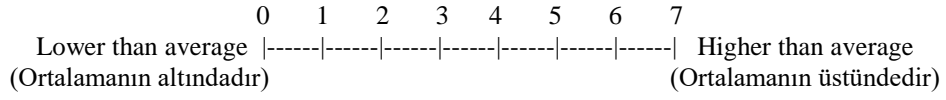
Selective (Seçici) |-----| Not at all selective (Seçici değil)

4. Please mark X on each **gap** that best indicates your perception when you consider brand W.  
*W markasını göz önünde bulundurduğunuzda, marka ile ilgili görüşünüzü en iyi anlatan aralığa X koyunuz.*

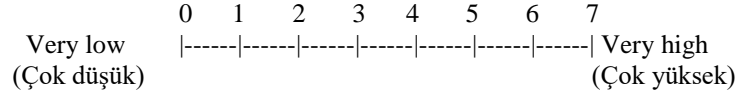
- The overall prices of the Brand W are most likely:  
*W markasının fiyatları çoğunlukla:*



- Relative to other brands, prices of the Brand W are most likely to be:  
*Diğer markalara kıyasla, W markasının fiyatları çoğunlukla:*




- Your general expectation about the overall price level of the Brand W is:  
*W markasının fiyatları hakkındaki genel beklentiniz:*



5. Do you agree with the statements from the list below? Please choose only one.  
*Aşağıdaki ifadelere katılıyor musunuz? Lütfen bir tanesini seçiniz.*

	Strongly disagree  Strongly agree						
	Kesinlikle Katılmıyorum  Kesinlikle Katılıyorum						
	[1]	[2]	[3]	[4]	[5]	[6]	[7]
<b>I am generally attentive to my inner feelings.</b> Genellikle kendi hislerime karşı dikkatliyimdir.							
<b>I am always trying to figure myself out.</b> Her zaman kendimi anlamaya çalışırım.							
<b>I am often the main character of my own dreams.</b> Sıklıkla kendi hayallerimin öznesiyimdir.							

	Strongly disagree  Strongly agree Kesinlikle Katılmıyorum <span style="margin-left: 100px;"></span> Kesinlikle Katılıyorum						
	[1]	[2]	[3]	[4]	[5]	[6]	[7]
<b>I never scrutinize myself physically.</b> Asla kendimi fiziksel olarak dikkatle incelemem.							
<b>I never scrutinize myself emotionally.</b> Asla kendimi duygusal olarak dikkatle incelemem.							
<b>I never scrutinize myself intellectually.</b> Asla kendimi düşüncel olarak dikkatle incelemem.							
<b>I am constantly examining my motives.</b> Sürekli olarak güdülerimi incelerim.							
<b>I am alert to changes in my mood.</b> Duygu durumumdaki değişikliklere karşı tetikteyimdir.							
<b>I sometimes have the feeling that I am off somewhere watching myself.</b> Bazen, kendimi dışarıdan izliyor hissine kapılıyorum.							
<b>I am concerned about my style of doing things.</b> İşleri kendi yapma tarzımla ilgilenirim.							
<b>I am concerned about the way I present myself.</b> Kendimi nasıl sunduğumla ilgili endişe duyarım.							
<b>I am self-conscious about the way I look.</b> Nasıl görüdüğüm hakkında çok özenliyimdir.							

	Strongly disagree <b>Kesinlikle Katılmıyorum</b>  Strongly agree <b>Kesinlikle Katılıyorum</b>						
	[1]	[2]	[3]	[4]	[5]	[6]	[7]
<b>I usually worry about making a good impression.</b> Çoğunlukla, iyi bir izlenim bırakma konusunda endişe ederim.							
<b>One of the last things I do before leaving my house is look in the mirror.</b> Evden ayrılmadan önce yaptığım son şeylerden biri aynaya bakmaktır.							
<b>I am concerned about what other people think of me.</b> Başkalarının hakkımda ne düşündüğünü önemserim.							
<b>I am usually aware of my appearance.</b> Çoğunlukla, dış görünüşümün farkındayım.							

6. Your age:  
*Yaşınız:*

7. Your gender:  Female (Kadın)  
*Cinsiyetiniz:*  Male (Erkek)

8. Your education level (your last degree):  
*Eğitim durumunuz (son alınan diploma):*

9. Your occupation:  
*Mesleğiniz:*

10. Your monthly income:  Below 1000 TL  
*Aylık geliriniz:*  1000 - 2000  
 2000 - 3000  
 3000 - 4000  
 4000 - 5000  
 Above 5000 TL

## APPENDIX D

### TURKISH SUMMARY

Marka yaratma süreci insan algılarının istenilen yönde oluşturulmasını temel alır. Lüks markalar için bu sürecin yönetimi diğer markalara kıyasla daha büyük önem taşımaktadır. Bunun birincil sebebi de zaman ötesi olma ve temayüz hissini diğer marka özellikleri arasında daha büyük öneme sahip olmasıdır. Lüks markaların bu farklılığı, lüks marka endüstrisini günümüz teknoloji ve inovasyon çağında bile önemli bir yere koymaktadır. Lüks markaların, en karlı ve en hızlı büyüyen marka segmentlerinden biri olduğu ortaya konmaktadır. Bu önerme, hızla artmakta olan harcanabilir gelir ve onun doğrultusunda ilerleyen talep artışına dayandırılmaktadır.

Bir sektörde karlılığın artması, o sektörün cazibesini bunun doğal sonucu olarak da rekabeti artırmaktadır. Lüks markalar arasındaki rekabetin artması, marka yöneticilerini, pazar payı ve gelirlerini korumak adına farklı yöntem arayışlarına sevk etmektedir. Hedeflenen bu sonuçları elde edebilmek için genellikle yeni pazarlara girmek ve yeni müşterilere ulaşmak amaçlanmaktadır. Bu doğrultuda kullanılan en yaygın strateji marka genişmesidir. Bu sebeple bu tezin ana konusu, marka genişmesinin lüks markalar üzerindeki etkisini incelemek olarak belirlenmiştir.

Marka genişmesi, sinerjistik etkiler yaratarak hem çekirdek markaya hem de genişletilmiş markaya değer katabilir. Bununla birlikte, başarıya ulaşmayan marka genişmeleri ana markayı olumsuz etkileyerek, zaman içinde değer düşüşüne sebep olabilmektedir. Bu nedenle, başarılı marka genişmesine imza atabilmek için birkaç faktörün dikkatlice incelenmesi gerekmektedir. Bu unsurlar, çekirdek marka özellikleri; çekirdek marka ve genişletilmiş ürün arasındaki ilişki; genişleme



kategorisinin özellikleri; tüketici özellikleri; pazarlama etkinlikleri ve diğer dışsal etkiler olarak özetlenebilir. Marka genişmesi üzerine yapılan çoğu çalışma, çekirdek marka özellikleri ile bu markanın genişletilmiş ürünle olan ilişkisini incelemektedir. Bu ilişki, büyük çoğunlukla kategori yakınlığı çerçevesinde ele alınmıştır. Marka çağrışımları da yine pek çok çalışma da ayrıca yer almaktadır. Fakat, tüm bu unsurlar ayrı ayrı incelenmiş; aralarındaki ilişki yeterli düzeyde ortaya konmamıştır.

Bu çalışma, farklı faktörleri (marka çağrışımları, tüketici özellikleri ve çekirdek marka ile genişletilmiş ürün arasındaki ilişki) planlı bir şekilde bir araya getirmeyi amaçlamaktadır. Bu yaklaşım sayesinde, seçilmiş bu faktörlerin birbirlerini ve marka genişmesinin genel başarısını lüks marka endüstrisi içerisinde nasıl etkilediğini ortaya koymak amaçlanmaktadır.

Lüks marka endüstrisinin dünya ticaretindeki önemini artıran unsurlar, lüks marka tüketici profiline genişlemesine ve çeşitlenmesine yol açmaktadır. Lüksün demokratikleşmesi, farklı segmentlerdeki tüketicilerin de lüks marka tüketicisi olmasını sağlamakta ve lüks markaların kitlesel çoğalmasına sebebiyet vermektedir. Birçok araştırmacı, satınalma motivasyonunun tüketici segmentleri arasında farklılık gösterdiğine işaret etmektedir. Belirli bir segmente ulaşabilmek için, o segmentin motivasyonu değerlendirilmeli; markanın temel özellikleri hedef kitle için netleştirilmelidir. Ancak, literatürde lüks markaların ve bileşenlerinin kavramsallaştırılması ve tasviri konusunda bir eksiklik bulunmaktadır. Lüks markalar homojen yapılar olarak ele alınmış ve yönetimlerinde önem arz eden yönleri yeteri kadar açıklanmamıştır.

İlgili literatür, ağırlıklı olarak lüks markaları sıradan markalardan ayıran marka çağrışımlarını içermekte; bu çağrışımların marka değeri üzerindeki etkisini ve nasıl kaldıraç etkisi yapabileceğini kapsam dışı bırakmaktadır. Lüks endüstrisinde

markalaşmayı ve marka genişmesini daha iyi anlayabilmek için, bu kavramlar arasındaki ilişkiyi derinlemesine incelemek gerekmektedir.

Buna değerlendirmelere bağlı olarak, bu tezin ana amacı, marka değeri ve marka genişmesi arasındaki etkileşimin marka çağrışımlarının türüne bağlı olarak değişip değişmediğini ortaya koymak olarak tanımlanmıştır. Marka genişmesinin lüks markalar tarafından yaygınlıkla kullanılan bir strateji olması sebebiyle, marka genişmesi sonucu marka değerinde meydana gelen değişimlerin temelinde bulunan öğelerin incelenmesi, ilgili araştırma alanına katkıda bulunacaktır. Farklı tüketici profillerinin farklı tüketim güdülerine sahip oldukları ve lüks markalarda farklı özelliklere değer verdikleri, bu özellikleri farklı yorumladıkları kanıtlanmıştır. Marka değeri de tüketici algılarının üzerine inşa edildiği için, lüks markaların tüketici-odaklı marka değerinin öncülleri üzerine çalışılması büyük önem taşımaktadır. Tüketici profilleri, bireysel farkındalık teorisini temel alarak belirlenmiştir. Bu karar, lüks markaların temel değer önermelerinde özel ve genel anlamları bir arada taşımaları göz önünde bulundurularak alınmıştır.

Bu çalışma, marka genişmesinin sunum yöntemini ve tüketici karakteristiklerini değerlendirerek, lüks marka genişmeleri üzerine kapsamlı bir kavrayış getirmeyi amaçlamaktadır. Bu sebeple, aydınlığa kavuşturulması hedeflenen birkaç nokta bulunmaktadır. Bu çalışmanın araştırmak istediği unsurlar aşağıdaki gibi özetlenebilir:

- Lüks bir markanın tüketici tarafından değerlendirilmesinin marka genişmesi sürecinde değişim gösterip göstermediği,
- Tüketicilerin psikolojik eğilimlerinin marka genişmesi sonucunda belirli marka çağrışımlarını değerlendirmelerinde etkisi olup olmadığı,

- Marka gelişmesinin çekirdek marka ve genişletilmiş ürün arasındaki ilişkiye bağlı olarak hazırlanmış sunum stratejisinin çekirdek markanın tüketici değerlendirmesinde bir etkisinin olup olmadığı.

Marka gelişmesinin fonksiyonel veya sembolik marka çağrışımlarını kullanarak hazırlanan sunum stratejisinin tüketici değerlendirmesini etkileyeceği öngörülmektedir. Buna ek olarak, tüketicilerin bireysel farkındalıkla ilgili psikografik özellikleri, onları marka gelişmesine farklı tepkiler vermeye yönlendirmektedir. Bunun temel sebebi, yukarıda da bahsedildiği gibi tüketicilerin değer algılarının farklılığı olarak ortaya konmaktadır (Hemantha, 2013; Kastanakis, 2010).

Keller'ın tüketici-odaklı marka değeri modeli ve bireysel farkındalık teorisi, bu çalışmanın teorik altyapısını oluşturmaktadır. Bu çalışma, lüks markalar tarafından sunulan marka gelişmesinin, tüketicilerin ana marka hakkındaki algılarını ne derecede etkilediğini ölçmeyi amaçladığından; tüketici-odaklı marka değeri göz önünde bulundurulmuştur. Marka değerinin finansal yönü kapsam dışı bırakılmıştır. Tüketici-odaklı marka değeri, tüketicilerin zihninde etki sahibi olan marka çağrışımları üzerine kurulur. Tüketiciler, belirli marka çağrışımlarını değerlendirmeleri sonucunda söz konusu markaya genel bir anlam ithaf ederler. Markaya yükelen bu anlam da, uzun vadede, tüketicilerin markaya karşı tutumunu etkiler. Tüketicilerin lüks marka tüketim motivasyonları, dolayısıyla marka çağrışımları, fonksiyonel, sembolik ve deneyimsel olabilmektedir (Keller, 1993; Uulas Arvidsson ve Herslow, 2012). Buna ek olarak; Keller (2001) tüketici-odaklı marka değerini marka performansı ve marka imgelemi olmak üzere iki ana yapıya bölmektedir. Bunlardan marka performansı, fonksiyonel marka çağrışımlarını içermekte ve tüketici muhakemesi ile rasyonel tepkilere denk düşmektedir. Marka imgeleminde ise sembolik marka çağrışımları yer almaktadır. Tüketici-odaklı marka değerinin bu bölümü, tüketici hisleri ve tüketicilerin duygusal tepkileriyle ilgilidir.

Bu çalışmanın amacına uygun olarak; araştırmaya fonksiyonel ve sembolik marka çağrışımları dahil edilmiştir. Lüks markaların deneyimsel değeri kapsam dışı tutulmuştur. Bu kararın temel nedeni, deneyimsel faydaların tüketim süreci boyunca veya tüketim sürecinin sonrasında ortaya çıkmasıdır. Bu çalışma, sadece satın alma öncesi uyarılar içerdiğinden ve tüketiciler marka ile gerçek bir etkileşim içine girmediğinden deneyimsel faydaların ortaya çıkmayacağı öngörülmüştür. Bunun sonucu olarak da deneyimsel marka çağrışımları çalışmaya dahil edilmemiştir.

Bu tezde, statü dikkat çekme ve prestijle ilgili olan sembolik yan anlam olarak tanımlanmıştır. Münhasırlık, markaya sağladığı sembolik faydalarla ilişkilendirilmiştir. Bu bağlamda lüks bir marka; ürünlerini sınırlı sayıda ve sınırlı satın alma noktalarında, ürünlerine kolay ulaşım sağlamadan, seçici bir dağıtım stratejisi ile müşterilerle buluşturduğunda münhasır olarak tanımlanmıştır. Kalıtım ise bir markanın geçmişine ilgi çekebilmesi ve geçmişiyile bugünkü resmini birleştirebilmesi olarak tarif edilmiştir. Bu araştırma çerçevesinde öz-imağ; bireyin satın alma davranışı (tüketici davranışı), kendi imajı ve marka imajı arasındaki eşleşim olarak tanımlanmaktadır. Güvenilebilirlik; marka belirli bir seviyede kalite ve kredibilite konusunda dürüst olduğunda, tüketicilerin tespit edeceği bir özellik olarak ele alınmıştır. Bu çağrışım, bir itimat niteliği olarak tanımlanmaktadır. Yüksek fiyat ise yüksek kalite ile yakından ilişkilendirilmiş ve fonksiyonel bir çağrışım olarak konumlandırılmıştır. Son olarak yüksek kalite; mükemmel içerik, zanaatkarlık ve titiz üretim sürecinin bir sonucu olarak tanımlanmaktadır.

İlgili teorilerin ve literatürün incelenmesi sonucunda, veri gelecekteki muhtemel lüks tüketicilerinden toplanmıştır. Katılımcılar, uygulanan anketlerin başlangıcında yer alan lüks tüketim eğilimi sorusuna göre ODTÜ öğrencileri arasından belirlenmiştir. Yazılı olarak hazırlanan anketler, ODTÜ Ankara Kampüsü'nde yüzyüze uygulanmıştır. Dört farklı deneysel anket ve bir kontrol grubu anketi kullanılmıştır. Her ankette hipotetik bir lüks mücevher markasının tanımlanması yapılmış; ardından bu markanın farklı bir kategoride ürün piyasaya süreceğini

anlatan hipotetik bir haber sunulmuştur. Kontrol grubu anketi sadece marka genişmesiyle ilgili haberi içermemektedir. Ek olarak, deneysel anketler söz konusu haberin içeriği konusunda farklılık göstermektedir. Bunun dışındaki bölümler, tüm anketler arasında birbirine eşitir. Dört farklı deney grubunun her birinde sırasıyla; sadece fonksiyonel marka çağrılarını kullanarak hazırlanmış şarap kategorisine yapılan bir marka genişmesi, sadece sembolik marka çağrılarını kullanarak hazırlanmış şarap kategorisine yapılan bir marka genişmesi, sadece fonksiyonel marka çağrılarını kullanarak hazırlanmış kol saati kategorisine yapılan bir marka genişmesi ve sadece sembolik marka çağrılarını kullanarak hazırlanmış kol saati kategorisine gerçekleştirilen bir marka genişmesine yer verilmiştir. Her anket 40 kişiye uygulanmış ve toplamda 200 katılımcıya ulaşılmıştır. Anketlerin yüz yüze uygulanması gerekli açıklamaların yapılması ve soruların/konseptlerin daha iyi anlaşılması açısından yararlı olmuş olsa da, daha geniş bir katılımcı yelpazesine ulaşılmasını engellemiştir. Bu da kullanılan örneklemin popülasyonu temsil yeteneğini düşürmüştür.

Anketin hazırlanması sürecinde marka değeri, marka çağrışmaları ve marka genişmesi ile ilgili yapılan önceki çalışmalar incelenmiş ve geçerliliği test edilmiş ölçeklerden yararlanılmıştır. Marka çağrışmaları ve bireysel farkındalık ölçekleri ankete dahil edilmiştir. Deneysel çalışmaya başlamadan önce yürütülen ön test sonuçları da anketlerin revize edilmesi sürecinde göz önünde bulundurulmuştur. Anketlerin düzenlenmesi, kullanılan ölçek sorularının daha anlaşılır hale gelmesi ve lüks marka konseptinin katılımcılara daha net bir şekilde ifade edilmesi için gerekli görülmüştür. Anketler, çeşitli kategorilerde faaliyet gösteren 38 lüks markanın logolarıyla başlamaktadır. Bu logoları, daha önce de belirtildiği gibi, lüks marka tüketim eğilimi sorusu takip etmektedir. Bu sorunun ardından sırasıyla; marka ve marka genişmesiyle ilgili metinler, manipülasyon kontrol sorusu, seçilen ölçek soruları ve demografik bilgilerin elde edilmesi için hazırlanmış sorular gelmektedir.

Kullanılan ölçekler, güvenilirlik ve geçerliliği sağlamaları açısından revize edilmiştir. Marka çağrışımlarından sadece kalıtım için kullanılan alt ölçek sayısı azaltılmıştır. Çalışmada farazi bir markanın kullanılması ve kalıtımın yıllar içerisinde oluşup, kültür, ülke ve ürün kategorisine göre farklılık gösterebilen bir kavram olması sebebiyle birkaç alt ölçek kapsam dışı tutulmuştur (Wiedmann *et. al.*, 2010). Bunlar; süreklilik, kültür, bilinirlik, bili ve bağlanma ile ilgili alt ölçeklerdir.

Marka çağrışımı sorularının yanısıra, özel bireysel farkındalık ve genel bireysel farkındalık maddeleri de bireysel farkındalık ölçeğinin güvenilirlik ve geçerliliğini koruması amacıyla yeniden düzenlenmiştir. Güvenilirlik testi için Cronbach'ın alfası hesaplanmış ve alfanın her bir ölçek için 0.70'den büyük olduğu kontrol edilmiştir. Geçerlilik testi için açımlayıcı faktör analizine başvurulmuştur. Principle Axis Factoring varimax eksen döndürme metodu ile birlikte uygulanmıştır. Açımlayıcı faktör analizi, arasında korelasyon bulunan değişkenlerin aynı faktör altında toplanmasını sağlamaktadır. Buna göre her ölçek için KMO istatistiği ve Bartlett testi değeri hesaplanmıştır. KMO istatistiği, ölçeğin faktör analizinde kullanılmaya uygun olup olmadığını ölçen bir uygunluk ölçütüdür. KMO değerinin 0.50'den büyük olması beklenmektedir. Sonuç olarak, ölçeklerin kullanılacak analizlere uygunluğunun kontrol edilmesi için güvenilirlik testi ve faktör analizi uygulanmış; ve yukarıda bahsedilen değerler hesaplanmıştır. Elde edilen değerlere göre, sonuçların geçerliliği ve güvenilirliğinde herhangi bir sorunla karşılaşılmamıştır. Bu nedenle, kullanılan ölçeklerin ve bulguların ileriki analizlerde yer alabileceğine karar verilmiştir.

Araştırma kapsamında sonuçların önsayıtlara uygunluğunu ve genellenebilirliğini test etmek için başvuru alan güvenilirlik ve geçerlilik testleri, faktör analizi, varyans analizi (Anova) ve post hoc test gibi istatistiksel analizler için SPSS İstatistik programı kullanılarak yapılmıştır.

Bu çalışma, deęişkenler arasındaki ilişkiyi açığa çıkarmak ve aralarındaki neden-sonuç ilişkisini açıklamayı amaç edinen deneysel bir çalışmadır. Bu sebeple, nedensellik çalışmanın önemli bir ögesi olarak karşımıza çıkmaktadır. Nedensellik, bir deęişkendeki deęişimin dięer deęişken veya deęişkenler üzerinde deęişime veya farklı bir etkiye sebep olduęu deęişkenler arası ilişki olarak tanımlanmaktadır (Patzer, 1996). Nedensellik, incelenen etkinin sadece deneyde uygulanan işlem (treatment) sonucu ortaya çıktığından bahsetmektedir. Buna baęlı olarak, bu çalışmada, baęımlı deęişkenler üzerinde istenilen etkiye sadece marka genleşmesi ile ilgili haberin yol açması beklenmektedir. Nedensellik için sağlanması gerekmekte olan üç kanıt bulunmaktadır (Malhotra, 2010):

1. Birbirine baęlı deęişim: Korelasyonel bir kuraldır. X ve Y'nin birbirleriyle ilişkili olmaları gerektięi anlamına gelir. Dięer bir ifadeyle, X ve Y birlikte gerçekteşmeli ya da deęişmelidir. Bu birliktelik, sonucun nedene atfedilmesi anlamına gelmektedir. Birbirine baęlı deęişim, nedensellik sonucuna ulaşabilmek için gerekli, fakat tek başına yeterli olmayacak koşullardan biridir.
2. Zamansal ardışıklık: Bu kural, uygun zamanlama ile ilgili olmakla birlikte X'in Y'nin zamansal açıdan önünde olmasına işaret etmektedir. Dięer bir deyişle, bir neden sonuçtan sonra gerçekteşmez.
3. Hakiki ilişki: Bir sonuca yol açabilecek alternatif açıklamaların yoksunluğu gerekmektedir. X ve Y arasındaki ilişki, farklı bir dışsal deęişkenin sonucu olmamalıdır. Eęer uygulanan işlem (treatment) dışında farklı herhangi bir deęişken, arzu edilen etkiye neden olursa; X ve Y arasında nedensellik bulunur yarığına varılamaz. Bu çalışma kapsamında cinsiyet böyle bir etken olabilir.

Bu araştırma kapsamında yukarıda açıklanan bu üç koşulu yerine getirebilmek için aşağıdaki basamaklar izlenmiştir:

1. İstatistik yazılımı SPSS kullanılmış; bu sayede genişleme açıklaması (X) ve marka çağrışımları (Y) arasındaki ilişki kanıtlanmıştır.
2. Genleşme açıklaması, anketlerde bağımlı değişkenlerden (marka çağrımları) önce konumlandırılmıştır.
3. Cinsiyet sebebiyle oluşabilecek hakiki olmayan ilişkileri önlemek için, her iki cinsiyet kategorisindeki katılımcı sayıları dengelenmiştir.

Analizlerde kullanılan bağımsız değişken, uygulanan marka genişmesi açıklaması ve katılımcıların bireysel-farkındalık durumları olarak tanımlanmaktadır. Bağımlı değişkenler ise lüks marka değerini oluşturan ve önceden belirlenmiş olan yedi farklı marka çağrışımdır. Seçilen marka çağrışımları aşağıda listelenmiştir:

- Öz-ııaj
- Kalıtım
- Statü
- Münhasırlık
- Yüksek kalite
- Yüksek fiyat
- Güvenilebilirlik

Daha önce de belirtildiği gibi, ölçekler farklı kaynaklardan alınmış ve her çağrışım çeşitli maddeler kullanılarak ölçülmüştür. Spesifik olarak öz-ııaj için sekiz; kalıtım, münhasırlık ve yüksek kalite için dört; statü, yüksek fiyat ve güvenilebilirlik için de üç soru yer almaktadır. Bu sorulara verilen cevapların ortalaması alınarak toplam skorlar elde edilmiş; ve analizlerde bu skorlar kullanılmıştır. Aşağıdaki tabloda analizlerde kullanılan ölçekleri oluşturmada başvurulan alt ölçeklerin bir listesi bulunmaktadır:



**Tablo 1: Değişkenler**

<b>Değişken</b>	<b>Değişkeni oluşturan sorular</b>
Öz-ımağ	<p>Kendimi bu marka ile özdeşleştiriyorum.</p> <p>Bu markaya karşı kişisel bir bağ hissediyorum.</p> <p>Bu marka bana çok uygun.</p> <p>Bu marka ile çok fazla ortak yönümüz var.</p> <p>Bu markanın imajı ile öz-ımağım birçok yönden benzerler.</p> <p>Bu marka bana kim olduğumu hatırlatıyor.</p> <p>Bu marka benim bir parçam.</p> <p>Bu markayı diğer insanlara kim olduğumu anlatmak için kullanırım.</p>
Kalıtım	<p>Bu marka başarı imgeleriyle ilgili.</p> <p>Bu marka diğer markalar için değerlendirme standartlarını oluşturur.</p> <p>Kafamda bu markanın net bir tasavvuruna (tasarımına) sahibim.</p>
Statü	<p>Bu marka etkileyici.</p> <p>Bu marka prestijli bir marka.</p> <p>Bu marka diğer markalar için değerlendirme standartlarını oluşturur.</p>
Münhasırlık	<p>Bu marka çok az sayıda/çok sayıda müşteriye mevcut.</p> <p>Bu marka özel bir kitleye / genel kitleye ait.</p> <p>Bu marka kısıtlı / kısıtlı değil.</p> <p>Bu marka seçici / seçici değil.</p>
Yüksek Kalite	<p>Bu marka eşsiz kaliteye sahip.</p> <p>Bu marka inanılır ve dayanıklı gibi görünüyor.</p> <p>Bu markanın daha az sorunu olacaktır.</p> <p>Bu markanın eşsiz kalite özellikleri var.</p>

**Tablo 1 (Devamı)**

Yüksek Fiyat	Bu markanın fiyatları çoğunlukla çok düşük / çok yüksektir. Diğer markalara kıyasla, W markasının fiyatları çoğunlukla ortalamanın altında / ortalamanın üstündedir. W markasının fiyatları hakkındaki genel beklentiniz çok düşük / çok yüksektir.
Güvenilebilirlik	Bu marka itimat edilir bir marka. Bu marka güvenilir. Bu marka inanılır.
Özel Bireysel Farkındalık	Genellikle kendi hislerime karşı dikkatliyimdir. Her zaman kendimi anlaya çalışırım.
Genel Bireysel Farkındalık	Kendimi nasıl sunduğumla ilgili endişe duyarım. Çoğunlukla, iyi bir izlenim bırakma konusunda endişe ederim. Başkalarının hakkımda ne düşündüğünü önemserim.

Toplam skorlar oluşturulduktan sonra beş farklı Anova testi uygulanmıştır. İlk olarak, tüm katılımcıların cevapları kullanılarak Anova testi yapılmış ve marka genişmesinin genel tüketiciler üzerindeki etkisini ölçmek amaç edinilmiştir. Elde edilen Anova tablosuna göre, çalışmada yer alan beş farklı deneysel grup arasında, statü, yüksek kalite, yüksek fiyat ve güvenilebilirlik çağrışımlarında istatistiksel olarak anlamlı fark olduğu görülmüştür. Farkların hangi gruplar arasında olduğunu görmek amacıyla, bu dört çağrışım için, LSD testi uygulanmıştır. Elde edilen bulgular göstermiştir ki; tüm fonksiyonel marka çağrışımları, sembolik çağrışımlarla sunulan marka genişmesi sonucu zarar görmüştür. Bunlar arasında güvenilebilirlik en kolay etkilenen çağrışımıdır. Güvenilebilirliğin değeri, marka genişmesi uzak veya yakın bir kategoriye gerçekleştiğinde düşmektedir. Yüksek fiyat algısı, genişlemenin sembolik veya fonksiyonel çağrışımlarla anlatılması durumunda zarar görmüştür. Bunun sebebi olarak, yüksek fiyatın dikkat çekicilik, yüksek kalite ve münhasırlık gibi diğer lüks marka konseptleriyle ilişkili olması

gösterilebilir. Fiyat hem fonksiyonel hem de sembolik bir yön taşıdığı için bu özelliklerinden sadece birinin vurgulanması, tüketicilerin yüksek fiyat algısını düşürmektedir. Bu çalışmanın bulguları, fonksiyonel ve sembolik marka çağrışımlarının birbirinden bağımsız olmadığını ortaya koymaktadır.

Sembolik çağrışımlardan statünün etkilenmiş olması, statünün temel sembolik çağrışım olduğuna işaret etmektedir. Ancak, statü, diğer çağrışımlarda da olduğu gibi fonksiyonel çağrışımlar yerine; sembolik çağrışımlarla sunulmuş genişleme sonucu düşüş göstermiştir. Bu sonuç, bizi sembolik özellikler lüks markalar için stratejik bir öneme sahip olsa da; lüks markaların ana değerinin fonksiyonel özelliklerinden kaynaklandığı sonucuna ulaştırmıştır. Bunun doğal sonucu olarak da, fonksiyonel marka çağrışımlarının yokluğunda sembolik çağrışımlar, lüks algısını korumada yeterli olamamıştır.

Kişisel yönelimin etkisi, katılımcıları bireysel farkındalık durumlarına göre iki ana gruba ayırarak ölçülmüştür. Bunlar; özel bireysel farkındalık ve genel bireysel farkındalıktır. Bu iki profil de herbiri kendi içinde iki kategori olmak üzere gruplandırılmıştır. Bu gruplandırma, tüketicilerin bireysel farkındalık seviyelerine göre yapılmıştır. Her bir bireysel farkındalık durumu için toplam skorlar elde edildikten sonra medyan hesaplanmış ve medyana göre iki farklı seviye oluşturulmuştur. Özel bireysel farkındalık skoru medyandan küçük olan tüketiciler, 'düşük özel' adı verilen bir gruba atanmıştır. Bu ölçekteki skoru medyana eşit veya medyandan büyük olan tüketiciler ise 'yüksek özel' isimli gruba dahil edilmiştir. Aynı prosedür, genel özel farkındalık ölçeği için de uygulanmış ve tüketiciler 'düşük genel' ve 'yüksek genel' gruplarına dağıtılmıştır. Oluşturulan bu dört farklı grubun herbiri için dört farklı Anova testi, istatistiksel olarak anlamlı fark gösteren çağrışımlar üzerine de LSD testi uygulanmıştır.

Elde edilen sonuçlara göre; tüketiciler, marka genişmesi sonrası lüks markaları değerlendirmede kişisel yönelimlerine bağlı olarak değişkenlik göstermektedir.

Deney sonucunda, özel bireysel farkındalığı yüksek olan tüketiciler için kalıtım ve öz-imağ değerleri deęişirken; genel bireysel farkındalığı yüksek olan tüketicilerde statü ve güvenebilirlik etkilenmiştir. Kişisel yönelim seviyesi düşük olan tüketiciler, fiyat konusunda bir hassasiyet göstermişlerdir. Genleşme sonucunda, fiyat algıları zarar görmüştür. Bu kategoride yer alan tüketiciler, belirgin bir karakteristik özellik göstermediklerinden öz-imağ ve diğer çağrışımlar konusunda bir etki gözlenmemiştir. Ancak, genel bireysel farkındalık eğilimi gösteren tüketiciler için yüksek fiyatın yanısıra münhasırlık da düşmüştür. İncelenen teoriler ve ilgili literatür göz önünde bulundurulduğunda, bu sonuçlar şaşırtıcı olmayacaktır. Ağırlıklı önemli başkalarının değerlendirmelerinin farkında olan tüketiciler, tercih ettikleri ürünlerin sosyal değerini gözetecek; bu değeri taşıyan ve kendilerini istenmeyen gruptan ayıracak olan münhasırlık özelliğine karşı hassasiyet göstereceklerdir. Fakat, genel olarak kişisel yönelim skalasının düşük ucunda yer alan tüketiciler, lüks marka değerlendirmelerini yaparken, genel tüketiciler için temel tüketim karar ölçütü olan fiyatı baz almışlardır. Bunun sebebi olarak, bu kategorideki katılımcıların herhangi bir baskın karakteristik özellik göstermemiş olmaları gösterilebilir.

Özel bireysel farkındalığı yüksek tüketicilerin öz-imağ ve kalıtım hakkındaki değerlendirmelerinin deęişmesinin, bu kategorideki katılımcıların kendi düşünce ve hislerini ön planda tutmalarından kaynaklandığı öne sürülebilir. Bu tip tüketiciler, kendi muhakemeleri ve memnuniyetlerini ön planda tutmaktadırlar. Öz-imağ da bireysel değerlendirme sonucuna dayanmaktadır. Öz-imağın tüketicinin kendi imajıyla bağdaşması sonucu yarattığı içsel değerinden dolayı, katılımcıların bu kesimi için öz-imağ önemli bir konumda bulunmuştur. Bu çalışmanın sonuçları, öz-imağ ve kalıtım arasındaki etkileşime de işaret etmektedir. Söz konusu tüketici grubu için öz-imağ ve kalıtım değerlerinin birlikte düşünüş göstermesi, daha detaylı incelenmeye değer bulgular olarak kaydedilmiştir.

Tüm bu bulgular göz önünde bulundurulduğunda; büyüme stratejisi olarak marka genişmesini kullanmayı hedefleyen lüks marka yöneticileri, bu genişmenin tüketicilere nasıl iletileceğini belirlerken büyük titizlik göstermeleri önerilmektedir. Ulaşmak istedikleri tüketici kitlesi belirlenmeli ve markanın sahip olduğu veya önermek istediği marka çağrışımları net bir şekilde ortaya konmalıdır. Marka genişmesinin tüketicilerle ilk kez buluşturulması sırasında fonksiyonel marka çağrışımlarının dahil edilmesine özen gösterilmelidir.

Yapılan çalışmanın titizliğine rağmen, bu çalışmanın sınırlamaları bulunmaktadır. İlk olarak; probabilistik bir örneklem oluşturma metodu kullanılmadığı için, bu çalışmanın bulgularının ilgili popülasyona genellenmesi sağlıklı olmayacaktır. Buna ek olarak; marka değeri, şirketlerin çeşitli uygulamaları sonucunda ve uzun zaman zarfında oluşan bir değerdir. Tüketicilerle gerçekleştirilen iletişimin marka değeri üzerindeki etkileri kısa vadede gözlenemeyebilir. Bu sebeple, sunulan marka genişmesi sonrasında tüketici algılarındaki ve marka değerindeki değişimin uzun bir zaman zarfında ölçülmesi daha kesin sonuçlar verecektir. Boylamsal veri kullanılarak yapılacak benzer bir çalışma, ilgili araştırma alanına değerli katkılarda bulunacaktır.

## APPENDIX E

### TEZ FOTOKOPİSİ İZİN FORMU

#### ENSTİTÜ

Fen Bilimleri Enstitüsü	<input type="checkbox"/>
Sosyal Bilimler Enstitüsü	<input checked="" type="checkbox"/>
Uygulamalı Matematik Enstitüsü	<input type="checkbox"/>
Enformatik Enstitüsü	<input type="checkbox"/>
Deniz Bilimleri Enstitüsü	<input type="checkbox"/>

#### YAZARIN

Soyadı : SEZEN

Adı : GÜLSOY

Bölümü : İŞLETME

**TEZİN ADI** (İngilizce): Consumer Evaluation of Luxury Brand Extensions: The Role of Personal Orientation

**TEZİN TÜRÜ** : Yüksek Lisans  Doktora

1. Tezimin tamamından kaynak gösterilmek şartıyla fotokopi alınabilir.
2. Tezimin içindekiler sayfası, özet, indeks sayfalarından ve/veya bir bölümünden kaynak gösterilmek şartıyla fotokopi alınabilir.
3. Tezimden bir bir (1) yıl süreyle fotokopi alınmaz.

**TEZİN KÜTÜPHANEYE TESLİM TARİHİ:**