

Brand awareness and brand image:

A mixed methods study

investigating brand knowledge of the Danish fashion brand

Shaping New Tomorrow

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Names:

Mona Eusemann

Ann-Kathrin Okle

Supervisor: Holger Roschk

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	Ann-F	Kathrin Okle	20212044
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Abstract

The aim of this thesis is to examine factors influencing brand awareness and brand image and to investigate which impact the latter has on purchase intentions and willingness to pay. Furthermore, the brand awareness and brand image of the Danish fashion brand Shaping New Tomorrow are measured and based on the findings, managerial implications derived. Brand awareness and brand image are two crucial components in the marketing literature, as they provide the basis for consumers' perceptions and build the basis for brand knowledge. Within the past few decades, both concepts have been studied widely in marketing literature.

By applying a mixed methods approach, combining quantitative and qualitative methods, extensive insights into Shaping New Tomorrow's brand knowledge are provided. The quantitative study includes surveys aiming to assess both Shaping New Tomorrow's brand awareness and brand image among German consumers. The qualitative method, on the other hand, helps investigating the brand image and its structure in more detail, by extracting brand associations from online reviews and creating a brand association network.

The findings indicate that brand awareness, advertisement frequency, advertisement channels, and the country-of-origin-image are positively influencing brand image. Furthermore, the results suggest that brand awareness can be enhanced by advertisement frequency. Likewise, a positive impact of brand image on purchase intention and willingness to pay is identified. With regard to Shaping New Tomorrow, the findings reveal a relatively low brand awareness among German consumers. However, its brand image can be considered as strong and favorable.

Keywords: Brand awareness, brand image, brand associations, associative network memory theory, brand association networks, mixed methods approach

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List of abbreviations

COOI	=	Country-of-origin image
CR	=	Critical Realism
NWC _D	=	Normalized, weighted degree centrality
SNT	=	Shaping New Tomorrow
WOM	=	Word-of-mouth

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1 Introduction

In today's highly competitive markets, where differences between brands are small, it is crucial for a company's success to stand out and distinguishes itself from its competitors. Several authors argue that both brand awareness and brand image are essential to create competitive advantage, as these two components influence purchase decisions, and thus, sales (Buil, de Chernatony, et al., 2013; Cobb-Walgren et al., 1995). While brand awareness is particular important in determining which brands are included in the consideration set, and thus, considered for purchase, the brand associations residing in consumer's minds differentiate one brand from another, and thus provide reasons to buy one brand rather than another (Aaker, 1991). Hence, brand awareness and brand image are crucial for building strong brands and sustain a competitive advantage. Creating brand awareness is especially important for online retailers, as the ability to recall a brand when shopping outside of a store is an important prerequisite for making a purchase (Keller, 1993). Due to a more globalized world, a worldwide increase in online sales, and the possibility to purchase products without geographical boarders, the competition among companies is greater than ever. This further underscores the need for brands to create strong brand awareness and establish beneficial, strong, and unique brand associations.

Accordingly, measuring brand awareness and brand image is important for marketers as these two elements describe both, positive and negative associations a consumer has in mind when thinking about a specific brand or product and determine the ability to recognize and recall a brand among other competing brands within the market. Thus, from a managerial point of view it is important to understand which factors influence brand awareness and brand image-in order to be able to create holistic marketing activities, manage a brand successfully, and ultimately, establish a strong position in the market (Keller, 1993, 2016; Plumeyer et al., 2019).

Using Shaping New Tomorrow as an example, this study examines factors that influence brand awareness and brand image and the impact of the latter on purchase intentions and willingness to pay.

Shaping New Tomorrow is a Danish fashion company founded in Aalborg in 2015. The company primarily sells menswear, including t-shirts, shirts, pants, and suits, but has expanded its product portfolio toward women by launching women's pants in December 2022 (SNT, 2022).

Having the vision to reinvent how consumers think about traditional menswear, the brand provides timeless clothes of high quality that are both comfortable and stylish. Furthermore, Shaping New Tomorrow strives to make fashion more sustainable, and therefore uses sustainable materials and produces in family-owned factories in Portugal (SNT, 2023b). After operating exclusively in Denmark, Shaping New Tomorrow has expanded its business to Germany in 2021. Since then, the company has opened five stores in the German cities Hamburg, Berlin, Cologne, Stuttgart, and Frankfurt am Main (SNT, 2023d). Until today, Shaping New Tomorrow exclusively sells its products through its own website and physical stores aiming to offer the highest quality to a fair price (SNT, n.d.).

Considering that Shaping New Tomorrows is still relatively new on the German market, its brand awareness can be considered low. This is supported by a brand lift study conducted by Shaping New Tomorrow between 14th and 27th March 2023, which revealed a significantly lower brand awareness in Germany, at 15.2%, compared to the brand awareness in Denmark, at 32.4% (Precis, 2023). Therefore, a more detailed investigation of Shaping New Tomorrow's brand awareness and brand image is important as it can provide a more comprehensive understanding of how the brand is perceived by German consumers, providing valuable implications for Shaping New Tomorrow.

Accordingly, the aim of this project is to investigate Shaping New Tomorrow's brand awareness and brand image as perceived by German consumers. This study applies a mixed-method approach to extract brand associations from different sources, thereby providing holistic insights into Shaping New Tomorrows' brand image. Based on this, managerial implications for the fashion brand will be derived, aimed at strengthening its market position in Germany, increasing its brand awareness and thus, creating favorable, strong, and unique associations for competitive advantages in the apparel market (Keller, 1993). This is also of high relevance as specifically; the apparel industry is reporting an increase in online sales. As an example, the *bevh* reported, that within the past three years clothes were the most sold products online in Germany with a revenue of 19.270 Mio EUR in 2021 (Bundesverband E-Commerce und Versandhandel Deutschland e.V (bevh), 2022). Additionally, due to factors like COVID-19 and the lockdown of stationary retail, online sales in Germany increased by 28.3% in 2020 compared to 2019 (Statistisches Bundesamt, 2021). Consequently, as Shaping New Tomorrow is operating in a highly competitive market, it is crucial to have points of difference, which can be regarded as unique brand associations. To summarize, the following research questions will be investigated in this thesis:

- RQ1: What is the brand awareness and brand image of Shaping New Tomorrow in Germany?
- RQ2: What factors influence Shaping New Tomorrows' brand awareness and brand image?
- RQ3: What influence does brand image has on consumers purchase intention and willingness to pay?

To answer the research questions, the project will be structured as follows: First, the philosophy of science will be introduced, followed by the theoretical background, including definitions of relevant terms to provide a thorough foundation for this work. Thereafter, the research hypotheses will be derived and an overview of the mixed-methods approach, including the qualitative and quantitative research design, will be given. Next, the results of the conducted studies will be presented, starting with the results of the quantitative study, followed by the qualitative results, and the creation of the brand associative network. Based on that, the key findings will be discussed, and managerial implications derived. The project ends with a brief conclusion.

2 Philosophy of Science

The research philosophy refers to an individual's system of beliefs or worldview (Pasian & Turner, 2015) and is important to consider in research, since the assumptions researchers make, for example, about reality and knowledge generation, will have an impact on the entire research process, such as the methods used, the data collection, the analysis (Saunders et al., 2019), and the conclusion (Armstrong, 2019). In other words, the research philosophy guides and affects how research will be conducted (Armstrong, 2019) and how findings are interpreted (Saunders et al., 2019) and therefore, provides the conceptual foundation for a research project.

This thesis is based on the philosophy of critical realism (CR), which was developed in the 1970s by Roy Bhaskar as an alternative to positivism and interpretivism. CR is situated between these two philosophies, having adopted elements of both (McGhee & Grant, 2017).

One of the main premises of CR is that ontology cannot be reduced to epistemology, which means that the knowledge about reality is not identical with what reality is. This ontological realism is one of the distinctive features of CR compared to positivism and interpretivism, both of which reduce ontology to epistemology (Fletcher, 2017).

The critical realists' philosophical assumptions, including ontology, epistemology, and axiology will be described in the following.

2.1 Ontology

Ontology refers to the "nature of reality" (Saunders et al., 2019, p. 132) and concerns what reality is and thus, what the world is like. CR is characterized by an objective ontology, as it assumes that reality is external and exists independently of individuals' knowledge and experiences (Saunders et al., 2019; Zachariadis et al., 2013).

In line with that, critical realists argue that reality is stratified into three domains, namely the empirical, the actual, and the real domain.

The *empirical domain* contains events that can actually be experienced or observed. These events can be empirically measured but are also influenced by humans' personal interpretations (Fletcher, 2017).

The *actual domain* consists of events that happen regardless of whether humans experience and interpret them (Danermark et al., 2002). These events are generated by interactions in the real domain and are not necessarily observable (Saunders et al., 2019).

The *real domain* cannot be observed or experienced (Brøns Kringelum & Brix, 2021). This domain contains causal structures and mechanisms that interact with each other and by that generate events in the world, such as those that might appear in the empirical domain (Fletcher, 2017).

Accordingly, what humans experience or see is the empirical, that is, only a representation of what reality is and thus, only a fraction of the total reality (Saunders et al., 2019).

Consistent with the stratified ontology, critical realists differentiate between the existence of an independent reality, which is referred to as the *intransitive dimension* and relates to the real domain, and the knowledge of reality, which is the referred to as the *transitive dimension* and relates to the empirical domain (Brøns Kringelum & Brix, 2021; Fletcher, 2017).

2.2 Epistemology

Epistemology is the theory of knowledge and concerns how knowledge is produced, how humans can know what they know, and what is accepted as "valid and legitimate knowledge" (Saunders et al., 2019 p.159). In other words, it refers to what can be considered true (Pasian & Turner, 2015), and thereby determines what contributions to knowledge can be made through research (Saunders et al., 2019).

Critical realists aim to explain observable events by uncovering the structures and causal mechanisms that shape them (Saunders et al., 2019). Since these structures and mechanisms are unobservable and cannot be measured directly, critical realists argue that only provisional but reasoned judgments about reality can be made (Archer et al., 2004). As Danermark et al., (2002) highlight, knowledge can only be seen as "the best truth about reality we have for the moment" (Danermark et al., 2002 p.22), which underscores the critical realist's assumption that knowledge is always fallible and subject to re-evaluation and correction. Thus, an absolute truth cannot be acquired (Danermark et al., 2002).

In line with that, critical realists' epistemology is characterized by epistemic relativism, which means that all knowledge is historically and socially situated. This implies that knowledge is socially constructed and is affected by humans' interpretations and knowledge at a specific time. Accordingly, reality cannot be understood independently of social actors (Saunders et al., 2019), which additionally highlights that all knowledge is fallible.

To produce new knowledge, critical realists work with and build on existing knowledge, such as theories, models, paradigms, and methods, which is referred to as the transitive dimension. Critical realists argue that acquiring new knowledge is an ongoing process, with the aim of discovering new dimensions of reality. Obtaining new knowledge can lead to modification, correction, or revision of previous knowledge (Bhaskar, 2008), contributing to a more accurate explanation of reality (Fletcher, 2017).

Since critical realists assume that all knowledge is fallible and that the phenomenon under investigation is affected by underlying structures and mechanisms, this projects' researchers acknowledge that the findings of this project will be affected not only by the researchers' subjectivity but also by the structures and mechanisms in the real domain. Accordingly, all findings of this project can only be viewed as tendencies, which are subject to change.

Reasoning

The reasoning of a project can be either deductive, inductive, or abductive, depending on the extent to which the research focuses on theory testing or theory building (Saunders et al., 2019).

In this thesis, deductive reasoning will be used. Deduction is characterized by inferring from the general to the specific, which means that the research process begins with theory from existing literature based on which hypotheses are made and tested (Saunders et al., 2019).

There are several reasons for choosing deductive reasoning in this project. First, as the literature search revealed, both brand awareness and brand image have been popular research topics in the last decades, resulting in a vast amount of literature (e.g., Plumeyer et al., 2019). As Saunders et al. (2019) emphasize, deduction is appropriate when a large amount of literature is available. Furthermore, in line with the transitive dimension, starting with and building on existing theory to generate knowledge matches the applied philosophy.

Second, since CR is characterized by a subjective epistemology and value-laden axiology, which will be explained in the following, critical realist researchers must acknowledge that the research process and thus, the findings are affected by the researchers as social actors. There-fore, by building on existing research, the researchers seek to reduce the subjective bias.

Third, as pointed out by Saunders et al. (2019), deductive reasoning is faster to conduct than inductive or abductive research since the data collection can be completed relatively quickly, whereas data collection in the other two approaches requires more time and usually develops gradually. Accordingly, due to this project's limited scope of time, deduction seems to be the most appropriate approach.

2.3 Axiology

Axiology concerns "the role of values and ethics within the research process" (Saunders et al., 2019, p. 159) and refers to how the researcher deals with both his or her own values and those of the research participants. The two opposing axiological positions are value-free and value-bound research (Saunders et al., 2019). While value-free research is characterized by an objective and detached researcher who does not incorporate his or her own values and beliefs into research, value-bound research is characterized by a subjective researcher whose interpretations and values are part of and shape the research (Pasian & Turner, 2015; Saunders et al., 2019).

In CR, the axiological position arises from the epistemological assumption that knowledge is socially constructed and cannot be understood without the social actors involved. Therefore, critical realists' research is considered as value-laden, meaning that the research process and thereby the generated knowledge is affected by humans' personal values, experiences, interpretations, and socio-cultural background (Saunders et al., 2019).

In consideration of that, critical realists' researchers must be aware of how personal experiences and values might affect the research process and should aim to minimize potential biases by being as objective as possible (Saunders et al., 2019).

In regard of this thesis, the researchers acknowledge that their subjectivity and personal values will affect the research process and, consequently, the knowledge gained. For example, the researchers will make decisions regarding the literature selection, the survey design, and the data analysis. All these decisions are based on the researchers' knowledge at the time of writing and on previous experiences and values. However, to minimize the researchers' subjective impact, literature research identifying relevant models, theories, and measurements widely used in the research field is conducted to serve as a basis for new knowledge creation, which is also in alignment with the transitive dimension.

2.4 Choice of Paradigm

This project applies CR due to the following reasons:

First, since this work aims to investigate brand awareness and brand image of Shaping New Tomorrow, the researchers intend to examine German consumers' subjective attitudes and assumptions about the brand. Therefore, obtaining objective data to make law-like generalizations is not possible and is not the focus of this project, implying that the positivist approach would not be appropriate.

Second, even though the purpose is to focus on subjective interpretations and assumptions, which is consistent with interpretivism, the researchers will develop hypotheses based on existing literature and conduct a quantitative survey investigating a relatively large sample. Thus, focusing on a small sample to understand individual narratives is not the focus, which opposes the application of interpretivism.

3 Theoretical Background

This section aims to establish the theoretical foundation for this thesis by defining brand knowledge and introducing the associative network model theory. Additionally, the terms brand awareness, brand image, and country-of-origin image will be defined, and measurement methods for these constructs commonly used in the marketing literature will be presented.

3.1 Brand Knowledge

Before delving into the definitions of brand awareness and brand image, it is essential to situate these two components within the marketing theory.

According to Keller (1993) brand awareness and brand image are jointly referred to as brand knowledge. *Brand knowledge* itself is defined as the knowledge consumers have about a specific brand. Thus, it refers to the cognitive representation of a particular brand (Peter & Olson, 2001). Brand knowledge results from consumers' experiences with a brand and encompasses what consumers have seen, felt, learned, or heard about it (Keller & Swaminathan, 2020). Understanding brand knowledge and its structure is important for marketers because it provides insights into what consumers think when reflecting about a brand, which in turn impacts how consumers respond to a brand's marketing efforts, such as purchase intentions (Keller, 1993, 2003).

Accordingly, brand knowledge is essential for the creation of brand equity, which is considered as a brand's "most valuable asset" (Keller, 2003, p.2).

Brand equity can be defined as "a set of brand assets and liabilities linked to a brand, its name, and symbols that add to or subtract from the value provided by a product or service to a company and or to that company's customers" (Aaker, 1991, p. 15), which emphasizes that brand equity refers to the value a brand has to consumers. According to Aaker (1991, 1996), brand equity consists of brand awareness, brand loyalty, quality, and brand associations. In contrast, Keller defines customer-based brand equity as "[...] the differential effect of brand knowledge on consumer response to the marketing of the brand" (Keller, 1993, p.2), and thus only comprises brand knowledge, e.g., brand awareness and image in this conceptualization.

The importance of brand equity is reflected by a large interest of researchers investigating this construct (e.g., Buil, de Chernatony et al., 2013, Keller & Lehmann, 2006). According to Keller (2003) the intention of brand equity is to serve a unifying metric for interpreting marketing strategies and evaluating the worth of a brand.

Brand knowledge consists of the dimensions (1) brand awareness and (2) brand image, which will be explained in the chapters 3.3 and 3.4. However, to provide a more thorough foundation for the following definitions, first, the associative network memory model will be presented, which is commonly used as an explanation for the components of brand knowledge (Keller, 1993). Figure 1 summarizes brand knowledge and belonging components.



Figure 1: Brand knowledge dimensions adapted from Keller (1993).

3.2 Associative network memory theory

The associative network memory theory stems from cognitive psychology and describes how information is stored in memory. According to the theory, information in human memory is organized in networks (Collins & Loftus, 1975), which consist of concepts (nodes) and links (Anderson, 1983). The nodes represent information stored in memory, such as attributes, product features, usage situations, or brand elements a consumer has in mind (Aaker, 1991; Keller, 1993), while the links connect the nodes with each other and thus, represent relationships (Aaker, 1991; Alba & Hutchinson, 1987; Keller, 1993). Therefore, according to the model all semantic information is arranged hierarchically (Morrin, 1999). The nodes have the power to activate other connected nodes, depending on the strength of their relationship. As French et al.

(2013) state, the more substantial the link between two nodes is, the greater the likelihood that activations will spread from one to the other. Thus, when associations are tightly connected with each other, the activation of one node will lead to retrieval of other linked associations (Keller, 1993). An activation of a node can for example, occur, through retrieval of internal information stored in memory or through external influences (Keller, 1993), such as word-of-mouth (WOM) or advertising (Gensler et al., 2015). The associations linked to many other associations have a significantly greater influence on brand attitudes and purchase intentions than those linked to only a few other associations (Kim & Oh, 2020).

The relationship between individual nodes can be positive or negative, strong, or weak (Hsieh, 2002). Because brand associative networks often consist of more than one brand (Henderson et al., 1998), it must be assumed that brand differentiation in consumer memory depends on the strength and uniqueness of associations (Hsieh, 2002). The strength and uniqueness of associations, in turn, depend on consumer experiences with a particular product or brand (Hsieh, 2002). In general, brand associations from direct experiences are stronger and can be more quickly recalled than associations created from indirect experiences (Fazio & Zanna, 1981). Additionally, associations are stronger the more experiences, both positive and negative, a consumer has had with a brand (Aaker, 1991; Alba & Hutchinson, 1987; Yoo et al., 2000).

Both Keller (1993) and Aaker (1991) build their conceptualizations of brand knowledge, e.g., brand awareness and brand image on this associative network memory model.

3.3 Brand Awareness

The first component of brand knowledge, brand awareness, is defined as the consumer's ability to recognize or recall that a brand belongs to a particular product category (Aaker, 1991). According to Rossiter & Percy (1987), also referred to by Keller (1993), brand awareness refers to the strength of the brand node in memory and concerns the ability of consumers to identify a brand under different conditions.

A more recent definition is provided by Bergkvist and Taylor (2022) who reviewed definitions of brand awareness used in previous marketing literature and summarize that "brand awareness is the likelihood that a person will recall a brand identifier and a product category or category need from memory in brand-relevant situations" (Bergkvist & Taylor, 2022, p. 297).

Brand awareness can be divided into (1) depth and (2) breadth. While the *depth of brand awareness* refers to the ability to easily recognize or recall a brand, the *breadth* refers to the number of usage and purchase situations in which consumers think about a brand. Most beneficial for a brand would be to have both a deep and broad awareness (Hoeffler & Keller, 2002). Furthermore, Keller (2016) explains that the concept of depth and breadth of brand awareness refer to the concept of brand salience, which build the basis of the brand resonance pyramid. By introducing depth and breadth of brand awareness, Hoeffler & Keller (2002) acknowledge the importance of brand awareness in both situations: purchase and consumption. By emphasizing the two situations, Keller (2001) explains, that the aim of brand awareness is not only to be present as a top-of-mind brand but also in the right situations.

3.3.1 Components of brand awareness

Brand awareness consists of two components: (1) brand recognition and (2) brand recall (Aaker, 1991; Keller, 1993; Percy & Rossiter, 1992).

Brand recognition is defined as the ability of consumers to verify that they have been exposed to a brand before (Keller, 1993). In other words, brand recognition refers to the likelihood of recognizing brand identities, such as the brand name, packaging, or logo, and associating them with a specific product category. Brand recognition is of particular importance when making purchase decisions at the point of purchase, as that is where consumers are exposed to brand identities (Bergkvist & Taylor, 2022; Keller, 1993; Rossiter et al., 2018).

Brand recall is the second component of brand awareness and is referred to as the consumers ability to think about a brand when prompted with cues such as the product category or needs that can be met by that category. Thus, brand recall requires consumers to retrieve a brand from memory (Keller, 1993). As individuals do not archive any help when asking for brands within a specific product category, brand recall can be regarded as more vital to brand awareness than brand recognition (Aaker, 1991).

According to the associative network memory model, brand recall is higher, the more strongly brand associations are linked with each other, and the more associations are stored in memory. This is because the spreading activation, leading one node to activate other linked nodes, is stronger the more tightly linked these associations are (Keller, 1993; Krishnan, 1996).

Brand recall is especially important when purchase decisions are made outside of a store, and away from the point of purchase. This implies that brand recall is particularly important for online brands. That is because, unlike in brick-and-mortar stores, where product identities are directly visible, and products of different brands are displayed side by side, in an online setting consumers have to actively think about brands that might interest them and consider them for purchase (Keller & Swaminathan, 2020).

A special form of brand recall is the top-of-mind awareness, which is described as the first brand that comes to consumers' minds when thinking about a specific product category (Laurent et al., 1995).

To summarize Figure 2 shows the components of brand awareness.



Figure 2: Dimensions of brand awareness (based on literature).

Relationship between brand recognition and brand recall

To show the relationship between brand recognition, brand recall and top-of-mind awareness, Aaker (1991) developed the awareness pyramid (see Fehler! Verweisquelle konnte nicht gefunden werden.).



Figure 3: Stages of brand awareness according to Aaker, (1991).

This pyramid shows that the lowest stage of brand awareness is brand recognition. Consumers that neither recognize nor recall the brand name, logo, or any other brand identity, can be considered as being unaware of a brand and thus have no brand awareness. Once consumers can recognize a brand given a list of brand names as a cue, they can be considered as having a minimum level of brand awareness. The subsequent stage is brand recall. Within this stage, individuals have a higher level of brand awareness, as shown by their ability to recall a brand from memory. Accordingly, even when consumers are not prompted with brand names, they are able to retrieve brands. The top-of-mind awareness is the highest stage of brand awareness.

If a brand is the first one which comes to consumers mind when thinking about a specific product category, it can be inferred that it has the highest brand awareness among brands in the market (Aaker, 1991).

The relationship between brand recall and brand recognition can be described as asymmetric, as recognizing a brand is less demanding, and considerable easier for consumers than retrieving, e.g., recall, a brand from memory (Bergkvist & Taylor, 2022). Accordingly, individuals are more likely to recognize than recall brands (Aaker, 1991; Raaijmakers & Shiffrin, 2003). As Laurent et al. (1995) reveal, brand recall is eight to ten times more challenging for consumers than brand recognition. The higher complexity of brand recall is also reflected in Aaker's (1991) awareness pyramid by the fact that it represents a higher level than brand recognition.

Furthermore, the strength and thus, the activation likelihood of the links between brand and product category nodes can vary (Herr et al., 1991). For example, it could occur that a link from a brand node to a product category node, which is brand recognition, may be stronger than the link from a product category node to a brand node, which is brand recall (Bergkvist & Taylor, 2022).

3.3.2 Advantages of brand awareness

The marketing literature reveals that brand awareness impacts consumers' decision-making processes. Several studies have investigated the impact of brand awareness on the consumer decision-making process itself (Hoyer & Brown, 1990; Huang & Sarigöllü, 2012; Keller, 1993; Macdonald & Sharp, 2000).

First, having a high brand awareness increases the likelihood of a brand to be included in the consideration set, and consequently, to be considered in purchase decisions (Macdonald & Sharp, 2000; Keller, 1993). Consumers who are aware of a specific brand tend to choose this brand instead of other brands, even if the quality of the chosen brand might be lower than that of its competitors (Hoyer & Brown, 1990). Macdonald & Sharp (2000) support this finding and add that brand awareness can be considered as an essential choice tactic for consumers even when facing a familiar or repeat choice task. Aaker (1991) explains this as *familiarity*, which is especially important for low-involvement products and refers to the buyer's ability to recognize a brand as familiar, which might impact the buying decision, as familiarity might be higher than the motivation to search for alternatives (Aaker, 1991).

Second, brand awareness functions as an anchor to which brand associations can be linked (Aaker, 1991). In order to create and enhance brand associations and thus, build a strong brand

image, it is important that consumers are aware of a brand and have established a brand node in memory (Keller, 1993).

3.3.3 Measurement of brand awareness

Brand awareness is typically measured with both unaided and aided measurement approaches, that are used to reflect both brand recall and recognition (Aaker, 1991; Rossiter & Percy, 1987). Laurent et al. (1995) specify that in total, there are three ways to measure brand awareness, namely (1) spontaneous, (2) top-of-mind, and (3) aided measurements.

Spontaneous measurements, also referred to as unaided measurements (Aaker, 1991) refer to the method of using open-ended questions, asking individuals to name all brands that they think of when given a specific product category as a cue (Laurent et al., 1995). This task is used to measure brand recall, as no additional help in terms of brand-related cues is given (Rossiter & Percy, 1987). An example for such an unaided measurement task is the following: "Which brands do you know in product category X?" (Esch et al., 2006).

As mentioned above, the *top-of-mind awareness* is a special type of brand recall. It can be measured with the same question as the brand recall and is defined as the percentage of individuals who name a specific brand first when given a specific product category (Laurent et al., 1995).

Aided measurements are used to measure brand recognition (Rossiter & Percy, 1987). For these measurements, typically a set of brand names is presented to consumers, who are then asked to indicate whether they have seen or heard about the given brands (Laurent et al., 1995).

When using aided measurements, researchers need to be aware of spurious responses that occur when respondents erroneously claim to know a brand when in fact they do not. Spurious responses create systematic bias in research, can lead to insignificant results or low levels of variance explanation and thus, negatively affect the quality of research results. To examine the extent of spurious responses in an aided awareness task, Goldsmith (1988) recommends including a fictious brand in the set of brand names.

A different approach to measuring brand awareness is proposed by Yoo et al. (2000), who measure brand awareness with a multi-item scale consisting of five items. Their scale does not reflect brand recognition and recall distinctly, but is widely used in marketing research, and is adopted by a variety of researchers (Anselmsson et al., 2014; Buil, de Chernatony, et al., 2013; Godey et al., 2016; Lang et al., 2022). A drawback of this scale, however is, that it measures both brand associations and awareness jointly (Christodoulides et al., 2015).

3.4 Brand Image

Brand image has been widely researched in recent decades and has gained interest over time (Plumeyer et al., 2019). Despite the increased focus on research, there is no consensus definition of the term and its components (Cho et al., 2015; Hsieh et al., 2004; Park & Rabolt, 2009; Plumeyer et al., 2019).

In general, brand image refers to consumers' mental associations concerning a brand (Aaker, 1991; Keller, 1993). These can be based on exposure to a brand's marketing, interactions with the brand, or other sources of information, such as WOM (Keller, 1993). Dobni and Zinkhan (1990) present a comprehensive definition of brand image based on a review of 35 years of research by defining brand image as "the concept of a brand that the consumer holds" (Dobni & Zinkhan, 1990, p.118).and emphasizing that it is "a subjective and perceptual phenomenon that is formed through consumer interpretation" (Dobni & Zinkhan, 1990, p.118).

The most cited definitions of brand image are provided by Aaker (1991) and Keller (1993), who propose similar definitions but with differences regarding its components.

According to Aaker (1991), brand image is "a set of associations, usually organized in some meaningful way" (Aaker, 1991, p.109). The author explains that brand associations can be anything that is connected to a brand in consumers memory. In alignment with Aaker's definition, Keller (1993) conceptualizes brand image as "perceptions about a brand as reflected by the brand associations held in consumer memory" (Keller, 1993, p.3).

Furthermore, the marketing literature reveals that brand associations can be divided into (1) core associations and (2) secondary associations (Figure 4). *Core associations* are the essential attributes that are directly associated with a brand (Keller & Swaminathan, 2020), whereas *secondary associations* are linked to brand sources, countries, or geographical regions. Other secondary brand associations can be created through distribution channels, co-branding, endorsements, events, or third-party sources e.g., consumer reviews, as well as characters, or spokespeople (Keller, 2020).

Keller (2020) further explains that secondary associations are associations a brand might borrow from other entities which leads to the outcome that other, already existing primary associations are enhanced. For example, consumers may transfer associations that they connect with a country to a brand which they associate with that country.

In consistence with the *associative network memory model*, the brand associations represent nodes in memory which contain the meaning of the brand and are linked to the brand node. The

brand associations can be differentiated into attributes, benefits, and attitudes, all of which can differ in favorability, strength, and uniqueness (Keller, 1993).



Figure 4: Brand association dimensions (based on literature).

3.4.1 Components of brand image

Within marketing research, authors agree that brand image is a multi-dimensional construct, consisting of different types of associations. However, in literature, there is no consensus about the exact types or labels of associations, resulting in a variety of types proposed.

For example, Hsieh (2002) argues that brand image consists of (1) sensory, (2) symbolic, (3) utilitarian, and (4) economic associations. This is partly consistent with Martínez et al. (2009) who conceptualize brand image as including a (1) functional image, (2) affective image, and (3) reputation. The functional image proposed by Martinez et al. (2009) aligns with Hsieh's (2002) economic and utilitarian associations, and the affective image is consistent with Hsieh's symbolic associations. Another conceptualization is provided by Cho et al. (2015), who focus on fashion brand's images and state that they are consisting of a (1) cognitive, (2) affective, and (3) sensory dimension. The affective dimension of Cho et al. (2015) aligns with Martínez et al. (2009) affective image and the utilitarian associations of Hsieh (2002) as the author argues that the affective dimension of Cho et al. (2015) can be related to Hsieh's (2002) sensory dimension as it considers sound, touch, or taste.

Table 1 provides an overview of the different brand image dimensions suggested by different authors within marketing literature.

Author (Year)		Components of brand image
	Sensory associations	 Exciting Fun to drive Good acceleration Styling Sporty
Hsieh (2002)	Symbolic associations	Luxury FeaturesPrestige
	Utilitarian associations	Made to lastReliabilitySafe in accident
	Economic associations	Good fuel economyGood dealer service
	Functional image	The products have a high quality.The products have better characteristics than competitors'.The products of the competitors are usually cheaper.
Martinez et al. (2009)	Affective image	 The brand is nice. The brand has a personality that distinguishes it from competitor brands. It is a brand that does not disappoint its customers. It is one of the best brands in the sector. The brand is very consolidated in the market.
	Reputation	Overall attitude
	Mystery (cognitive dimension of BI)	 This brand awakens good memories in me. This brand captures a sense of my life. This brand comes to mind immediately when I want to purchase a fashion product. This brand captures the times. This brand is a part of my life.
Cho et al. (2015)	Sensuality (sensory dimension of BI)	 The design of this brand's ads is really well done. The well-ordered store environment appeals to me. The Web site design for this brand is really well done. The packaging of this brand is as pleasing as the product. This brand has incredible displays. I really enjoy wearing this brand. I have solid support for this brand. I like looking at the products of this brand.
	Intimacy (affective di- mension of BI)	 I feel happy when I wear this brand. I have fun with this brand. I feel satisfied with this brand.

Table 1: Brand image dimensions based on literature.

However, the most frequently used conceptualization of brand associations is presented by Keller (Plumeyer et al., 2019). As it provides a detailed description of the brand image components, this thesis will be based on his conceptualization.

According to Keller (1993), three types of brand associations make up a brand image: (1) attributes, (2) benefits, and (3) attitudes. *Attributes* are defined as a product or service's descriptive features or characteristics and can be distinguished into product-related and non-product-related. While *product-related attributes* are the features essential for a product's performance and function and thus refer to a product's physical composition, the *non-product-related attributes* relate to external characteristics and concern a product's purchase or consumption, such as the price, packaging, and user or usage imagery (Keller, 1993).

Benefits are the individual values consumers attach to the attributes and can be categorized into functional, experiential, and symbolic benefits. Functional benefits primarily address physiological and safety needs and are associated with product-related attributes. On the other hand, experiential benefits pertain to the emotions and feelings experienced by consumers when using the product or service. These benefits are also connected to product-related attributes and include variety and sensory appeal. Symbolic benefits, in contrast, are the most extrinsic benefits and are primarily associated with non-product-related attributes. They fulfill the need for self-expression or social approval (Keller, 1993).

Brand attitudes are product unspecific as they are consumers' overall evaluations of a brand. They encompass the general attributes and benefits consumers associate with the brand and are important as they often build the foundation for consumer behavior (Keller, 1993).



Figure 5: Types of brand associations based on Keller (1993).

All brand association types can vary in terms of their favorability, strength, and uniqueness (Keller, 1993).

The *favorability* concerns how favorable, i.e., positive, consumer associations regarding a brand are. Although brands should seek favorable associations, it needs to be acknowledged that favorability is related to attribute importance, implying that consumers may find it difficult to evaluate an association as positive or negative if they categorize the attribute or benefit as unimportant (Keller, 1993; MacKenzie et al., 1986).

The *strength of associations* relates to the link between the associations and the brand node and depends on several factors, such as the quantity and quality of information processing and the information storage in memory. For example, associations that are frequently and intensively thought about and actively reflected by consumers are likely to be strong associations. Similarly, associations that are based on many and direct experiences tend to be stronger than those formed from only a few experiences. The stronger the associations, the easier they are to access and recall (Aaker, 1991).

The *uniqueness of brand associations* concerns the extent to which associations are shared with competitors. The uniqueness is important, as differentiation from competing brands is critical to sustaining a competitive advantage and, therefore, crucial for a company's success. When having market competitors, the likelihood of having shared associations is high. Because of that, it is important to create point of differences and communicate it to consumers, as it can increase the likelihood of more abstract and unique brand associations (Keller, 1993).

3.4.2 Advantages of brand image

The creation of unique, strong, and favorable brand associations is important for companies, as the brand image has an influence on purchase decisions and consumer loyalty (Aaker, 1991; Keller, 1993). A positive brand image can benefit a company in various ways. For example, having favorable, strong, and especially unique brand associations differentiate a brand from its competitors and thereby increases a brand's competitive advantage (Aaker, 1991; Hsieh et al., 2004). Especially in highly competitive markets, where differences between competitors are low, the brand associations hold by consumers are a main contributor affecting product choices (Cobb-Walgren et al., 1995; Keller, 1993). Accordingly, a positive brand image increases the likelihood of a brand to be purchased (Aaker, 1991; Hsieh et al., 2004). In addition to that, consumers with positive brand associations are generally less price sensitive and willing to pay price premiums, which enables companies to generate larger profit margins (Keller, 1993). Furthermore, the brand image also affects communication effectiveness. Since brand image has an influence on consumers responses to marketing activities, it has been found that consumers who already hold strong, favorable, and unique brand associations in their minds do not need to be exposed to marketing activities as often and need less reinforcement to meet communication objectives (Keller, 1993). Another advantage of favorable brand associations is that they facilitate brand extensions (Aaker, 1991) When new product categories are introduced by brands, consumers transfer the associations they created in connection with the parent brand to the extension brand (Aaker, 1991; Martínez et al., 2009). Consequently, the associations in relation to the parent brand will influence the extension's success, as well as reduce the

costs for extensive marketing activities which are aimed at creating new brand associations (Martínez et al., 2009).

3.4.3 Measurement of brand image

Despite the high interest in brand image research, no unified or standardized measurement exists for the multidimensional construct, which is reflected in the numerous ways in which brand image is measured in research (Park & Rabolt, 2009; Plumeyer et al., 2019).

The existing measurement techniques can be categorized into quantitative and qualitative methods. While quantitative methods include surveys with Likert-scaling, dichotomous scaling, or semantic differential scaling, the qualitative measurements encompass a greater number of techniques, such as free-association techniques, free-choice techniques, focus groups, in-depth interviews, and projective techniques (Plumeyer et al., 2019). Based on a systematic literature review of brand image research articles published in top-tier peer-reviewed marketing journals between 1991 and 2016, Plumeyer et al. (2019) identify that Likert scaling was the most frequently used method to measure brand image within the marketing literature, followed by semantic differential scaling. Regarding qualitative methods, the free-association technique, focus groups, and in-depth interviews were identified as the most widely used techniques in marketing research (Plumeyer et al., 2019). Due to the prevalence of social media platforms and the growth of consumer-generated product reviews, mining user-generated content is another relatively new qualitative method used to measure brand image (Dzyabura & Peres, 2021; Gensler et al., 2015).

Measuring brand image with quantitative surveys

By reviewing the literature, it was revealed that no consensus regarding applied scales exist, resulting in a wide variety of multi-item scales, most of which are applied in one article only (Plumeyer et al., 2019). Scales that are frequently used or adapted from other researchers are the ones developed by Aaker (1996), Martínez et al. (2009), and Yoo & Donthu (2001). While Martínez et al. (2009) consider three dimensions of brand image within their eight-item scale – the functional and affective image, as well as reputation, which refers to overall brand attitudes (Appendix 2), Aaker's (1996) scale encompasses six items which can be linked to the attitudes and benefits according to Keller's (1993) brand image conceptualization. Yoo & Donthu, (2001) measure brand image with three – comparably generic – items. In addition, Aaker's (1997) brand personality scale consisting of 42 items is used in multiple articles to assess the brand image (e.g., Kim et al., 2017; Plumeyer et al., 2019).

Brand image strength can also be measured on a more generic level, using multi-item scales to assess the ease and quantity of associations thought of by subjects. For example, Chan et al. (2018) measure brand image strength adapting the scale proposed by Yoo and Donthu (2001).

Another possibility to gain more extensive insights into the associations' strengths is using open-ended questions. For example, Keller and Swaminathan (2020) propose to ask subjects which associations they most strongly associate with a brand.

A brand image's uniqueness can be examined by comparing associations of two or more competing brands. Associations that are only mentioned for the focal brand and not its competitors can be considered as unique (Krishnan, 1996). Another possibility to assess uniqueness is by using a separate multi-item scale aiming to measure the perceived uniqueness of a brand compared to competitors. An example of the latter is provided by Netemeyer et al. (2004) who measure uniqueness with four items.

Regarding the favorability of associations, there are multiple ways of measuring it. One approach is to use open-ended questions and directly ask subjects to indicate what they like about a specific brand (Keller & Swaminathan, 2020). Another approach is to use Likert-scaling and ask respondents to rate how favorable or unfavorable it is for a brand to have specific characteristics (Keller & Swaminathan, 2020; Dew & Kwon, 2010).

Measuring brand image with user generated content

Besides assessing the brand image from surveys, it can also be extracted from consumer generated content, such as online reviews (Gensler et al., 2015; Mitra & Jenamani, 2020), twitter (Culotta & Cutler, 2016), or Instagram (Alzate et al., 2022; Klostermann et al., 2018).

The increasing use of online shopping websites and the proliferation of social media have led to a rise in the number of consumers posting customer reviews on the internet (Gensler et al., 2015; Mitra & Jenamani, 2020). The vast amount of data available online today not only provide insights into the valence of reviews, e.g., through star ratings, or their volume, but also contain valuable information about consumer's opinions, thoughts, feelings, and experiences with a brand and its products (Gensler et al., 2015).

This textual content of reviews offers insights into consumers' associations regarding the products and brand, which ultimately determine brand image (Gensler et al., 2015). In comparison to assessing the brand image through surveys or interviews, reviews provide the advantage that consumers are more likely to convey their true experiences and perceptions about a brand its products online, as they are not forced to spontaneously recall associations. Therefore, the associations mentioned in reviews can be considered as more honest (Alzate et al., 2022). Other advantages of online user-generated content are that reviews provide real-time data, which is easily accessible, and require relatively few resources in terms of time and money (Gensler et al., 2015; John et al., 2006; Mitra & Jenamani, 2020). Moreover, reviews cannot only provide insights into the strength of brand associations, but also the favorability and uniqueness (Gensler et al., 2015). Nevertheless, analyzing online reviews and e-word-of-mouth (eWOM) has some disadvantages as stated by Alzate et al. (2022). For example, the large amount of textual data can lead to an information overload and the analysis of online reviews is a relatively new method in market research, which is why the research about exact analyzing procedures is rare.

3.4.4 Associative network mapping approaches

To visualize the brand associations that reside in consumers' minds and to reveal how these associations are linked with each other in memory, associate network mapping approaches can be used (John et al., 2006). Associative networks reveal the structure of brand image, and provide insights into the strength, uniqueness, and favorability of brand associations (Gensler et al., 2015). According to Gensler et al. (2015), associative network mapping approaches can be categorized based on their source of data, as they can be created with either survey data or consumer generated content (Gensler et al., 2015). The most used approaches for both data sources are presented in the following.

Associative network mapping based on consumer survey or interview data

As John et al. (2006) summarizes, associative network mapping approaches that are based on survey data can broadly be distinguished in consumer mapping and analytical mapping (John et al., 2006). While consumer mapping techniques use quantitative data collection methods, analytical mapping approaches focus on qualitative data (Divakaran & Xiong, 2022).

Consumer mapping

Consumer mapping approaches involve deriving the brand association network directly from consumers (John et al., 2006). Examples of consumer mapping approaches include Zaltman's Metaphor Elicitation Technique (ZMET) (Zaltman & Coulter, 1995), brand concept maps (BCM) (John et al., 2006), and advanced brand concept maps (Schnittka et al., 2012).

Brand Concept Maps (BCM) provide information about the presence of brand associations in consumers' minds, the level of brand association, e.g., whether it is a first-or second-order association, and the strength of connections between the associations (John et al., 2006; Schnittka et al., 2012). The creation of associative networks based on the BCM approach comprises three stages, namely (1) elicitation, (2) mapping, and (3) aggregation. In the *elicitation stage*, brand

associations that reside in consumers' minds are identified. This is done through, for example in-depth interviews or surveys with open-ended questions (John et al., 2006). In the *mapping stage*, consumers are then requested to build their own brand association networks by arranging the elicited associations. Therefore, consumers are asked to illustrate how the associations are linked to each other and to the brand, and to indicate how strong the links are (John et al., 2006). Finally, in the *aggregation stage*, researchers aggregate the individual networks into a consensus map, which shows the most frequently mentioned associations and their interconnectedness across consumers (John et al., 2006).

The advanced brand concept map proposed by Schnittka et al. (2012) is an extension of John et al.'s (2006) approach and addresses some limitations of the latter. It incorporates an explicit measurement of association favorability by asking respondents to indicate the favorability of each association for the brand. Additionally, it examines the importance of each association for purchase decisions (Schnittka et al., 2012).

Analytical mapping

Analytical mapping is the second category of techniques that are used to create brand association networks based on survey data (John et al., 2006). In this approach, brand associations are also extracted directly from consumers using techniques, such as repertory grids, but unlike in the consumer mapping, the connections between the associations and thus, the network, are constructed using analytical methods, for example network algorithms (Henderson et al., 1998; John et al., 2006). Accordingly, in analytical mapping, consumers do not create the networks by themselves (Gensler et al., 2015). Additionally, Divakaran and Xiong (2022) add, that in contrast to the consumer mapping technique, the intention of analytical mapping is to investigate whether brand managers should consider a single brand or multiple brands from the same product category within their network analysis to derive insights of the brand positioning and hence develop marketing strategies efficiently. Thus, in comparison with the consumer mapping approach, brand managers do not analyze brand associations itself but also the effects of marketing strategies and their outcome e.g., the uniqueness of associations as specific associations might not be shared with other brands within the analysis.

Associative network mapping based on consumer generated content

Another approach to create associative network models is by eliciting brand associations from consumer generated content, such as customer reviews (Gensler et al., 2015).

Brand association networks provide insights into the types of associations, their strength, and favorability, and reveal how the structure of the brand image by showing the interconnectedness

of associations. Additionally, by comparing the network of one brand with the network of competitors, the uniqueness of associations can be assessed (Gensler et al., 2015).

Generally, analyzing user generated content involves four steps. The first step concerns the data collection and includes the extraction of data either manually or automatically with software, such as web crawlers (Gensler et al., 2015). Thereafter follows the text mining stage, in which patterns and trends within the unstructured data are identified. This can be done by following a machine learning or lexicon-based approach. The third step is the aggregation stage, in which synonyms are summarized and the data aggregated. Finally, the brand association networks are created using analytical methods (Alzate et al., 2022).

To measure the strength of associations, the normalized, weighted degree centrality (NWC_D), for each association can be calculated as proposed by Gensler et al. (2015). The NWC_D takes into consideration the relevance of a product for a brand as well as the relevance of an association for a specific product. Accordingly, it indicates how central an association is for a brand, whereby a higher value indicates a higher strength, and thus a greater centrality (Gensler et al., 2015). Other authors introduced additional metrics to investigate the favorability and uniqueness (Mitra & Jenamani, 2020) of brand associations within user generated content, as well as the overall brand association network value (Schnittka et al., 2012).

As within this research the investigation is based on user generated content, advantages, and disadvantages of analyzing user generated content will be elaborated in the following lines.

Advantages

One of the main advantages of this approach is that, owing to the use of freely available real time data, managers are enabled to monitor the brand image on a regular basis and thereby detect changes in the brand image over time. Furthermore, with online reviews being available about any brand, managers can not only track their brand's image, but also construct their competitor's brand association networks and thus investigate their brand image. By comparing the networks, managers can then assess the uniqueness of their associations. Besides that, the approach is not affected by researcher's subjectivity as it creates association networks directly on the aggregated level, wherefore a manually aggregation is not required. Additionally, because online reviews are written voluntarily and unprompted, the approach provides deeper insights and uncovers hidden connections that would not have been discovered with other methods, such as surveys. Moreover, since the approach is mainly automated using text mining and network analysis methods, only few resources in terms of labor, time and money are required (Gensler et al., 2017).

Disadvantages

A disadvantage of using text mining and analytical approaches is that they require computational skills and high expertise in the respective fields. Especially in smaller companies, resources to conduct these analyses might be lacking (Alzate et al., 2022).

3.5 Country-of-origin image

Although the country-of-origin image is a construct widely investigated in research, no consensus in terms of its definition and conceptualization exists (Roth & Diamantopoulos, 2009). In general, the country image can be defined, consistent with brand image, as a set of associations that consumers link to the country-of-origin of a brand (Keller 1993). Based on reviews of previous literature, definitions of the country-of-origin image can be classified into three groups, namely the (1) overall country-of-origin image, (2) aggregated product country image, and (3) specific product country image (Hsieh et al., 2004; Carneiro & Faria, 2016; Roth & Diamantopoulos, 2009).

Overall country of origin image

The overall country of origin image, also called macro country image (Pappu et al., 2007; Pappu & Quester, 2010), is defined as "the total of all descriptive, inferential and informational beliefs one has about a particular country" (Martin & Eroglu, 1993). Accordingly, the macro image refers to associations linked to the country-of-origin in general, regardless of the image consumers have about specific products or product categories from that country (Carneiro & Faria, 2016). In research, the macro-country image is conceptualized as a multidimensional construct, that encompasses various facets, such as a country's political, economic, and technological characteristics (Martin & Eroglu, 1993; Papadopoulos & Heslop, 2003), or its level of industrialization, cultural values, and social desirability (Hamzaoui-Essoussi et al., 2011).

Aggregated product country image

The aggregated product country image, also called micro country image (Pappu et al., 2007; Pappu & Quester, 2010), refers to associations' consumers have about products from a specific country (Hsieh et al., 2004). As Roth and Romeo (1992) define, the micro country image is ,,the overall perception consumers form of products from a particular country [...]" (p.480). These can for example include associations regarding the quality of products from a specific country or the emotions individuals have towards the country's products (Knight & Calantone, 2000; Nebenzahl et al., 2003).

Accordingly, the aggregated product country image is more specific than the overall countryof-origin image, as it refers not only to general facets of a country, but to the country's products.

Specific product country image

The specific product country image refers to an individuals' overall perceptions of a particular product category from a country (Hsieh et al., 2004; Roth & Romeo, 1992). This definition is consistent with Bilkey, (1993), who states that this type of country image encompasses consumers' opinions regarding the qualities of products and services that are produced in particular countries (Bilkey, 1993).

Thus, in contrast to the aggregated product country image, the specific product country image takes an even narrower perspective, as it does not refer to a set of products, but to a specific product category (Carneiro & Faria, 2016). Thus, in contrast to the aggregated product country image, the specific product country image takes an even narrower perspective, as it does not refer to a set of products, but to a specific product category (Carneiro & Faria, 2016). Figure 6 shows an overview of the three types of county-of-origin images.



Figure 6: Micro- and macro-country-of-origin image based on literature.

3.5.1 Measurement of country-of-origin image

In research, the country-of-origin image is most frequently measured with surveys using Likert (e.g., Demirbag et al., 2010; Hamzaoui-Essoussi et al., 2011) or semantic differential scaling (Kim et al., 2017; Martin & Eroglu, 1993; Nagashima, 1970).

However, consistent with the variety of definitions proposed in country-of-origin research, no consensus in terms of its operationalization exists, resulting in numerous scales used within literature (Carneiro & Faria, 2016; Roth & Diamantopoulos, 2009).

One of the first semantic differential scales used in country-of-origin research to measure the micro country image was proposed by Nagashima (1970). The scale has been widely used in marketing literature - either as semantic differential or converted to a Likert scale (Han & Terpstra, 1988; Laroche et al., 2005; Pappu et al., 2007; Pappu & Quester, 2010). Another frequently used scale for assessing both micro and macro images, which has been applied in several studies
(e.g., Garrett et al., 2017; Kabadayi & Lerman, 2011) is provided by Roth and Romeo (1992). To measure the macro country image, the multi-item scale of Martin and Eroglu, (1993) which distinguishes between the political, economic, and technological dimension is frequently used (Hamzaoui-Essoussi et al., 2011; Kim et al., 2017; Pappu et al., 2007). An overview of all scales is given in Appendix 3.

As shown the prevailing scales can be differentiated in terms of both the dimensions considered and the level of analysis, e.g., whether the country-of-origin is measured on the macro or micro image (Carneiro & Faria, 2016).

Regarding the dimensions, several authors (e.g., Laroche et al. 2005) propose that the countryof-origin image construct should encompass a cognitive, an affective and a conative dimension (Roth & Diamantopoulos, 2009). However, Roth and Diamantopoulos (2009), advise not to include the conative dimension in the measurement, as it is a consequence of the other two dimensions and thus present a causality issue. In the majority of studies, however, only the cognitive dimension is captured (Roth & Diamantopoulos, 2009).

In terms of the level of analysis, the country-of-origin can be measured on the overall country image, aggregated product country image or the specific product country image. It is argued that both the level of analysis and the selection of dimensions and items included in the scale, should be chosen depending on the context of the research and the study objective (Carneiro & Faria, 2016). Accordingly, when the research objective is to investigate the consequences of the country-of-origin image, the applied country-of-origin scale should comprise items that are expected to have an impact on the dependent variable. For example, measuring the overall country-of-origin image when investigating its influence on quality perceptions, might not be appropriate, as some of the included dimensions (such as the political situation) might not be relevant for quality assessments (Carneiro & Faria, 2016).

4 Research Hypotheses

Considering that CR is characterized by a value-laden axiology that results in research being affected by the researcher's subjectivity, the hypotheses are developed based on peer-reviewed studies and were selected in consultation with Shaping New Tomorrow to best serve their interest and minimize the impact of the researcher's subjectivity. In the following, the six hypotheses will be derived.

4.1 Influence of distribution intensity and gender on brand awareness

Anything that causes brand exposure to consumers or allows them to experience a brand contributes to the creation of brand awareness (Keller, 1993). Accordingly, being exposed to a brand in a store and having the ability to try its products out enhances brand recall and recognition (Huang & Sarigöllü, 2012). Therefore, intensive distribution, characterized by products being available in a large number of stores throughout the market, is expected to have a positive effect on brand awareness (Yoo et al., 2000). By investigating the relationship between brand awareness and several marketing mix elements in the consumer-packaged goods industry, Huang and Sarigöllü (2012) reveal that a brand's distribution intensity, has a significant and positive influence on brand awareness. Therefore, a greater distribution of a brand leads to a higher brand awareness (Huang & Sarigöllü, 2012)

Since Shaping New Tomorrow sells its products exclusively through its own online store and branded stores, of which five are located in Germany, it is assumed that the brand awareness is greater in cities with Shaping New Tomorrow stores than in cities without stores, leading to the following hypothesis:

• *H1a:* Brand awareness is higher among consumers living in cities that have a physical Shaping New Tomorrow store than among consumers living in cities without a Shaping New Tomorrow store.

Since brand awareness increases with brand exposure and experience (Keller, 1993), it is expected that a difference in brand awareness between male and female consumers due to Shaping New Tomorrow's product portfolio exists. Shaping New Tomorrow predominantly sells menswear and has just recently launched its first product for women, the No.1 pants, in Germany in March 2022. This leads to the proposition of the following hypothesis:

• *H1b:* Brand awareness is higher among male than female consumers.

4.2 Advertisements and brand awareness and brand image

Brand exposure can be enhanced by a company's marketing activities, including sponsorships, advertising (Keller, 1993) or social media marketing (Godey et al., 2016). One of the most visible marketing activities is advertising (Buil, de Chernatony, et al., 2013). Frequent advertising leads to repeated consumer exposure, which in turn can increase brand recall and recognition (Keller, 1993).

Several researchers support a positive influence of advertising on brand awareness. By investigating the impact of promotion mix elements on consumer-based brand equity dimensions, Lang et al. (2022) reveal a positive and direct effect of advertising on brand awareness in the context of soft drinks. Hereby, advertising is measured with items reflecting the attitude towards the advertising and the perceived frequency (Lang et al., 2022). Additionally, Bruhn et al., (2012) find that advertising has a positive effect on brand awareness and further reveal that traditional media has a stronger impact on brand awareness than social media marketing. Other researchers investigated the influence of advertising spend on brand awareness and collectively show that a higher perceived advertising spend leads to higher brand awareness levels (Bravo Gil et al., 2007; Buil, de Chernatony, et al., 2013; Villarejo-Ramos & Sánchez-Franco, 2005; Yoo et al., 2000). As explained by the authors, higher investments in advertising can be expected to increase the scope as well as frequency of exposure, which in turn increases brand awareness (Bravo Gil et al., 2007; Buil, de Chernatony, et al., 2013). In all four studies, advertising spending is operationalized by three items proposed by Yoo et al. (2000) which relate to the intensity and frequency of a brand's advertising as well as its perceived costs. Therefore, the results indicate that the more frequently consumers are exposed to a brand, the higher their brand awareness is likely to be (Yoo et al., 2000). This relationship is supported across product categories, including low-involvement (Bravo Gil et al., 2007) and high-involvement products (Buil, de Chernatony, et al., 2013; Villarejo-Ramos & Sánchez-Franco, 2005; Yoo et al., 2000), which enhances the generalizability of findings (Buil, de Chernatony, et al., 2013). Consistent with these findings, Cobb-Walgren et al., (1995) reveal that also the actual advertising spending has a positive influence on brand awareness, confirmed in the context of hotels and household cleansers. Consequently, in line with prior research, the following hypothesis is developed:

• H2a: Advertisements have a positive influence on brand awareness.

Like brand awareness, also brand associations arise from contact with a brand. Associations can be formed by either own experiences with a brand or through a company's marketing activities. Advertisements provide an opportunity for marketers to communicate product attributes and benefits and are especially useful to create user and usage imageries. Therefore, advertisements have not only the potential to establish, and maintain, but also to modify associations (Keller, 1993). Especially in highly competitive markets, where differences between brands are low, advertising is found to be a key contributor for creating strong and unique associations (Cobb-Walgren et al., 1995).

The effect of advertising on brand image is supported by numerous researchers. As Bruhn et al., (2012) reveal, both traditional media and social media communication are positively affecting brand image, with social media exerting a stronger impact. Furthermore, Yoo et al. (2000), Villarejo-Ramos & Sánchez-Franco, (2005), and Bravo Gil et al. (2007) reveal that a higher perceived advertising spend has a significantly and positive impact on brand image. In all three studies, advertising spend is operationalized by multi-item scales including items related to the advertising frequency, which is why Yoo et al. (2000) further conclude that consumers who are more frequently exposed to advertisements are likely to have stronger brand associations (Yoo et al., 2000). In two of the studies, brand associations were, however, measured jointly with brand awareness (Bravo Gil et al., 2007; Yoo et al., 2000). In alignment with these findings, Cobb-Walgren et al. (1995) further adds that also a higher actual advertising spend leads to a greater number, as well as to more favorable brand associations. Therefore, having the control over the messages that are communicated to consumers benefits companies in that it improves brand image perceptions (Cobb-Walgren et al., 1995). Based on these findings, the following hypothesis is proposed:

• *H2b:* Advertisements have a positive influence on brand image.

4.3 Brand awareness and brand image

Research shows that brand awareness and brand image are inter-related. According to Aaker (1991) and Keller (1993) the constructs are linked sequentially, with brand awareness being a prerequisite for creating brand image. To develop brand associations, consumers must first be aware of a brand (Aaker, 1991), and a brand node in memory must be established to be able to link associations to it (Keller, 1993). This proposed relationship is supported by previous research. For example, Martínez et al. (2009) find that increased brand awareness, results in more positive brand associations (Martínez et al., 2009).

Buil, de Chernatony, et al., (2013); Esch et al., (2006); and Hsieh, (2002) conducted quantitative studies and further revealed that brand awareness has a direct and positive influence on brand image. The above-mentioned studies investigated a variety of product categories, including low-involvement products (Esch et al., 2006; Martínez et al., 2009) and high-involvement products (Buil, de Chernatony, et al., 2013; Esch et al., 2006; Hsieh, 2002). Since the findings collectively indicate that brand awareness is an antecedent of the brand image, the following hypothesis is proposed:

• H3: Brand awareness has a positive influence on the brand image.

4.4 Country-of-origin image and brand image

A company's country-of-origin can be regarded as an extrinsic cue, which consumers take into consideration for product and brand evaluations (Han & Terpstra, 1988).

As Keller (1993, 2020) explains, the country of origin can create secondary associations for a brand. These are associations that are not directly linked to a brand or its products, but to an

entity with which the country is associated, for example a brand. Consumers are likely to transfer the associations linked to the country-of-origin to the brand and thereby, shape and create brand associations (Keller, 1993).

Several researchers support the effect of the country-of-origin image on brand image. As Diamantopoulos et al. (2011) show the country image, measured as macro and micro image, directly influences brand image, and by that ultimately purchase intentions. The authors explain that this is consistent with the irradiation perspective, which suggests that consumers' images of a specific country influence their image perceptions of a brand from that country (Lebrenz, 1996). In line with that, other researchers find that both the micro (Pappu et al., 2006, 2007) and the macro country (Pappu et al., 2007) are significantly and positively influencing brand equity, including brand associations. Having investigated the impact of country image with two product categories, it was further revealed that country-of-origin effects are product-category specific, as cars were found to be more strongly affected by the country image than televisions (Pappu et al., 2007). This is supported by Roth and Romeo (1992) who also identify productcategory specific effects of the country-of-origin image. Having studied the same product categories (cars and televisions), Hamzaoui-Essoussi et al. (2011) find a positive relationship between macro country image and brand image of both product categories, but only a significant impact of micro country image on brand image of television manufacturers. Also, in the context of fashion collections, a positive influence of the country-of-origin image on a fashion brand's image was found (Kim et al., 2017). Accordingly, the following hypothesis is developed:

• *H4:* The country-of-origin image has a positive influence on the brand image.

4.5 Influence of brand image on purchase intention

In previous literature, a relation between brand image and purchase intention has been identified. Having strong, unique, and favorable brand associations affects brand choice and preference (Keller, 1993). According to Dash et al. (2021) brand image significantly and positively influences purchase intentions. Having analyzed the impact of four marketing 4.0 elements, namely brand identity, brand image, brand integrity, and brand interaction on purchase intentions in the Indian real estate industry, the authors revealed that brand image has the strongest relationship with purchase intentions compared to the other elements (Dash et al., 2021). Other authors support this finding. By conducting a quantitative study, Diamantopoulos et al. (2011) reveal that brand image directly and positively influences purchase intentions. In line with this, also Laroche et al. (1996) found a positive effect of brand attitudes, which are part of the overall brand image, on the intention to purchase a brand. In contrast to the above presented findings, Esch et al. (2006) did not find a direct positive effect of brand image on purchase intentions. However, the authors identified that brand image directly influences current purchases, which in turn were found to positively impacts future purchases. Thus, the author shows that brand image indirectly affects purchase intentions via the path of current purchases (Esch et al., 2006). In line with prior research, this thesis proposes the following hypothesis:

• *H5:* The brand image has a positive influence on purchase intentions.

4.6 Brand image and willingness to pay

Researchers suggest that a relationship between brand image and willingness to pay exists. According to Keller (1993), one advantage of a favorable brand image is that it enables brands to increase their profit margins because consumers react more inelastically to price increases and are generally more willing to pay higher prices. This relation is supported by Aaker (1996), who agrees that brand associations are affecting consumer's willingness to pay a price premium, which he defines as ,,the amount a customer will pay for the brand in comparison with another brand (or a set of comparison brands) offering similar benefits" (Aaker, 1996).

Other researchers confirm the proposed relationship. For example, Netemeyer et al. (2004) reveal that the brand image components perceived quality and value for cost, as well as uniqueness are significantly affecting consumer's willingness to pay a price premium for fast food restaurants in comparison to competitor brands. The authors show that especially the uniqueness of associations is a driver of the willingness to pay. That is because the more unique the associations are, the more differentiated a brand is perceived to be compared to competitors, resulting in consumers being willing to pay a higher price for the perceived unique value provided by the brand (Netemeyer et al., 2004). Similar findings are revealed by Anselmsson et al. (2014) who investigated the impact of six brand image components, including awareness, quality associations, corporate social responsibility, home country origin, social imagery, and uniqueness on the willingness to pay a price premium for food brands. The results show that all six components positively affect consumer's willingness to pay a price premium, with the uniqueness, being the strongest determinants of this relationship. In line with that, Buil, de Chernatony, et al. (2013) reveal that the overall brand equity, including brand image associations is positively affecting the willingness to pay a price premium. In the context of luxury fashion brands, findings additionally reveal that the perceived brand value, consisting of social/emotional, utilitarian, and economic value, is positively influencing consumers' willingness to pay for luxury brands (Li et al., 2012). Considering prior research, the following hypothesis is proposed:

• *H6:* Brand image has a positive influence on willingness to pay

Table 2 provides an overview of all six hypotheses and related prior research.

Hypothesis	Description	Prior research
H1	a) Brand awareness is higher among consumers living in cities that have a physical Shaping New Tomorrow store than among consumers living in cities without a Shaping New Tomorrow store.b) Brand awareness is higher among male than female consumers	Huang & Sarigöllü. (2012)
Н2	a) Advertisements have a positive influence on the brand aware- ness	Yoo et al. (2000) Villarejo-Ramos & Sánchez-Franco (2005) Bravo Gil et al.(2007) Bruhn et al. (2012) Buil, de Chernatony, et al. (2013) Lang et al. (2022)
	b) Advertisements have a positive influence on the brand image	Yoo et al. (2000) Villarejo-Ramos & & Sánchez-Franco (2005) Bravo et al. (2007) Bruhn et al. (2012)
Н3	Brand awareness has a positive influence on the brand image	Hsieh (2002) Esch et al. (2006) Martinez et al. (2009) Buil, de Chernatony, et al. (2013)
H4	The country-of-origin image has a positive influence on the brand image.	Roth & Romeo (1992) Pappu et al. (2006, 2007) Diamantopoulos et al. (2011) Hamzaoui-Essoussi et al. (2011) Kim et al. (2017)
Н5	Brand image has a positive influence on purchase intentions.	Laroche et al. (1996) Esch (2006) Diamantopoulos et al. (2011) Dash et al. (2021)
Н6	Brand image has a positive influence on willingness to pay.	Netemeyer (2004) Li et al. (2012) Buil, de Chernatony, et al. (2013) Anselmsson et al. (2014)



4.7 Conceptual Framework

Based on the theoretical background (chapter 3) and the subsequent hypothesis development (chapter 4), Figure 7 shows the conceptual framework of this research. The conceptual framework consists of eight relationships that will be examined to derive insights into the antecedents and effects of brand awareness and brand image in the case of Shaping New Tomorrow.



Figure 7: Conceptual Framework.

5 Method

In the following section, the method applied in this thesis will be presented. Therefore, first insights into the mixed-methods approach will be given, followed by the sampling method, and the quantitative analysis procedure. The latter includes the survey structure, operationalization of variables, and an overview of the statistical methods used. Thereafter, the qualitative analysis approach will be presented.

5.1 Mixed-methods approach

This thesis employs a mixed methods research design, combining qualitative and quantitative research techniques. This is done due to two reasons. First, the application of both qualitative and quantitative methods offers the opportunity to collect more extensive data than would have been possible with only one approach and thus provides a more holistic response to this project's research question (Saunders et al., 2019). The integration of the two methods is particularly aimed at gaining more precise insights into Shaping New Tomorrow's brand image as the brand associations are extracted from different sources. Second, given that the measurement of brand image is context-specific, and no unified measurement scale exists (Park & Rabolt, 2009; Plumeyer et al., 2019), the associations identified in the qualitative research were used as a base for the scale generation of the quantitative study. Accordingly, a sequential exploratory mixed

methods research design was found most appropriate for this project's objective (Saunders et al., 2019).

The qualitative study, which was conducted first, involved the analysis of online customer reviews of Shaping New Tomorrow and the creation of a brand association network. The strongest brand associations were then incorporated into the brand image scale in the subsequent quantitative study. The quantitative study included two similar surveys that were send out to two different samples. The first survey was distributed through the researcher's own networks and was primarily used to assess the brand awareness of Shaping New Tomorrow across German consumers. The second survey was distributed through Shaping New Tomorrow's email newsletter aiming to investigating the brand's image. Both surveys were used to test the hypotheses.

Critical realists support the employment of mixed methods as they argue that the application of both quantitative and qualitative approaches can help to gain a more complete understanding of a phenomenon (Zachariadis et al., 2013) and by that facilitate the understanding of the relationship between knowledge and underlying mechanisms (Saunders et al., 2019).



Figure 8: Mixed Method approach.

5.2 Sampling procedure

5.2.1 Qualitative sampling procedure

For the qualitative study, online reviews about Shaping New Tomorrow posted on Trustedshops.de and Trustpilot.de were extracted. To ensure the actuality of reviews, only reviews published between January 2022 and February 2023 were extracted. Another extraction criterion represented the language of reviews. Due to the aim to investigate the brand image of German consumers, only German written reviews were analyzed. In total, 384 customer reviews were extracted from both websites. After eliminating generic and incomprehensible reviews, a total of 377 reviews remained for the analysis. Of these, 43 originated from Trustpilot.de and 334 from Trustedshops.de.

5.2.2 Quantitative sampling procedure

The two samples for the quantitative studies were collected using convenience sampling, which is a non-probability sampling method, in which subjects are selected because of their availability or convenience (Saunders et al., 2019).

Before the questionnaires were distributed, a pretest with 21 respondents was conducted to identify misunderstandings, ensure the comprehension of questions, and to refine the scales. After the pretest minor corrections were made and the questionnaires were distributed.

The first questionnaire was sent out through the researchers' own social media channels. The survey was conducted between 3rd and 19th of April 2023, and was completed by a total of 316 respondents. After eliminating incomplete responses and excluding participants not living in Germany, a final sample of 287 eligible respondents remained. The second questionnaire was distributed through Shaping New Tomorrow's e-mail newsletter. In total, the questionnaire was sent to 36.263 German newsletter subscribers on the 18th and 25th of April 2023. After eliminating 35 respondents due to their city of residence being outside of Germany or not indicated at all, a final sample of 346 respondents remained, leading to a respondents quote of 1.05%.

5.3 Analyses procedures

5.3.1 Qualitative analysis

The qualitative analysis includes the extraction of brand associations based on online reviews.

Research Steps

The qualitative approach is oriented on the work of Gensler et al. (2015), who were one of the first authors introducing an approach to extract brand image from online reviews and creating brand association networks by combining text mining and network analysis methods. According to Gensler et al., (2015), four steps must be performed to create brand association networks.

First, the *object of interest* needs to be defined, which in this project is Shaping New Tomorrow and its products. Since product-level associations are part of the overall brand image, which is aimed to be measured in this analysis, both associations related to the brand and its products were considered (Gensler et al., 2015).

The second step is the *data collection* and involves the extraction of unstructured data from product-review websites. For this study, reviews from the widely used platforms Trustpilot.de and Trustedshops.de were extracted. In total, 377 reviews were used for the analysis.

Third, during the *data processing and information extraction* step, all generic reviews as well as duplicate reviews were removed. After the data cleaning process, the remaining reviews were coded. Hereby, associations that were identified as synonyms were summarized under the same code with the aim of reducing the complexity. To increase the objectivity of the coding process and ensure that all associations were coded reliably, both researchers reviewed the selected codes. The coding of the reviews was conducted with the software MAXQDA.

Finally, the brand association network was constructed. Therefore, correlating associations were identified using a correlation matrix from MAXQDA. The correlation matrix shows how often two associations are mentioned together in different reviews and is used to indicate how strong the link between two associations is. This approach follows the assumption that associations that are mentioned together in the same review are strongly linked in the memory of consumers (Gensler et al., 2015). To construct the brand association network, additional information about the centrality of associations for a brand, i.e., the strength of the brand-association link is needed. Therefore, the normalized, weighted degree centrality, the NWC_D score was calculated. The NWC_D score will be further explained in the following.

The visualization of the association network was done using Python3 and the NetworkX codes to create the weighted networks. The visualization of the NetworkX codes was done using the mathplotlib extension for Python3. The code for the associative network model can be found in Appendix 7 and Appendix 8.

Figure 9: Research steps for qualitative research. Figure 9 Figure 9summarizes the research steps for the qualitative approach and its application to this thesis.



Figure 9: Research steps for qualitative research.

5.3.2 Strength of brand associations

To create the brand association map, the strength of the links between the associations and Shaping New Tomorrow needs to be examined. This can be done by calculating the NWC_D, as proposed by Gensler et al. (2015).

$$NWC_D(i) = \sum_{p \in P} \left[\frac{r_p}{|R|} * \frac{X_{i,p}}{|I_p|} \right] * 100$$

Equation 1: normalized, weighted degree centrality of Gensler et al., (2015).

The calculation of the NWC_D (Equation 1) incorporates four variables: the number of published reviews about a product p (r_p) ; the number of reviews denoted to the focal brand (|R]); the number of mentions of an association in reviews about product p $(X_{i,p})$; and the total number of associations related to a product $(|I_p|)$. While the first part of the formula depicts the relevance of a specific product for a brand, the second part indicates the relevance of the association for a specific product (Gensler et al., 2015). As it is suggested by previous literature, the associations related to products of a brand are also associations related to the brand. Accordingly, the NWC_D score eliminates the product-level nodes by converting them into association-brand links (Gensler et al., 2015). The NWC_D score was individually calculated for each of the associations mentioned in the reviews.

An exemplary calculation of the association ,,quality" is given below.

$$NWC_{D}(Quality) = \left(\left[\frac{82}{377} * \frac{11}{137} \right]_{Pants} + \left[\frac{10}{377} * \frac{1}{15} \right]_{T-Shirts} + \left[\frac{10}{377} * \frac{2}{12} \right]_{Shirt} + \cdots \right) * 100 = 14.153$$

Equation 2: Example of calculation for normalized, weighed degree centrality based on quality.

Among the 377 reviews considered, 82 reviews were published about pants, whereby the association "quality" was mentioned in 11 of these reviews. In total, 137 associations were mentioned in relation to pants.

The exemplary calculation shows only a part of the total NWC_D (Quality) score. For the calculation of the total score, the same calculation had to be made for quality associations related to other products, as well as for general associations related to Shaping New Tomorrow. In total, the NWC_D score of "quality" is 14.15.

5.3.3 Quantitative analysis procedure

The quantitative analysis included two surveys to investigate Shaping New Tomorrow's brand awareness and brand image in Germany. One of the surveys was distributed through the researchers' own network and especially aimed to assess brand awareness. The other survey was distributed through Shaping New Tomorrow's newsletter aimed at providing insights into brand image. Both surveys were created using SurveyXact and contained the exact same questions. However, the questionnaire for Shaping New Tomorrow's newsletter subscribers was adapted to match Shaping New Tomorrow's writing style and included the brand logo.

The questionnaires are divided into four parts. The first section aims to investigate brand awareness and includes unaided and aided measurements. The second section examines Shaping New Tomorrow's brand image. Thereafter, questions assessing the other factors of interest, e.g., advertisement frequency and channels, willingness to pay and purchase intention were asked. The fourth part investigates the micro country image of Denmark, followed by the Demographics (Figure 9).

As non-newsletter subscribers potentially do not know the brand and thus, cannot provide accurate insights into its brand image, a filter was applied in the questionnaire for the convenience sample. All respondents who indicated being unaware of Shaping New Tomorrow, by answering "strongly disagree" to "neutral" in Q3 did not see any brand image questions.

All multi-item scales were programmed with randomization, aiming to reduce a learning effect (Behnert, 2022). The demographic data was assessed at the end of the questionnaire, as suggested by Mayer (2013). This has been done because respondents are likely to experience a fatigue effect at the end of a questionnaire and are then more willing to answer simple questions.



Figure 10: Structure of questionnaire.

5.3.4 Operationalization of Variables

In the following section, the operationalizations of variables used in the surveys are presented. All scales are based on existing peer-reviewed literature and adapted as needed to match the research objective of this project.

Brand Awareness

In this research, brand awareness and its dimensions are measured by both unaided, and aided measures. To measure brand recall, respondents were asked to name up to five brands that come to mind when thinking of men's fashion as open-ended question. This unaided measurement is based on Bergkvist and Taylor, 2022 and Lambert-Pandraud et al., 2017 and is additionally used in this research to calculate the top-of-mind brand awareness. According to Laurent et al., 1995, the percentage of respondents who named the brand of interest first, represent the top-of-mind awareness.

Brand recognition was measured by presenting respondents a list of men's fashion brands including the main competitors of Shaping New Tomorrow and asking them which of the brands they have heard of (based on Huang & Sarigöllü, 2012; Netemeyer et al., 2004) with a nominal scale. To reduce a potential distortion of the results caused by respondents who guess or erroneously state that they know a brand even if they do not, two precautionary adjustments were made. First, besides the dichotomous answer options "yes" and "no," the third option "not sure" was included to prevent respondents from guessing, and thus, making false statements. Second, to reduce spurious responses, which occur when respondents state that they recall a brand they do not actually know (Goldsmith, 1988), a fake brand called "Suitcore" was included in this study.

In addition to that, a multi-item scale developed by Yoo et al. (2000) was used to measure the overall brand awareness. The scale is widely used in the marketing literature (e.g., Buil, de Chernatony, et al., 2013; Buil, Martínez, et al., 2013; Godey et al., 2016; Lang et al., 2022), and was incorporated to test the hypotheses.

Table 3 provides a full overview of the measurements used for assessing the brand awareness.

Dimension			Variables	Authors
	Brand recall	Top of mind & Unaided awareness	BA1: What brands come to your mind when you think of men's fashion brands?	Aaker (1991) Bergkvist & Taylor (2022) Laurent et al (1995) Lambert-Pandraud (2017) Keller (1993)
and awareness	Brand recogni- tion	Aided Awareness	BA2: Which of the following fashion brands have you heard of?	Huang & Sarigöllu (2012) Bergkvist & Taylor (2022) Aaker (1991) Laurent et al (1995) Netemeyer et al (2004) Lambert-Pandraud (2017) Keller (1993)
B		Overall brand awareness	BA3: I know the brand Shaping New Tomorrow.BA4: When I think of menswear, Shaping New Tomorrow is one of the brands that comes to mind.BA5: I can recognize Shaping New Tomorrow among other competing fashion brands.	Yoo et al. (2000) Buil et al. (2013) Godey et al. (2016)

Table 3: Operationalization of brand awareness based on literature.

Brand image

This thesis measures brand image and its dimensions with a total of four different measurements (Table 4).

First, an open-ended question asking respondents to name all associations that come to mind when thinking of Shaping New Tomorrow was used (adopted from Keller & Swaminathan, 2020). The open-ended question provides the advantage that consumers can voice their associations without being limited to the answer options proposed by the researchers (John et al., 2006).

Second, the overall brand image was examined using a multi-item scale. As proposed by researchers (e.g., Cho et al., 2015) the scale included items referring to attributes, benefits, and attitudes. Since brand image is product category specific (Low et al., 2000) and no universal scale in research exists to measure the construct (Plumeyer et al., 2019), this project's scale is partly based on similar studies and supplemented by the findings of the qualitative study to fit the research's context. Because sensory aspects, such as the look and texture of products are especially important for assessing fashion brand's images (Cho et al., 2015), most of the items relate to experiential and symbolic benefits, which include sensory aspects.

While the favorability of associations can be examined by the overall brand image scale, two additional scales are used to measure the strength, and uniqueness, which were adopted from previous researchers (Netemeyer et al., 2004; Yoo et al., 2000).

Dimension		Brand image	Variables	Authors	
		Unaided brand image	BI1: What comes to your mind when you think of Shaping New Tomorrow?	Keller & Swamina- than (2020)	
		brand image		John et al. (2006)	
		Functional brand image	BI4: Shaping New Tomorrow produces high- quality clothes.	Martinez et al. (2009)	
		Experiential brand image	BI7: Shaping New Tomorrow produces comfort- able clothes.BI9: Shaping New Tomorrow produces elegant	Park & Rabolt (2009)	
			clothes.		
			BI10: Shaping New Tomorrow helps me show my social status.		
			BI11: Shaping New Tomorrow helps me to make a good impression on others.		
		Symbolic brand image Ben Ben B	BI12: Shaping New Tomorrow helps me to show who I am.	Park & Rabolt (2008)	
50	nefits		BI13: Shaping New Tomorrow gives me a feeling of exclusivity.		
nd ima	Ber		BI5: Shaping New Tomorrow produces clothes with appealing design.		
all bra			BI6: Shaping New Tomorrow produces stylish clothes.		
Overa		Non moduat	DI14. Shaning New Tomorrow offers good	Diamantopoulos et al. (2011)	
		related attributes	value for money.	Buil & Chernatony. (2013)	
			BI15: Shaping New Tomorrow is one of the best fashion brands in men's fashion.	Martinez et al. (2009)	
			BI16: Shaping New Tomorrow is a brand I like.	Diamantopoulos et	
		Attitudes Strength of brand image	BI17: Shaping New Tomorrow is innovative.	al. (2011)	
			BI18: Shaping New Tomorrow is a responsible company.	Buil & Cherantony et al. (2013)	
			BI8: Shaping New Tomorrow is a sportive brand.	Park & Rabolt (2008)	
			BI2: When I think of Shaping New Tomorrow some characteristics come to my mind quickly.	$\mathbf{V}_{22} \rightarrow \mathbf{I}_{22} \left(2000 \right)$	
			BI3: I have difficulty in imagining Shaping New Tomorrow in my mind.	1 00 et al. (2000)	
		Uniqueness	BI19: Shaping New Tomorrow clearly differenti- ates itself from other men's fashion brands.	Netemeyer et al.	
		Uniqueness	BI20: Shaping New Tomorrow is unique compared to other menswear brands.	(2004)	

Table 4: Operationalization of brand image based on literature.

Country of origin image

For measuring the country-of-origin image (Table 5), the country image at the product level, e.g., the micro-image has been examined. Measuring the micro-image is a common approach in research (e.g., Demirbag et al., 2010; Kabadayi & Lerman, 2011; Pappu & Quester, 2010), and has been found appropriate for this thesis, as it is more specific than the macro-image and includes facets that are expected to have an impact on Shaping New Tomorrow's brand image. Accordingly, a multi-item scale investigating consumers' perceptions of Danish products was used (Pappu et al., 2007) and adapted from Demirbag et al. (2010), Garrett et al. (2017), and Kabadayi and Lerman (2011).

Dimension		Variables	Authors
COOI1: Products from Danish companies have high quality.			
mage	lage	COOI2:Products from Danish companies have good workmanship.	Garret et al.
gin i:	y im	COOI3: Products from Danish companies are reliable.	(2015)
of oriș	countr	COOI4: Products from Danish companies are durable.	Kabadayi & Lerman (2011)
Country	Micro	COOI5: Products from Danish companies have an appealing design.	Demirbag et al. (2010)
G		COOI6: Products from Danish companies have a good reputation.	
		COOI7: Products from Danish companies are innovative.	

Table 5: Operationalization of country-of-origin image based on literature.

Purchase intention and willingness to pay

The purchase intention (Table 6) was measured by asking respondents to indicate their intention to purchase a product from Shaping New Tomorrow within the next six months on a seven-point Likert scale (adapted from Diamantopoulos et al., 2011). The use of a single item to measure purchase intention has been found to be valid (Diamantopoulos et al., 2011; Rossiter, 2002), which is why it was considered appropriate for this thesis.

Willingness to pay (Table 6) was measured directly by asking respondents to indicate how much they would be willing to pay for a pair of black Shaping New Tomorrow classic pants, resulting in a metric scale. Previous research revealed the hypothetical open-ended question approach can lead to accurate demand curves and pricing decisions, regardless of hypothetical bias (Miller et al., 2011).

To provide a base for the respondent's price indications, four product images of Shaping New Tomorrow's classic pants (Appendix 4) and the associated product benefits were shown.

Dimension	Variables	Authors
Purchase Intention	PI1: I intend to buy something from Shaping New Tomorrow in the next 6 months.	Diamantopoulos et al. (2011)
Willingness to pay	WTP1: How much would you be willing to pay for the pants?	Miller et al. (2011)

Table 6: Operationalization of purchase intention and willingness to pay based on literature.

Advertisement frequency and channels

The frequency of advertisements seen by respondents was measured by a single item asking how often respondents had seen Shaping New Tomorrow advertisements online in the past four weeks. An ordinal scale with four response options, ranging from "never" to "more than five times" was used. To gain further information, all respondents who indicated having seen advertisements at least once, were asked to indicate on which channels they had seen it. To simplify and speed up the answering of this question, the most common channels were provided as answer options.

Dimension		Variables
Advertise- ments on social media	Advertisement seen	AD1: In the last 4 weeks (outside of this survey), how often have you seen advertisements of Shaping New Tomorrow online?
	Social Media Channels	AD2: Where have you seen advertisements for Shaping New Tomorrow in the last 4 weeks (outside of this survey)?

Table 7: Operationalization of advertisement frequency based on literature.

Demographic variables

To test H1 and to gain a more comprehensive overview of the characteristics of the two samples, five demographic variables, e.g., gender, age, city of residence, educational background, and employment status were measured. All scales were adapted from the Statistische Ämter des Bundes und der Länder, (2022) and measured with nominal scales (D1, D4 and D5) as well as open-end questions (D2 and D3).

Dimension	Variables	Authors
Demographics	D1: Gender D2: Age D3: City of residence D4: Educational Background D5: Employment Status	Statistische Ämter des Bundes und der Länder (2022)

 Table 8: Operationalization of demographics based on literature.

5.3.5 Quantitative measurements

The analysis of the results will be conducted as followed. Firstly, a validation of measurements will be made (see 6.3.1). Based on the results of validity the actual analysis takes place including descriptive and inductive statistics. To investigate the formulated hypothesis, the statistical tests are based on Spearman's Rho, Mann-Whitney U-test, and linear regression.

Validation of measurements

To measure scale reliability, the Cronbach's alpha is calculated. Cronbach's alpha is a measure of internal consistency of a scale and indicates how well a set of items measures a latent construct (Kuß et al., 2018). The Cronbach's alpha ranges from zero to one, whereby values above 0.7 are acceptable and values higher than 0.8 preferred as they indicate high internal reliability (Baur & Blasius, 2014). Since Cronbach's alpha increases with the number of items, the threshold should be increased accordingly for scales with a larger number of items, especially when ten or more items are included (Hair et al., 2014). If the Cronbach's alpha is below 0.7, it should be investigated whether scale reliability can be increased by removing items (Hair et al., 2011).

Cronbach's Alpha Value	Internal consistency reliability
< 0.7	Low reliability
≥ 0.7	Acceptable reliability
≥ 0.8	High reliability

Table 9: Cronbach's Alpha values.

The Mann-Whitney U-test is a nonparametric statistical test for comparing two groups (e.g., men and women). To test if a difference exists between two samples, the values of both groups are combined, and each value is assigned a rank according to its size. Then, the mean ranks of both groups are calculated to detect differences. Requirements for the U-test are (1) minimum ordinal scales, and (2) independent samples (Mayer, 2013).

The *Spearman's rank correlation* estimates the strength of association between two variables., Unlike the Pearson's correlation, the Spearman's correlation considers monotonic relationships, whereby the relationships do not necessarily have to be linear, and the variables do not need to be normally distributed. To use Spearman's correlation, the variables must be at least ordinally scaled (Kuß et al., 2018; Mayer, 2013).

The results of Spearman Rho are evaluated based on the Rules of Cohen (1988). According to the author, a differentiation between small, medium, and high correlation effects can be made (Table 10).

<i>r</i>	Effect
0.10	small
0.30	medium
0.50	large

Table 10: Effect of r based on the Rules of Cohen (1988).

Linear regression

To investigate the relationship between the variables, linear regressions will be conducted. Before calculating a linear regression, however, it needs to be ensured that the prerequisites are fulfilled. In this thesis, the three prerequisites (1) metric measurement scale, (2) linearity, and (3) no multicollinearity will be tested, as these are considered to be most important (Kuß et al., 2018).

Scale of variables

To conduct a regression, all variables must be metrically scaled (Backhaus et al., 2021). In the case that the independent variables are nominally or ordinally scaled, a regression can still be performed using dummy variables (Kuß et al., 2018).

Linearity

The second prerequisite for a linear regression is that a linear relationship between the dependent and independent variable(s) exist (Kuß et al., 2018, Lind et al., 2019). To test the linearity of two or more variables, several approaches can be applied. In this thesis, a graphical approach is used, since mainly the relationships between two variables are examined and thus only the linearity between two variables has to be evaluated. For the graphical approach scatterplot diagrams (Backhaus et al., 2021), and scatterplots of residuals can be used (Lind et al., 2019).

Scatterplots visualize the relationship between two numeric variables, where each dot represents one observation of the variables used (Backhaus et al., 2021). Lind et al. (2019) argue that residual scatterplots must have equal proportions of positive and negative residuals to be considered linear. If an equal proportion is given, the variables can be considered linear. The Scatterplots with Residuals for all investigated relationships can be found in Appendix 17.

Multicollinearity

Another requirement for linear regression is that no perfect multicollinearity exists, that is that there is no linear relationship between the independent variables (Backhaus et al., 2021). Multicollinearity testing is important because a high level of multicollinearity can have an impact on the statistical significance of the results (Craney & Surles, 2007), decreases a model's precision, and makes the estimates of the variables less reliable (Backhaus et al., 2021). When variables correlate strongly with each other, one independent variable may be explained by the other(s), making it difficult to assess the relative effect of each variable in the model (Backhaus et al., 2021). According to the literature, the most common technique to identify multicollinearity is by using the variance inflation factor (VIF) (Backhaus et al., 2021). In this thesis, the criterion for assessing multicollinearity using the VIF is set at values below 10. This threshold is commonly used in literature (Lind et al., 2019) and indicates that multicollinearity is not a concern when VIF values fall below this threshold (Salmerón et al., 2018).

6 Results

6.1 Sample profiles

Convenience sample (N=287)

The demographical distribution of the convenience sample is as follows: 63.1% of respondents are female and 35.9% are male, with an average age of 28.23. Among all respondents, 41.5% have a bachelor's degree and 20.9% have a master's degree. Furthermore, the sample comprises 46% students and 41.5% employees. Regarding the geographical distribution of respondents, 40.77% live in the federal state of Baden-Württemberg, followed by North Rhine-Westphalia (14.63%), Bavaria (11.85%), Hamburg (7.32%) and Lower Saxony (6.27%). Considering the distribution among cities where a Shaping New Tomorrow store is located, 8.71% of respondents live in Stuttgart, 7.32% in Hamburg, 3.48% in Berlin and Cologne, and 1.74% in Frankfurt am Main.

Newsletter Sample (N=346)

Regarding the demographic distribution of this sample, 98.8% of respondents are male and 1.2% are female, with an average age of 42.58. Of all respondents, 36.1% have a master's degree, 18.2% a bachelor's degree, 17.6% a high school diploma, 11% an apprenticeship, and 7.2% a secondary school diploma. Regarding the occupational status, 70.2% of the respondents are employees, 11.3% are self-employed, 6.6% are students, and 5.5% are retired.

Regarding the geographical distribution, 21.45% of respondents live in North Rhine-Westphalia, 14.20% in Bavaria, 12.75% in Hesse and 10.72% in Baden-Württemberg, and 9.28% in Hamburg.

Pooled Sample (N=393)

For the analyses in which brand image is used as either the dependent or independent variable (H2b, H3, H4, H5, H6) a pooled sample consisting of all respondents who know Shaping New Tomorrow is used. Therefore, all respondents from the convenience sample who stated to know the brand (n=47) are merged with the newsletter sample, consisting of German newsletter-subscribers of Shaping New Tomorrow (n=346). In total, this sample consists of 393 respondents.

The pooled sample comprises 93.6% males and 6.4% females, with an average age of 41.16. The sample comprises 68.7% employees, 10,4% self-employed, 9.7% students, and 5.1% retirees. Among all respondents, 35.9% have a master's degree, 21.4% a bachelor's degree, 16.5% a high school diploma, and 10.9% a completed apprenticeship.

Regarding the geographical distribution, 20.87% of respondents live in North Rhine-Westphalia, 14.76% in Baden-Württemberg, 14.25% in Bavaria, and 11.70% in Hesse. Considering the distribution among cities with a Shaping New Tomorrow store, Hamburg is the most represented city with 9.67% of respondents, followed by Berlin (5.85%), Frankfurt (5.60%), Stuttgart (3.82%) and Cologne (3.31%).

Figure 11 visualizes the differences between the three samples.

Convenience sample

- N=287
- Distributed through the researchers' networks

Newsletter Sample

- N=346
- Distributed through Shaping New Tomorrow's newsletter

Pooled Sample

- N=393
- All respondents of the convenience sample indicating to know Shaping New Tomorrow + the newsletter sample

Figure 11: Differentiation between samples.

Qualitative Sample

To gain more detailed insights into how consumers perceive Shaping New Tomorrow's brand image, the results of the surveys are combined with the findings from an analysis of online reviews of Shaping New Tomorrow published on Trustedshops.de and Trustpilot.de. In total, 384 customer reviews were extracted from both websites. After eliminating generic and incomprehensible reviews, 377 reviews remained for the analysis. Of these, 43 originated from Trustpilot.de and 334 from Trustedshops.de.

6.2 Descriptive results

In the following section the descriptive results of the surveys are presented. For each measurement construct, the results of both the convenience sample (N=287) and the newsletter sample (N=346) are provided. Only the section about Shaping New Tomorrow's brand image is based on the pooled sample (N=393). The pooled sample is also used to test the hypotheses regarding the brand image.

6.2.1 Top-of-mind awareness

The results show that the top-of-mind awareness of Shaping New Tomorrow is 0.70% in the convenience sample, while it is higher in the newsletter sample, reaching 11.85%.

Within the convenience sample, the brands with the highest top-of-mind awareness are the German fashion brand Hugo Boss (18.48%), the Danish brand Jack & Jones (11.49%), the US brand Tommy Hilfiger (7.66%), and the German sports apparel manufacturer Adidas (5.22%).

Brand	n	Percentage
Hugo Boss	53	18.47
Jack & Jones	33	11.50
Tommy Hilfiger	22	7.67
Adidas	15	5.23
Zara	15	5.23
H&M	13	4.53
Nike	11	3.83
Calvin Klein	10	3.48
Polo Ralph Lauren	9	3.14
Levi's	8	2.79

Table 11: Top-of-mind awareness of convenience sample.

Similarly, Hugo Boss also reaches the highest top-of-mind awareness in the newsletter sample, with a percentage of 20.52. Shaping New Tomorrow is the second most mentioned brand in this sample (11.85%), followed by Tommy Hilfiger (8.09%) and Levi's (4.43%). An overview of the top-of-mind brand awareness of both samples is given in Table 11 and Table 12.

Results

Brand	n	Percentage
Hugo Boss	71	20.52
Shaping New Tomorrow	41	11.85
Tommy Hilfiger	28	8.09
Levi's	15	4.34
Scotch & Soda	9	2.60
Gant	9	2.60
Polo Ralph Lauren	9	2.60
Marc O'Polo	8	2.31
Drykorn	6	1.73
Olymp	6	1.73

Table 12: Top-of-mind awareness of newsletter sample.

6.2.2 Unaided awareness

Considering all brands mentioned in the unaided question about menswear brands, regardless of their position within the text box, an unaided awareness of 3.83% was revealed.

The unaided awareness is higher in the Newsletter sample, at 21.97%. Thus, around one-fifth of the respondents in this sample had Shaping New Tomorrow in mind when thinking of menswear brands. An overview of the top 10 brands according to their unaided brand awareness is given in Table 13.

Results

	Percentage		
Brand	Convenience sample (N=287)	Newsletter sample (N=346)	
Hugo Boss	38.68	45.66	
Jack & Jones	31.01	31.01 7.51	
Nike	23.34	5.49	
Adidas	20.56 7.51		
Tommy Hilfiger	20.21	21.97	
Polo Ralph Lauren	16.03	14.16	
H&M	14.29	2.02	
Zara	12.89	2.31	
Calvin Klein	12.54	4.34	
Levi's	11.85	13.87	
Marc O'Polo	8.71	8.67	
Gant	4.53	6.36	
Shaping New Tomorrow	3.83 21.97		
Olymp	3.83	8.09	

Table 13: Unaided brand awareness of both samples (incl. Top 10 of each sample).

6.2.3 Aided Awareness

In terms of aided brand awareness, assessed by giving menswear brand names as cues, the results show that 15.3% of respondents in the convenience sample indicated knowing Shaping New Tomorrow. As expected, the aided awareness among the newsletter subscribers is 100%.

When considering the difference in aided awareness among females and males, the results of the convenience sample indicate that 29.1% of males and 13.8% of females indicated know Shaping New Tomorrow.

Considering the aided awareness of Shaping New Tomorrow's competitors, the results reveal that almost all respondents in the convenience sample recognized the brands Hugo Boss (99.7%), Tommy Hilfiger (99.7%), and Jack & Jones (97.2%). In addition, nearly half of the respondents (45.6%) claimed to know COS, followed by Selected Homme (31.4%) and Arket (27.9%).

Consistent with the convenience sample's awareness, the newsletter sample shows a similar distribution of brand awareness levels, with Hugo Boss (100%), Tommy Hilfiger (99.4%), and

Jack & Jones (96.5%) being the most known brands. Furthermore, 55.8% of respondents indicated knowing Mr. Marvis, followed by Selected Homme (54.9%), COS (35%), Suitsupply (30.3%), Arket (18.8%), and Asket (18.5%).

Since aided awareness tests involve the risk of spurious responses caused by respondents claiming to know a brand that they do not know, a fictitious menswear brand called "Suitcore" was included to measure the extent of false responses, as suggested by Goldsmith (1988) The results reveal that 2.1% of respondents in the convenience sample and 1.4% of respondents in the newsletter sample stated to know the fictitious brand, which indicates a low level of spurious responses (Goldsmith, 1988). An overview of the aided awareness of both samples is given in Table 14.

	Percentage		
Brand	Convenience sample (N=287)	Newsletter sample (N=346)	
Hugo Boss	99.7	100	
Tommy Hilfiger	99.7	99.4	
Jack & Jones	97.2	96.5	
COS	45.6	35.0	
Selected Homme	31.4	54.9	
Arket	27.9	18.5	
Shaping New Tomorrow	19.5	100	
Suitsupply	15.3	30.3	
Mr. Marvis	12.2	55.8	
Asket	10.5	18.8	
L'Estrange London	7.7	14.2	
Suitcore	2.1	1.4	
SANVT	1.0	10.1	

Table 14: Aided awareness results of a convenience sample and newsletter sample.

6.2.4 Brand image

The multi-item scale used to measure Shaping New Tomorrow's brand image comprised items related to different types of associations, including attributes, attitudes, and benefits, according to Keller's (1993) brand image conceptualization.

Attitudes

Concerning the respondents' attitudes towards Shaping New Tomorrow, the pooled sample (N=393) results reveal that 92.6% of respondents indicated liking Shaping New Tomorrow (strongly agree to somewhat agree). Moreover, 52.1% of respondents at least somewhat agreed that Shaping New Tomorrow is one of the best brands for men's fashion. 31.6% of respondents indicated to be neutral, and 16.3% of respondents (strongly disagree to somewhat disagree) with the statement. And 83.0% of respondents consider Shaping New Tomorrow as innovative (strongly agree to somewhat agree). Additionally, 59.8% of respondents consider Shaping New Tomorrow as responsible (strongly agree to somewhat agree). Besides that, it is noteworthy that 38.7% of respondents claimed to be neutral, and 1.3% somewhat disagreed that Shaping New Tomorrow is a responsible company.

Benefits

Most respondents (86.2% strongly agree to somewhat agree) consider the brand to produce high-quality clothes. Moreover, 9.2% of respondents indicated neutrality, 2.5% partially disagreed, and 1.3% disagreed.

The results show that 94.4% (strongly agree to somewhat agree) that Shaping New Tomorrow produces comfortable clothing. As the results show, 69.5% of respondents agree that Shaping New Tomorrow helps them to make a good impression on others (strongly agree to somewhat agree). In addition to that, 26.7% indicated being neutral about this statement.

Regarding exclusivity, 54.2% indicated that Shaping New Tomorrow helps them feel exclusive. 26.5% of respondents were neutral, and 19.3% disagreed (somewhat disagreed to strongly disagree) that Shaping New Tomorrow gives them a feeling of exclusivity.

Moreover, 36.4% of respondents agreed that Shaping New Tomorrow helps them to show who they are (strongly agree to somewhat agree). 43.00% of respondents indicated neutrality, and 20.6% disagreed (strongly disagree to somewhat disagree) with the statement.

Comparable results are revealed concerning social status. While 21.6% of respondents stated that Shaping New Tomorrow helps them to show their social status (strongly agree to somewhat agree), 44.00% of respondents indicated being neutral regarding this statement. Furthermore, 34.4% (strongly to somewhat) disagreed with the statement.

Regarding clothing design, 89.3% of respondents (strongly agree to somewhat) agree that Shaping New Tomorrow produces clothing with an appealing design. Examining the perception of the design in more detail, the descriptive results show that 86.8% of respondents consider the clothes stylish (strongly agree to somewhat agree). Moreover, the results show that respondents consider the clothing elegant, as indicated by 77.7% of respondents (strongly agree to somewhat agree). Additionally, 65.9% of respondents perceive Shaping New Tomorrow as sporty (strongly agree to somewhat agree), 19.1% indicated neutral, and 11.5% partially disagreed.

Attribute

As a non-product-related attribute, the perceived price-performance ratio was assessed. While 56.7% of respondents at least somewhat agreed that Shaping New Tomorrow offers good value for money (strongly agree to somewhat agree), 27.5% indicated to be neutral, and 15.8% at least to some extent disagreed with this statement (strongly disagree to somewhat disagree).



Figure 12: Descriptive results of brand image (pooled sample).

Uniqueness

In terms of Shaping New Tomorrow's uniqueness in comparison to its competitors, two items were included.

56.0% of respondents of the pooled sample find that the brand differs at least to some extent from its competitors (strongly agree to somewhat agree). 19.6% disagreed that Shaping New Tomorrow differs greatly from its competitors (strongly disagree to somewhat disagree), and 23.7% were neutral.

Consistent with these results, 54.2% of respondents (strongly to somewhat) agreed that Shaping New Tomorrow is unique compared to its competitors, and 24.7% were neutral. In total, 21.1% of respondents (strongly to somewhat) disagree that Shaping New Tomorrow is unique.



Figure 13: Descriptive results of uniqueness (pooled sample).

Strength of brand image

The results reveal that 84.5% of the respondents disagreed that they have difficulties imagining Shaping New Tomorrow in their mind, 8.4% indicated neutral and 7.2% at least somewhat agreed with the statement. Moreover, it became evident, that 9.4% of respondents at least somewhat disagreed that characteristics come quickly to their mind, whereas 7.9% indicated neutrality and 82.7% at least somewhat agreed with the statement.



Figure 14: Descriptive results strength of brand image (pooled sample).

6.2.5 Country-of-origin image

Within the country-of-origin image perception of the convenience sample, it becomes evident that 65.5% (strongly agree to somewhat agree) of respondents perceive products from Danish companies to be of high quality, to be reliable (58.2% strongly agree to somewhat agree), to have good workmanship (57.5% strongly agree to somewhat agree), and to be durable (51.9% strongly agree to somewhat agree). Products from Danish companies are also perceived as having a good reputation (64.8% strongly agree to somewhat agree) and an appealing design (63.8% strongly agree to somewhat agree). Additionally, 51.3% of respondents (partly) agree that products from Danish companies are innovative.





Figure 15: Descriptive results country-of-origin image (convenience sample).

The results from the newsletter respondents show similar results. Respondents in this sample perceive products from Danish companies to be of high quality (69.1% of the respondents strongly agree to somewhat agree), to have good workmanship (68.5% strongly agree to somewhat agree), to be reliable (67.6% strongly agree to somewhat agree) and durable (57.2%, strongly agree to somewhat agree). Furthermore, products from Danish companies are perceived as having an appealing design (75.7% strongly agree to partly agree) and a good reputation (69.9% strongly agree to partly agree). Finally, 64.2% of respondents (partly) agree that products from Danish companies are innovative.



Products from Danish companies

Figure 16: Descriptive results country-of-origin image (newsletter sample).

6.2.6 Advertisements and advertisement channels

Most respondents (93.0%) in the convenience sample reported not seeing any advertisements within the last four weeks. 4.5% of respondents stated to have seen one advertisement, 1.7% between two and four, and 0.7% more than five advertisements. In comparison, 14.5% of newsletter respondents reported not seeing any advertisements in the past month. However, most respondents (85.5%) in this sample stated to have seen at least one advertisement. 17.3% of respondents indicated one advertisement, 43.1% have seen between two and four, and 25.1% have seen advertisements five or more times.



Figure 17: Descriptive results frequency of advertisements.

Regarding the platforms on which advertisements were seen (Figure 18), the results of the convenience sample show that 50% of these advertisements were seen on Instagram. Thereafter, most advertisements were seen on Google (15.0%), YouTube and in the newsletter (both 13.3%), Facebook (6.67%), and on other platforms, e.g., LinkedIn (6.67%). Among the newsletter sample, most advertisements were seen in the newsletter (37.27%), followed by Instagram (30.5%), Facebook (16.1%), Google (8.6%), YouTube (5.06%), and other platforms (2.43%).



Advertisement Channels

Figure 18: Advertisement channel distribution among both samples.

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6.2.7 Purchase intention

The results show that 82.5% of respondents in the convenience sample have a low purchase intention. This is indicated by 54.0% strongly disagreed, 15.3% disagreed, and 13.2% partly disagreed. Besides that, 7.6% of respondents indicated to intend to purchase a product within the next six months and 9.8% of respondents indicated to be neutral.

In comparison, the purchase intention of the newsletter sample is significantly higher, as 80.6% of respondents indicated an intention to purchase a product within the next 6 months (22.3% strongly agree, 26.0% agree, 31.5% partly agree). Only 7.10% indicated no purchase intention and 12.1% selected neutral.



Figure 19: Descriptive results of purchase intention.

6.2.8 Willingness to pay

Respondent's willingness to pay was measured directly by asking respondents to indicate the price they would be willing to pay for a pair of black Shaping New Tomorrow classic pants.

As the results show, the mean willingness to pay indicated by the convenience sample is 71.44 EUR, while it is higher in the newsletter sample, with 92.62 EUR. The minimum willingness to pay indicated in both samples is zero, ranging from 160 EUR in the consumer sample to 200 EUR in the convenience sample. As a reference, the pants cost 109 EUR (SNT, 2023a), which indicates that respondents of the convenience sample are willing to pay 34.46% less, and respondents of the newsletter sample are willing to pay 15.03% less than the original price.



Figure 20: Mean willingness to pay between Convenience sample and Newsletter sample.

The median willingness to pay does not differ strongly from the mean willingness to pay. Respondents of the convenience sample are willing to $payMdn_{willingness to pay} = 70$ EUR for classic black pants and respondents in the consumer sample are willing to $payMdn_{willingness to pay} = 90$ EUR. In figure 21 box plots showing the distribution of the willingness to pay among both samples are given.



Figure 21: Box Plot willingness to pay Convenience sample and Newsletter sample.

6.3 Hypotheses testing

Within this section the formulated hypothesis of section 4 will be tested using the introduced tests of section 5.3.5.

6.3.1 Validation of measurements

To ensure scale reliability, Cronbach's alpha was calculated for all multi-item scales used in both surveys. In survey one, distributed through the researchers' own networks, Cronbach's alpha values for all constructs are above 0.8, indicating a high consistency reliability. Consequently, no items had to be removed from the scales to increase reliability.

For the pooled sample, which comprises all respondents who indicated knowing the brand, Cronbach's alpha values for brand image, uniqueness, and country of origin image indicate high internal consistency reliability with values above 0.8. The reliability of brand awareness is $\alpha =$ 0.722, and for the strength of brand image $\alpha = 0.686$, indicative of acceptable internal consistency reliability. Therefore, also in this sample, no items had to be removed, and reliability was confirmed. All values are shown in Table 15.

Dimension	Number of items included in scale	Cronbach's alpha	
		Convenience (N=287)	Pooled (N=393)
Brand awareness	3	0.888	0.722
Overall brand image	15	0.883	0.915
Strength of brand image	2	0.863	0.686
Uniqueness	2	0.935	0.896
Country-of-origin image	7	0.933	0.948

Table 15: Cronbach's Alpha values for Convenience sample and pooled Sample.

6.3.2 Brand awareness of Shaping New Tomorrow

Two Mann-Whitney-U-Tests were conducted to test whether brand awareness is higher among male than female respondents (H1a) and higher among residents living in cities with a physical Shaping New Tomorrow store than without a store (H1b). The tests were performed using the convenience sample as the database, as this sample can be considered to provide more relevant information about brand awareness than the newsletter sample.

By investigating the relationship between gender and brand awareness, the U-test reveals a significant difference between the brand awareness of men and women, U = 8002.500, Z = -2.203, p = 0.028. The results show that brand awareness is higher among males than females ($M_{males} = 155.31$, $M_{female} = 135.21$), thus supporting H1a. Figure 22 box plots showing the distribution and spread of data are presented.



Figure 22: Box Plot brand awareness and gender.

For the Mann-Whitney-U-test conducted to test H1b, all cities with a physical Shaping New Tomorrow store (Hamburg, Berlin, Frankfurt am Main, Stuttgart, and Cologne) were categorized as group 1, and all other named cities as group 2. The results indicate no statistical significance, U = 6834.500, Z = -1.524, p = 0.127. Consequently, there is no difference between the brand awareness in cities with a physical store and in cities without a store ($M_{citiy with store} = 155.74$, $M_{cities without a store} = 140.14$). Accordingly, the results do not support 1Hb.

An additional analysis was conducted on the federal-state level to gain further insights. Hereby, the aim was to test if the brand awareness of residents living in federal states with a Shaping New Tomorrow store is higher than the brand awareness of residents living in federal states without a store. The results show a statistical significance with U = 6773.000, Z = -2.753, p = 0.006. Accordingly, the brand awareness is higher in states in which a store is located than in states without a store $(M_{federal state with store} = 124.62)$.

6.3.3 Advertisements and brand awareness

Bivariate correlation

To examine the effect of advertisement frequency on brand awareness, Spearman's rank correlation coefficient is calculated. As revealed by a coefficient of $r_{SP} = 0.411$, p < 0.001, a moderate correlation, according to Cohen (1988), between the frequency of advertisements and
brand awareness in the convenience sample exists. Consequently, the results are consistent with H2a.



Figure 23: Frequency of advertisement Mean values.

Linear regression

In addition, a linear regression was calculated with brand awareness as a dependent variable. Since the advertisement frequency was measured on an ordinal scale, dummy variables were created for the independent variable. The VIF for dummy variable one (one time) is 1.001, for two times 1.001, and for more than five times 1, indicating no to little multicollinearity.

The influence of advertisement frequency on brand awareness is statistically significant, F(3,283) = 47.747 at p < 0.001. As the $R^2 = 0.336$ indicates the model explains 33.6% of the data's variance. Based on the results, the predicted linear regression formula is as follows: brand awareness = 1.655 + 3.053 * one time + 2.868 * two to four times + 5.335 *five times or more.

This indicates that consumers who have seen advertising of Shaping New Tomorrow once have a significantly higher brand awareness by 3.053 compared to consumers who have not seen any advertising of the brand (reference category) in the past four weeks. Accordingly, consumers who have seen advertising five or more times have a higher brand awareness by 5.335 in comparison to consumers who have not seen advertising.

6.3.4 Brand awareness and brand image

Bivariate correlation

The correlation between brand awareness and brand image is tested with Spearman's rank correlation coefficient. The results reveal a statistical significance between the two variables and a strong correlation between brand awareness and brand image with $r_{SP} = 0.682$, at p < 0.001.

Linear regression

In addition, a linear regression is calculated, with brand awareness as the independent and brand image as a dependent variable.

The results reveal a statistically significant positive relationship between brand awareness and brand image, F(1,392) = 344,814 at p < 0.001. As $R^2 = 0.469$ indicates, this model explains 46.9% of the data's variance.

The predicted linear regression formular *brand image* = 2.089 + 0.541 * brand awareness, shows that with an increase in brand awareness by one unit, an increase of brand image by 0.54 can be expected. This finding is consistent with H3b.



Figure 24: Scatterplot brand awareness and brand image.

6.3.5 Brand image and advertising

Bivariate correlation

The correlation between advertising frequency and brand image was also tested using Spearman's rank correlation coefficient. The results indicate a small significant correlation effect between the frequency of advertising and brand image $r_{SP} = 0.177$ at p < 0.001. This indicates, that if the frequency of advertisements increases, the brand image also increases. Consequently, this is consistent with H2b.



Figure 25: Frequency of advertising mean values for brand image.

Linear regression

In addition, a linear regression model was calculated using brand image as dependent and advertisement frequency as independent variable. Since advertisement frequency is measured on an ordinal scale, dummy variables were used.

The impact of advertising frequency on brand image is significant, F(3,389) = 5.622, p < 0.001, and the model explains 4.2% of the variance in brand image ($R^2 = 0.042$).

The predicted linear regression formula is as follows: brand image = 4.847 + 0.346 *one time + 0.413 * two to four times + 0.414 * five times or more.

Hence, consumers who have seen advertising of Shaping New Tomorrow once have a significantly higher brand image by 0.346 compared to consumers who have not seen any advertising of the brand (reference category) in the past four weeks. Accordingly, consumers who have seen advertising five or more times have a higher brand image by 0.414 in comparison to consumers who have not seen any advertising.

Besides the general impact of advertisement frequency on brand image, an additional linear regression model was formulated to detect the impact of advertisement channels on brand image. The independent variables are Facebook, Instagram, YouTube, Google, and Newsletter advertisement channels, and the dependent variable is brand image. The VIF values are 1.045 for Facebook, 1.031 for Instagram, 1.035 for YouTube, 1.050 for Google, and 1.054 for Newsletters. Hence all variables indicate low multicollinearity.

The findings reveal a significant positive relationship between advertisement channels and brand image, F(5,387) = 6.148, p < 0.001. As the $R^2 = 0.074$ indicates that the model can explain 7.4% of the data's variance.

Based on these findings, the estimated linear regression formula is *brand image* = 4.925 + (-0.188) * Facebook + 0.201 * Instagram + 0.137 * YouTube + (-0.098) * Google + 0.353 * Newsletter.

As the advertising channels are measured on a dichotomous scale, the standardized coefficients show that consumers who have seen advertising on Instagram have a higher brand image by 0.201 compared to consumers who have not seen any advertising on Instagram. Accordingly, consumers who have seen advertising in the newsletter have a higher brand image by 0.353 than consumers who have not seen advertising on that channel. The effects of Google, Facebook, and YouTube on brand image are insignificant at p < 0.05.

6.3.6 Brand image and Country-of-origin image

Bivariate correlation

A bivariate correlation analysis using Spearman's rank correlation coefficient reveals a medium correlation between the country-of-origin image and brand image, as indicated by $r_{SP} = 0.361$ with a statistical significance at p < 0.001. As a result, the country-of-origin image has a medium positive impact on the overall brand image, according to Cohen (1988).

Linear regression

In addition, a linear regression was conducted with country-of-origin as independent and brand image as dependent variable.

The country-of-origin image has a statistically significant effect on brand image F(1,391) = 75.197, p < 0.001, and explains 16.1% of the data's variance ($R^2 = 0.161$).

Based on the linear regression results, the estimated regression formula is *brand image* = 3.351 + 0.349 * country of origin image. Accordingly, an increase of the country-of-origin by one unit leads to an increase in brand image by 0.35. Thus, the results support H4.



Figure 26: Scatterplot of country-of-origin image and brand image.

6.3.7 Brand image and purchase intention

Bivariate correlation

The Spearman's rank correlation coefficient results indicate a strong and significant correlation between the purchase intention and brand image with $r_{SP} = 0.540, p < 0.001$.

Linear regression

In addition to the bivariate correlation, a linear regression model was conducted with brand image as independent and purchase intention as dependent variable.

The results reveal that brand image has a statistically positive influence on purchase intentions, F(1,391) = 177.762, p < 0.001. As the overall $R^2 = 0.313$ indicates, the model can explain 31.3% of the variance in purchase intentions. The estimated regression formula is *purchase intention* = -0.213 + 1.049 * brand image. Therefore, an increase in brand image by one unit leads to an increase in purchase intention by 1.05. Consequently, the findings are consistent with H5.

6.3.8 Brand image and willingness to pay

Bivariate correlation

A bivariate correlation analysis using Spearman's rank correlation coefficient was conducted to investigate whether the willingness to pay impacts brand image. The results indicate a statistical significance between the two variables with a small correlation effect as indicated by $r_{SP} =$ 0.234, p < 0.001.

Linear regression

Additionally, a linear regression was conducted with brand image as independent and willingness-to-pay as dependent variable.

The regression is significant, F(1, 389) = 18.044, p < 0.001, revealing that brand image is positively influences willingness-to-pay. According to the $R^2 = 0.044$, the model explains 4.4% of the data's variance.

Based on the linear regression results, the predicted regression formula is *willingness to pay* = 62.567 + 5.660 * brand image. Thus, with one unit's increase in brand image, an increase in the willingness to pay by 5.66 EUR can be expected. Hence, the results are consistent with H6.



Figure 27: Scatterplot of brand image and willingness to pay.

	Hypothesis	Study Sample	r _{SP}	<i>p</i> -value	Result
H1a	Gender \rightarrow brand awareness	Convenience		0.028	supported
H1b	City of residence \rightarrow brand awareness	Convenience		0.127	not supported
H2a	Advertisements \rightarrow brand awareness	Convenience	0.197	< 0.001	supported
Н3	Brand awareness \rightarrow brand image	Pooled	0.682	< 0.001	supported
H2b	Advertisements \rightarrow brand image	Pooled	0.177	< 0.001	supported
H4	Country-of-origin image \rightarrow brand image	Pooled	0.361	< 0.001	supported
Н5	Brand image \rightarrow purchase intention	Pooled	0.540	< 0.001	supported
Н6	Brand image \rightarrow willingness to pay	Pooled	0.234	< 0.001	supported

An overview of the key findings of the hypotheses testing is presented in Table 16.

Table 16: Summary of Hypothesis results.

6.4 Brand Association Network

In the following more detailed insights about the brand associations held by consumers knowing Shaping New Tomorrow are presented. Therefore, two brand association networks are created. The first network summarizes the associations mentioned in this study's questionnaires and the second network the associations mentioned in online reviews.

Brand Association Network based on survey respondents

This brand association network is based on the associations that survey respondents mentioned in the open-ended question when asked about associations they link with Shaping New Tomorrow (Q9). Accordingly, the network summarizes the associations of the pooled sample.

To increase the comparability of both networks, the NWC_D Score for all associations mentioned was calculated. Therefore, the brand association network, which is shown in Figure 28 does not directly represent the frequency of associations but their centrality for the brand. To prevent a cluttered presentation, a cut-off value of 25 associations displayed was defined. Furthermore, to make the network more concise and less complex, a line between two associations is only shown if they have been mentioned together by at least five respondents. The green nodes in the network represent positive, and the red nodes negative associations. It needs to be acknowledged, that it was not always possible to identify the favorability of associations as some respondents only named single associations, such as "pants" or "t-shirts," without indicating if

they find them good or bad. Since these neutral associations can be still considered as important indicators for the centrality of the association for the brand, the researchers decided to code them as positive and to include them within the green nodes. Whenever a negative valence could be detected, such as "bad quality pants," the association was coded as negative.



Figure 28: Brand associative network based on survey respondents.

Considering Keller's (1993) brand image conceptualization, the top 25 associations mentioned by the survey's respondents refer to product related attributes (e.g., fit, material, stretch), nonproduct related attributes (e.g., price, store), and benefits (e.g., wearing comfort, functional, durable, design). Additionally, associations regarding the country-of-origin, e.g., Denmark, are represented.

Regarding the favorability, the network shows that 88.46% of associations are positive and 11.54% negative.

The strongest favorable brand associations respondents in the pooled sample linked with Shaping New Tomorrow are the association "wearing comfort," as indicated by a NWC_D score of 27.23, followed by "pants" ($NWC_D = 12.51$), "fit" ($NWC_D = 10.30$), "design" ($NWC_D = 8.50$), "quality" ($NWC_D = 6.48$), "stylish" ($NWC_D = 5.32$), and "sustainability" ($NWC_D = 5.30$).

As the network shows, all top 25 associations are well connected with each other, as every association is linked to at least one other association. Especially the top seven above mentioned

associations are strongly connected with the other associations, as each of them is linked to at least five other associations. Moreover, it becomes evident, that the design-related associations, such as modern, stylish, elegant, and sportive are strongly interconnected and have been mentioned frequently together.

In terms of unfavorable associations, the associations "expensive" ($NWC_D = 2.83$), "fit" ($NWC_D = 2.07$), and "quality" ($NWC_D = 2.83$), "fit" ($NWC_D = 2.07$), and "quality" ($NWC_D = 1.41$) appear within the map. This indicates that Shaping New Tomorrow is also associated with being expensive, producing clothes with a bad fit, and poor quality. Since the three associations appear both as favorable and unfavorable associations, it becomes evident that respondent's perceptions towards them differ. However, the NWC_D scores of the positive associations are significantly higher than the ones for the negative associations, indicating that the former are more central to the brand.

Considering the centrality of each product category for Shaping New Tomorrow, it is revealed that pants are the product category most strongly associated with the brand, as indicated by a NWC_D score of 12.51 This is followed by suits ($NWC_D = 1.24$), Shirts ($NWC_D = 1.01$) and T-Shirts ($NWC_D = 0.79$). Other mentioned product categories by the pooled sample were underwear, shorts, and sweatshirts. However, NWC_D scores below 0.35 indicate a low centrality for Shaping New Tomorrow.

Brand Association Network based on online reviews

Figure 29 shows the brand association network based on the online reviews about Shaping New Tomorrow published on Trustpilot.de and Trustedshops.de. Similar to the brand association network based on the survey respondents, a cut-off value of 25 associations displayed based on the NWC_D Score was defined to prevent a cluttered presentation. Furthermore, only the links between associations that have been mentioned together in at least 5 reviews are shown.



Figure 29: Brand associative network based on online reviews.

Identical to the association network based on the survey responses, the green nodes indicate positive and the red nodes negative associations.

In consideration of Keller's (1993) brand image conceptualization, consumer's brand associations mentioned in the online reviews represent product-related attributes (e.g., fit, material, processing), non-product related attributes (e.g., delivery, customer service, returns, price, packaging), and benefits (e.g., wearing comfort, design).

In terms of the favorability, the network shows that, overall, 81.48% of the top 25 associations are favorable. The strongest favorable as well as most frequently mentioned association is ",quick" with a NWC_D score of 20.22. This is followed by the positive associations ",delivery" ($NWC_D = 16.34$), ",quality" ($NWC_D = 14.15$), ",fit" ($NWC_D = 9.94$), ",clothes" ($NWC_D = 9.03$), ",wearing comfort" ($NWC_D = 8.69$), and ",pants" ($NWC_D = 7.85$).

As the network presents, the majority of the top 25 associations are connected with each other, as every association except negative fit and negative return is linked to at least one other, mostly to at least two other associations. Especially the seven most central associations as mentioned above are very well connected, as each of them is linked to more than six other associations within the map.

In terms of unfavorable associations, the strongest negative association is "quality" with a NWC_D score of 2.42, followed by "expensive" ($NWC_D = 1.39$), "fit" ($NWC_D = 1.3$), "returns" ($NWC_D = 1.08$), and "pants" ($NWC_D = 0.86$). The appearance of these associations as both unfavorable and favorable shows that the perceptions differ across consumers. However, the significantly higher NWC_D scores for the favorable associations indicate that they are more central.

Considering all product categories offered by Shaping New Tomorrow, the results show that pants are the category with the highest NWC_D score, which is 7.49 (n=81), indicating that pants are the product category that is most central to the brand. The second most central product category is suits (n=11, $NWC_D = 1.13$), followed by T-shirts (n=10, $NWC_D = 1.03$), and shirts (n=10, $NWC_D = 1.03$). Other mentioned product categories were Shorts, Blazers, Long sleeves, and Underwear. However, all of which have a NWC_D below 0.30, indicating low centrality for Shaping New Tomorrow. A full overview NWC_D scores is given in Appendix 9 and 10.

Regarding the most frequently mentioned associations for each product category, the results show that pants are most strongly associated with a good fit (18.98% of total associations related to pants, n=26), good wearing comfort (16.79%; n=23), good quality (8.03%; n=11), appealing design (8.03%; n=11), and good material (6.57%; n=9). Suits are strongly linked with a good fit (38.46%; n=5), wearing comfort (23.08%; n=3), and good processing (15.38%; n=2), and T-Shirts are mainly associated with good quality (33.33%; n=5), good wearing comfort (26.67%; n=4), and a good fit (20%; n=3).

6.5 Further insights from the qualitative analysis

Since online reviews provide more detailed information about consumers' associations than can be summarized as Shaping New Tomorrow's brand association network, some additional insights, categorized into attributes, benefits, and attitudes, are presented below.

6.5.1 Attributes

Product-related attributes

The most frequently mentioned product-related attributes in all customer reviews (n=377) were fit (n=78), material (n=30), and color (n=10).

Fit

Regarding product fit, online reviews included 68 positive and ten negative associations. 44.1% (n=30) of the positive associations were directed to Shaping New Tomorrow's products in general, whereas 35.3% (n=24) were referred directly to pants, followed by 7.4% (n=5) were directed to suits.

Concerning negative product fit associations, the analysis revealed that those associations were predominantly directed to pants (50%; n=5), products in general (40%), and blazers (10%). The main identified issue in terms of fit is that the products, especially the pants, differ in their fit despite being the same size. This is highlighted by RTS204, who states: "[...] the second pants had a completely different fit although it was the same model."¹ and by RTS319, who says: "[...] there were minor deviations in the same size for garments."² Another negative association is the relatively small product sizes (e.g., RTS157, R24, and RTS189).

Material

Regarding the material of Shaping New Tomorrow's products, the consumer reviews were mainly positive, as shown by 90% (n=27) of positive compared to 10% of negative perceptions towards the fabrics used. The material was mainly complimented concerning products in general (48.15%; n=13), followed by pants (33.33%; n=9) and shirts (7.41%; n=2). Consumers mainly complimented that the fabric does not crinkle (e.g., RTS 263, RTS 185), is stretchy (e.g., RTS 94), and feels soft (R32). Regarding negative associations regarding the product material, only three associations were mentioned, all concerning pants, mainly criticizing a high percentage of synthetics (e.g., RTS 305, RTS 115).

Color

Regarding product color, 60% (n=6) of the associations were negative. These concerns are mainly the different color representations between the website and the clothes (e.g., RTS 151, R46, R37, and R14).

Non-product related attributes

Within the category of non-product-related attributes, associations with delivery (n=157), customer service (n=68), returns (n=31), price (n=21), packaging (n=14), and usage imagery (n=9) were mentioned.

¹ [...] die zweite Hose eine komplett andere Passform hatte obwohl sie das exakt selbe Model war.

² [...] Bei ein und derselben Größe bei Kleidungsstücken kam es zu geringen Abweichungen.

Delivery

Among all online reviews, most associations were related to the delivery of Shaping New Tomorrow products. A total of 157 mentions concerning product delivery were identified, of which 152 (96.82%) were positive. While 23.28% of the positive associations referred to a positive delivery in general, 50.91% complimented a fast, 1.09% a reliable, and 0.73% a punctual delivery. Negative product delivery associations mainly refer to supply shortages (6.66%) and long delivery times (4.44%).

Customer service

The associations regarding Shaping New Tomorrow's customer service were predominantly positive (n=83), with only 8.82% (n=6) being negative. In particular, quick response time (26.5%; n=22) (e.g., RTS 243, RTS 210, RTS 155), friendliness (14.45%; n=12) (e.g., RTS 320, RTS 213, RTS 81), and competence of the employees (6.02%; n=5) (e.g., RTS 153, RTS 62, R34). Negative associations concerned different contact persons for the same problem (RTS248) and the fact that it was impossible to change already ordered items in terms of color or size (RTS8, RTS266).

Returns

Overall, 33 associations regarding returns were mentioned, of which 69.69% were positive. Consumers complimented the simplicity (30.30%; n=10) (e.g., R17, R19, RTS 19) and speed (15.15%; n=5) (e.g., R38, RTS 13, RTS 243) of the returns. In terms of negative associations, long waiting times for refunds (9.09%; n=3) (e.g., R24, RTS 285, RTS 273), long processing times (6.06%; n=2) (RTS277, RTS62), and complicated return processes (6.06%; n=2) (RTS204, R37) were criticized.

Price

Regarding price, 11 positive and 10 negative associations were identified among all the customer reviews. The positive associations are mainly related to Shaping New Tomorrow's products, emphasizing a fair price and a good value price. Negative associations were directed to products in general (50%; n=5), followed by pants (40%; n=4) and shirts (10%; n=1). The consumers criticize that clothes, in general, are "[...] unfortunately, in the normal case (without any discount), quite expensive".³ (RTS125) and that "The pants are okay but, in the end, a little bit too expensive [...]."⁴ (RTS275).

Packaging

Statements about packaging were included in 13 online reviews. Four of the reviews were negative, and nine were positive. Consumers criticize negative packaging that includes too much plastic (R2, RTS104, RTS122). Nevertheless, most online reviews stated that packaging is minimalistic and good (e.g., RTS30, RTS58, RTS94, RTS126).

Usage situation

Within the usage situation, it became evident that consumers use Shaping New Tomorrow products for business and casual occasions (e.g., R3, R23, RTS49, RTS94, RTS198). For example, RTS229 states:" [...] with this brand I have found another completely new style for me - business and leisure."⁵ and RTS23: "100% comfortable to wear in business and leisure time."⁶

6.5.2 Associations related to specific product categories

The main associations sorted by product category are presented to provide more insight. The most frequently mentioned product categories were pants (n=82), suits (n=11), t-shirts (n=10), shirts (n=10), sweatshirts (n=5), blazers (n=3), shorts (n=2), and long-sleeves (n=1).

Pants

Pants were the most frequently mentioned products, appearing in 21.75% of all the reviews. Overall, 137 associations were mentioned concerning the pants, the majority of which (81.75%, n=112) were positive. Consumers mostly complimented pants' fit (18.97%; n=26), wearing comfort (16.78%; n=23), quality (8.02%; n=11), design (8.02%; n=11), and material (6.56%; n=9). Review such as "The pants are so comfortable, you wouldn't want to wear any other."⁷ (RTS292), "Never had such good pants"⁸ (RTS10), and "Now I've even ordered some business pants in addition to chinos, and I don't want to wear any other."⁹ (RTS101) emphasize the positive associations consumers have regarding Shaping New Tomorrow's pants.

³ Preislich leider im Normalfall (ohne jegliche Rabattierung) recht teuer.

⁴ Die Hosen sind ok, aber am Ende dann doch etwas zu teuer [...].

⁵ [...] Mit dieser Marke habe ich einen anderen völlig neuen Stil für mich gefunden - geschäftlich und in meiner Freizeit.

⁶ 100% Tragekomfort im Business und der Freizeit. [...].

⁷ [...] Die Hosen sind so bequem, da möchte man keine andere tragen [...].

⁸ [...] Noch nie so eine gute Hose gehabt.

⁹ [...] Jetzt habe ich mir sogar noch ein paar Business-Hosen zu den Chinos bestellt und will gar keine anderen mehr anziehen.

18.25% of negative associations mainly included mentions related to bad quality (n=9), such as a defective zipper (R9), staining press studs (R14), loose and open seams (R18, RTS250), and quickly fading colors after washing (R46).

Suits

The second most mentioned product category among all reviews is suiting, mentioned in 11 reviews. With all the associations being positive, consumers mainly complimented the suit's fit (45.45%; n=5), wearing comfort (27.27%; n=3), and processing (18.18%; n=2). The positive associations are summarized in the following two reviews: "The suit fits perfectly, looks great, and is ultra-comfortable. Have shied away from suits all my life, but that has changed."¹⁰ (RTS24) and "[...] I have also bought a suit that fits perfectly, is cleanly finished, and looks very high quality [...]."¹¹ (R8). Another consumer stated, "[...] is it still a suit when it feels like sweatpants?"¹² (RTS120).

Shirts

The analysis revealed that shirts were mentioned in ten online reviews. While 91.67% (n=11) of all associations directed towards shirts were positive, 8.33% (n=1) were negative. The most frequently mentioned positive associations were regarding shirts 'fit (n=4), quality (n=3), and material (n=2). As RTS190 emphasizes: "The shirts [...] are the best I have had so far from the fabric and fit."¹³ The only negative association relates to the non-product-related attribute price and refers to the shirts being rather high priced (RTS190).

6.5.3 Perceived benefits

According to Keller's (1993) brand image conceptualization, perceived benefits can be divided into functional, symbolic, or experiential benefits (see 3.4.1). While functional benefits consider associations such as quality and durability, symbolic associations refer to the design of products, and experiential associations refer to wearing comfort.

¹⁰ Der Anzug sitzt perfekt, sieht top aus und ist ultra bequem. Ich habe mein Leben lang Anzüge gescheut, aber das hat sich geändert.

¹¹ habe ich nun auch einen Anzug gekauft, der wirklich perfekt sitzt, sauber verarbeitet ist und sehr hochwertig wirkt.

¹² ist es wirklich noch ein Anzug, wenn es sich anfühlt wie eine Jogginghose?

¹³ Die Hemden bei SNT sind zwar eher hochpreisig aber die Besten, die ich bisher vom Stoff und Passform hatte.

Functional benefits

Quality

Quality was the most frequently mentioned functional benefit in all reviews and was mentioned in 127 reviews. In general, 88.98% (n=113) of the quality associations were positive, of which the majority were directed toward Shaping New Tomorrow's products in general (84.96%, n=96), followed by pants (8.66%; n=11), t-shirts (3.93%; n=5), and shirts (2.36%; n=3).

The results show that Shaping New Tomorrow's products are predominantly high-quality. Nevertheless, 11.02% (n=14) of the associations indicated negative product quality. Most of these negative associations were directed toward pants (64.29%, n=9).

Durability

Durability was only mentioned in two reviews, one of which referred to the durability of shorts (RST46) and the durability of the pants (R2). As R2 states: "pants I can trust because they hold,"¹⁴ and RTS46:" I have bought the Shorts in four different colors, and all had a longevity of more than two years."¹⁵

Experiential benefits

Wearing Comfort

Wearing comfort was the only experiential benefit identified and was mentioned 63 times in all the reviews. Since 98.41% (n=62) of all mentions regarding wearing comfort are positive, the results reveal that Shaping New Tomorrow's products are strongly associated with high wearing comfort. The majority of positive associations are directed towards Shaping New Tomorrow's products in general (45.16%; n=28) and pants (37.1%; n=23), followed by t-shirts (6.45%; n=4) and suits (4.84%; n=3). As RTS49 emphasizes: "The classic pants [...] fits perfectly, work for any occasion, are somehow chic and casual at the same time and cozy like sweatpants."¹⁶ Moreover, the wearing comfort is complimented by RTS120, who states, "the products [are] almost too comfortable to wear... is it really still a suit when it feels like sweatpants."¹⁷ Besides the positive associations of wearing comfort, one review indicates a negative

¹⁴ Eine Hose, der ich vertraue, weil sie hält.

¹⁵ Habe die Perfect shorts breits 4x in unterschiedlichen Farben gekauft und alle haben ungefähr 2 Jahre gut überstanden [...].

¹⁶ Passen perfekt, funktionieren zu jedem Anlass, sind irgendwie gleichzeitig schick und casual und dabei gemütlich wie eine Jogginghose.

¹⁷ [...] ist es wirklich noch ein Anzug wenn es sich anfühlt wie eine Jogginghose.

association regarding wearing comfort, as the consumer states that he is sweating in the products (RTS115).

Symbolic benefits

Design

The design can be classified as a symbolic benefit, as it helps consumers to express themselves. The design was mentioned in 20 product reviews and only mentioned positively. Most design associations refer to pants (55%; n=11), followed by products in general (35%; n=7), suits (5%; n=1), and blazers (5%; n=1). In particular, consumers associate the products with being stylish (RTS35, RTS230, RTS292), modern (R23, RTS207), urban (R23), and chic (RTS49, RTS207) and emphasize that the design makes them suitable to be worn for various occasions, such as in the office but also in the free time (R23, RTS229, RTS240, RTS294).

7 Discussion

In the following section the key findings of this study are discussed and related to those of previous research.

RQ1: What is the brand awareness and brand image of Shaping New Tomorrow in Germany?

To answer the first research question the quantitative and qualitative results of brand awareness and brand image are taken into consideration.

Regarding Shaping New Tomorrow's brand awareness, the findings of the surveys reveal that its brand awareness in Germany is relatively low, with an aided awareness of 19.5% (convenience sample) and unaided awareness levels of 3.38% (convenience sample) and 21.97% (news-letter sample). Interestingly, this finding is in line with the findings of a recent study conducted by Shaping New Tomorrow, which revealed a baseline awareness of 15.2% in Germany (Precis, 2023).

In comparison to the brand awareness of Shaping New Tomorrow's direct competitors, which share similar missions, for example, offering sustainable and minimalistic clothing produced in Europe, and offer similar product categories, the results show that all direct competitors, namely Suitsupply, Mr. Marvis, L' Estrange London, and SANVT have a lower aided brand awareness than Shaping New Tomorrow in both samples.

Since brand awareness affects which brands are included in the consideration set, and consequently are taken into consideration in purchase decisions (Keller, 2013), being the brand consumers are most aware of in comparison to direct competitors can be considered as a strong advantage for Shaping New Tomorrow and thus it can be assumed that Shaping New Tomorrow is more likely to be purchased than its direct competitors.

Furthermore, the findings reveal, that aided brand awareness is higher than unaided, including top-of-mind awareness. This aligns with Aaker's (1991) brand awareness pyramid and highlights that brand recall requires a higher level of brand awareness and is more challenging than simply recognizing a brand. This also exemplifies the asymmetric relationship between the terms as proposed by Bergkvist and Taylor (2022), who state that respondents are less likely to recall than recognize a brand, since the former is more demanding.

To answer the first part of RQ1 it can be summarized that the brand awareness of Shaping New Tomorrow is relatively low. Nevertheless, it needs to be acknowledged, that within the aided awareness measurements, the brand awareness of Shaping New Tomorrow is higher than the brand awareness of its main competitors.

To answer the second part of RQ1 regarding Shaping New Tomorrow's brand image, the findings of the quantitative and qualitative studies are discussed jointly.

As the descriptive results of the quantitative study reveal, German consumers strongly perceive Shaping New Tomorrow to produce comfortable, well-designed, high-qualitative, and elegant clothes. Furthermore, the general attitude toward the brand can be considered as very favorable, as almost all respondents (92.6%) stated to at least somewhat like the brand.

These findings align with the results of the qualitative study, in which it became evident, that an overlap between the top ten strongest associations mentioned by survey respondents and in online reviews exist. Although the order of associations varies based on the NWC_D score, the five favorable associations "wearing comfort," "pants", "fit", "design", and "quality" appear in in the top ten of both networks. Accordingly, for Shaping New Tomorrow this indicates that these associations can be considered as the core associations of the brand. Thus, consumers associate Shaping New Tomorrow with producing comfortable, high-quality, well-fitting, and well-designed clothes, and especially pants.

When looking at Shaping New Tomorrow's web presence and marketing activities, it becomes apparent that the core associations mentioned in both quantitative and qualitative studies reflect the attributes and benefits most strongly communicated by the brand. For example, on its website, Shaping New Tomorrow emphasizes to provide "classic design, great comfort, and extraordinary quality" (SNT, 2023c). Consistent with that, also Shaping New Tomorrow's marketing campaigns are focused on showing the comfort and design of products and contain slogans such as "comfortable anywhere."

However, it needs to be acknowledged that the source of associations was not investigated in more detail in this study. Therefore, although the company's marketing activities most likely created and affected consumers' associations, the formation of associations could also be predominantly based on experience, as it can be assumed that most consumers in the pooled sample as well as consumers writing online reviews, have previously ordered Shaping New Tomorrow products. Regardless of the source of association formation, this study reveals that the strongest associations held by consumers align with those intended by Shaping New Tomorrow. This indicates that the brand's marketing effectively communicates the desired associations to consumers and shows that the brand's self-image aligns with consumer perceptions.

Consistent with the quantitative results, which reveal a positive brand image, as indicated by high ratings of the favorable associations, both brand association networks additionally reveal that associations linked to Shaping New Tomorrow are predominantly positive. However, the networks show that the associations mentioned by survey respondents are slightly more favorable (88.5%) than those mentioned in online reviews (81.5%).

This discrepancy was expected by the researchers as consumers are generally likely to be more honest about their true feelings and opinions in online reviews than in survey conditions. This can be explained by the fact that consumers write online reviews voluntarily aiming to inform others about their experiences with a brand and its products. Consequently, consumers have an interest in expressing their genuine perceptions. In contrast, survey respondents are prompted and "forced" to spontaneously mention associations that come to their minds when thinking about a brand. As a result, surveys primarily provide insights into the most conscious associations that may not be fully honest, while online reviews are useful for uncovering more hidden associations, and thereby conveying more genuine associations (Alzate et al., 2022).

When looking at the negative associations displayed in the networks, it becomes apparent that "price", "fit", and "quality" appear in both networks, indicating that some consumers associate Shaping New Tomorrow with being expensive and producing products with poor quality and fit. Since all three associations "price", "fit", and "quality" appear as both unfavorable and favorable associations in at least one of the networks, the findings suggest that the image perceptions differ across consumers (Gensler et al., 2015). However, in comparison to the NWC_D scores of the positive associations, the negative associations have a significantly lower centrality and are thus not as strongly linked to the brand. By examining the connections of the unfavorable associations, the review network additionally reveals that poor quality and high prices are most strongly linked to pants, indicating that this product category contributes most to these negative associations. Besides that, the unfavorable associations "fit" and "returns" are not linked to any other association within the review network. This is a good indicator for Shaping New Tomorrow as it shows that these negative associations are only weakly linked within the network and thus have a low likelihood of being retrieved when other associations are activated (Gensler et al., 2015).

Consistent with that, the descriptive results of the quantitative sample reveal that the brand is perceived as having an appealing design, being stylish, and elegant. Hence, the distribution of association types in both the quantitative and qualitative study highlight Cho et al.'s (2015) proposal that sensory aspects are especially important for determining a fashion brand's image.

Regarding the strength of Shaping New Tomorrows' overall brand image, the descriptive findings reveal that the brand has a strong image as most consumers reported to have no difficulty in recalling characteristics of the brand.

In terms of uniqueness, only the results of the quantitative study can be considered, as the brand association networks do not provide insights on this. The findings suggest that the brand associations hold by consumers cannot be considered as very unique as only half of the respondents find that Shaping New Tomorrow differs from its competitors. Since creating unique associations is critical to a company's success, as they represent a point of difference and thus, affect brand choice (Aaker, 1991), low perceived uniqueness can threaten a company and make consumers more likely to choose other brands, which provide more unique values.

The results of this study provide not only information about the favorability, strength, and uniqueness of associations, but also about the structure of the brand image by uncovering the interconnectedness of associations in the networks. The top 25 associations in both networks are well connected to each other, as indicated by the number of links displayed. Having strong links between associations is crucial, as the strength of the links determines the spreading activation, and thus affects the likelihood of associations being recalled (Keller, 1993). Accordingly, the stronger the links between associations are, the more associations will be retrieved, when one tightly linked association is activated (Gensler et al., 2015). Taking the survey network as an example, consumers who think about Shaping New Tomorrow are likely to associate the brand with wearing comfort (as indicated by the highest NWC_D). Since this association is strongly linked with other associations, such as pants, good design, style, sustainability, fit, and quality, all these associations are likely to be retrieved as well when the wearing comfort association is activated. Having a high interconnectedness of favorable associations, which is the case of Shaping New Tomorrow, therefore additionally suggests that the brand has a strong brand image among German consumers.

As a strong brand image is characterized by a variety of strong, favorable, und unique association (Keller, 1993), the findings of both quantitative and qualitative studies indicate that Shaping New Tomorrow's brand image among German consumers can be considered as relatively strong. As revealed, the brand associations are predominantly favorable, strongly interconnected and comprise a variety of association types, including attributes, benefits, and attitudes. Only in terms of uniqueness, the findings reveal weaknesses in Shaping New Tomorrow's brand image, as differences between the brand and its competitors does not seem to be obvious to many consumers. However, it is noteworthy that the brand's self-image is consistent with the image as perceived by consumers, which implies that the performed marketing activates are perceived as intended by the company and can be assumed to be further strengthened by the consumers experiences with its products.

RQ2: What factors influence Shaping New Tomorrows' brand awareness and brand image?

To answer RQ2 the impact of gender, city of residence, as well as advertisement frequency and channels is taken into consideration.

Regarding the influence of gender on brand awareness (H1a), the finding that brand awareness is higher among males than females was expected by the researchers, as brand awareness arises from brand exposure and experience (Keller, 1993). Since Shaping New Tomorrow is predominantly producing men's clothing, men can experience the brand more strongly than women. Furthermore, the discrepancy in brand awareness could be explained by the fact that the brand's marketing activities are mainly targeted at men, which is why it is likely that social media algorithms deliver the advertisements more often to men rather than women, resulting in a higher exposure to men.

Moreover, this study reveals that there is no difference in brand awareness among consumers living in cities with a Shaping New Tomorrow store compared to those living in cities without a store (H1b). Thus, the results indicate that the store distribution is not a determinant of brand awareness, which is consistent with the findings of Yoo et al. (2000). However, the results contradict the findings of Huang and Sarigöllü (2012), who reveal a positive influence of distribution intensity on brand awareness.

A possible explanation for the insignificant relationship between brand awareness and distribution could be that the number of respondents living in a city with a physical Shaping New Tomorrow store was comparatively low in this study (n=71). Additionally, all five Shaping New Tomorrow stores opened between 2021 and 2022, which implies that the stores are relatively new and opened during the COVID-19 pandemic. Because COVID-19 has changed consumer shopping behavior and led to an increase in online shopping (Statistisches Bundesamt, 2021) one can assume that consumers were not aware of physical stores.

The discrepancy of results could further be explained by the investigated product categories. While Huang and Sarigöllü (2012) examine the impact of distribution on brand awareness in the context low-involvement products, Yoo et al. (2000) investigate the effect based on high-involvement products, which is similar to this study.

The results therefore propose that the physical distribution of a brand may be less important for the creation of brand awareness of high-involvement than of low-involvement products. This could be explained by the fact that decision making for high-involvement products is more complex than for low-involvement products and often involves an extensive information search before purchase (Hoyer et al., 2017). Since information is often searched for online, it is likely that brand awareness of high-involvement products is more strongly created through exposure on the internet, than exposure in physical stores. Therefore, in the case of Shaping New Tomorrow, this suggests, that brand awareness may be more strongly influenced by online than physical exposure.

To summarize, it can be concluded, that gender has an influence on brand awareness, whereas the city of residence is no influencing factor of brand awareness.

In terms of the impact of advertisement frequency and advertisement channels on brand awareness the results of the linear regression reveal a significant correlation between brand awareness and advertising frequency. Thereby, this study's findings align with the findings of previous research (Bravo Gil et al., 2007; Buil, de Chernatony, et al., 2013; Kim & Hyun, 2011; Lang et al., 2022; Villarejo-Ramos & Sánchez-Franco, 2005) and support that brand awareness increases through exposure to a brand's marketing activities. Accordingly, the findings indicate that advertising can be considered as an important contributor to brand awareness.

Furthermore, the positive role of advertising is not only underscored by its effect on brand awareness, but also on brand image, as revealed in this study. By finding that advertising frequency is positively impacting the brand image, the study's finding supports previous research (Bravo Gil et al., 2007; Villarejo-Ramos & Sánchez-Franco, 2005; Yoo et al., 2000). Therefore, the results suggest that the brand image is more positive, the more often consumers are exposed to its advertising.

Additionally, this research highlights that not only the frequency of advertising but also the advertising channel is important for influencing brand image. In the case of Shaping New Tomorrow, the newsletter, followed by Instagram were found to have the most positive impact on brand image compared to the other channels. Thus, to achieve the most positive effect on brand image, the selection of the right channels and advertising frequency seems to be critical. Consequently, the findings of this research align with Bruhn et al. (2012) who found that social media advertisements have a positive impact on both, brand awareness and brand image.

Furthermore, the brand image is also affected by brand awareness, as a higher brand awareness leads to a more positive brand image. By finding that brand awareness has a statistically significant positive influence on brand image, this study supports the findings of Buil et al. (2013), Esch et al. (2006), Hsieh (2002) and Martínez et al. (2009) that show a positive relation between the both constructs across low- and high-involvement product categories. Therefore, the findings support the proposition that brand awareness is a prerequisite for developing brand image and thus, align with the explanation of Keller (1993) and Aaker (1991) that brand awareness and brand image are linked sequentially. Accordingly, the findings suggest that a minimum level of brand awareness is needed, so that a brand node in memory can be established (Keller, 1993) before consumers are able to link associations to it. Therefore, creating brand awareness is critical to establish a strong brand image in consumers' minds.

Likewise, the study reveals that the country-of-origin image has a significantly positive influence on brand image, thereby supporting the findings of previous research (Diamantopoulos et al., 2011; Hamzaoui-Essoussi et al., 2011; Kim et al., 2017; Pappu et al., 2006, 2007; Roth & Romeo, 1992).

Accordingly, the findings support Keller's (1993) explanation that the country of origin creates secondary associations which consumers transfer to other entities, such as brands they associate with that particular country. In the case of Shaping New Tomorrow, this implies that consumers may transfer the associations they connect with Denmark as the country of origin to Shaping New Tomorrow, and thereby create new associations for the brand. Consequently, the image consumers have about Denmark is likely to affect and shape Shaping New Tomorrow's brand image, which is consistent with the irradiation perspective as described by Lebrenz (1996) and Diamantopoulos et al. (2011). As shown by the descriptive results in section 6.2.5, Denmark has a favorable country image, suggesting that associations inferred from the country image can be expected to enhance the brand image of Shaping New Tomorrow by creating strong, favorable, and unique brand associations.

Therefore, to answer the second research question, it can be concluded, that gender, and advertisement frequency are influencing brand awareness, whereas brand awareness, advertisement frequency, channels, and country-of-origin image are affecting brand image.

RQ3: What influence does brand image has on consumers purchase intention and willingness to pay?

To answer RQ3, the purchase intention and willingness to pay are taken into consideration.

By investigating the effect of brand image, a positive influence on purchase intention was revealed. This is in line with the findings of Dash et al. (2021) and Diamantopoulos et al. (2011), who also find a direct positive relation between the two variables, and additionally supports the results of Esch et al. (2006), who find an indirect effect on purchase intentions on brand image via the path of current purchases. Therefore, the findings highlight that a positive brand image is critical for a company's success as it has an influence on consumers behavioral intentions and is thereby likely to affect sales. The fact that a more positive brand image leads to greater purchase intentions further emphasizes that brand associations differentiate a brand from its competitors (Aaker, 1991). In highly competitive markets, such as in the fashion industry, the differences between competitors are often small, and associations in consumers' minds are the main contributor affecting product choices (Cobb-Walgren et al., 1995).

Moreover, the descriptive results reveal that the intention to purchase products from Shaping New Tomorrow within the next six months is considerably lower among respondents in the convenience sample than in the newsletter sample. This could be explained by several factors. First, as the characteristics of the convenience sample show, the brand awareness among respondents in this sample is relatively low, with an aided awareness of 19.5%. As brand awareness is a prerequisite of brand image, it can be assumed that the majority of respondents in the convenience sample do not have many brand associations of Shaping New Tomorrow and thus, have a relatively weak brand image. Consistent with the results of the linear regression, the lower purchase intention in the convenience sample additionally supports that brand image is an important factor in brand choice (Keller, 1993). Second, it can be assumed that respondents in the convenience sample have a considerably higher experience with the brand than those in the convenience sample, which, as shown in H5, can be expected to archive a more favorable brand image. This explanation also aligns with the results of this study, indicating that a better brand image leads to higher purchase intentions.

Furthermore, as expected, the findings of this study reveal that the more positive the brand image, the higher the respondent's willingness to pay. This result is in line with previous findings in the literature (Aaker, 1996; Anselmsson et al., 2014; Buil, de Chernatony, et al., 2013) who reveal that brand associations affect consumers' willingness to pay a price premium. Consistent with the explanation of the effect of brand image on purchase intention, its effect on willingness to pay could also be explained by the role of brand associations in creating point of differences between a brand and its competitors. With a strong brand image, consumers perceive a brand to be more unique than its competitors, and consequently, perceive a higher value in it. This perceived unique value provided by a brand, leads to consumers being willing to pay more (Netemeyer et al., 2004).

When looking into the descriptive results, it becomes evident that the willingness to pay is higher among respondents in the newsletter than in the convenience sample. This aligns with the results presented above and supports the notion that a more positive brand image results in higher willingness to pay. It can be expected that respondents in the newsletter sample have previous experience with Shaping New Tomorrow and its products, and thus have more favorable, strong, and unique brand associations than respondents in the convenience sample, who might have less experience. Accordingly, the impact of brand image on willingness to pay is also reflected in the descriptive results.

7.1 Implications

Based on the results of this project, several managerial implications can be derived for Shaping New Tomorrow.

Supporting previous research, the results of this thesis show that brand awareness has a direct positive impact on brand image.

As the results indicate, Shaping New Tomorrow's brand awareness among German consumers is relatively low. Therefore, Shaping New Tomorrow should focus on further increasing its brand awareness in Germany, as higher brand awareness will not only lead to a more favorable brand image, but also an increase in purchase intentions and willingness to pay.

Moreover, due to the finding that women brand awareness levels are considerably lower than those of men, it might be advisable for Shaping New Tomorrow to especially focus on increasing women's brand awareness. Having recently launched the first product for women in the German market, enhancing the brand awareness of women is important as it increases the likelihood of the brand being considered in their consideration set, and consequently considered for purchase (Macdonald & Sharp, 2000).

An explicit managerial implication for increasing brand awareness might be to increase the frequency of advertisements, as consumers who are more frequently exposed to advertisements show higher levels of brand awareness, as indicated by this study's results.

With an increase in advertising frequency, consumers are more repeatedly exposed to Shaping New Tomorrow, which enhances brand awareness. Considering that 93% of respondents in the convenience sample had not seen an advertisement for Shaping New Tomorrow within the past four weeks, there seems to be potential for refinement. For example, more advertisements can be added to the upper funnel of the marketing funnel strategy used by Shaping New Tomorrow. However, it needs to be acknowledged that not only the frequency of advertising, but also the advertising content, such as the message communicated (Martínez et al., 2009), and consumers' attitudes towards advertising (Buil, de Chernatony, et al., 2013) are important to consider and affect the impact of advertising.

One managerial implication for increasing brand awareness is to boost the frequency of advertisements. The findings of this study suggest that consumers who are exposed to advertisements more frequently tend to have higher levels of brand awareness. By increasing advertising frequency, Shaping New Tomorrow can enhance brand awareness by ensuring that consumers are repeatedly exposed to a brand. However, it is important to note that advertising content, including the message conveyed, and consumer attitudes towards advertising also play significant roles in the effectiveness of advertising (Buil, de Chernatony, et al., 2013; Martínez et al., 2009). While the study highlights the potential for refinement, considering that 93% of respondents in the convenience sample had not seen a Shaping New Tomorrow advertisement in the past four weeks, it is essential to consider not only the frequency, but also the content and consumer attitudes towards advertising.

Thus, Shaping New Tomorrow might also benefit from the optimization of social media advertisements. As shown in the results, among all the respondents who had seen advertisements online, the majority saw them on Instagram. Hence, by continuously improving and maintaining the social media advertisement strategy and targeting content to consumers' wishes, an increase in brand recognition and brand recall can be expected.

Increasing advertising frequency is not only recommended because of the positive influence on brand recall and recognition, but also on brand image, which was supported by H2b.

In addition to advertising frequency, country-of-origin image was found to positively influence brand image by creating secondary associations that are transferred to brands or other entities that consumers associate with a specific country (Keller, 1993). Thus, consumers' associations with Denmark are likely to influence the brand image of Shaping New Tomorrows. As the descriptive results show, Denmark's country image is predominantly favorable for both samples. Therefore, the results suggest that Shaping New Tomorrow would likely benefit from incorporating country-of-origin into its marketing mix and communicating it more prominently in the German market. Creating a holistic communication mix with a focus on Denmark can, therefore, lead to a transfer of secondary associations that consumers connect with Denmark and thus enhance favorable brand perceptions. However, it might be advisable to conduct further research to investigate whether differences in perceptions exist between the country of image of Denmark and the region of origin of Scandinavia. Depending on the results, and the preference of Shaping New Tomorrow, it could be even more beneficial to focus on the regionof-origin and rely on "made in Scandinavia."

Further implications can be derived from the investigation of Shaping New Tomorrow's current brand image, as perceived by consumers. As Keller (1993) emphasizes, favorable, strong, and unique brand associations are crucial for building strong brand equity. As both the descriptive results and the brand association networks reveal, the brand associations of Shaping New Tomorrow can be considered favorable among consumers. Furthermore, both the descriptive results of the strength of brand image and the number of associations mentioned in the survey reveal that consumers have a relatively strong image perception in mind. Shaping New Tomorrow is most strongly associated with wearing comfort, an appealing design, high quality, good fit, and pants. However, as the brand association networks reveal, negative associations exist in terms of fit, quality, and price-performance ratio. Thus, to further increase its brand image, Shaping New Tomorrow should focus on reducing negative associations, which can, for example, be done by reducing processing defects and more strongly communicating the benefits of its products to show its value. Since most unfavorable associations are related to pants, it could be especially beneficial to focus on improving them. In terms of the uniqueness, the findings suggest that it might be beneficial for Shaping New Tomorrow to communicate their uniqueselling point and differentiating factor from its competitors more strongly. Approximately half of the respondents (56%) stated that Shaping New Tomorrow does not differ strongly from its competitors, and consistent with this, only 54% stated that the brand is, at least somewhat, unique. Creating unique brand associations is critical for a brand's success, as it provides the reason for consumers to purchase from one brand and not another (Keller, 1993).

Overall, its need to be emphasized that regardless of the findings in this thesis, it is advisable for Shaping New Tomorrow to continuously monitor consumers brand awareness, brand image and brand associations. This is crucial, as brand images can change over time in both favorable and unfavorable directions (Keller, 1993). Therefore, by measuring brand awareness on a continuous level, managers can detect changes in brand awareness levels and brand image and adapt marketing activities accordingly. Moreover, by monitoring brand associations through qualitative or quantitative approaches, marketers can identify changes in the strength, favorability, and uniqueness of associations and react with appropriate actions to align the intended with perceived associations. As shown by this study's results, all efforts leading to higher brand awareness and a more positive (e.g., strong, favorable, and unique) brand image will contribute to higher purchase intentions and willingness-to-pay, and are likely to benefit Shaping New Tomorrow, as sales can potentially increase.

To answer the last research question it can be concluded that the level of brand image has a positive influence on purchase intentions and willingness to pay a higher price.

7.2 Limitations and future research

In the following section, the limitations of this project and future research recommendations will be presented.

One limitation of this research occurs from the chosen sampling method. Since convenience sampling was applied for the quantitative studies, the representativeness of the samples is limited. For example, the convenience sample comprises 63.1% females and 35.9% males which is not representative for the German population. However, as aided brand awareness findings show, this study's results are similar to the brand awareness level uncovered in the recent brand awareness study conducted by Shaping New Tomorrow itself. This provides support that the convenience sample provides adequate insights. Furthermore, the characteristics of the convenience sample differ strongly from the characteristics of the newsletter sample, as the former includes more female than male respondents which have a considerably lower average age. This limits comparability of the data.

Another limitation exists regarding the measurement of unaided brand awareness. Unaided brand awareness was measured in both the convenience and newsletter sample. However, because the survey for the newsletter subscribers was directly distributed through Shaping New Tomorrow itself and included the brand's logo, it needs to be acknowledged that the unaided awareness measured in the newsletter sample may be biased and does not fully reflect the actual unaided awareness of the respondents.

Furthermore, another limitation occurs from the creation of the brand association networks based on different data sources. Because the data used for the network creation was extracted from two different sources, e.g., online reviews and open-ended survey questions, the comparability of both association networks is limited. The limitation relies in the fact that consumers post online reviews to share their experiences with a brand and thus convey genuine opinions, whereas survey respondents are directly asked to recall associations, which is why more conscious associations are revealed. Therefore, both networks cannot directly be compared. However, the use of different sources provides more extensive insights into brand associations of German consumers, which is why the comparability is only secondary for this work. Moreover, Gensler et al. (2015) originally created the NWC_D score for extracting brand association strength from online reviews. In this thesis, the NWC_D score was also calculated for the associations mentioned in the surveys. Since, to the researcher's knowledge, no study has applied the NWC_D score to surveys, such as analytical mapping approaches could have provided more

precise results. By choosing the same approach for both networks, the researchers intended to provide a more accurate basis for the comparison of both networks.

Finally, due to the limited scope of this project, the authors had to limit the variables of investigation. However, other factors, such as the advertising content (e.g., Godey et al., 2016) or sales promotions (e.g., Lang et al., 2022) can also have an impact on brand awareness and brand image. Consistent with that, the focus of this work is on brand knowledge and other components of brand equity were not taken into consideration. This limitation leads to the result that overall brand equity measurements and the variables impacts on overall brand equity could not be assessed in this research.

Future Research

During this thesis, several opportunities for future research were identified.

First, given the limited scope of this research, an investigation of further factors influencing brand awareness and brand image would be interesting. For example, the effect of price promotions, store image (e.g., Yoo et al., 2000), or social media marketing content (e.g., Godey et al., 2016) on brand knowledge could additionally provide valuable insights. In particular, the investigation of the impact of attitudes towards an advertisement could be of high interest, as the findings of Buil et al. (2013) reveal that the individual's attitude plays a key role for influencing brand equity dimensions.

Second, it would be interesting to investigate the uniqueness of brand associations in more depth. This could be done by additionally creating brand associative networks of Shaping New Tomorrow's (main) competitors and comparing the networks with each other. Thereby, shared, and unique associations could be uncovered and important implications for the brand and its marketing derived. Due to the scope of this project, a deeper investigation of the uniqueness was not possible within this research.

Third, also country-of-origin image could be assessed more thoroughly by including macro and micro country image measurements, as suggested by Pappu et al. (2007). This could provide more comprehensive insights into the relative effects of macro and micro country image on brand knowledge. Additionally, it could be interesting for Shaping New Tomorrow to investigate the image of Scandinavia and its influence on brand knowledge. This would provide information of whether the region of origin or the country of origin has a more positive affect on brand knowledge.

Lastly, a replication of the present study with different consumer populations and larger sample sizes would be interesting and could increase the representativeness of results. In addition, replicating the present study would also provide the opportunity to detect changes of brand awareness and brand image.

8 Conclusion

Overall, this thesis demonstrates that Shaping New Tomorrow would benefit in a number of ways from an increase in brand image and, in particular, brand awareness in the German market.

Brand awareness is a prerequisite for developing brand associations and increases the likelihood that brands will be included in the consideration set. The higher the brand awareness, the more positive the brand image. This is important because brand image, in turn, positively influences purchase intent and willingness to pay. Therefore, with an increase in brand awareness and an improvement of brand image, Shaping New Tomorrow is likely to benefit from an increase in sales. One way to create and shape brand associations is through advertising, with higher advertising frequency having a positive effect on brand image. Moreover, the country of origin creates secondary associations that impact a brand's image. Since German consumers have a favorable image of Denmark, it can be expected that Shaping New Tomorrow would benefit from emphasizing the country of origin in its marketing activities, as the favorable associations can be transferred to Shaping New Tomorrow, thereby creating even more favorable, strong, and unique associations.

Although increasing brand awareness and brand image in Germany may require additional financial resources and potentially an adjustment of the marketing strategy, Shaping New Tomorrow can expect to benefit greatly from the investments, not only in the short term but also long term, as they will help to strengthen its position in the German market.

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Appendix 1: Operationalization of brand awareness

Autor	Year	Research Design	Statistical method	Industry	Low or high involvement product	Country / Continent	Operationalization	Adaption from
Huang, Sarigöllü	2012	Quantitativ	Correlation Regression analysis	Consumer-pack- aged goods	low	USA	Have you ever heard or seen Brand XY?	
Aaker	1996	Theoretical paper	theoretical paper	no industry	n/A	n/A	Recognition Have you heard of X Recall What brands of cars can you recall? Top-of-mind The first named brand in a recall task	
Martinez et al.	2009	Quantitativ	Experiments SEM	Chocolate bars bath gel	low	n/A	The brand is familiar. The brand is thought to be well known. The brand can be recognized among competitors. It is talked about the brand. The brand is well known	Yoo et al., (2000)
Bergkvist & Taylor	2022	Literature Review	Literature review	no industry	n/A	irrelevant	Brand recall Brand recall questions prompt respondents with a cue such as the product category or category need and ask them to list all brand names that come to mind. Brand Recognition Brand recognition questions typically show respondents a brand identifier such as the brand name, logo, or product package and ask them to indicate	
Laurent et al.	1995	Quantitativ	Model with re- gression, but actually a theo- retical paper	40 different product categories	n/A	n/A	Spontaneous What brand names come to your mind immediately? Top of mind Percentage of first mention Aided Brand names are presented	
Buil, de Chernatony, Martínez	2013	Quantitativ	SEM	Sportswear Consumer electronics cars	both	UK	I am aware of brand x. When I think of PC, brand x is one of the brands that comes to mind. is a brand of PC I am very familiar with. I know what brand x looks like I can recognize brand x among other competing brands	Yoo et al., (2000) Netemeyer et al., (2004)
Lang et al.	2022	Quantitativ	SEM	Soft drinks	low	Vietnam	I can recognize x among other competing soft drink products. I am aware of x brand. I know x brand. I can recognize x easily in other soft drinks	Buil et al., (2013) Yoo et al., (2000)

Lambert-Pandraud et al.	2017		Augmented spline regres- sion model	radio stations	high	France	 Spontaneous Awareness: (Authors call it recall) Participants are asked to name the radio stations they know "even if only by name. Aided Awareness: (Authors call it recognition) participants hear a list of 20 stations and indicate, for each one, whether they know it or not (again even if only by name). 	
Keller & Swamatian	2020	theoretical	theoretical con- ceptualization	Fast Food Chains		n/A	What brands of product category X are you aware of? At which Restaurant Chains would you consider visiting?	
Netemeyer	2004	Quantitativ	CFA	SoftDrinks toothpaste athleticshoes Jeans	both	n/A	When I think of (product category), (brand name) is the brand that first comes to mind.	
Goldsmith	1988	Quantitativ		Grocery Products	low	n/A	List of products with name and question if they are aware of the name and have purchased the product prior	
Bruhn et al	2012	Quantitativ	CFA	telecommunication industry tourism industry pharmaceutical in- dustry	both	n/A	I easily recognize [brand] Several characteristics of [brand] instantly come to my mind. I easily memorize the symbol/logo of [brand] I have a very clear picture of [brand]	Yoo et al., (2000)
Godey et al	2012	Quantitativ	SEM	luxury goods	high	China France India Italy	I am always aware of X brand. Characteristics of X brand come to my mind quickly. I can quickly recall the symbol or logo of X brand	Kim & Hyun (2011)
Yoo et al.	2000	Quantitativ	EFA CFA	Athletic shoes camera film color television sets	both	n/A	I know what X looks like I can recognize X among other competing brands. I am aware of X. Some characteristics of X come quickly to my mind. I have difficulty in imagining X in my mind	
Esch	2006	Quantitativ	SEM	Athletic shoes chocolate	both	Europe	Which brands do you know in product category X?	Rossiter & Bell- mann (2005)
Buil, Martinez, de Chartoney	2013	Quantitativ	CFA	Sportswear Consumer electron- ics Cars	both	UK Spain	I am aware of brand x. When I think of PC, brand x is one of the brands that comes to mind. is a brand of PC I am very familiar with? X is a brand of PC I am very familiar with I know what brand X looks like I can recognize brand X among other competing brands of PC	Yoo et al., (2000) Netemeyer et al., (2004)
Kim & Hyun	2011	Quantitativ	CFA	Korean IT software market	high	Korea	I am always aware of X. Characteristics of X come to my mind quickly. I can quickly recall the symbol or logo of X.	Yoo et al., (2000) Atiligan et al., (2005)
Anselmsson	2014	Quantitativ	EFA	groceries	low	Scandinavia	I am aware of this brand. I know what this brand looks like. I know what this brand stands for. I have an opinion about this brand. I can recognize X among other competing brands.	Yoo & Donthu (2001)

Appendix 2: Operationalization of brand image

Autor	Year	Research Design	Statistical Method	Industry	Low or high involvement	Country	Operationalization	Adaption from
Huang & Sarigöllü	2012	Quantitativ	Correlation analysis Regression analysis	Consumer- packaged goods	low	USA	Brand image allows me to present my family at their very best. helps me to always make a good impression with my appearance. is currently a leading brand. a brand I grew up with a family favorite for years a brand my mother used. has been a leading brand in this category for years. is dependable and trustworth. will be a leading brand in the future	Based Scale on Keller (1993) pro- posal of brand im- age
Hsieh	2002	Both	3 Factor model	Cars	high	multinational study	Good fuel economy Good dealer service Prestigious Luxury features Sensory Exciting good acceleration and speed Fun to drive. Sporty utilitarian Reliable Made to last. Safe in accidents	
Lang et al.	2022	Quantitativ	SEM	Soft drinks	low	Vietnam	x's characteristics come to mind quickly. x is continuously renewed to satisfy my demand I can remember and recognize x's logo easily. In general, I can image x easily when reminding it	Yoo et al., (2000)
Buil, de Cher- natony, Martínez	2013	Quantitativ	SEM	Sportswear consumer electronics cars	both	UK	 Brand x is good value for the money. Within PC I consider brand x a good buy Considering what I would pay for brand x, I would get much more than my money's worth. Brand x has a personality. Brand x is interesting. I trust the company which makes brand x. I like the company which makes brand x. The company which makes brand x has credibility 	Lassat et al., (1996) Aaker (1996) Netemeyer et al., (2004) Pappu et al., (2005, 2006)

								Functional image: The products have a high quality. The products have better characteristics than competitors'	Martinez et al.,
								The products of the competitors are usually cheaper.	(2004)
Martinez et al		2009	Quantitativ	SEM	Dairy products	low	n/A	Affective Image:	Aaker (1996)
Wartinez et al.		2009	Quantitativ	SLIVI	Durly products	10 W	1071	The brand has a personality that distinguish itself from competitors' brands. It's a brand that doesn't disappoint its customers.	Martin & Brown (1990)
								Reputation:	(1)))
								It's one of the best brands in the sector	Weiss et al., (1999)
								The brand is very consolidated in the market	
								Mystery	
								This brand awakens good memories for me.	
								This brand captures a sense of life for me.	
								This brand comes to mind immediately when I want to purchase a fashion product.	
								This brand is part of my life	
								Sens	
				CEM				The design of this brand's ads is really well done.	
				SEM				The well-ordered store environment appeals to me.	
Cho et al.		2015	quantitative	EFA	Clothes	high	USA	The Website design for this brand is really well done.	
				CE A				The packaging of this brand is as pleasing as the product.	
				CFA				This brand has incredible displays.	
								Intimacy	
								I feel happy when I wear this brand.	
								I have fun with this brand.	
								I feel satisfied with this brand.	
								I really enjoy wearing this brand.	
								I have solid support for this brand.	
								Brand image	
								This brand has a high quality	
								This brand has better characteristics than its competitors.	Brand imag
								This brand has a personality that distinguishes itself from competitors.	Martin & Brown
								This brand is a brand that does not disappoint its customers.	(1990)
Ancom P	·-				product			This brand is one of the best brands in the sector.	Aaker (1996)
Hashim	e e	2018	Quantitativ	SEM	experience	both	Malaysia	This brand is stable in the market.	Weiss et al., (1999)
Hashiin					goods			Brand attitude	
					50043			I feel that this brand is appealing.	Brand attitude
								I feel that this brand is good.	Spears &
								I feel that this brand is pleasant.	Singh(2004)
								I feel that this brand is favorable.	
								1 ieu mai mis orand is likaole	
E1		2000		CEM	Athletic shoes	h - 4h	F	overall attitude towards the brand	Low & Lamb
Esch		2006	Quantitativ	SEM	Chocolates	doth	Europe	The perceived quality of the brand	(2000)
								the brand's overall affect	

Yoo et al	2000	Quantitativ	EFA CFA SEM	athletic shoes camera film color television sets	both	n/A	I know what C looks like I can recognize X among other competing brands. I am aware of X. Some characteristics of X come to my mind quickly. I have difficulty in imagining X in my mind Strength		
Keller & Swaminathan	2020	Literature	theoretical proposal	n/A	n/A	n/A	What are the strongest associations you have to the brand? What comes to mind when you think of the brand? Favorability What is good about the brand? What do you like about the brand? What is bad about the brand? What do you dislike about the brand? What is bad about the brand? What do you dislike about the brand? Uniqueness What is unique about the brand? What characteristics or features does the brand share with other brands?		
Bravo et al	2007	Quantitativ	CFA	Milk olive oil toothpaste	low	Spain	Some characteristics of X come to my mind quickly. I can quickly recall the symbol or logo of X. X has strong personality X is different from its competing brands	Yoo & (2001)	Donthu
Yoo & Donthu	2001	Quantitativ	CFA	film for cameras athletic shoes color television sets	both	Korea USA	I know what X looks like I can recognize X among other competing brands. I am aware of X. Some characteristics of X come to my mind quickly. I have difficulty in imagining X in my mind	Yoo et al.,	, (2000)
Godey et al	2016	Quantitativ	SEM	luxury brands	high	China France India Italy	X brand is a leading luxury company X brand has extensive experience X brand are representative of the luxury industry X brand is a customer-oriented company Brand Associations Compared to other brands of (product), (brand name) is of very high quality.	Kim & (2011)	Hyun
Netemeyer et al	2004	Quantitativ	CFA	Soft Drinks toothpaste athletic shoes Jeans	both	n/A	 (Brand name) is the best brand in its product), (which name) is of very high quality. (Brand name) is the best brand in its product class. (Brand name) consistently performs better than all other brands of (product). I can always count on (brand name) brand of (product) for consistent high quality. What I get from (brand name) brand of (product) is worth the cost All things considered (price, time, and effort), (brand) brand of (product) is a good buy. Compared to other brands of (product), (brand name) is a good value for the money. When I use a (brand name) brand of (product), I feel I am getting my money's worth. Uniqueness X is "distinct" from other brands of (product) X is very different from other brands of (product) 		

X is "unique" from other brands of (product)

Low & Lamb	2000	Quantitativ	CFA Chi Square difference test	Shampoo Soft Drinks Watches Mustard Cereals washing machine raisin bread golf club computer game	both	n/A	bad - good unpleasant - pleasant valuable - worthless good reputation - bad reputation poor quality materials - good quality materials good performance - bad performance durable - not durable outdated - modern. fun - not fun	
Lang et al.	2022	Quantitativ	SEM	Soft drinks	low	Vietnam	X characteristics come to my mind quick X is continuously renewed to satisfy my demand I can remember and recognize X's logo easily. In general, I can imagine X easily when reminding it	Yoo et al., (2000)
Villarejo-Ra- mos & Sánchez- Franco	2005	Quantitativ	ADF	washing ma- chine	high	Spain	I can quickly recall the symbol or logo of X. X has a strong personality I have a clear impression of the type of people who use X brand. X has a strong image The intangible attributes of X brand are reason enough to buy it. X provides a high value in relation to the price we must pay for it	Aaker & Álvarez del Blanco Lassar et al., Yoo et al., (2000)

Appendix 3: Operationalization of Country-of-origin image

Autor	Year	Research Design	Statistical method	Industry	Low or high involvement product	COOI Dimension	Country	Operationalization	Adapted from
Kim et al.,	2015	quantitative	SEM EFA CFA	Fashion	high	Macro Micro	Korea France USA	stable economy people positive thinking stable politics well managed hygiene good health care system well-developed transportation beautiful natural environment cultural heritage COO-Fashion image Artistic Prestige archiving high standards good service providing good workmanship valuable good design	Martin & Eroglu (1993) Parameswaran & Pisharodi (1994)
Parameswaran & Pisharodi	1994	Quantitative	correlation	Cars Blenders	both	Micro Macro	Germany Korea	General country attributes Friendly & likable Artistic & creative Well educated Hard working Technical education Archiving high standards Raised standard of living Technical skills Similar political views Economically similar Culturally similar Participates in international affairs General product attributes Unreasonably expensive Luxury products Meticulous workmanship Imitations Known mainly for industrial products Sold in many countries Not attractive Intensely advertised Frequent repairs Wide range of models Long lasting Advertising informative	

								Difficult to service	
								High technology	
								Good value	
								Facily available	
								Drestigious products	
								Specific products (cars)	
								Good fiel economy	
								Exterior styling attractive	
								Workmanshin good	
								Handles well	
								Little maintenance	
								Very comfortable	
								Difficult to get parts	
								Quality service	
								Made to last	
								Overall excellent	
TT : 1	2004		Multilevel regres-	4 / 11		10		the country that makes the best vehicle	
Hsieh	2004	Quantitativ	sion modeling	Automobiles	high	Micro	n/A	the country that makes vehicles I accept	
								Country product image	
								Generally, products made in China:	
			Moderator regres-	Lantons				are carefully produced and have good workmanship.	
			sion method (6	Pen drive				are of a lower quality than similar products available in similar	Wood & Darling
Demirbag et al.,	2010	Quantitativ	sets of regressions	Trainers	both	Micro	UK	countries	(1993)
			were carried out)	(shoes)				show a great degree of technological advancement.	(
			,					are usually quite reliable and seem to last the desirable length of	
								time.	
								Country of Origin	
								Country of design	
								The products designed in this country are excellent	
				Electronic				The products designed in this country have an attractive look	
				(Digital				The products designed in this country have an annealing style	Kabadayi &
Garrett et al	2016	Quantitativ	SEM	Camera)	high	Macro	South	Country of technology	Lermann (2011)
Guilett et ui.,	2010	Qualiticativ	5EM	Clothing	ingn	Micro	Korea	This country always uses new technology in its manufacturing	Li et al (2000)
				(Puffer jack-				The level of engineering used in this country is quite advanced.	El et al (2000)
				ets)				Country of manufacturing	
								The products made in this country have good craftsmanship.	
								The products made in this country have superior quality	
								Macro country image:	
								Level of technological research	
								High standard of living	Martin & Eroglu
Danny of al	2007	Quantitativ	ANUVA Canonical correla	Cars	both	Macro	Anotrolio	High labor costs	(1993)
rappu et al	2007	Quantitativ	tion analysis	Televisions	both	Micro	Australia	Welfare system	Nagashima
			non analysis					High level of industrialization	(1970, 1971)
								Civilian non-military government	
								Highly developed economy	

								Free-market system
								Democratic
								Micro country image:
								Technically advanced
								Innovative
								Proud in ownership products from this country
								Reliable
								High status
								Excellent finish
								Dependable
								Up-market
								Political dimension
								Democratic versus dictatorial system
								Capitalist versus communist system
								Civilian versus military system
								Pro-western versus pro-communist
								Free market versus centrally planned system
								Economic
Mantin P		C11	C11					Level of standard of living
Martin &	1993	Skalenentwick-	Skalenentwick-	n/A	n/A	Macro	n/A	Stability of economic environment
Erogiu		lung	lung					Quality of products
								Existence of a welfare system
								Level of labor costs
								Technological
								Level of industrialization
								Level of technological research
								Level of literacy
								Mass produced versus handcrafted products

Hamzaoui- Essoussi et al. 2011 quantitative estimated struc- tural model sets both Micro UK	General Country Attributes: Friendly & Likable Artistic & Creative Well-educated Hard working Technical education Achieving high standards Raised standard of living Technical skills General Product Attributes Sold in many countries. Intensely advertised. Long lasting Advertising informative High technology Good value Easily available Prestigious products M Specific product attributes: CAR Good fuel economy K Exterior styling attractive Very comfortable Difficult to get parts. Quality service Made to last. Excellent BO and COM macro images: level of industrialization overall quality of produced products living standard level of technological development BO and COM micro images: Logic Natural	Лагtin & Eroglu 1993) Celler (1993) vaker (1992) .ee & Bae 1999)
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Diamantopou- los et al. Roth & Dia-	2011	Quantitativ	Semantic differential SEM	Refrigera- tors	high	Micro	UK	Design/Appearance Product style Innovative products Model variety Internal design/ergonomics Workmanship Operating performance Technologically advanced Overall quality Durability Reliability Product consistency Value-for-money Price attractiveness Cost efficiency Economy Dealership network Product availability Product serviceability Repairability/ maintenance Advertising intensity Widely known products. Prestige International recognition
mantopoulos	2008	Literature Review	n/A	n/A	n/A	Macro	n/A	Investigated previous literature
Han & Terpstra	1988	Quantitativ	Factor analysis ANOVA	Cars Televisions	both	Micro	USA	Technical advancedness Prestige Workmanship Service Economy Overall

Nagashima	1970	Quantitativ	Descriptive statis- tics	n/A	n/A	Micro	Japan USA	Products made in XXX are inexpensive - expensive reasonably priced - unreasonably priced reliable - unreliable luxury items - necessary items exclusive - common heavy industry product - light manufactured product careful and meticulous workmanship - not so careful and meticulous workmanship Technically advanced - technically backward mass produced - hand made. worldwide distribution - mostly domestic distribution inventive - imitative pride of ownership - not much pride of ownership much advertising- little advertising recognizable brand names - unrecognizable brand names large choice of size & model - limited choice of size & model more concerned with outward appearance - more concerned with performance clever use of color - not clever use of color more for young people - more for old people more for young people - more for old people	
Kabadayi & Lerman	2011	quantitative	CFA hierarchical mod- erated regression analysis	toys		Micro	USA	upper class - lower class This country always uses new technology in is manufacturing. The level of engineering used in this country is quite advanced. The products made in this country have attractive look. The products made in this country have appealing style. The products made in this country have good reputation. The products made in this country are reliable. The products made in this country are durable. The products made in this country have a good craftmanship. The products made in this country have a good craftmanship. The products made in this country have superior quality High labor cost - low labor cost stable economic - unstable economic production of how guilty products - production of low quality	Roth & Romeo (1992)
Li et al	1998	quantitative	CFA	USA Japan China	n/A	Macro	China	production of high-quality products - production of low-quality products high standard of living - low standard of living Existence of a welfare system - Lack of a welfare system high literacy rates - low literacy rates mass produced products - handcrafted products high level of technological research - low level of technological research Exporter of agricultural products - Importer of agricultural prod- ucts Economically developed - economically undeveloped Free market system - centrally planned system predominantly industrialized - predominantly non-industrialized Civilian government - Military government	Roth & Romeo (1992) Martin & Eroglu (1993)

								Democratic system - dictatorial system	
Pappu & Quesltler	2010	quantitative	CFA EFA	Cars Televisions	high	Macro Micro	Australia	Macro country Image Country Y has a high level of industrialization. Country Y has a highly developed economy. People in country Y are highly literate. Country Y has a free market system Country Y has a free market system Country Y has a high level of technological research. Country Y is a producer of high-quality televisions. Country Y offers its people high standard of living. Labor costs are high in country Y. Country Y has a welfare system. Country Y has a civilian non-military government. Micro country image Televisions made in country Y have quality workmanship. Televisions made in country Y are innovative. Televisions made in country Y are dependable. I would be proud to own Televisions made in country Y. Televisions made in country Y are high status. Televisions made in country Y are high status. Televisions made in country Y are upmarket. Televisions made in country Y are upmarket. Televisions made in country Y are technically advanced. I trust country Y. Talewisions in gountry Y. Televisions made in country Y are technically advanced. I trust country Y. Televisions made in country Y are technically advanced. I trust country Y. Televisions made in country Y are technically advanced. I trust country Y. Televisions made in country Y are technically advanced. I trust country Y.	Martin & Eroglu (1993) Aaker (1991) Nagashima (1970, 1971)
Roth & Romeo	1992	quantitative	CFA	Cars Watch Bicycle Leather shoes Crystal Beer	both	Macro Micro	Ireland Mexico USA	Country image Innovativeness Design Prestige Workmanship Product country image Innovativeness Design Prestige Workmanship Rich-poor Technologically advanced – not advanced	
Laroche	2005	Quantitative	CFA	Cars furniture	both	Macro Micro	USA	High – low level of education People affect Trustworthy – not trustworthy Hard working – not hard working Likeable – not likeable Desired interaction We should have closer ties with Ideal – not ideal country Would – would not welcome more investments from Product beliefs Unreliable – reliable	Papadopoulos et al., (1988) Li et al., (1997) Nagashima (1970)

Poor – good workmanship Poor – good quality **Product evaluation** Willing – not willing to buy (country) products Would – would not be proud to own products of Products of – are – are not for people like me **Familiarity** I know – do not know (country) products well

Appendix 4: Product Images Used in Survey



Appendix 5: Survey for non-customers

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Liebe Teilnehmerinnen und Teilnehmer, vielen Dank, dass Sie sich die Zeit nehmen, an unserer Umfrage teilzunehmen. Im Rahmen unserer Masterarbeit an der Aalborg Universität möchten wir gerne gemeinsam mit unserem Betreuer Prof. Dr. Holger Roschk die Markenbekanntheit und das Markenimage einer dänischen Modemarke in Deutschland untersuchen. Es sind keinerlei Vorkenntnisse zu der Marke notwendig und es gibt keine richtigen oder falschen Antworten. Das Ausfüllen des Fragebogens wird ca. 5 - 8 Minuten in Anspruch nehmen. Die Fragen werden vollkommen anonymisiert ausgewertet, sodass Rückschlüsse auf Sie als Person nicht möglich sind. Bei Fragen können Sie sich gerne an aokle21@student.aau.dk oder meusem21@student.aau.dk wenden. Vielen Dank für Ihre Teilnahme	
	5%
۲	
Zuerst würden wir gerne von Ihnen wissen, welche Marken Ihnen einfallen, wenn Sie an Modemarken für Männer denken. Bitte nennen Sie bis zu 5 Modemarken und trennen Sie Ihre Antworten durch ein Komma.	
VORHERIGE	11%

C

Von welchen der folgenden Modemarken haben Sie schon einmal gehört?

	Ja	Nein	Ich bin mir nicht sicher
Selected Homme	0	0	0
Tommy Hilfiger	0	0	0
SANVT	0	0	0
Mr Marvis	0	0	0
Suitcore	0	0	0
Asket	0	0	0
Jack & Jones	0	0	0
Arket	0	0	0
Hugo Boss	0	0	0
cos	0	0	0
Suitsupply	0	0	0
Shaping New Tomorrow	0	0	0
L'Estrange London	0	0	0

C	2								
	Die folgenden Fragen beziehen sich ausschließlich auf die Marke Shaping New Tomorrow . Inwiefern stimmen Sie den Aussagen zu?								
		Stimme überhaupt nicht zu	Stimme nicht zu	Stimme eher nicht zu	Neutral	Stimme eher zu	Stimme zu	Stimme vollkommen zu	
	Ich kann Shaping New Tomorrow unter anderen, konkurrierenden Modemarken erkennen.	0	0	0	0	0	0	0	
	Wenn ich an Männermode denke, ist Shaping New Tomorrow eine der Marken, die mir in den Sinn kommt.	0	0	0	0	0	0	0	
	Ich kenne die Marke Shaping New Tomorrow.	0	0	0	0	0	0	0	
	VORHERIGE NĂCHSTE							23%	

Besitzen Sie ein Kleidungsstück der Marke Shaping New Tomorrow oder haben Sie schon einmal Kleidung bei Shaping New Tomorrow bestellt?



Was kommt Ihnen in den Sinn, wenn Sie an Shaping New Tomorrow denken?



Inwiefern stimmen Sie den folgenden Aussagen zu?

	Stimme überhaupt nicht zu	Stimme nicht zu	Stimme eher nicht zu	Neutral	Stimme eher zu	Stimme zu	Stimme vollkommen zu
Zur Marke Shaping New Tornorrow fallen mir schnell einige Eigenschaften ein.	0	0	0	0	0	0	0
Es fällt mir schwer, mir etwas unter der Marke Shaping New Tomorrow vorzustellen.	0	0	0	0	0	0	0



35%

29%

Im nächsten Abschnitt geht es um das Brand Image von Shaping New Tomorrow.

Bitte geben Sie an, inwiefern Sie den folgenden Aussagen zustimmen.

Shaping New Tomorrow...

	Stimme überhaupt nicht zu	Stimme nicht zu	Stimme eher nicht zu	Neutral	Stimme eher zu	Stimme zu	Stimme vollkommen zu
gibt mir ein Gefühl von Exklusivität.	0	0	0	0	0	0	0
hilft mir dabei, einen guten Eindruck auf andere zu machen.	0	0	0	0	0	0	0
ist eine sportliche Marke.	0	0	0	0	0	0	0
produziert elegante Kleidung.	0	0	0	0	0	0	0
produziert bequeme Kleidung.	0	0	0	0	0	0	0
ist eine Marke, die mir gefällt.	0	0	0	0	0	0	0
produziert stylische Kleidung.	0	0	0	0	0	0	0
ist innovativ.	0	0	0	0	0	0	0
VORHERIGE NACHSTE		_		_			41%

Shaping New Tomorrow...

	Stimme überhaupt nicht zu	Stimme nicht zu	Stimme eher nicht zu	Neutral	Stimme eher zu	Stimme zu	Stimme vollkommen zu
ist ein verantwortungsbewusstes Unternehmen.	0	0	0	0	0	0	0
hilft mir dabei, meinen sozialen Status zu zeigen.	0	0	0	0	0	0	0
produziert qualitativ hochwertige Kleidung.	0	0	0	0	0	0	0
ist eine der besten Modemarken im Bereich Männermode.	0	0	0	0	0	0	0
produziert Kleidung mit ansprechendem Design.	0	0	0	0	0	0	0
hilft mir zu zeigen, wer ich bin.	0	0	0	0	0	0	0
bietet ein gutes Preis-Leistungs-Verhältnis.	0	0	0	0	0	0	0
VORHERIGE NĂCHSTE							47%

Inwiefern unterscheidet sich Shaping New Tomorrow Ihrer Meinung nach von konkurrierenden Unternehmen?

Shaping New Tomorrow...

	Stimme überhaupt nicht zu	Stimme nicht zu	Stimme eher nicht zu	Neutral	Stimme eher zu	Stimme zu	Stimme vollkommen zu
hebt sich deutlich von anderen Männermode-Marken ab.	0	0	0	0	0	0	0
ist einzigartig im Vergleich zu anderen Männermode-Marken.	0	0	0	0	0	0	0

Die Hose verfügt über folgende Produkteigenschaften:

Next Level Komfort: Maximale Bewegungsfreiheit & außergewöhnlicher Komfort
 FreeFiber Technologie: Ein einzigartiges Material mit einer innovativen Webstruktur, dass optimalen Komfort bietet
 360 Grad Stretch: Das Material dehnt sich in jede Richtung, für ungehinderte Bewegungsfreiheit

Welchen Preis wären Sie bereit für diese Hose zu bezahlen? Bitte geben Sie nur die Zahl an.



	Si chaping new fomotion online geschen.	
Kein Mal		
O 1 Mal		
O 2-4 Mal		
5 Mal oder häufiger		
VORHERIGE NÄCHSTE	645	%
Wo haben Sie in den letzten 4 Wochen (außerhalb dieser Umfrage) Werbung von Sha	ping New Tomorrow gesehen?	
VouTube		
Facebook		
Instagram		
Newsletter		
Google		
Sonstiges		
	70	1%
Sie hahen Sonstines angegehen: Wo hahen Sie in den letzten 4 Wochen (außerhalh di	eser Imfrage) Warhung von Shaning New Tomorrow gesehen?	
VORHERIGE NÄCHSTE	763	
		6
		%
		%
Inwiefern stimmen Sie der folgenden Aussage zu?		%
Inwiefern stimmen Sie der folgenden Aussage zu? Ich beabsichtige in den nächsten 6 Monaten etwas bei Shaping New Tomorrow zu ka	ufen.	%
Inwiefern stimmen Sie der folgenden Aussage zu? Ich beabsichtige in den nächsten 6 Monaten etwas bei Shaping New Tomorrow zu ka Hiermit sind sowohl Online-Bestellungen als auch Käufe in einem Shaping New Tomorrow Filiale gemeint.	ufen.	%
Inwiefern stimmen Sie der folgenden Aussage zu? Ich beabsichtige in den nächsten 6 Monaten etwas bei Shaping New Tomorrow zu ka Hiermit sind sowohl Online-Bestellungen als auch Käufe in einem Shaping New Tomorrow Fillale gemeint. O Stimme überhaupt nicht zu	ufen.	%
Inwiefern stimmen Sie der folgenden Aussage zu? Ich beabsichtige in den nächsten 6 Monaten etwas bei Shaping New Tomorrow zu ka Hiermit sind sowohl Online-Bestellungen als auch Käufe in einem Shaping New Tomorrow Filiale gemeint. O Stimme überhaupt nicht zu O Stimme nicht zu	ufen.	%
Inwiefern stimmen Sie der folgenden Aussage zu? Ich beabsichtige in den nächsten 6 Monaten etwas bei Shaping New Tomorrow zu ka Hiermit sind sowohl Online-Bestellungen als auch Käufe in einem Shaping New Tomorrow Filiale gemeint. O Stimme überhaupt nicht zu O Stimme nicht zu O Stimme eincht zu	ufen.	%
Inwiefern stimmen Sie der folgenden Aussage zu? Ich beabsichtige in den nächsten 6 Monaten etwas bei Shaping New Tomorrow zu ka Hiermit sind sowohl Online-Bestellungen als auch Käufe in einem Shaping New Tomorrow Filiale gemeint. Stimme überhaupt nicht zu Stimme nicht zu Stimme eher nicht zu Neutral	ufen.	%
Inwiefern stimmen Sie der folgenden Aussage zu? Ich beabsichtige in den nächsten 6 Monaten etwas bei Shaping New Tomorrow zu ka Hiermit sind sowohl Online-Bestellungen als auch Käufe in einem Shaping New Tomorrow Filiale gemeint. Stimme überhaupt nicht zu Stimme nicht zu Stimme eher nicht zu Neutral Stimme eher zu	ufen.	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~
Inwiefern stimmen Sie der folgenden Aussage zu? Ich beabsichtige in den nächsten 6 Monaten etwas bei Shaping New Tomorrow zu ka Hiermit sind sowohl Online-Bestellungen als auch Käufe in einem Shaping New Tomorrow Filiale gemeint. Stimme überhaupt nicht zu Stimme nicht zu Stimme eher nicht zu Neutral Stimme eher zu Stimme zu	ufen.	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~
Inwiefern stimmen Sie der folgenden Aussage zu? Ich beabsichtige in den nächsten 6 Monaten etwas bei Shaping New Tomorrow zu ka Hiermit sind sowohl Online-Bestellungen als auch Käufe in einem Shaping New Tomorrow Filiale gemeint. Stimme überhaupt nicht zu Stimme nicht zu Stimme eher nicht zu Neutral Stimme eher zu Stimme zu Stimme zu	ufen.	%
Inwiefern stimmen Sie der folgenden Aussage zu? Ich beabsichtige in den nächsten 6 Monaten etwas bei Shaping New Tomorrow zu ka Hiermit sind sowohl Online-Bestellungen als auch Käufe in einem Shaping New Tomorrow Fillale gemeint. Stimme überhaupt nicht zu Stimme nicht zu Stimme eher nicht zu Neutral Stimme eher zu Stimme vollkommen zu	ufen.	~
Inwiefern stimmen Sie der folgenden Aussage zu? Ich beabsichtige in den nächsten 6 Monaten etwas bei Shaping New Tomorrow zu ka Hiermit sind sowohl Online-Bestellungen als auch Käufe in einem Shaping New Tomorrow Filiale gemeint. Stimme überhaupt nicht zu Stimme nicht zu Stimme eher nicht zu Stimme eher zu Stimme eher zu Stimme zu	ufen.	%
Inwiefern stimmen Sie der folgenden Aussage zu? Ich beabsichtige in den nächsten 6 Monaten etwas bei Shaping New Tomorrow zu ka Hiermit sind sowohl Online-Bestellungen als auch Käufe in einem Shaping New Tomorrow Fillale gemeint. Stimme überhaupt nicht zu Stimme nicht zu Stimme eher nicht zu Stimme eher zu Stimme eher zu Stimme vollkommen zu	ufen.	%
Inwiefern stimmen Sie der folgenden Aussage zu? Ich beabsichtige in den nächsten 6 Monaten etwas bei Shaping New Tomorrow zu ka Hiermit sind sowohl Online-Bestellungen als auch Käufe in einem Shaping New Tomorrow Fillale gemeint. Stimme überhaupt nicht zu Stimme nicht zu Stimme eher nicht zu Neutral Stimme eher zu Stimme vollkommen zu VORHERIGE NACHSTE	ufen. 221	%
Inwiefern stimmen Sie der folgenden Aussage zu? Ich beabsichtige in den nächsten 6 Monaten etwas bei Shaping New Tomorrow zu ka Hiermit sind sowohl Online-Bestellungen als auch Käufe in einem Shaping New Tomorrow Filiale gemeint. Stimme überhaupt nicht zu Stimme nicht zu Stimme eher nicht zu Neutral Stimme eher zu Stimme vollkommen zu VORHERIGE NACHSTE Auf einer Skala von 0 bis 10: Wie wahrscheinlich ist es, dass Sie Shaping New Tomorn 0 = sehr unwahrscheinlich; 10 = sehr wahrscheinlich.	ufen. 22 row weiterempfehlen?	%

0

10

Im folgenden sehen Sie Aussagen in Bezug auf dänische Produkte im Allgemeinen.

Bitte beziehen Sie Ihre Antworten nicht nur auf die Marke Shaping New Tomorrow, sondern allgemein auf dänische Unternehmen, die Ihnen in den Sinn kommen. Produkte von dänischen Unternehmen...

	Stimme überhaupt nicht zu	Stimme nicht zu	Stimme eher nicht zu	Neutral	Stimme eher zu	Stimme zu	Stimme vollkommen zu
sind zuverlässig.	0	0	0	0	0	0	0
haben eine gute Verarbeitung.	0	0	0	0	0	0	0
haben ein ansprechendes Design.	0	0	0	0	0	0	0
haben ein gutes Ansehen.	0	0	0	0	0	0	0
sind langlebig.	0	0	0	0	0	0	0
haben eine hohe Qualität.	0	0	0	0	0	0	0
sind innovativ.	0	0	0	0	0	0	0
VORHERIGE NÄCHSTE		_					88%

Bitte geben Sie Ihr Geschlecht an.

- O Männlich
- O Weiblich
- O Divers
- O Keine Angabe

Bitte geben Sie Ihr Alter in Jahren an.

Bitte geben Sie Ihren Wohnort an. Hiermit ist die Stadt gemeint, in der Sie aktuell gemeldet sind.

Bitte geben Sie Ihren höchsten Bildungsabschluss an.

Ordnen Sie bitte im Ausland erworbene Abschlüsse einem gleichwertigen deutschen Bildungsabschluss zu.

O Abschluss nach höchstens 7 Jahren Schulbesuch (auch Abschluss im Ausland)

O Haupt- / Volksschulabschluss

O Realschulabschluss, Mittlere Reife oder gleichwertiger Abschluss

O Abitur (Allgemeine oder fachgebundene Hochschulreife)

O Lehre oder Berufsausbildung im dualen System

- O Bachelor oder Vordiplom
- O Master oder Diplom
- O Promotion

O Sonstiges

88%

Zu guter Letzt würden wir gerne Ihren Beschäftigungsstatus wissen.

Welcher Beschäftigungsstatus trifft aktuell auf Sie zu?

- O Angestellte*r
- O Selbstständige*r
- O Schüler*in
- O Student*in
- O Auszubildene*r
- O Rentner*in oder Pensionär*in
- O Bundesfreiwilligendienst, Freiwilliges Soziales Jahr, Freiwilliger Wehrdienst
- O Arbeitslose*r
- O Sonstiges

Appendix 6: Survey for newsletter subscribers of Shaping New Tomorrow in Germany

	SHAPING New Tomorrow.							
Liebe Teilnehmerin, lieber Teilnehmer, vielen Dank, dass Du dir die Zeit nimmst, an unserer Umfrage teilzunehmen. Gerne möchten wir Dich in dieser Umfrage zu Deiner Einstellung und Wahrnehmung von Shaping New Tomorrow befragen. Das Ausfüllen des Fragebogens wird ca. 5 - 8 Minuten in Anspruch nehmen. Die Fragen werden vollkommen anonymisiert ausgewertet, sodass Rückschlüsse auf Dich als Person nicht möglich sind. Vielen Dank für Deine Teilnahme!								
SHAPING New Tomorrow.								
Zuerst würden wir gerne von Dir wissen, welche Modemarken für Männer Dir einfallen. Bite nenne bis zu 5 Modemarken und trenne Deine Antworten durch ein Komma.								
Von welchen der folgenden Modemarken hast Du schon einmal gehört?	TOMORROW.							
•	la	Nein	Ich hin mir nicht sicher					
SANVT	0	0						
Tommy Hilfiger	0	0	0					
Suitcore	0	0	0					
COS	0	0	0					
Suitsupply	0	0	0					
Mr Marvis	0	0	0					
Jack & Jones	0	0	0					
L'Estrange London	0	0	0					
Selected Homme	0	0	0					
Arket	0	0	0					
Hugo Boss	0	0	0					
Shaping New Tomorrow	0	0	0					
Asket	0	0	0					



Die folgenden Fragen beziehen sich ausschließlich auf die Marke **Shaping New Tomorrow**. Inwiefern stimmst Du den Aussagen zu?

Stimme überhaupt Stimme eher nicht Stimme Stimme nicht zu Neutral Stimme eher zu Stimme zu vollkommen zu nicht zu zu Ich kann Shaping New Tomorrow unter anderen, konkurrierenden Modemarken erkennen. 0 0 0 0 0 0 0 Wenn ich an Männermode denke, ist Shaping New Tomorrow eine der Marken, die mir in den Sinn kommt. 0 Ο 0 Ο Ο 0 Ο 0 Ich kenne die Marke Shaping New Tomorrow. 0 0 0 0 0 0

Was kommt Dir in den Sinn, wenn Du an Shaping New Tomorrow denkst?

Bitte trenne Deine Antworten durch ein Komma.

Inwiefern stimmst Du den folgenden Aussagen zu?

	Stimme überhaupt nicht zu	Stimme nicht zu	Stimme eher nicht zu	Neutral	Stimme eher zu	Stimme zu	Stimme vollkommen zu
Zur Marke Shaping New Tomorrow fallen mir schnell einige Eigenschaften ein.	0	0	0	0	0	0	0
Es fällt mir schwer, mir etwas unter der Marke Shaping New Tomorrow vorzustellen.	0	0	0	0	0	0	0

Im nächsten Abschnitt geht es um das Brand Image von Shaping New Tomorrow.

Bitte gib an, inwiefern Du den folgenden Aussagen zustimmst. Shaping New Tomorrow...

	Stimme überhaupt nicht zu	Stimme nicht zu	Stimme eher nicht zu	Neutral	Stimme eher zu	Stimme zu	Stimme vollkommen zu
ist eine Marke, die mir gefällt.	0	0	0	0	0	0	0
ist eine sportliche Marke.	0	0	0	0	0	0	0
produziert bequeme Kleidung.	0	0	0	0	0	0	0
hilft mir dabei, einen guten Eindruck auf andere zu machen.	0	0	0	0	0	0	0
produziert elegante Kleidung	0	0	0	0	0	0	0
ist innovativ.	0	0	0	0	0	0	0
produziert stylische Kleidung.	0	0	0	0	0	0	0
gibt mir ein Gefühl von Exklusivität.	0	0	0	0	0	0	0

Shaping New Tomorrow...

	Stimme überhaupt nicht zu	Stimme nicht zu	Stimme eher nicht zu	Neutral	Stimme eher zu	Stimme zu	Stimme vollkommen zu
hilft mir dabei, meinen sozialen Status zu zeigen.	0	0	0	0	0	0	0
produziert Kleidung mit ansprechendem Design.	0	0	0	0	0	0	0
ist ein verantwortungsbewusstes Unternehmen.	0	0	0	0	0	0	0
hilft mir zu zeigen, wer ich bin.	0	0	0	0	0	0	0
ist eine der besten Modemarken im Bereich Männermode.	0	0	0	0	0	0	0
bietet ein gutes Preis-Leistungs-Verhältnis.	0	0	0	0	0	0	0
produziert qualitativ hochwertige Kleidung.	0	0	0	0	0	0	0

Inwiefern unterscheidet sich **Shaping New Tomorrow** Deiner Meinung nach von konkurrierenden Unternehmen? Shaping New Tomorrow...

	Stimme überhaupt nicht zu	Stimme nicht zu	Stimme eher nicht zu	Neutral	Stimme eher zu	Stimme zu	Stimme vollkommen zu
hebt sich deutlich von anderen Männermode-Marken ab.	0	0	0	0	0	0	0
ist einzigartig im Vergleich zu anderen Männermode-Marken.	0	0	0	0	0	0	0

			11	•
Λ 1	nn	on	d	v
	UU	υn	u	IA

... sind innovativ.

... haben eine hohe Qualität.

Die Hose verfügt über folgende <u>Produkteigenschaften</u> : - Next Level Komfort: Maximale Bewegungsfreiheit & außergewöhnlicher Komfort - FreeFiber Technologie: Ein einzigartiges Material mit einer innovativen Webstruktur, dass optimalen Komfort bietet - 360 Grad Stretch: Das Material dehnt sich in jede Richtung, für ungehinderte Bewegungsfreiheit							
Welchen Preis (in Euro) wärst Du bereit für die Bitte gib nur die Zahl an.	ese Hose zu bez	ahlen?					
Wie häufig hast Du in den letzten 4 Wochen (außerhalb	dieser Umfrage) W	erbung von Sha	aping New Tomorro	ow online ges	sehen?		
 Kein Mal 1 Mal 2-4 Mal 5 Mal oder häufiger 							
Wo hast Du in den letzten 4 Wochen (außerhalb dieser Umfrage) Werbung von Shaping New Tomorrow gesehen? Facebook YouTube Google Instagram Newsletter							
Du hast Sonstiges angegeben: Wo hast Du in den letzten 4 V	Vochen (außerhalb d	lieser Umfrage) V	Verbung von Shapin g	g New Tomorro	ow gesehen?		
Inwiefern stimmst Du der folgenden Aussage zu? Ich beabsichtige in den nächsten 6 Monaten etwas bei Shaping New Hiermit sind sowohl Online-Bestellungen als auch Käufe in einer Shaping New Tomo Stimme überhaupt nicht zu Stimme nicht zu Stim O Auf einer Skala von 0 bis 10: Wie wahrscheinlich ist es, dass Du Sha 0 = sehr unwahrscheinlich; 10 = sehr wahrscheinlich.	v Tomorrow zu kaufen. row Filale gemeint. Inme eher nicht zu o ping New Tomorrow w	Neutral	Stimn	ne eher zu	Stimme zu	Stim	me vollkommen zu
0							10
Im Folgenden siehst Du Aussagen in Bezug auf d änische Produkte im Allgemeinen. Bitte beziehe Deine Antworten nicht nur auf die Marke Shaping New Tomorrow, sondern allgemein auf dänische Unternehmen, die Dir in den Sinn kommen. Produkte von dänischen Unternehmen im Allgemeinen…							
	Stimme überhaupt nicht zu	Stimme nicht zu	Stimme eher nicht zu	Neutral	Stimme eher zu	Stimme zu	Stimme vollkommen zu
haben ein ansprechendes Design.	0	0	0	0	0	0	0
haben eine gute Verarbeitung.	0	0	0	0	0	0	0
sind zuverlässig.	0	0	0	0	0	0	0
haben ein gutes Ansehen.	0	0	0	0	0	0	0
sind langlebig.	0	0	0	0	0	0	0

Student*inAuszubildene*r

Arbeitslose*r
 Sonstiges

O Rentner*in oder Pensionär*in

O Bundesfreiwilligendienst, Freiwilliges Soziales Jahr, Freiwilliger Wehrdienst

Bitte gib Dein Geschlecht an.	
Männlich	
O Weiblich	
O Divers	
C Keine Angabe	
Bitte gib Dein Alter in Jahren an.	
Bitte gib Deinen Wohnort an.	
Hiermit list die Stadt gemeint, in der Du aktues gemeidet bist.	
Bitte gib Dein Geschlecht an.	
O Männlich	
O Weiblich	
O Divers	
Keine Angabe	
Bitte gib Dein Alter in Jahren an.	
Bitte gib Deinen Wohnort an.	
Hiermit ist die Stadt gemeint, in der Du aktueli gemeldet bist.	
3 itte gib Deinen höchsten Bildungsabschluss an. Jrdne bitte im Ausland erworbene Abschlüsse an einem gleichwertigen der	utschen Bildunasabschluss zu
 Abschluss nach höchstens 7 Jahren Schulbesuc 	h (auch Abschluss im Ausland)
Haupt / Volksschulabschluss	
Realschulabschluss, Mittlere Reife oder gleichwe	artiger Abschluss
Abitur (Allgemein- oder Fachgebundene Hochsch	hulreife)
 Lehre oder Berufsausbildung im dualen System 	
Bachelor oder Vordiplom	
Promotion	
Sonstiges	
Zu guter Letzt würden wir gerne Deinen Beschäf	tigungsstatus wissen. Welcher Beschäftigungsstatus trifft aktuell auf Dich zu?
Angestelite*r	
─ Selbstständige*r	
◯ Schüler*in	

XLIV

import networkx as nx

```
Appendix 7: Python Script for Online reviews
```

import matplotlib.pyplot as plt # Create a graph G = nx.Graph()# Add nodes to the graph G.add node('quick', group="B") G.add node('delivery', group="B") G.add node('quality+', group="B") G.add node('fit', group="B") G.add node('clothes', group="B") G.add node('wearing comfort', group="B") G.add node('pants', group="B") G.add node('customer service', group="B") G.add node('material', group="B") G.add node('design', group="B") G.add node('quality-', group="A") G.add node('returns', group="B") G.add node('reliable', group="B") G.add node('unique', group="B") G.add_node('processing', group="B") G.add node('expensive', group="A") G.add node('fit-', group="A") G.add node('price', group="B") G.add node('suit', group="B") G.add node('every occasion', group="B") G.add node('returns-', group="A") G.add node('packaging', group="B") G.add node('shirts', group="B") G.add node('t-shirt', group="B") G.add node('product selection', group="B") G.add node('store', group="B") G.add node('pants-', group="A") # Add edges to the graph G.add edge('fit', 'material') G.add edge('fit', 'quality+') G.add edge('fit', 'design') G.add edge('fit', 'wearing comfort') G.add edge('fit', 'pants') G.add_edge('fit', 'shirts') G.add edge ('fit', 'suit') G.add_edge('fit', 'quick') G.add edge('quality+', 'processing') G.add edge('quality+', 'wearing comfort') G.add edge('quality+', 'returns')

```
G.add edge('quality+', 'price')
G.add edge('quality+', 'delivery')
G.add edge('quality+', 'clothes')
G.add edge('quality+', 'pants')
G.add edge('quality+', 't-shirt')
G.add edge('quality+', 'quick')
G.add edge('customer service', 'quality-')
G.add edge('customer service', 'quality+')
G.add_edge('customer service', 'delivery')
G.add edge('customer service', 'clothes')
G.add edge('customer service', 'pants')
G.add edge('wearing comfort', 'every occasion')
G.add edge('wearing comfort', 'delivery')
G.add edge('wearing comfort', 'pants')
G.add edge('wearing comfort', 'shirts')
G.add edge('wearing comfort', 'suit')
G.add edge('wearing comfort', 'quick')
G.add edge('delivery', 'packaging')
G.add edge('delivery', 'clothes')
G.add edge('delivery', 'pants')
G.add edge('material', 'wearing comfort')
G.add edge('material', 'delivery')
G.add edge('material', 'pants')
G.add edge('design', 'wearing comfort')
G.add edge('design', 'delivery')
G.add edge('design', 'pants')
G.add edge('processing', 'wearing comfort')
G.add_edge('processing', 'pants')
G.add edge('unique', 'delivery')
G.add edge('unique', 'pants')
G.add edge('quality-', 'pants-')
G.add edge('reliable', 'delivery')
G.add edge('reliable', 'clothes')
G.add edge('reliable', 'quick')
G.add edge('returns', 'delivery')
G.add edge('returns', 'pants')
G.add edge('returns', 'quick')
G.add edge('quick', 'clothes')
G.add_edge('quick', 'price')
G.add_edge('quick', 'pants')
G.add edge('quick', 'returns')
G.add edge('quick', 'packaging')
G.add edge('pants', 'suit')
G.add_edge('product selection', 'delivery')
G.add_edge('store', 'wearing comfort')
G.add edge('store', 'pants')
G.add_edge('expensive', 'pants')
G.add edge('every occasion', 'pants')
```

```
# Groups for nodes
groups = {"A": "red", "B": "green"}
# Colors of nodes based on group affiliation
node_colors = [groups.get(G.nodes[n].get("group", " "), " ") for n in G.nodes()]
# Sizes of nodes
node_sizes = {'quick': 4862, 'delivery': 3931, 'quality+': 3404, 'fit': 2391, 'clothes': 2172,
'wearing comfort': 2091, 'pants': 1888, 'customer service': 1603, 'material': 901, 'design':
673, 'quality-': 582, 'returns': 555, 'reliable': 491, 'unique': 422, 'processing': 341, 'ex-
pensive': 335, 'fit-': 313, 'price': 297, 'suit': 284, 'every occasion': 282, 'returns-': 259,
'packaging': 259, 'shirts': 259, 't-shirt': 259, 'product selection': 207, 'store': 207,
'pants-': 207}
# Set font properties
font_family = 'Times New Roman'
font size = 12
weight = 'bold'
font color = 'black'
# Daw the graph
nx.draw(G, pos, with_labels=True, node_size=[node_sizes[n] for n in G.nodes()],
node color=node colors, font family=font family, font size=font size)
# Customize node labels individually
node_labels = nx.get_node_attributes(G, 'label')
label font = { 'family': font family, 'size': font size, 'weight': 'bold' }
for node, label in node_labels.items():
     x, y = pos[node]
     plt.text(x, y, label, ha='center', va='center', fontdict=label font)
# Show the graph
```

plt.show()
import networkx as nx

Appendix 8: Python Script for Newsletter plus sample

```
import matplotlib.pyplot as plt
# Create a graph
G = nx.Graph()
# Add nodes to the graph
G.add node('wearing comfort', group="B")
G.add node('pants', group="B")
G.add node('fit', group="B")
G.add node('design', group="B")
G.add node('quality+', group="B")
G.add node('stylish', group="B")
G.add node('sustainability', group="B")
G.add node('modern', group="B")
G.add node('simple', group="B")
G.add_node('elegant', group="B")
G.add node('business', group="B")
G.add node('casual', group="B")
G.add node('expensive', group="A")
G.add node('stretch', group="B")
G.add node('fit-', group="A")
G.add node('every occasion', group="B")
G.add node('Denmark', group="B")
G.add node('menswear', group="B")
G.add node('functional', group="B")
G.add node('store', group="B")
G.add node('sporty', group="B")
G.add node('quality-', group="A")
G.add node('flexibility', group="B")
G.add node('timeless', group="B")
G.add node('innovative', group="B")
G.add node('suit', group="B")
# Add edges to the graph
G.add edge('Denmark', 'pants')
G.add edge('Denmark', 'wearing comfort')
G.add edge('sustainability', 'pants')
G.add edge('sustainability', 'simple')
G.add edge('sustainability', 'modern')
G.add edge('sustainability', 'stylish')
G.add edge('sustainability', 'wearing comfort')
G.add edge('sustainability', 'fit')
G.add edge('sustainability', 'quality+')
G.add edge('menswear', 'pants')
G.add_edge('menswear', 'simple')
```

G.add edge('menswear', 'stylish') G.add edge('innovative', 'modern') G.add_edge('suit', 'pants') G.add edge('suit', 'wearing comfort') G.add edge('pants', 'expensive') G.add_edge('pants', 'design') G.add edge('pants', 'modern') G.add edge('pants', 'stylish') G.add_edge('pants', 'wearing comfort') G.add edge('pants', 'stretch') G.add edge('pants', 'quality+') G.add edge('pants', 'fit') G.add edge('expensive', 'design') G.add edge('expensive', 'wearing comfort') G.add edge('expensive', 'quality+') G.add edge('every occasion', 'design') G.add edge('every occasion', 'wearing comfort') G.add edge('casual', 'business') G.add edge('casual', 'wearing comfort') G.add edge('business', 'wearing comfort') G.add edge('design', 'simple') G.add edge('design', 'modern') G.add edge('design', 'stylish') G.add edge('design', 'elegant') G.add edge('design', 'wearing comfort') G.add edge('design', 'quality+') G.add edge('design', 'fit') G.add_edge('simple', 'stylish') G.add edge('simple', 'elegant') G.add edge('simple', 'wearing comfort') G.add edge('simple', 'quality+') G.add edge('sporty', 'elegant') G.add edge('sporty', 'wearing comfort') G.add edge('modern', 'wearing comfort') G.add edge('modern', 'quality+') G.add_edge('stylish', 'wearing comfort') G.add_edge('stylish', 'quality+') G.add edge('elegant', 'wearing comfort') G.add_edge('elegant', 'quality+') G.add_edge('wearing comfort', 'stretch') G.add_edge('wearing comfort', 'functional') G.add edge('wearing comfort', 'quality+') G.add edge('wearing comfort', 'store') G.add_edge('wearing comfort', 'fit') G.add edge('flexibility', 'wearing comfort') G.add edge('quality+', 'fit') G.add edge('quality-', 'fit') G.add_edge('fit-', 'wearing comfort')

```
G.add edge('timeless', 'wearing comfort')
# Groups for notes
groups = {"A": "red", "B": "green"}
# Colors of notes based on group affiliation
node_colors = [groups.get(G.nodes[n].get("group", " ")) for n in G.nodes()]
node sizes = {'wearing comfort': 5747, 'pants':2641, 'fit':2175,'design':1793,'qual-
ity+':1368,'stylish':1124, 'sustainability':1118, 'modern':1035,'simple':827,'elegant':814,
'business':671,'casual':603, 'expensive':597, 'stretch':529,'fit-':438, 'every occasion':427,
'Denmark':405, 'menswear':357, 'functional':357,'store':309, 'sporty':303, 'quality-':297,
'flexibility':293, 'timeless':279, 'suit':262, 'innovative':232}
# Set font properties
font family = 'Times New Roman'
font size = 12
weight = 'bold'
font color = 'black'
# Draw the graph
pos = nx.spring_layout(G, k{=}0.9) \ \mbox{\#} Adjust the value of k to change the node spacing
nx.draw(G, pos, with_labels=True, node_size=[node_sizes[n] for n in G.nodes()],
node_color=node_colors,
         font_family=font_family, font_size=font_size)
# Customize node labels individually
node labels = nx.get node attributes(G, 'label')
label_font = {'family': font_family, 'size': font_size, 'weight': 'bold'}
for node, label in node labels.items():
    x, y = pos[node]
    plt.text(x, y, label, ha='center', va='center', fontdict=label font)
# Show the graph
```

plt.show()

NWC online Reviews				
Assoziation	Teil-NWCs	Werte	Gesamt NWC	Rang
Produktauswahl	NWC (allg.)	0,860215054	0,860215054	25
				#NV
Farbe (pos.)	NWC (Farbe pos., allg.)	0,322580645	0,48134461	34
	NWC (Farbe pos, Hosen)	0,158763964		#NV
				#NV
Farbe (neg.)	NWC (Farbe neg., allg.)	0,322580645	0,798872539	28
	NWC (Farbe neg., Hosen)	0,476291893		#NV
				#NV
Passform (pos.)	NWC (Passform pos.,, allg.)	2,903225806	9,940602004	4
	NWC (Passform pos.,, Ho- sen)	4,127863076		#NV
	NWC (Passform pos., Sakko)	0,151572565		#NV
	NWC (Passform pos., Hem-	0,884173298		#NV
	NWC (Passform pos., T- Shirt)	0,530503979		#NV
	NWC (Passform pos., Pulli)	0,221043324		#NV
	NWC (Passform pos., An-	1,122219955		#NV
	zug)			#NV
Passform (neg.)	NWC (Passform neg., allg.)	0,430107527	1,299713632	17
	NWC (Passform neg., Ho-	0,793819822		#NV
	NWC (Passform neg., Sakko)	0,075786283		#NV
				#NV
Kundenservice (pos.)	NWC (Kundenservice pos., allg.)	6,6666666667	6,666666667	8
				#NV
				#NV
				#NV
Kundenservice (neg.)	NWC (Kundenservice neg., allg.)	0,64516129	0,64516129	30
				#NV
Material (pos.)	NWC (Material pos. Allg.)	1,397849462	3,745876725	9
	NWC (Material pos., Hosen)	1,42887568		#NV
	NWC (Material pos. Sakko)	0,075786283		#NV
	NWC (Material pos., Hem- den)	0,442086649		#NV
	NWC (Material pos., T- Shirt)	0,17683466		#NV
	NWC (Material pos., Anzug)	0,224443991		#NV
				#NV
				#NV
Stretch	NWC (Stretch, Hosen)	0,476291893	0,476291893	35
				#NV
Material (neg.)	NWC (Material neg., Hosen)	0,476291893	0,476291893	35

Appendix 9: NWC_D score Online Reviews

Qualität (nos)	NWC (Qualität pos allg)	10 43010753	14 15327001	3
Saunene (hose)	11110 (Quantut pos., ung.)	10,10010700	1 1,10027001	5
	NWC (Qualität pos., Hosen)	1,746403609		#NV
	NWC (Qualität pos., Sakko)	0,075786283		#NV
	NWC (Qualität pos., Unter-	0,132625995		#NV
	NWC (Qualität pos., Hem- den)	0,663129973		#NV
	NWC (Qualität pos., T- Shirts)	0,884173298		#NV
	NWC (Qualität pos., Pulli)	0,221043324		#NV
				#NV
Qualität (neg.)	NWC (Qualität neg., allg.)	0,107526882	2,42057586	11
	NWC (Qualität neg., Hosen)	1,42887568		#NV
	NWC (Qualität neg., T-Shirt)	0,17683466		#NV
	NWC (Qualität neg., Pulli)	0,442086649		#NV
	NWC (Qualität neg., Shorts)	0,265251989		#NV
				#NV
Store (pos.)	NWC (Store pos., allg.)	0,860215054	0,860215054	25
				#NV
Einzigartig	NWC (Einzigartig, allg.)	0,537634409	1,755470185	14
	NWC (Eingartig, Hosen)	0,952583787		#NV
	NWC (Einzigartig, Longs- leeve)	0,265251989		#NV
				#NV
Zuverlässig	NWC (Zuverlässig, allg.)	0,967741935	2,043010753	13
	NWC (Zuverlässig, Liefe- rung)	1,075268817		#NV
				#NV
Portugal	NWC (Portugal, allg.)	0,107526882	0,107526882	45 #NV
Innovativ	NWC (Innovativ allg)	0.215053763	0.215053763	$\frac{\pi \mathbf{v}}{40}$
Innovativ		0,215055705	0,210000700	#NV
Nachhaltig	NWC (Nachhaltig, allg.)	0,537634409	0,537634409	32
U U				#NV
Praktisch	NWC (Praktisch, allg.)	0,107526882	0,107526882	45
				#NV
Design (pos.)	NWC (Design pos., allg.)	0,752688172	2,799322055	10
	NWC (Design pos., Hosen)	1,746403609		#NV
	NWC (Design pos., Sakko)	0,075786283		#NV
	NWC (Design pos., Anzug)	0,224443991		#NV
				#NV
Business	NWC (Business, allg.)	0,430107527	0,588871491	31
	NWC (Business, Hosen)	0,158763964		#NV

				#NV
Modern	NWC (Modern, allg.)	0,107526882	0,266290846	39
	NWC (Modern, Hose)	0,158763964		#NV
Casual	NWC (Casual, allg.)	0,430107527	0,747635456	29
	NWC (Casual, Hose)	0,317527929		#NV
				#NV
Tragekomfort (pos.)	NWC (Tragekomfort pos., allg.)	3,010752688	8,693493408	6
	NWC (Tragekomfort pos., Hose)	3,651571182		#NV
	NWC (Tragekomfort pos., Sakko)	0,075786283		#NV
	NWC (Tragekomfort pos., Unterwäsche)	0,132625995		#NV
	NWC (Tragekomfort pos., Hemden)	0,221043324		#NV
	NWC (Tragekomfort pos., T- Shirt)	0,707338638		#NV
	NWC (Tragekomfort pos., Pulli)	0,221043324		#NV
	NWC (Tragekomfort pos., Anzug)	0,673331973		#NV
				#NV
Zu jedem Anlass	NWC (ZJA, allg.)	0,537634409	1,172690266	20
	NWC (ZJA, Hose)	0,635055858		#NV
				#NV
Retouren (pos.)	NWC (Retouren pos., allg.)	2,150537634	2,309301599	12
	NWC (Retoure pos., Hosen)	0,158763964		#NV
				#NV
				#NV
Retouren (neg.)	NWC (Retouren neg., allg.)	1,075268817	1,075268817	21
				#NV
Preis (pos.)	NWC (Preis pos., allg.)	1,075268817	1,234032782	18
	NWC (preis pos., Hosen)	0,158763964		#NV
				#NV
Preis (neg.)	NWC (Preis neg., allg.)	0,537634409	1,393733591	16
	NWC (Preis neg., Hosen)	0,635055858		#NV
	NWC (Preis neg., Hemden)	0,221043324		#NV
Verpackung (pos.)	NWC (Verpackung pos., _allg.)	1,075268817	1,075268817	21
		0.420107527	0.420107527	#IN V
verpackung (neg.)	NWC (Verpackung neg., allg.)	0,430107527	0,43010/52/	3/
				#IN V
				#NV
Lieferung (neg.)	NWC (Lieterung neg., allg.)	0,537634409	0,537634409	32
<u></u>			00.01.00.00	#NV
Schnell (allg.)	NWC (schnell, allg.)	2,903225806	20,21505376	1
	NWC (schnell, Kundenser- vice, allg.)	2,258064516		#NV

	NWC (schnell. Lieferung	14,7311828		#NV
	NWC (Retouren schnell,	0,322580645		#NV
Lieferung (pos.)	NWC (Lieferung pos. Allg.)	16,34408602	16,34408602	2
				#NV
Tragekomfort (neg.)	NWC (Tragekomfort neg., Hosen)	0,158763964	0,158763964	44
	,			#NV
Verarbeitung (pos.)	NWC (Verarbeitung pos., Hosen)	0,317527929	1,417566762	15
	NWC (Verarbeitung pos. Pulli)	0,221043324		#NV
	NWC (Verarbeitung pos., Anzug)	0,448887982		#NV
	NWC (Verarbeitung pos., allg.)	0,430107527		#NV
				#NV
Kleidung (pos.)	NWC (Kleidung pos., allg.)	9,032258065	9,032258065	5
				#NV
Hosen (pos.)	NWC (Hosen pos., allg.)	7,849462366	7,849462366	7
Hosen (neg.)	NWC (Hosen neg., allg.)	0,860215054	0,860215054	25
				#NV
Longsleeve (pos.)	NWC (Longsleeve pos., allg.)	0,107526882	0,107526882	45
				#NV
Sakko (pos.)	NWC (Sakko pos., allg.)	0,215053763	0,215053763	40
				#NV
Unterwäsche (pos.)	NWC (Unterwäsche pos., allg.)	0,107526882	0,107526882	45
				#NV
Hemden (pos.=)	NWC (Hemden pos., allg.)	1,075268817	1,075268817	21
				#NV
T-Shirt (pos.)	NWC (T-Shirt pos., allg.)	1,075268817	1,075268817	21
				#NV
Pulli (pos.)	NWC (Pulli pos., allg.)	0,322580645	0,322580645	38
Pulli (neg.)	NWC (Pulli neg., allg.)	0,215053763	0,215053763	40
				#NV
Shorts (pos.)	NWC (Shorts pos., allg.)	0,215053763	0,215053763	40
·	· ·			#NV
Anzug (pos.)	NWC (Anzug pos., allg.)	1,182795699	1,182795699	19

Appendix 10: NWC_D score Pooled Sample

NWC Score Surveys Both Samples					
Assoziation	Teil-NWCs	Werte	Gesamt NWC	Rang	
				#NV	
Stretch	NWC (stretch, allg.)	1,578354	2,50457823	14	
	NWC (stretch, Hosen)	0,92622423		#NV	
				#NV	

Bewegungsfreiheit	NWC (Bewegungsfreiheit, allg.)	0,67643743	1,3901862	23
	NWC (Bewegungsfreiheit, An- zug)	0,40500736		#NV
	NWC (Bewegungsfreiheit, Ho-	0,30874141		#NV
				#NV
Wasserabweisend	NWC (Wasserabweisend, allg.)	0,22547914	0,93922792	31
	NWC (Wasserabweisend, An- zug)	0,40500736		#NV
	NWC (Wasserabweisend, Ho- sen)	0,30874141		#NV
				#NV
Atmungsaktiv	NWC (Atmungsaktiv, allg.)	0,11273957	0,11273957	53
Neu/jung	NWC (Neu, allg.)	0,67643743	0,67643743	39
				#NV
Made in Europe	NWC (Europe, allg.)	0,45095829	0,45095829	45
				#NV
Made in Portugal	NWC (Portugal, allg.)	0,789177	0,789177	36
				#NV
Skandinavisch	NWC (Skandinavisch, allg.)	0,67643743	0,67643743	39
				#NV
Dänemark	NWC (Dänemark, allg.)	1,91657272	1,91657272	17
				#NV
Nachhaltig	NWC (Nachhaltig, allg.)	5,29875986	5,29875986	7
				#NV
Männer	NWC (Männer, allg.)	1,69109357	1,69109357	18
				#NV
Innovativ	NWC (innovativ, allg.)	0,789177	1,09791841	27
	NWC (innovativ, Hosen)	0,30874141		#NV
				#NV
				#NV
Retouren (pos.)	NWC (Retoure pos., allg.)	0,11273957	0,11273957	53
				#NV
Preis (pos.)	NWC (Preis pos., allg.)	0,90191657	0,90191657	32
				#NV
Preis (neg.)	NWC (Preis neg., allg.)	1,91657272	2,8266887	13
	NWC (preis neg., Hose)	0,30874141		#NV
	NWC (Preis neg., T-Shirts)	0,60137457		#NV
				#NV
Für jede Situation	NWC (FJS, allg.)	0,789177	2,02414264	16
	NWC (FJS, Hosen)	1,23496564		#NV
				#NV
Casual	NWC (Casual, allg.)	2,14205186	2,85580063	12

	NWC (Casual, Anzüge)	0,40500736		#NV
	NWC (Casual, Hose)	0,30874141		#NV
				#NV
Business	NWC (Business, allg.)	2,25479143	3,18101566	11
	NWC (Business, Hosen)	0,92622423		#NV
				#NV
Bügelfrei / Knitterfrei	NWC (Bügelfrei, allg.)	0,45095829	1,0684411	28
	NWC (Bügelfrei, Hosen)	0,61748282		#NV
				#NV
Pflegeleicht	NWC (Pflegeleicht, allg.)	0,33821871	0,33821871	47
				#NV
Funktional	NWC (Funktional, allg.)	1,69109357	1,69109357	18
				#NV
Qualität (pos.)	NWC (Qualität pos., allg.)	5,86245772	6,47994054	5
	NWC (Qualität pos., Hosen)	0,61748282		#NV
				#NV
Langlebigkeit	NWC (Langlebigkeit, allg.)	0,67643743	0,67643743	39
				#NV
Verarbeitung (pos.)	NWC (Verarbeitung pos., allg.)	0,33821871	0,33821871	47
				#NV
Material pos.	NWC (Material pos., allg.)	0,90191657	0,90191657	32
				#NV
Material neg.	NWC (Material neg., allg.)	0,22547914	0,22547914	50
				#NV
Qualität (neg.)	NWC (Qualität neg., allg.)	0,789177	1,40665982	22
	NWC (Qualität neg., Hosen)	0,61748282		#NV
				#NV
Kundenservice pos.	NWC (Kundenservice pos.,	0,789177	0,789177	36
	allg.)			#NV
Kundenservice neg.	NWC (Kundenservice neg.,	0,11273957	0,11273957	53
				#NV
Passform pos.	NWC (Passform pos., allg.)	4,50958286	10,302799	3
	NWC (Passform pos., Hosen)	4,01363832		#NV
	NWC (Passform pos., Hemden)	0,77319588		#NV
	NWC (Passform pos., T-Shirts)	0,60137457		#NV
	NWC (Passform pos., Anzüge)	0,40500736		#NV
				#NV
Passform neg.	NWC (Passform neg., allg.)	0,45095829	2,07482304	15
	NWC (Passform neg., Hosen)	0,61748282		#NV
	NWC (Passform neg., T-Shirts)	0,60137457		#NV
	NWC (Passform neg., Anzüge)	0,40500736		#NV
				#NV

Farben neg.	NWC (Farben neg., allg.)	0,33821871	0,67643743	39
Farben pos.	NWC (Farben pos., allg.)	0,33821871		#NV
				#NV
Tragekomfort pos.	NWC (Tragekomfort pos., allg.)	14,3179256	27,2283024	1
	NWC (Tragekomfort pos., An- zug)	0,40500736		#NV
	NWC (Tragekomfort, pos., Hemden)	0,77319588		#NV
	NWC (Tragekomfort pos., Ho- sen)	11,7321735		#NV
				#NV
Cool	NWC (Cool, allg.)	0,67643743	0,98517884	30
	NWC (Cool, Hose)	0,30874141		#NV
				#NV
Klassisch	NWC (Klassisch, allg.)	0,90191657	0,90191657	32 #NV
Zeitlos	NWC (Zeitlos, allg.)	1.01465614	1,32339755	24
	NWC (Zeitlos, Hosen)	0,30874141	,	#NV
		,		#NV
Schlicht	NWC (Schlicht, allg.)	3,60766629	3,9164077	9
	NWC (Schlicht, Hose)	0,30874141		#NV
				#NV
Sportlich	NWC (Sportlich, allg.)	1,12739572	1,43613712	21
	NWC (Sportlich, Hose)	0,30874141		#NV
				#NV
Modern (Design)	NWC (modern, allg.)	4,28410372	4,90158654	8
	NWC (Modern, Hosen)	0,61748282		#NV
				#NV
Modernes UN	NWC (Modern UN, allg.)	0,22547914	0,22547914	50
				#NV
Stylish	NWC (Stylish, allg.)	4,39684329	5,32306752	6
	NWC (stylish, Hose)	0,92622423		#NV
				#NV
Elegant	NWC (Elegant, allg.)	2,93122886	3,85745309	10
	NWC (elegant, Hosen)	0,92622423		#NV
				#NV
Design pos. (allg.)	NWC (Design pos., allg.)	4,84780158	8,49593609	4
	NWC (Design pos., Hose)	2,46993127		#NV
	NWC (Design pos., Hemden)	0,77319588		#NV
	NWC (Design pos., Anzug)	0,40500736		#NV
				#NV
Design neg.	NWC (Design neg., allg.)	0,11273957	0,11273957	53
				#NV
Store pos.	NWC (Store pos., allg.)	1,46561443	1,46561443	20
				#NV
Produktauswahl	NWC (Produktauswahl pos., allg.)	0,67643743	0,67643743	39

				#NV
Einzigartig	NWC (Einzigartig, Hose)	0,61748282	0,61748282	44
				#NV
Werbung	NWC (Werbung, allg.)	1,12739572	1,12739572	26
				#NV
Hosen neutral	NWC (Hosen neutral, allg.)	4,39684329	12,5140924	2
Hosen pos.	NWC (Hosen pos., allg.)	8,11724915		#NV
Hosen neg.	NWC (Hosen neg., allg.)	0,45095829	0,45095829	45
				#NV
Hemden neutral	NWC (Hemden neutral, allg.)	0,789177	1,01465614	29
Hemden pos.	NWC (Hemden pos., allg.)	0,22547914		#NV
				#NV
T-Shirts neutral	NWC (T-Shirts neutral, allg.)	0,67643743	0,789177	35
T-Shirts pos.	NWC (T-Shirts pos., allg.)	0,11273957		#NV
				#NV
Shorts neutral	NWC (Shorts neutral, allg.)	0,33821871	0,33821871	47
				#NV
Anzüge neutral	NWC (Anzüge neutral, allg.)	0,789177	1,24013529	25
Anzüge pos.	NWC (Anzüge pos., allg.)	0,45095829		#NV
				#NV
Boxershorts pos.	NWC (Boxershorts, allg.)	0,11273957	0,11273957	53
				#NV
Sweatshirts neutral	NWC (Shirts neutral, allg.)	0,22547914	0,22547914	50
				#NV
Basics pos.	NWC (Basics pos., allg.)	0,789177	0,789177	36
				#NV





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Federal State	n	Percentage
Baden-Württemberg	117	40.77
North Rhine-Westphalia	42	14.63
Bavaria	34	11.85
Hamburg	21	7.32
Lower Saxony	18	6.27
Hesse	15	5.23
Rhineland-Palatinate	11	3.83
Berlin	10	3.48
Thuringia	6	2.09
Mecklenburg-Western Pomerania	4	1.39
Schleswig-Holstein	4	1.39
Saxony	3	1.05
Bremen	1	0.35
Saarland	0	0.00
Saxony-Anhalt	0	0.00
Brandenburg	0	0.00

Appendix 13: Distribution of federal states among Convenience sample

Appendix 14: Distribution of federal states among Pooled sample and Overview of all samples

Federal state	n	Percentage
North Rhine-Westphalia	82	20.87
Baden-Württemberg	58	14.76
Bavaria	56	14.25
Hesse	46	11.70
Hamburg	38	9.67
Lower Saxony	31	7.89
Berlin	22	5.60
Schleswig-Holstein	17	4.33
Rhineland-Palatinate	14	3.56
Saxony	12	3.05
Brandenburg	4	1.02
Bremen	3	0.76
Saarland	3	0.76
Thuringia	3	0.76
Saxony-Anhalt	2	0.51
Mecklenburg-Western Pomerania	2	0.51

	Convenience	Newsletter	Pooled
Baden-Württemberg	40,77	10,72	14,76
Nordrhein-Westfalen	14,63	21,45	20,87
Bayern	11,85	14,20	13,99
Hamburg	7,32	9,28	9,67
Niedersachsen	6,27	8,99	8,14
Hessen	5,23	12,75	11,70
Rheinland-Pfalz	3,83	3,77	3,31
Berlin	3,48	6,09	5,85
Thüringen	2,09	0,58	0,76
Mecklenburg-Vorpommern	1,39	0,58	0,51
Schleswig-Holstein	1,39	4,35	3,82
Sachsen	1,05	3,77	3,31
Bremen	0,35	0,87	0,76
Saarland	0,00	0,87	0,76
Sachsen-Anhalt	0,00	0,58	0,51
Brandenburg	0,00	1,16	1,02

Appendix 15: Validation of Measurements

	Cronbach's α		
Brand awareness	Convenience sample	Pooled ple	Sam-
Ich kenne die Marke Shaping New Tomorrow.	· · ·		
Wenn ich an Männermode denke, ist Shaping New Tomorrow eine der Marken, die	0.888		
mir in den Sinn kommt.			
Ich kann Shaping New Tomorrow unter anderen, konkurrierenden Modemarken er-			
kennen.			
Strength of brand image SNT			
Zur Marke Shaping New Tomorrow fallen mir schnell einige Eigenschaften ein.	0.848		
Es fällt mir schwer, mir etwas unter der Marke Shaping New Tomorrow vorzustellen.			
Brand Image Shaping New tomorrow			
Shaping New Tomorrow ist eine Marke, die mir gefällt.			
Shaping New Tomorrow produziert bequeme Kleidung.	0.883		
Shaping New Tomorrow ist eine sportliche Marke.			
Shaping New Tomorrow ist innovativ.			
Shaping New Tomorrow produziert stylische Kleidung.			
Shaping New Tomorrow hilft mir dabei, einen guten Eindruck auf andere zu machen.			
Shaping New Tomorrow gibt mir ein Gefühl von Exklusivität.			
Shaping New Tomorrow produziert elegante Kleidung.			
Shaping New Tomorrow ist eine der besten Modemarken im Bereich Männermode.			
Shaping New Tomorrow hilft mir zu zeigen, wer ich bin.			
Shaping New Tomorrow ist ein verantwortungsbewusstes Unternehmen.			
Shaping New Tomorrow bietet ein gutes Preis-Leistungs-Verhältnis.			
Shaping New Tomorrow produziert qualitativ hochwertige Kleidung.			
Shaping New Tomorrow hilft mir dabei, meinen sozialen Status zu zeigen.			
Shaping New Tomorrow produziert Kleidung mit ansprechendem Design.			
Uniqueness			
Shaping New Tomorrow hebt sich deutlich von anderen Männermode-Marken ab.			
Shaping New Tomorrow ist einzigartig im Vergleich zu anderen Männermode-Mar-	0.935		
ken.			
Country of origin image			
Produkte von dänischen Unternehmen haben eine hohe Qualität.	0.933		
Produkte von dänischen Unternehmen haben eine gute Verarbeitung.			
Produkte von dänischen Unternehmen sind zuverlässig.			
Produkte von dänischen Unternehmen sind langlebig.			
Produkte von dänischen Unternehmen haben ein ansprechendes Design.			
Produkte von dänischen Unternehmen haben ein gutes Ansehen.			
Produkte von dänischen Unternehmen sind innovativ.			

Appendix 16: Additional linear regression insights

Brand image, uniqueness, and willingness to pay

Moreover, a second linear regression model was conducted. Here the dependent variable was willingness to pay again, whereas for the independent variable the variable uniqueness was added, besides the brand image variable. The VIF indicates 1.985 for both variables (brand image and uniqueness), which leads to a low multicollinearity between the variables.

The overall R^2 for the model was 0.046, which means that 4.5% of the model can be explained by the linear regression. Furthermore, brand image and uniqueness were able to statistically significant predict the willingness to pay, F(2,388) = 9.342, p < 0.001.

Based on the results of the linear regression, one can formulate the following estimated regression function: *Willingness to pay* = 63.708 + 4,588 * brand image + 0.956 * uniqueness. This means that an increase of brand image will lead to an increase of willingness to pay by 4.58 EUR, whereas an increase of uniqueness will lead to an increase of willingness to pay by 0.96 EUR.

Brand image, country-of-origin image, and willingness to pay

As country-of-origin image creates secondary associations and has an impact on the overall country of origin image, this further insight will test with the help of linear regression if both, brand image and country of origin image have an impact on willingness to pay. Similar, brand image and country-of-origin image are the independent, and willingness to pay is the dependent variable.

The overall $R^2 = 0.073$, hence 7.3% of variance can be explained with the model. Additionally, the relationship between brand image, country-of-origin image, and willingness to pay is statistically significant with F(2,388) = 15.206, p < 0.001. The estimated linear regression formular is WTP = 50.013 + 3.673 * brand image + 4.298 * country of origin image. Consequently, an increase of brand image by one unit will increase the willingness to pay by 3.67, whereas an increase of country-of-origin image will lead to an increase of 4.30 in willingness to pay.

Brand awareness and willingness to pay

In the following, the relationship between brand awareness and willingness to pay is examined. *Bivariate correlation* The bivariate correlation analysis using Spearman's rank correlation coefficient reveals a statistically significant small to medium correlation between brand awareness and willingness to pay with $r_{SP} = 0.197$ at p < 0.001.

Linear regression

In addition, a linear regression is calculated with brand awareness as independent and willingness to pay as dependent variable.

The results reveal a statistically significant impact of brand awareness on brand image, F(1,285) = 17.850 at p < 0.001. As indicated by $R^2 = 0.059$, 59.0% of the variance in brand image can be explained by this model. Based on the results the following predicted linear regression formular can be formulated: willingness to pay = 62.657 + 4.639 * brand awareness. This indicates that when brand awareness increases by one unit, an increase in willingness to pay by 4.64 EUR can be expected.



Appendix 17: Linearity testing of variables – graphical approach

Brand Image & willingness to pay



Brand Image, Uniqueness & Willingness to pay





Country of Origin Image & Brand image



Brand awareness & brand image



Scatterplot Dependent Variable: Brand Image