

Field Dependency and Brand Cognitive Structures

SHARON NG and MICHAEL J. HOUSTON

WEB APPENDIX

STIMULI FOR STUDY 1

Brand	Target Product	Context Product	Belief
Sony	Walkman	Pda	stylish
Hewlett Packard	Desktop	Calculator	good quality
Reebok	Cross-Trainer	Sweatshirt	comfortable
Nestle	Nestea	Kitkat	tasty
Kodak	Camcorder	Film	high resolution
J&J	Conditioner	Powder	gentle
Samsung	Refridgerator	Cellphone	dependable
Logitech	Mouse	Quickcam	user-friendly
Ralph Lauren	Oxford Shirt	Bed Sheet	trendy
Wilson	Tennis Racquet	Basketball	high performance
Kelloggs	Rice Krispies	Waffle	nutritious
Panasonic	Dvd Player	Iron	hardy
Ivory	Soap	Detergent	refreshing
Canon	Copier	Film Camera	reliable
Glad	Sandwich Bag	Wrap	durable

STIMULI FOR STUDY 3

Brand	Target Trial	Context Trial	Belief
Ford	Explorer	Focus	tough
Honda	CRV	Accord	high performance
Hyundai	Santa Fe	Sonata	good value
Toyota	Rav4	Corolla	reliable
Chevrolet	Silverado	Cavalier	sturdy
Nissan	Pathfinder	Altima	trustworthy
Kia	Sportage	Rio	inexpensive
Mitsubishi	Eclipse	Galant	fuel efficient
Pontiac	GrandAm	Vibe	sporty
Dodge	Durango	Stratus	powerful
Buick	Rendezvou	Century	luxurious

Subaru	Outback	Impreza	rugged
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STIMULI FOR STUDY 5

Brand level ad



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Product level ad



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