

WEB APPENDIX

How Far Can A Brand Stretch? Understanding The Role Of Self-Construal

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STIMULI USED IN THE EXPERIMENTS

Extension Descriptions

Adidas brown shoes. Adidas is planning the introduction of a new line of “brown shoes”. These fashionable and comfortable shoes for men and women are designed to be versatile, appropriate for settings ranging from casual wear to business casual. The company is introducing several designs including slip-on Oxfords and comfortable laced leather shoes in several shades of brown and black.

Adidas calculators. Adidas is planning the introduction of a new line of calculators. These calculators will be available in various models and will include advanced mathematical as well as statistical functions. The company has tested the calculators and found them to be accurate, reliable and durable.

Johnson & Johnson instant noodles. Johnson & Johnson is planning the introduction of a new line of instant noodles. These noodles will be available in different serving sizes as well as multiple flavors. Product tests conducted by the company reveal that these noodles are quick to prepare, rated as flavorful and well-liked by most consumers.

Johnson & Johnson stuffed toys. Johnson & Johnson is planning the introduction of a new line of stuffed toys. These small soft toys will be available in multiple animal shapes. The company has tested them and found them to be soft yet sturdy.

Johnson & Johnson skincare lotions. Johnson & Johnson is planning the introduction of a new line of skincare lotions. The company has tested these lotions and found them to be not only gentle but also effective in reducing skin dryness and increasing its softness. The product will be available in different sizes.

Sony vacation resorts. Sony is planning the introduction of a new line of vacation resorts. These resorts will be located in different parts of the country and will have amenities and attractions for

various age groups. The company has tested their resorts with a group of consumers who found them to be very clean, entertaining as well as relaxing.

Sony HD Televisions. Sony is planning the introduction of a new line of high definition television sets. These televisions will be introduced in five attractive frame designs for wall-mountable units. Company testing has revealed that these units are reliable, offering a very high level of picture and sound quality.

Ads Used In Experiment 5

**What would you expect from
Sony vacation resorts?**

Everything that you can expect from Sony...
Entertaining, relaxing and clean
Amenities and attractions for different age
groups

For more information visit us at
www.sonyresorts.com

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METHODOLOGY

Priming Manipulations Used in Experiment 2

Two priming tasks were used. The first prime was based on Trafimow, Triandis and Goto (1991), recently demonstrated to be the most effective of four different priming manipulations of this construct (Mandel 2003). In this manipulation, subjects read a short story about Sostaras, a Sumerian warrior who must select an officer for an upcoming battle. In the interdependent condition, Sostaras selects a family member, and the story describes the benefit to Sostaras's family. In the independent condition, Sostaras selects a talented general, and the story describes the benefits of this choice to Sostaras himself. The second prime was a pronoun circling task based on Brewer and Gardner (1996), which has been used extensively in this literature (e.g., Kuhnen, Hannover and Schubert 2001). Participants read a short story about a trip to the city and were asked to circle all pronouns that appeared in the text as part of a proof-reading and word search task. The text was varied so that in one version (interdependent) almost all the pronouns were "we" or "us", while in the other version they were "they" or "them". All subjects completed the priming tasks corresponding to their condition (independent or interdependent).

Thoughts Coding Categories Used in Experiment 3

The thoughts were coded by two independent judges into four categories: 1) *relational thoughts* – describing similarities/associations or ways to relate the extension to the brand (e.g., "baby products... baby food", "products for families", "I wondered how healthy it (noodles) is"); 2) *positive extension evaluations*—thoughts that indicated a favorable extension evaluation (e.g., "I think it is a good idea", "I'd consider trying it out", "may taste good"); 3) *negative extension evaluations*—unfavorable reactions to the extension (e.g., "a dumb idea", "it seems weird that they would be expanding into instant noodles from baby shampoo", "I would not purchase these noodles", "unappetizing"); 4) *other brand and extension thoughts* – those that were neither clearly supportive of nor counter to the extension, (e.g., "is it more expensive than Ramen?", "a new or different brand might benefit this product"), or those that were focused on the brand (e.g., "cute bear").

DETAILED RESULTS

Pretest 2: Consumer Associations For The Target Brands

Johnson & Johnson was closely associated with the bath, personal and healthcare product categories; the most salient attribute associations were “babies” and “gentleness”; it was used in bathing, personal hygiene and first aid situations; and targeted to families with children.

Adidas was viewed as an “athletic”, “sporty” and “durable” brand, associated with the athletic shoes and sports gear categories, used while playing sports and/or exercising, and targeted to physically active youth and younger adults.

For *Sony*, the primary category association emerged as electronics; attribute/image associations were hi-tech, modern, and contemporary; usage situations included viewing television/movies and listening to music; and target markets were identified as technologically savvy youth and adults.

Experiment 2: Table Of Cell Means (Standard Deviations)

	Extension Evaluation		Perceived Fit	
	Interdependence Prime	Independence Prime	Interdependence Prime	Independence Prime
J&J lotions	4.42 (1.05) (n = 24)	4.49 (1.00) (n = 22)	5.22 (1.29) (n = 24)	5.46 (1.07) (n = 22)
J&J stuffed toys	4.63 (.95) (n = 19)	3.81 (.99) (n = 20)	4.31 (1.20) (n = 19)	3.47 (1.31) (n = 20)
J&J instant noodles	2.35 (.99) (n = 20)	2.95 (1.68) (n = 22)	1.47 (.69) (n = 20)	1.91 (.96) (n = 22)

Experiment 3: Table Of Cell Means (Standard Deviations)

	Low Interdependence		High Interdependence	
	Low Motivation (n = 21)	High Motivation (n = 21)	Low Motivation (n = 21)	High Motivation (n = 22)
Extension Evaluation	4.25 (1.22)	3.96 (1.54)	3.86 (1.59)	4.80 (1.23)
Perceived Fit	2.19 (.83)	2.05 (1.07)	2.01 (1.01)	2.70 (1.21)
Relational Thoughts	.09 (.44)	.00 (.00)	.05 (.22)	.27 (.45)
Net Thoughts	-.94 (1.11)	-1.33 (1.11)	-.99 (1.02)	.02 (1.51)

Experiment 4: Table Of Cell Means (Standard Deviations)

	Low Interdependence		High Interdependence	
	Statement Ad (n = 20)	Question Ad (n = 23)	Statement Ad (n = 22)	Question Ad (n = 21)
Extension Evaluation	3.38 (1.39)	2.92 (.95)	3.85 (1.08)	4.60 (.98)
Seek Information	3.01 (1.50)	2.19 (.90)	3.39 (1.76)	4.47 (1.69)
Purchase Intension	2.85 (1.63)	2.34 (.89)	3.41 (1.40)	4.44 (1.43)
Perceived Fit	1.98 (.79)	1.74 (1.02)	2.13 (1.01)	2.92 (1.17)
Relational Thoughts	.15 (.37)	.06 (.21)	.23 (.43)	.99 (1.58)
Net Thoughts	-1.14 (.64)	-1.11 (.83)	-.76 (.87)	.58 (1.98)

Experiment 5: Table Of Cell Means (Standard Deviations)

	Relationship Self-Generate		Relationship Given	
	Low Interdependence (n = 21)	High Interdependence (n = 19)	Low Interdependence (n = 18)	High Interdependence (n = 21)
Extension Evaluation	2.84 (1.45)	3.89 (1.32)	4.42 (1.30)	4.14 (1.30)
Perceived Fit	1.81 (.85)	2.87 (1.23)	3.09 (1.24)	2.97 (1.77)
Relational Thoughts	.09 (.30)	.45 (.70)		
Net Thoughts	-1.29 (.72)	-.44 (1.09)		
