

BAB 5

KESIMPULAN DAN IMPLIKASI MANAJERIAL

5.1. Kesimpulan

Pada bab ini akan dibahas kesimpulan akhir dari penelitian tentang pengaruh asosiasi merek sepatu olahraga terhadap kesediaan konsumen dalam menerima perluasan merek (*brand extension*), merekomendasikan merek (*recommendation*), dan membayar harga premium (*price premium*) pada sepatu olahraga merek Nike, Adidas, dan Reebok. Pada Tabel 5.1 dalam penelitian ini merupakan tabel yang berisi tentang ringkasan perbandingan hasil analisis dengan hipotesis penelitian. Selain itu, bab ini akan dibahas implikasi manajerial, kelemahan penelitian, dan saran untuk penelitian mendatang dari penelitian ini.

Tabel 5.1

Kesimpulan Hasil Analisis Berdasarkan Hipotesis Penelitian Pada Sepatu Olahraga Merek Nike, Adidas, dan Reebok Dalam Menerima Perluasan Merek (*Brand Extension*), Merekomendasikan Merek (*Recommendation*), dan Membayar Harga Premium (*Price Premium*)

No	Variabel Independen	Merek	Hipotesis	Keterangan
1	Fungsi Jaminan	Nike	H1a	Ditolak
			H1b	Ditolak
			H1c	Ditolak
		Adidas	H1a	Ditolak
			H1b	Ditolak
			H1c	Ditolak
		Reebok	H1a	Ditolak
			H1b	Ditolak
			H1c	Ditolak

No	Variabel Independen	Merek	Hipotesis	Keterangan
2	Fungsi Identifikasi Pribadi	Nike	H2a H2b H2c	Ditolak Diterima Diterima
		Adidas	H2a H2b H2c	Diterima Diterima Diterima
		Reebok	H2a H2b H2c	Diterima Diterima Diterima
3	Fungsi Identifikasi Sosial	Nike	H3a H3b H3c	Diterima Ditolak Ditolak
		Adidas	H3a H3b H3c	Diterima Diterima Ditolak
		Reebok	H3a H3b H3c	Diterima Diterima Ditolak
4	Fungsi Status	Nike	H4a H4b H4c	Diterima Diterima Ditolak
		Adidas	H4a H4b H4c	Ditolak Ditolak Ditolak
		Reebok	H4a H4b H4c	Ditolak Ditolak Ditolak

Fungsi jaminan dalam penelitian ini tidak memiliki pengaruh yang positif signifikan terhadap kesediaan konsumen dalam menerima perluasan merek (*brand extension*), merekomendasikan merek (*recommendation*) dan membayar harga premium (*price premium*) sehingga H1a, H1b, dan H1c pada sepatu olahraga merek Nike, Adidas, dan Reebok ditolak.

Pada variabel fungsi identifikasi pribadi, terdapat satu hipotesis yang ditolak, yaitu kesediaan konsumen dalam menerima perluasan merek (*brand extension*) pada sepatu olahraga merek Nike. Sementara, H2b dan H2c pada

sepatu olahraga merek Nike diterima. Selain itu, H2a, H2b, dan H2c pada sepatu olahraga merek Adidas dan Reebok, diterima. Jadi, fungsi identifikasi pribadi pada penelitian memiliki pengaruh positif signifikan karena merek sepatu olahraga yang digunakan dalam penelitian ini merupakan merek yang besar, terkenal, dan populer sehingga konsumen mengenal, menyukai dan konsumen bersedia menerima perluasan merek (*brand extension*), merekomendasikan merek (*recommendation*), dan membayar harga premium (*price premium*) pada sepatu olahraga merek Nike, Adidas, dan Reebok.

Hipotesis sebelumnya menunjukkan bahwa asosiasi merek dengan fungsi identifikasi sosial secara positif mempengaruhi kesediaan konsumen untuk menerima kemungkinan perluasan merek (*brand extension*), merekomendasikan merek (*recommendation*), dan membayar harga premium (*price premium*) pada kategori produk yang lain (H3a). Hasil yang diperoleh pada penelitian ini yaitu H3a dapat diterima pada sepatu olahraga merek Nike, Adidas, dan Reebok. Sedangkan untuk sepatu olahraga merek Nike H3b dan H3c ditolak, sedangkan pada merek Adidas dan Reebok, H3b diterima. Dari hasil yang diperoleh, fungsi identifikasi sosial pada ketiga kategori merek memiliki pengaruh positif tidak signifikan terhadap kesediaan konsumen dalam membayar harga premium (*price premium*), sehingga H3c pada penelitian ini ditolak.

Pada hipotesis sebelumnya menyatakan bahwa asosiasi merek dengan fungsi status secara positif mempengaruhi kesediaan konsumen dalam menerima perluasan merek (*brand extension*), merekomendasikan merek (*recommendation*), dan membayar harga premium (*price premium*). Hasil analisis menunjukkan

bahwa H4a, H4b, dan H4c pada sepatu olahraga merek Adidas dan Reebok ditolak. Sementara H4a, dan H4b pada sepatu olahraga merek Nike diterima, sedangkan H4c pada merek Nike ditolak.

Jadi, pada penelitian ini terdapat perbedaan pengaruh pada setiap merek sepatu olahraga. Dari hasil yang diperoleh, konsumen lebih mementingkan fungsi identifikasi pribadi daripada fungsi jaminan, fungsi status, dan fungsi identifikasi sosial pada kesediaan konsumen dalam menerima perluasan (*brand extension*) merek, merekomendasikan merek (*recommendation*), dan membayar harga premium (*price premium*). Fungsi identifikasi pribadi memiliki pengaruh positif karena konsumen di Indonesia banyak yang mengenal tiga merek sepatu olahraga terbesar yaitu merek Nike, Adidas, dan Reebok.

Fungsi jaminan tidak memiliki pengaruh yang signifikan terhadap respon konsumen karena konsumen menganggap bahwa merek Nike, Adidas, dan Reebok merupakan merek sepatu olahraga yang terkenal dan kualitas dari ketiga merek tersebut sudah terpercaya. Sementara, pada fungsi identifikasi sosial dan fungsi status memiliki pengaruh yang berbeda pada sepatu olahraga merek Nike, Adidas, dan Reebok.

5.2. Implikasi Manajerial

Setelah mengetahui kesimpulan hasil analisis pada penelitian ini, maka terdapat implikasi manajerial bagi perusahaan sepatu olahraga lokal dan bagi sepatu olahraga merek Nike, Adidas, dan Reebok.

Penelitian ini dapat memberikan masukan bagi perusahaan sepatu olahraga merek lokal agar dapat melihat elemen-elemen apa saja yang penting pada dimensi fungsi merek terhadap kesediaan konsumen dalam menerima perluasan merek (*brand extension*), merekomendasikan merek (*recommendation*), dan membayar harga premium (*price premium*) sehingga perusahaan merek lokal dapat terus bersaing dengan perusahaan merek asing.

Bagi perusahaan sepatu olahraga merek Nike, Adidas, dan Reebok, hasil dari penelitian ini diharapkan dapat memberikan masukan bagi perusahaan Nike, Adidas, dan Reebok agar selalu memberikan kualitas yang baik secara terus menerus, dan selalu berinovasi dalam mengeluarkan produk-produk baru baik dari sepatu olahraga maupun dalam kategori produk lainnya, sehingga merek Nike, Adidas, dan Reebok dapat dipercaya, menjadi lebih populer, dan memiliki reputasi yang baik diantara sepatu olahraga merek lainnya. Selain itu, perusahaan sepatu olahraga merek Nike, Adidas, dan Reebok dapat mengetahui dan mendapat tambahan tentang elemen asosiasi merek apa saja yang dapat mempengaruhi perluasan merek (*brand extension*), rekomendasi merek (*recommendation*), dan kesediaan konsumen dalam membayar harga premium (*price premium*)

5.3. Kelemahan Penelitian

Pada penelitian ini, peneliti hanya menggunakan tiga merek sepatu olahraga yang sudah terkenal dan merupakan merek terbesar di Indonesia yaitu Nike, Adidas, dan Reebok, sehingga perbedaan persepsi sangat kecil antara merek yang satu dengan merek yang lain. Selain itu, pada penelitian ini hanya

membandingkan merek Nike, Adidas, dan Reebok. Sementara dalam melakukan pembelian sepatu olahraga, konsumen bisa saja membandingkan merek asing lainnya. Selain itu, masih banyak faktor lainnya yang dapat mempengaruhi perluasan merek (*brand extension*), rekomendasi merek (*recommendation*), dan kesediaan konsumen dalam membayar harga premium (*price premium*). Sampel yang digunakan dalam penelitian ini masih sedikit dan terbatas. Sampel yang digunakan hanya pelajar dan mahasiswa, sementara yang menggunakan merek Nike, Adidas, dan Reebok bukan hanya pelajar dan mahasiswa tetapi anak kecil dan orang tua pernah membeli dan/ atau menggunakan salah satu dari sepatu olahraga merek Nike, Adidas, dan Reebok.

5.4. Saran Untuk Penelitian Mendatang

Diharapkan untuk penelitian mendatang, responden yang digunakan lebih banyak dan lebih bervariasi usianya agar hasil analisis lebih akurat dan dapat digunakan oleh perusahaan yang bersangkutan. Merek sepatu olahraga yang digunakan dalam penelitian harus bisa lebih banyak lagi, agar dapat mengetahui perbedaan persepsi konsumen antara merek yang satu dengan merek yang lain dan dapat mengetahui bagaimana pengaruh dimensi fungsi merek pada setiap merek sepatu olahraga yang berbeda. Perlu ditambahkan elemen-elemen lain yang dapat mempengaruhi kesediaan konsumen dalam menerima perluasan merek (*brand extension*), rekomendasi merek (*recommendation*), dan membayar harga premium (*price premium*).

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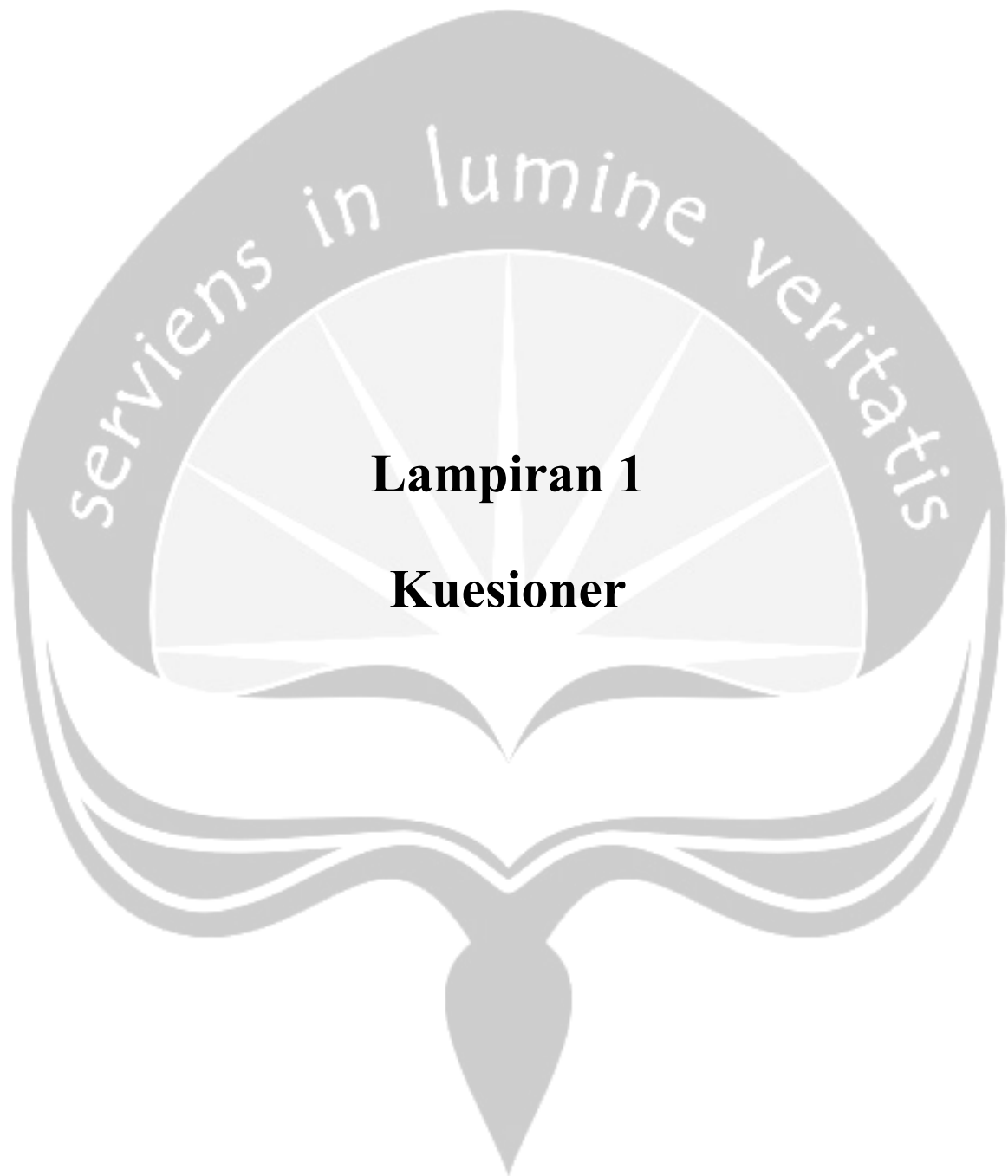
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Lampiran 1

Kuesioner

Kuesioner Penelitian

Pengaruh Asosiasi Merek Sepatu Olahraga Berdasarkan Fungsi Merek Terhadap Respon Konsumen

Kepada yang terhormat, Responden.

Terima kasih sebelumnya kepada para responden yang sudah meluangkan waktunya untuk membaca dan mengisi kuesioner penelitian ini. Penelitian ini dibuat untuk menyelesaikan tugas akhir saya di Fakultas Ekonomi Atma Jaya Yogyakarta, Jurusan Manajemen. Kuesioner dalam penelitian ini digunakan untuk mengidentifikasi apakah asosiasi merek sepatu olahraga seperti Nike, Adidas, dan Reebok yang berdasarkan fungsi merek dapat mempengaruhi respon konsumen dalam merekomendasikan merek, menerima perluasan merek, dan membayar harga premium. Saya sangat mengharapkan kesediaan Anda untuk mengisi secara jujur dan terbuka. Jawaban yang Anda berikan sangat berguna untuk penelitian selanjutnya. Bila ada salah kata atau kritik dan saran silahkan beri tulisan dibawah tabel. Saya ucapkan terima kasih sebesar-besarnya atas partisipasinya.

God Bless You

Peneliti,

Bennyto Tan

Keterangan :

Berilah tanda silang (X) atau lingkarilah (O) jawaban Anda pada salah satu angka 0-10.

STS : Sangat Tidak Setuju

SS : Sangat Setuju

Skala pengukuran dari fungsi merek

Fungsi Jaminan		Jenis Produk					
		Nike		Adidas		Reebok	
No		STS	SS	STS	SS	STS	SS
1	Merek ini berkomitmen menyempurnakan kualitas kinerja sepatu olahraga secara berkesinambungan.	0	1 2 3 4 5 6 7 8 9 10	0	1 2 3 4 5 6 7 8 9 10	0	1 2 3 4 5 6 7 8 9 10
2	Merek ini sangat terpercaya.	0	1 2 3 4 5 6 7 8 9 10	0	1 2 3 4 5 6 7 8 9 10	0	1 2 3 4 5 6 7 8 9 10
3	Merek sepatu olahraga ini berkualitas sangat baik.	0	1 2 3 4 5 6 7 8 9 10	0	1 2 3 4 5 6 7 8 9 10	0	1 2 3 4 5 6 7 8 9 10
4	Merek ini memberikan <i>value-for-money</i> terbaik (nilai sepadan dengan harga yang dibayarkan).	0	1 2 3 4 5 6 7 8 9 10	0	1 2 3 4 5 6 7 8 9 10	0	1 2 3 4 5 6 7 8 9 10

Fungsi Identifikasi Pribadi		Jenis Produk										
		Nike		Adidas		Reebok						
No		STS	SS	STS	SS	STS	SS					
1	Anda sangat menyukai merek sepatu olahraga ini.	0	1	2	3	4	5	6	7	8	9	10
2	Merek ini adalah merek yang cocok dengan gaya hidup Anda.	0	1	2	3	4	5	6	7	8	9	10

Fungsi Identifikasi Sosial		Jenis Produk										
		Nike		Adidas		Reebok						
No		STS	SS	STS	SS	STS	SS					
1	Merek sepatu olahraga ini sedang populer.	0	1	2	3	4	5	6	7	8	9	10
2	Teman Anda memiliki sepatu olahraga merek ini.	0	1	2	3	4	5	6	7	8	9	10
3	Merek sepatu olahraga ini memiliki reputasi yang baik.	0	1	2	3	4	5	6	7	8	9	10
4	Merek ini adalah pemimpin merek (<i>brand leader</i>).	0	1	2	3	4	5	6	7	8	9	10

Fungsi Status		Jenis Produk										
		Nike		Adidas		Reebok						
No		STS	SS	STS	SS	STS	SS					
1	Menggunakan produk bermerek ini mencerminkan simbol status sosial.	0	1	2	3	4	5	6	7	8	9	10
2	Merek sepatu olahraga ini direkomendasikan oleh orang-orang terkenal yang Anda kagumi.	0	1	2	3	4	5	6	7	8	9	10

Skala pengukuran untuk respon konsumen

Kesediaan konsumen untuk menerima kemungki n perluasan merek (<i>brand extension</i>).		Jenis Produk										
		Nike		Adidas		Reebok						
No		STS	SS	STS	SS	STS	SS					
1	Jika merek ini memutuskan untuk menjual produk lain selain sepatu olahraga, Anda mungkin akan membelinya.	0	1	2	3	4	5	6	7	8	9	10

Kesediaan konsumen untuk merekomendasikan merek.		Jenis Produk						
		Nike			Adidas			Reebok
No		STS	SS	STS	SS	STS	SS	
1	Anda akan menganjurkan orang lain untuk membeli sepatu olahraga merek ini.	0 1 2 3 4 5 6 7 8 9 10		0 1 2 3 4 5 6 7 8 9 10		0 1 2 3 4 5 6 7 8 9 10		

Harga Premium

1. Berapa harga maksimum yang bersedia Anda bayarkan untuk sepatu olahraga merek berikut?

Jawab :

Nike	Adidas	Reebok
Rp. _____	Rp. _____	Rp. _____

2. Seandainya Anda ingin membeli sepatu olahraga dan Anda mengamati bahwa ada merek lain yang belum pernah Anda dengar, namun sepatu olahraganya sangat mirip dengan sepatu olahraga merek ini (Nike, Adidas, dan Reebok), berapa harga maksimum yang bersedia Anda bayarkan untuk merek tidak dikenal tersebut?

Jawab :

Merek lain yang mirip Nike	Merek lain yang mirip Adidas	Merek lain yang mirip Reebok
Rp. _____	Rp. _____	Rp. _____

Umur : _____

Jenis Kelamin : _____

Pekerjaan : _____

Berilah tanda contreng (√) untuk jawaban yang Anda pilih (**boleh pilih lebih dari satu**)

Sepatu yang pernah Anda miliki dan gunakan	Sepatu yang Anda miliki dan gunakan sekarang
<input type="checkbox"/> Nike	<input type="checkbox"/> Nike
<input type="checkbox"/> Adidas	<input type="checkbox"/> Adidas
<input type="checkbox"/> Reebok	<input type="checkbox"/> Reebok



Lampiran 2

**DATA MENTAH PENGGUNA
SEPATU OLAHRAGA MEREK
NIKE, ADIDAS, DAN REEBOK**

Jumlah Responden	Sepatu yang pernah digunakan	Sepatu yang digunakan sekarang
1	Nike Adidas Reebok	Reebok
2	Adidas Reebok	Nike
3	Reebok	Reebok
4	Reebok	Reebok
5	Reebok	Nike
6	Nike Adidas Reebok	Nike Adidas Reebok
7	Nike Reebok	Reebok
8	Nike Adidas Reebok	Nike Reebok
9	Nike Reebok	Reebok
10	Nike Adidas Reebok	Nike Adidas
11	Adidas Reebok	Reebok
12	Nike Adidas Reebok	Adidas
13	Nike Reebok	Nike
14	Nike Adidas Reebok	Nike Adidas
15	Nike Reebok	Reebok
16	Nike	Nike
17	Nike Adidas Reebok	Nike Adidas Reebok
18	Nike	Nike
19	Nike Adidas	Nike
20	Adidas	Reebok
21	Nike Adidas	Adidas Reebok

Jumlah Responden	Sepatu yang pernah digunakan	Sepatu yang digunakan sekarang
	Reebok	
22	Nike Reebok	Reebok
23	Adidas Reebok	Reebok
24	Nike Adidas Reebok	Reebok
25	Reebok	Reebok
26	Nike Adidas Reebok	Nike Adidas Reebok
27	Nike Reebok	Reebok
28	Nike Adidas Reebok	Nike Adidas
29	Nike	Nike
30	Reebok	Reebok
31	Adidas	Reebok
32	Adidas	Nike
33	Nike Adidas Reebok	Adidas
34	Adidas	Adidas
35	Nike Adidas	Nike
36	Nike Adidas Reebok	Reebok
37	Nike	Adidas
38	Adidas	Adidas
39	Reebok	Reebok
40	Reebok	Reebok
41	Adidas	Adidas
42	Nike Adidas	Nike Adidas
43	Nike Reebok	Nike Reebok
44	Adidas Reebok	Adidas
45	Nike Adidas	Nike Adidas

Jumlah Responden	Sepatu yang pernah digunakan	Sepatu yang digunakan sekarang
	Reebok	
46	Reebok	Reebok
47	Nike Adidas Reebok	Adidas Reebok
48	Nike Adidas Reebok	Nike
49	Nike Adidas Reebok	Nike Reebok
50	Adidas	Adidas
51	Adidas	Adidas
52	Nike Adidas Reebok	Nike Adidas Reebok
53	Nike Adidas	Adidas
54	Nike Adidas Reebok	Adidas
55	Adidas	Adidas
56	Adidas	Adidas
57	Reebok	Reebok
58	Nike Reebok	Nike
59	Nike Adidas	Adidas
60	Nike Adidas Reebok	Reebok
61	Reebok	Reebok
62	Reebok	Reebok
63	Nike Reebok	Reebok
64	Nike Reebok	Nike Reebok
65	Nike Adidas	Nike
66	Nike Adidas	Nike Adidas
67	Reebok	Reebok
68	Nike	Nike

Jumlah Responden	Sepatu yang pernah digunakan	Sepatu yang digunakan sekarang
	Adidas	Adidas
69	Reebok	Reebok
70	Nike Reebok	Reebok
71	Nike	Nike
72	Nike	Reebok
73	Nike Reebok	Reebok
74	Nike Adidas Reebok	Adidas Reebok
75	Adidas Reebok	Reebok
76	Nike Reebok	Reebok
77	Reebok	Reebok
78	Reebok	Reebok
79	Adidas	Adidas
80	Reebok	Reebok
81	Nike Adidas Reebok	Nike Adidas Reebok
82	Nike	Nike
83	Adidas Reebok	Adidas
84	Nike Adidas	Nike Adidas
85	Nike	Nike
86	Nike Reebok	Nike
87	Nike Adidas	Nike
88	Adidas Reebok	Adidas
89	Reebok	Reebok
90	Nike	Nike
91	Nike	Nike
92	Nike Reebok	Reebok
93	Nike Adidas Reebok	Nike Reebok
94	Nike	Reebok

Jumlah Responden	Sepatu yang pernah digunakan	Sepatu yang digunakan sekarang
	Reebok	
95	Adidas	Adidas
96	Adidas	Adidas
97	Nike	Nike
98	Nike	Nike Reebok
99	Reebok	Reebok
100	Nike Reebok	Reebok
101	Adidas Reebok	Adidas Reebok
102	Adidas Reebok	Reebok
103	Nike	Nike
104	Adidas Reebok	Reebok
105	Nike	Nike
106	Nike	Nike Adidas
107	Adidas	Nike
108	Nike	Nike
109	Adidas Reebok	Adidas
110	Nike Adidas	Nike Adidas
111	Nike Adidas	Adidas
112	Reebok	Nike
113	Nike Reebok	Reebok
114	Nike Adidas Reebok	Nike
115	Nike	Nike
116	Adidas	Adidas
117	Nike	Nike
118	Nike Adidas	Adidas
119	Nike	Nike
120	Nike	Nike
121	Reebok	Reebok
122	Adidas	Reebok
123	Adidas	Nike

Jumlah Responden	Sepatu yang pernah digunakan	Sepatu yang digunakan sekarang
124	Nike Adidas Reebok	Nike Adidas
125	Nike Adidas	Nike
126	Reebok	Reebok
127	Reebok	Reebok
128	Nike Adidas Reebok	Adidas
129	Nike Adidas Reebok	Nike Adidas Reebok
130	Reebok	Reebok
131	Adidas	Adidas
132	Nike Adidas Reebok	Nike Adidas Reebok
133	Nike	Nike
134	Nike Adidas Reebok	Adidas
135	Adidas Reebok	Adidas Reebok
136	Nike Adidas Reebok	Reebok
137	Nike	Nike



Lampiran 3

Data Mentah Regresi Berganda

Responden	Fungsi Jaminan 1 Nike	Fungsi Jaminan 2Nike	Fungsi Jaminan 3Nike	Fungsi Jaminan 4Nike	Fungsi Identifikasi Pribadi 1Nike
1	9	9	10	9	10
2	8	9	9	8	7
3	5	8	8	9	6
4	6	3	6	5	6
5	7	7	8	7	7
6	10	8	10	9	8
7	9	9	7	7	4
8	8	9	8	9	9
9	8	7	7	8	5
10	10	10	10	10	10
11	7	8	8	6	5
12	7	6	9	10	7
13	8	9	8	9	8
14	9	9	9	8	8
15	8	8	8	8	5
16	10	10	10	8	10
17	10	7	9	8	10
18	5	8	8	9	9
19	9	8	9	8	9
20	5	3	5	7	4
21	9	9	9	9	9
22	5	8	9	9	7
23	7	9	9	8	8
24	7	8	7	7	6
25	9	9	10	9	8
26	9	9	9	9	9
27	8	9	8	8	9
28	8	9	9	9	9
29	10	10	10	8	10

Responden	Fungsi Jaminan 1 Nike	Fungsi Jaminan 2Nike	Fungsi Jaminan 3Nike	Fungsi Jaminan 4Nike	Fungsi Identifikasi Pribadi 1Nike
30	8	9	9	8	9
31	4	4	5	6	4
32	4	8	7	4	5
33	8	9	9	8	9
34	3	3	4	4	5
35	7	9	9	9	7
36	8	8	8	7	7
37	2	10	8	10	6
38	7	8	9	7	7
39	9	10	10	8	9
40	8	8	9	7	7
41	8	8	8	8	6
42	10	10	10	10	10
43	9	9	9	9	8
44	8	10	10	9	9
45	8	9	9	7	8
46	8	10	10	8	7
47	10	5	8	4	8
48	7	8	8	8	8
49	7	8	8	8	8
50	7	9	8	8	10
51	8	8	9	9	9
52	8	10	10	9	10
53	2	3	3	2	2
54	8	8	7	8	8
55	6	6	6	6	4
56	7	8	8	8	7
57	8	7	7	7	7
58	5	7	7	6	9

Responden	Fungsi Jaminan 1 Nike	Fungsi Jaminan 2Nike	Fungsi Jaminan 3Nike	Fungsi Jaminan 4Nike	Fungsi Identifikasi Pribadi 1Nike
59	7	7	8	8	8
60	9	9	8	8	10
61	7	8	6	7	7
62	7	7	6	6	7
63	8	3	6	6	0
64	7	7	9	7	8
65	10	10	10	10	10
66	10	10	10	10	10
67	6	6	6	7	6
68	6	7	7	8	8
69	7	7	7	6	7
70	7	8	8	7	7
71	8	8	8	8	8
72	9	8	8	9	10
73	10	10	10	10	10
74	10	10	9	9	9
75	8	9	8	9	10
76	9	8	9	8	8
77	8	8	8	9	7
78	6	6	6	5	7
79	7	7	9	6	8
80	6	8	8	6	5
81	10	10	10	10	10
82	8	8	8	9	9
83	9	9	10	9	10
84	10	10	9	10	10
85	9	9	9	9	10
86	7	8	8	7	8
87	7	7	7	8	8

Responden	Fungsi Jaminan 1 Nike	Fungsi Jaminan 2Nike	Fungsi Jaminan 3Nike	Fungsi Jaminan 4Nike	Fungsi Identifikasi Pribadi 1Nike
88	3	0	2	1	2
89	7	7	8	7	5
90	10	10	10	10	10
91	10	10	10	10	10
92	10	10	10	10	10
93	9	10	10	10	10
94	8	8	8	7	8
95	6	3	5	7	6
96	9	2	4	4	3
97	10	10	10	10	10
98	7	7	7	6	6
99	6	7	8	7	6
100	9	8	8	8	8
101	5	8	8	9	7
102	6	7	8	7	8
103	8	8	8	8	8
104	7	7	8	7	5
105	8	8	8	8	8
106	9	9	9	8	8
107	9	9	9	7	8
108	8	9	8	7	9
109	8	9	8	8	8
110	9	9	9	9	10
111	8	9	9	7	10
112	7	9	8	8	10
113	8	8	7	7	10
114	10	10	10	10	10
115	9	9	9	9	10
116	8	9	9	9	7

Responden	Fungsi Jaminan 1 Nike	Fungsi Jaminan 2Nike	Fungsi Jaminan 3Nike	Fungsi Jaminan 4Nike	Fungsi Identifikasi Pribadi 1Nike
117	7	8	8	5	8
118	10	10	10	10	10
119	10	10	10	10	10
120	9	9	8	8	10
121	7	8	8	8	8
122	6	8	6	5	6
123	10	10	10	10	8
124	9	8	9	8	10
125	6	6	7	8	9
126	7	7	7	6	6
127	8	6	8	6	8
128	8	8	9	9	8
129	5	6	4	7	6
130	9	9	9	7	8
131	7	7	7	7	8
132	10	9	10	9	10
133	10	10	9	10	10
134	9	9	8	7	6
135	6	7	8	9	7
136	8	9	9	8	8
137	10	10	9	10	10

Identifikasi Pribadi 2 Nike	Fungsi Identifikasi Sosial 1Nike	Fungsi Identifikasi Sosial 2Nike	Fungsi Identifikasi Sosial 3Nike	Fungsi Identifikasi Sosial 4Nike
10	10	9	9	10
8	9	8	9	9
6	7	8	8	3
2	7	2	6	6
8	8	8	8	9
8	8	10	10	10
5	4	7	8	7
8	9	9	9	10
6	7	7	7	8
10	10	10	10	10
5	7	7	8	6
6	9	8	8	9
8	10	9	9	10
9	9	7	10	10
5	8	8	8	8
8	10	8	10	10
9	9	6	7	7
9	10	9	10	9
8	8	9	8	8
1	8	9	9	8
9	9	9	9	9
3	9	9	9	9
9	9	6	9	7
6	6	8	9	10
8	10	5	9	10
9	10	9	9	8
8	8	9	9	8
9	9	9	9	9
9	9	7	9	9

Identifikasi Pribadi 2 Nike	Fungsi Identifikasi Sosial 1Nike	Fungsi Identifikasi Sosial 2Nike	Fungsi Identifikasi Sosial 3Nike	Fungsi Identifikasi Sosial 4Nike
9	10	7	9	7
5	5	4	6	6
5	5	5	8	8
6	9	9	9	9
4	5	5	4	5
3	10	8	9	9
7	8	9	9	9
9	9	9	9	9
6	6	7	9	8
10	9	9	10	10
7	9	9	9	6
6	7	8	8	7
10	10	10	10	10
9	8	6	9	10
9	9	9	10	10
8	8	8	8	7
6	8	10	9	10
8	8	8	5	9
8	7	9	7	8
8	9	8	8	8
9	9	7	9	8
8	8	9	8	8
10	10	9	10	10
3	2	3	4	4
7	7	7	7	8
2	6	3	6	6
5	6	6	8	8
6	8	6	7	8
8	7	6	8	5

Identifikasi Pribadi 2 Nike	Fungsi Identifikasi Sosial 1Nike	Fungsi Identifikasi Sosial 2Nike	Fungsi Identifikasi Sosial 3Nike	Fungsi Identifikasi Sosial 4Nike
5	6	7	7	6
9	9	9	9	10
5	7	7	7	7
6	7	6	8	7
7	8	6	6	8
6	7	7	8	7
9	10	9	6	10
9	10	9	10	10
6	6	6	5	5
9	7	8	9	8
4	6	5	7	7
7	8	7	8	9
7	9	7	7	8
8	8	8	10	6
10	10	9	10	10
10	9	8	10	10
9	10	9	10	9
8	7	6	7	8
6	6	5	6	5
5	6	3	6	5
7	8	6	8	8
5	5	7	8	7
10	10	9	10	10
7	8	7	9	9
8	10	8	10	10
10	9	8	10	10
9	9	9	9	9
8	8	7	8	8
9	8	8	8	7

Identifikasi Pribadi 2 Nike	Fungsi Identifikasi Sosial 1Nike	Fungsi Identifikasi Sosial 2Nike	Fungsi Identifikasi Sosial 3Nike	Fungsi Identifikasi Sosial 4Nike
4	1	7	1	0
1	8	10	9	5
9	10	10	10	10
10	10	9	10	10
8	8	8	8	6
8	9	8	10	10
7	8	8	8	8
4	4	7	8	8
4	7	2	1	4
10	9	8	10	8
6	6	8	6	6
6	7	7	6	7
7	7	6	7	7
8	7	10	10	5
7	9	9	9	8
7	8	7	8	9
1	4	4	10	5
7	8	6	8	8
9	8	7	8	10
8	7	9	9	6
7	7	9	8	9
9	8	8	9	8
9	9	8	9	9
10	10	10	10	8
9	10	9	9	7
7	8	10	8	7
7	10	8	10	10
9	9	10	10	10
8	8	8	8	8

Identifikasi Pribadi 2 Nike	Fungsi Identifikasi Sosial 1Nike	Fungsi Identifikasi Sosial 2Nike	Fungsi Identifikasi Sosial 3Nike	Fungsi Identifikasi Sosial 4Nike
7	8	8	8	8
7	10	10	10	9
9	9	8	10	10
9	9	8	10	10
6	8	7	8	6
6	7	6	7	7
6	10	10	10	10
8	9	7	9	9
5	9	9	9	8
6	6	3	6	5
6	7	5	6	6
8	8	8	8	8
7	7	8	9	7
6	6	6	7	7
6	6	6	8	8
10	10	10	10	10
9	10	7	10	10
5	6	5	7	8
7	8	6	7	7
7	7	6	9	9
8	10	8	10	10

Fungsi Status 1Nike	Fungsi Status 2Nike	Perluasan Merek 1Nike	Rekomendasi Merek 1Nike	Harga Premium 1Nike	Harga Premium 2Nike
9	10	9	9	1000000	300000
9	9	9	8	600000	450000
5	6	5	4	500000	300000
9	1	0	6	150000	120000
8	8	7	8	500000	250000
0	0	10	10	800000	400000
8	3	2	4	300000	150000
8	5	8	8	800000	400000
8	9	7	7	400000	150000
10	10	10	10	800000	500000
7	7	7	7	500000	200000
6	8	5	6	400000	100000
8	9	8	9	500000	200000
9	9	7	8	800000	200000
9	9	8	8	1000000	600000
10	10	10	10	1800000	200000
8	7	6	7	400000	50000
10	10	9	9	800000	300000
8	8	10	8	1000000	300000
9	8	5	5	250000	100000
9	9	9	9	800000	300000
10	5	5	8	700000	250000
5	8	5	7	1000000	500000
9	8	8	5	300000	150000
9	9	10	3	300000	100000
3	8	9	9	1000000	300000
9	7	9	8	600000	150000
8	9	8	8	750000	250000
7	9	6	10	600000	200000

Fungsi Status 1Nike	Fungsi Status 2Nike	Perluasan Merek 1Nike	Rekomendasi Merek 1Nike	Harga Premium 1Nike	Harga Premium 2Nike
8	9	8	8	800000	400000
6	5	4	4	300000	150000
6	5	6	5	500000	200000
7	6	7	8	599000	50000
4	5	4	6	250000	100000
10	3	5	4	700000	100000
6	7	8	8	600000	300000
0	7	2	10	1000000	100000
7	9	7	8	750000	170000
10	8	9	10	350000	50000
9	6	7	6	200000	100000
8	7	7	7	200000	50000
6	9	6	9	600000	400000
9	8	8	7	700000	350000
10	10	10	10	500000	80000
7	8	10	6	205000	105500
4	5	8	6	200000	80000
2	0	8	5	600000	300000
7	8	5	7	300000	250000
8	8	5	8	280000	150000
9	9	8	9	500000	300000
8	8	7	8	400000	200000
5	7	8	9	500000	250000
3	2	2	2	250000	70000
8	9	7	8	1000000	1000000
8	1	3	5	400000	125000
2	1	1	5	150000	100000
8	5	5	7	500000	200000
9	2	8	7	975000	150000

Fungsi Status 1Nike	Fungsi Status 2Nike	Perluasan Merek 1Nike	Rekomendasi Merek 1Nike	Harga Premium 1Nike	Harga Premium 2Nike
7	7	7	8	600000	200000
9	9	8	8	1000000	200000
6	7	6	6	200000	100000
8	5	3	6	800000	150000
4	6	6	0	300000	100000
9	5	5	6	700000	200000
7	9	7	10	1000000	300000
10	8	7	10	800000	500000
6	1	2	6	500000	100000
9	9	9	8	400000	100000
8	5	4	6	800000	200000
9	8	9	8	350000	150000
5	3	5	6	300000	175000
10	7	6	10	400000	200000
10	10	7	10	700000	150000
10	9	8	10	600000	250000
10	10	7	9	700000	250000
9	6	7	7	400000	100000
9	2	1	5	600000	200000
10	3	5	2	400000	200000
9	5	5	8	400000	100000
9	2	5	7	500000	100000
10	10	10	10	700000	250000
7	6	6	9	800000	300000
10	9	6	10	500000	200000
8	8	7	10	1000000	500000
9	7	5	10	900000	300000
9	9	9	8	500000	200000
7	6	9	9	500000	200000

Fungsi Status 1Nike	Fungsi Status 2Nike	Perluasan Merek 1Nike	Rekomendasi Merek 1Nike	Harga Premium 1Nike	Harga Premium 2Nike
9	7	6	9	300000	100000
8	5	6	3	500000	200000
10	10	10	10	750000	250000
10	10	9	10	1000000	300000
8	7	6	10	500000	150000
10	6	6	10	600000	100000
8	7	7	7	200000	150000
4	7	7	4	190000	160000
3	2	6	5	300000	200000
7	7	10	8	300000	150000
9	5	5	7	700000	225000
6	4	2	4	400000	80000
7	6	5	8	300000	125000
10	7	7	5	400000	150000
8	5	9	5	1200000	300000
9	9	8	8	700000	200000
10	5	6	3	850000	200000
6	5	5	7	800000	400000
10	8	8	10	1000000	350000
7	7	6	5	500000	500000
9	5	5	8	500000	200000
6	8	8	6	700000	300000
8	5	3	9	1000000	200000
10	10	8	8	800000	250000
8	9	6	9	600000	300000
8	8	8	8	500000	200000
5	5	5	10	800000	250000
5	9	8	9	750000	375000
8	7	6	7	100000	50000

Fungsi Status 1Nike	Fungsi Status 2Nike	Perluasan Merek 1Nike	Rekomendasi Merek 1Nike	Harga Premium 1Nike	Harga Premium 2Nike
5	7	7	7	400000	200000
10	6	6	9	700000	100000
9	8	6	10	500000	150000
8	9	10	9	800000	500000
9	4	5	6	800000	300000
6	5	6	6	575000	250000
9	10	8	8	500000	250000
8	9	6	9	800000	200000
9	9	8	10	1200000	400000
9	1	2	3	800000	200000
6	5	2	4	500000	200000
6	8	7	7	400000	200000
6	8	7	6	400000	300000
9	7	6	7	600000	150000
9	5	2	7	500000	150000
6	10	9	10	500000	250000
10	10	8	10	700000	150000
5	4	4	5	400000	200000
8	6	3	7	300000	150000
8	9	8	8	600000	300000
9	9	8	10	1200000	250000

Fungsi Jaminan 1Adidas	Fungsi Jaminan 2Adidas	Fungsi Jaminan 3Adidas	Fungsi Jaminan 4Adidas	Fungsi Identifikasi Pribadi 1Adidas	Identifikasi Pribadi 2Adidas
9	9	9	9	9	9
7	9	8	8	7	7
6	8	8	7	5	5
6	3	6	3	4	3
6	6	8	7	7	8
9	9	10	6	7	6
9	9	5	5	2	5
7	8	7	8	7	6
8	6	7	7	5	7
10	10	10	10	10	10
8	8	9	7	8	8
8	7	9	10	8	8
9	9	8	9	8	8
9	9	9	8	9	9
6	6	6	6	8	8
8	8	8	8	8	6
10	7	9	7	7	8
5	9	9	9	8	9
8	7	7	8	8	8
5	3	5	7	4	1
8	9	8	8	8	8
5	8	9	9	6	4
8	8	8	8	8	8
7	8	7	7	6	6
8	9	10	9	8	8
9	9	9	8	9	9
7	9	8	8	7	8
7	7	7	7	7	7

Fungsi Jaminan 1Adidas	Fungsi Jaminan 2Adidas	Fungsi Jaminan 3Adidas	Fungsi Jaminan 4Adidas	Fungsi Identifikasi Pribadi 1Adidas	Identifikasi Pribadi 2Adidas
8	8	9	8	8	8
6	6	7	6	6	7
4	5	5	6	5	5
4	9	7	4	5	5
8	9	9	6	9	6
5	6	4	5	6	6
9	9	9	5	8	3
8	8	8	7	7	7
4	10	10	7	8	8
6	9	8	9	9	5
9	9	9	8	9	10
8	8	9	7	6	6
8	9	8	8	7	7
10	8	8	9	8	10
6	9	9	8	7	8
8	9	9	9	9	9
9	9	9	7	9	9
5	10	10	7	7	6
10	5	8	5	9	8
7	7	8	8	8	8
8	8	8	8	9	9
8	9	8	8	10	8
8	9	9	10	10	8
7	10	10	9	7	6
5	10	10	10	10	10
6	8	7	9	8	8
6	6	6	6	7	6
7	8	9	8	8	5

Fungsi Jaminan 1Adidas	Fungsi Jaminan 2Adidas	Fungsi Jaminan 3Adidas	Fungsi Jaminan 4Adidas	Fungsi Identifikasi Pribadi 1Adidas	Identifikasi Pribadi 2Adidas
8	6	7	7	6	6
5	6	5	4	5	5
7	6	8	9	9	9
5	8	7	6	8	6
6	5	6	5	7	5
6	7	6	6	5	6
6	8	6	6	0	9
6	7	9	6	5	6
8	8	9	9	9	9
10	9	10	10	10	9
6	6	6	7	6	6
7	7	7	7	6	7
7	6	7	6	7	4
7	6	6	6	5	6
6	7	8	8	7	7
5	7	8	7	4	6
9	6	6	6	4	5
10	10	10	10	10	10
7	9	7	8	8	8
9	9	8	8	7	9
8	8	8	7	6	6
6	6	6	5	6	5
8	9	9	6	8	7
6	6	8	5	4	5
8	8	9	6	9	8
8	7	8	8	7	7
9	9	10	9	9	9
10	10	9	10	9	9

Fungsi Jaminan 1Adidas	Fungsi Jaminan 2Adidas	Fungsi Jaminan 3Adidas	Fungsi Jaminan 4Adidas	Fungsi Identifikasi Pribadi 1Adidas	Identifikasi Pribadi 2Adidas
7	7	8	8	9	8
7	7	8	7	7	6
7	7	8	8	8	7
2	1	5	4	0	1
7	9	10	7	10	10
9	9	10	9	10	9
7	7	9	9	8	7
10	10	10	8	8	6
7	9	10	7	5	8
7	7	8	7	6	7
3	3	4	6	6	3
7	5	3	3	4	4
9	8	10	9	10	9
5	7	7	6	6	6
6	7	8	7	7	6
7	7	8	8	7	7
7	8	8	8	6	7
6	6	7	7	6	5
7	8	7	7	7	6
7	9	10	7	10	10
6	6	7	7	6	6
8	7	8	6	8	6
9	9	9	9	8	8
8	9	8	7	8	8
9	10	9	10	10	10
9	8	9	8	9	8
8	9	9	7	8	7
6	8	8	7	7	6

Fungsi Jaminan 1Adidas	Fungsi Jaminan 2Adidas	Fungsi Jaminan 3Adidas	Fungsi Jaminan 4Adidas	Fungsi Identifikasi Pribadi 1Adidas	Identifikasi Pribadi 2Adidas
7	8	7	7	7	7
8	8	10	9	8	7
7	8	8	8	8	8
9	9	9	10	8	9
7	7	7	5	6	7
10	10	10	8	10	7
9	8	8	9	9	9
7	8	7	7	8	7
7	8	8	8	8	6
7	8	7	6	7	6
10	10	10	10	10	6
8	8	8	8	8	8
6	6	9	9	9	5
7	7	7	6	6	6
8	6	8	6	6	6
8	8	9	9	8	9
6	5	5	7	6	8
9	9	9	7	8	6
7	7	7	7	9	6
8	9	9	8	9	9
9	8	9	9	7	8
8	9	7	6	7	5
9	9	9	9	10	7
8	9	9	8	7	7
10	9	9	10	10	6

Fungsi Identifikasi Sosial 1Adidas	Fungsi Identifikasi Sosial 2Adidas	Fungsi Identifikasi Sosial 3Adidas	Fungsi Identifikasi Sosial 4Adidas	Fungsi Status 1Adidas
9	8	9	9	9
9	8	8	8	8
7	8	7	4	6
7	3	6	6	9
7	7	8	8	8
8	10	10	9	0
4	5	8	5	7
8	7	8	8	8
6	6	8	7	7
10	10	10	10	10
8	7	8	6	7
9	7	8	7	7
10	9	9	10	8
9	7	10	10	9
6	6	6	6	6
7	10	9	8	8
9	6	7	7	8
10	9	10	9	10
9	7	7	8	8
8	9	9	8	9
8	8	8	8	8
6	7	9	9	10
8	5	8	7	5
6	8	9	7	9
10	5	9	8	9
10	9	9	8	2
9	9	9	9	9
9	8	8	8	7

Fungsi Identifikasi Sosial 1Adidas	Fungsi Identifikasi Sosial 2Adidas	Fungsi Identifikasi Sosial 3Adidas	Fungsi Identifikasi Sosial 4Adidas	Fungsi Status 1Adidas
7	7	7	8	7
5	9	8	6	7
5	4	6	5	6
5	5	8	8	6
9	9	9	9	7
6	7	6	7	7
10	8	9	10	10
7	9	9	7	6
8	7	8	8	0
9	8	8	9	9
9	9	9	9	10
8	9	8	6	9
7	9	9	8	8
5	10	10	10	6
8	6	9	9	8
9	9	9	9	9
8	8	8	7	7
8	10	9	8	3
8	4	5	8	2
6	9	7	8	7
9	8	9	8	8
9	8	9	8	10
10	10	9	8	8
10	9	10	8	5
10	2	10	4	10
8	8	8	8	8
6	6	6	6	5
6	6	7	7	2

Fungsi Identifikasi Sosial 1Adidas	Fungsi Identifikasi Sosial 2Adidas	Fungsi Identifikasi Sosial 3Adidas	Fungsi Identifikasi Sosial 4Adidas	Fungsi Status 1Adidas
6	6	7	7	6
5	2	5	5	8
9	9	9	8	9
8	9	8	6	7
7	7	7	7	6
5	5	7	5	6
5	6	6	8	4
5	5	8	7	6
8	8	6	8	7
10	8	9	9	9
6	7	5	5	6
7	8	9	8	9
6	5	7	7	8
7	6	8	9	9
7	7	7	7	5
6	5	7	6	7
6	6	6	7	7
9	8	10	10	10
8	8	9	8	9
4	4	6	8	9
6	6	6	5	9
6	5	6	5	8
8	6	8	8	9
5	5	8	7	9
7	7	10	8	9
6	6	8	9	7
10	8	9	9	9
8	7	8	9	8

Fungsi Identifikasi Sosial 1Adidas	Fungsi Identifikasi Sosial 2Adidas	Fungsi Identifikasi Sosial 3Adidas	Fungsi Identifikasi Sosial 4Adidas	Fungsi Status 1Adidas
8	7	7	8	7
8	5	7	8	8
8	8	8	7	7
2	1	3	6	2
9	10	9	5	8
8	10	8	7	9
9	8	9	9	8
6	6	8	6	8
7	8	8	8	6
7	8	8	8	8
7	8	8	7	7
6	2	1	4	4
8	8	9	8	9
6	6	6	6	7
7	7	6	7	6
7	6	7	7	7
7	10	10	6	10
8	8	9	8	7
7	8	8	8	8
7	10	10	5	10
6	4	6	6	6
7	3	7	5	8
7	9	9	8	7
8	9	8	7	8
10	10	10	9	5
8	6	8	7	5
10	10	10	8	10
7	8	7	5	7

Fungsi Identifikasi Sosial 1Adidas	Fungsi Identifikasi Sosial 2Adidas	Fungsi Identifikasi Sosial 3Adidas	Fungsi Identifikasi Sosial 4Adidas	Fungsi Status 1Adidas
7	10	7	7	7
7	8	8	9	5
6	8	6	6	5
9	8	9	9	8
8	8	8	4	5
8	8	10	9	7
7	8	8	8	9
7	8	9	9	7
6	7	8	6	7
7	6	7	7	6
9	10	10	9	9
7	7	8	7	8
9	9	9	8	9
6	5	6	5	9
7	5	6	6	6
8	8	9	9	6
7	8	9	7	6
6	6	7	7	8
6	6	8	7	8
10	10	10	8	6
7	7	9	9	10
7	6	7	9	5
8	8	7	7	8
8	8	9	8	7
8	8	8	9	9

Fungsi Status 2Adidas	Perluasan Merek 1Adidas	Rekomendasi Merek 1Adidas	Harga Premium 1Adidas	Harga Premium 2Adidas
9	9	10	750000	250000
9	7	7	600000	350000
5	4	5	550000	350000
1	0	5	150000	130000
7	7	7	400000	200000
0	10	10	900000	400000
3	1	4	150000	100000
5	7	7	500000	300000
7	7	6	300000	100000
10	10	10	900000	500000
9	8	8	600000	300000
7	6	7	500000	200000
9	8	9	500000	200000
9	7	8	800000	200000
6	6	6	600000	200000
10	6	9	500000	300000
7	5	6	500000	150000
10	9	9	700000	200000
7	7	7	900000	200000
8	5	5	250000	100000
9	8	8	700000	300000
5	5	6	850000	250000
7	5	8	700000	400000
10	8	5	300000	150000
9	10	3	350000	150000
7	9	8	1000000	300000
7	9	8	600000	200000
8	8	8	400000	100000
8	6	8	600000	200000

Fungsi Status 2Adidas	Perluasan Merek 1Adidas	Rekomendasi Merek 1Adidas	Harga Premium 1Adidas	Harga Premium 2Adidas
7	8	6	500000	250000
5	4	4	450000	200000
5	6	5	400000	200000
6	7	8	599000	50000
5	5	6	400000	200000
2	5	4	300000	100000
7	8	8	500000	300000
3	9	10	800000	250000
9	9	8	375000	150000
8	8	9	300000	50000
6	7	6	200000	100000
9	9	9	275000	60000
9	6	9	600000	300000
7	8	7	600000	300000
9	9	9	350000	70000
9	10	9	250000	175000
8	5	7	350000	80000
0	8	5	600000	300000
8	5	6	300000	250000
8	5	8	200000	150000
8	8	8	450000	350000
9	8	8	600000	300000
7	8	9	450000	250000
9	9	10	350000	150000
9	8	9	1200000	1000000
2	3	5	350000	150000
1	1	7	200000	100000
5	5	5	500000	150000
1	7	5	450000	125000

Fungsi Status 2Adidas	Perluasan Merek 1Adidas	Rekomendasi Merek 1Adidas	Harga Premium 1Adidas	Harga Premium 2Adidas
8	8	9	800000	300000
7	8	8	600000	100000
7	6	7	200000	100000
5	3	5	500000	150000
7	6	1	300000	100000
5	5	6	600000	100000
7	7	8	800000	300000
8	7	10	800000	500000
2	2	6	500000	100000
9	9	8	500000	100000
5	4	6	800000	200000
7	7	6	500000	100000
3	5	6	250000	150000
5	6	7	350000	175000
3	3	5	500000	100000
9	8	10	800000	300000
9	6	7	500000	200000
5	6	4	400000	100000
2	3	7	500000	200000
3	5	5	300000	120000
5	5	8	600000	150000
1	5	5	400000	75000
9	10	9	500000	200000
4	6	9	700000	200000
9	5	10	700000	400000
8	7	10	900000	400000
6	5	9	700000	250000
6	4	8	500000	200000
6	9	9	600000	200000

Fungsi Status 2Adidas	Perluasan Merek 1Adidas	Rekomendasi Merek 1Adidas	Harga Premium 1Adidas	Harga Premium 2Adidas
3	2	3	350000	75000
5	8	8	600000	200000
8	7	9	500000	150000
6	7	9	800000	200000
7	6	7	500000	150000
6	5	9	700000	100000
7	7	7	150000	100000
5	7	3	200000	170000
1	6	5	150000	150000
9	9	9	250000	125000
3	5	7	500000	125000
3	3	6	400000	80000
6	5	6	300000	100000
7	7	5	450000	200000
5	8	5	800000	300000
9	8	8	650000	150000
5	8	8	900000	200000
5	3	5	500000	200000
8	7	7	800000	200000
7	7	4	500000	500000
5	6	7	300000	150000
9	10	9	1000000	300000
3	3	9	800000	150000
10	8	8	500000	250000
5	5	7	400000	200000
7	7	7	300000	200000
5	5	9	600000	150000
6	5	6	500000	250000
8	8	8	200000	100000

Fungsi Status 2Adidas	Perluasan Merek 1Adidas	Rekomendasi Merek 1Adidas	Harga Premium 1Adidas	Harga Premium 2Adidas
7	5	4	300000	150000
6	6	9	500000	100000
8	6	9	450000	150000
8	9	7	600000	300000
4	5	6	600000	200000
5	6	7	700000	225000
10	8	9	500000	300000
5	5	7	600000	200000
8	8	8	900000	400000
2	3	5	600000	200000
5	2	6	500000	200000
9	8	8	600000	300000
8	8	7	500000	400000
7	6	7	600000	150000
5	2	8	500000	150000
9	8	8	400000	200000
8	8	8	600000	150000
5	3	4	500000	200000
6	7	10	650000	200000
8	7	7	400000	200000
9	7	10	600000	200000

Fungsi Jaminan 1Reebok	Fungsi Jaminan 2Reebok	Fungsi Jaminan 3Reebok	Fungsi Jaminan 4Reebok	Fungsi Identifikasi Pribadi 1Reebok	Identifikasi Pribadi 2Reebok
9	9	10	9	10	10
9	9	9	9	9	8
5	8	8	8	4	5
6	6	6	6	8	7
9	9	8	7	7	8
9	10	10	10	8	10
7	9	9	9	8	9
7	9	8	8	8	7
9	9	8	9	9	9
10	10	8	8	7	7
8	8	9	8	8	7
5	8	8	6	4	5
8	9	8	9	8	8
8	9	8	9	7	8
8	8	8	8	9	9
7	9	9	8	8	5
10	10	9	10	10	10
5	8	8	9	7	8
8	7	8	7	7	8
6	6	5	7	4	1
8	9	8	8	8	8
7	8	9	9	10	8
10	10	10	9	9	10
7	8	7	7	6	6
8	10	10	9	10	9
8	8	8	8	8	9
7	8	8	8	8	8
7	8	8	8	8	8

Fungsi Jaminan 1Reebok	Fungsi Jaminan 2Reebok	Fungsi Jaminan 3Reebok	Fungsi Jaminan 4Reebok	Fungsi Identifikasi Pribadi 1Reebok	Identifikasi Pribadi 2Reebok
8	7	8	7	6	6
9	9	9	8	10	9
5	5	5	6	5	5
4	8	7	4	5	5
6	8	8	8	8	5
5	5	5	5	5	4
7	9	8	5	3	3
7	7	8	7	7	7
3	5	5	5	5	7
7	7	5	4	7	6
9	10	9	8	10	10
8	8	9	7	6	6
8	9	8	8	7	6
10	10	10	10	8	7
7	9	9	9	9	9
8	9	9	9	9	9
5	3	3	5	4	2
6	10	10	9	9	9
10	5	8	6	3	5
8	8	8	7	8	9
7	7	8	8	7	7
6	5	6	7	6	7
7	7	7	8	8	7
7	10	10	9	7	7
3	4	4	3	2	3
8	9	9	9	9	9
6	6	6	6	6	5
7	8	8	8	6	5

Fungsi Jaminan 1Reebok	Fungsi Jaminan 2Reebok	Fungsi Jaminan 3Reebok	Fungsi Jaminan 4Reebok	Fungsi Identifikasi Pribadi 1Reebok	Identifikasi Pribadi 2Reebok
8	8	8	7	9	6
5	7	8	7	6	5
9	9	9	9	9	9
7	8	8	8	10	9
8	6	6	6	7	5
8	8	6	8	8	7
9	9	7	7	10	7
8	7	9	8	8	6
6	6	8	6	5	9
10	8	10	9	8	8
6	6	6	7	7	6
6	7	6	7	6	7
8	9	7	9	10	9
7	6	7	6	7	7
6	6	8	8	7	6
8	8	8	8	8	8
10	8	10	7	8	8
9	9	9	9	7	6
8	8	7	8	9	9
9	9	8	8	8	9
8	8	8	8	9	8
6	6	6	5	7	5
7	7	9	6	6	6
7	8	8	8	9	5
8	8	9	7	9	8
8	7	8	8	7	6
9	9	9	9	7	7
8	8	9	7	7	6

Fungsi Jaminan 1Reebok	Fungsi Jaminan 2Reebok	Fungsi Jaminan 3Reebok	Fungsi Jaminan 4Reebok	Fungsi Identifikasi Pribadi 1Reebok	Identifikasi Pribadi 2Reebok
7	7	8	7	7	6
7	8	8	7	9	9
7	7	8	9	8	7
1	4	8	0	3	5
7	7	8	7	8	2
8	8	10	6	7	7
7	7	9	7	6	6
10	10	10	10	10	8
9	9	10	7	5	8
8	8	8	7	8	8
8	6	6	8	7	5
8	2	1	3	2	5
8	9	10	9	9	8
7	7	7	6	6	6
8	9	9	9	10	9
9	9	9	8	9	8
8	8	9	9	8	8
6	7	8	7	7	7
9	9	9	9	8	7
7	7	8	7	8	2
6	6	7	7	6	6
7	5	7	5	6	3
9	9	9	7	8	8
7	8	8	7	6	6
7	8	7	8	8	8
9	8	9	7	5	5
7	9	9	7	8	7
7	7	6	6	5	5

Fungsi Jaminan 1Reebok	Fungsi Jaminan 2Reebok	Fungsi Jaminan 3Reebok	Fungsi Jaminan 4Reebok	Fungsi Identifikasi Pribadi 1Reebok	Identifikasi Pribadi 2Reebok
7	6	7	7	6	6
8	8	10	9	8	6
7	8	8	8	8	8
8	8	8	8	7	7
7	8	8	5	8	7
10	10	10	8	9	7
7	7	8	8	8	8
8	8	7	8	9	8
7	8	8	8	8	6
7	8	7	6	7	6
7	8	8	8	7	4
8	8	8	8	6	6
6	6	7	7	6	5
7	7	9	6	9	6
8	9	8	8	9	6
7	7	8	8	7	7
8	8	6	7	7	8
9	10	9	10	10	10
7	7	7	7	7	6
8	9	9	8	8	8
9	7	9	7	5	6
8	8	7	7	6	6
8	8	8	8	8	7
8	8	8	8	7	6
9	7	8	8	7	6

Fungsi Identifikasi Sosial 1Reebok	Fungsi Identifikasi Sosial 2Reebok	Fungsi Identifikasi Sosial 3Reebok	Fungsi Identifikasi Sosial 4Reebok	Fungsi Status 1Reebok
10	9	9	9	9
9	9	9	9	9
7	9	8	4	5
8	9	6	6	5
9	9	9	8	8
8	10	10	8	0
6	7	9	9	9
9	8	9	9	8
9	8	9	8	8
10	10	10	10	10
8	7	9	9	7
7	7	7	6	6
10	9	9	10	8
9	8	9	9	8
8	8	8	8	5
7	8	7	6	7
9	10	7	8	8
9	8	9	8	9
8	3	7	9	8
8	9	9	8	7
8	8	8	8	8
10	10	9	9	10
10	9	10	8	5
6	10	9	7	9
10	5	9	9	9
10	8	9	8	2
7	9	9	8	9
9	9	8	8	8

Fungsi Identifikasi Sosial 1Reebok	Fungsi Identifikasi Sosial 2Reebok	Fungsi Identifikasi Sosial 3Reebok	Fungsi Identifikasi Sosial 4Reebok	Fungsi Status 1Reebok
7	7	7	7	7
10	8	9	10	9
5	4	6	5	6
5	5	8	8	6
8	9	8	9	7
5	4	4	5	5
9	8	6	6	7
7	9	9	8	6
8	8	8	8	0
8	7	9	8	7
9	9	10	10	10
8	9	8	6	9
8	9	9	9	9
5	10	10	10	6
8	7	9	9	8
9	9	9	9	9
4	2	5	2	4
8	10	9	6	3
8	4	5	8	2
8	8	8	8	7
9	8	6	8	8
5	7	8	7	7
7	8	8	7	7
10	9	10	8	5
2	3	3	2	2
8	9	9	9	8
6	7	6	6	5
6	6	7	7	2

Fungsi Identifikasi Sosial 1Reebok	Fungsi Identifikasi Sosial 2Reebok	Fungsi Identifikasi Sosial 3Reebok	Fungsi Identifikasi Sosial 4Reebok	Fungsi Status 1Reebok
8	6	7	7	6
7	3	7	5	8
7	8	8	7	8
9	9	9	8	8
7	7	7	7	6
8	8	8	7	6
9	9	7	8	9
8	9	8	7	6
8	8	6	8	7
10	9	9	9	9
8	8	5	5	6
6	8	9	7	7
9	9	7	7	6
7	8	7	8	8
7	7	7	7	5
8	8	8	6	7
10	9	10	9	7
9	8	10	10	8
8	9	9	8	9
5	6	8	8	9
6	9	8	5	6
6	8	7	5	5
8	6	8	8	7
9	9	8	7	9
8	9	10	8	7
8	8	8	9	7
10	8	9	9	7
8	8	8	9	6

Fungsi Identifikasi Sosial 1Reebok	Fungsi Identifikasi Sosial 2Reebok	Fungsi Identifikasi Sosial 3Reebok	Fungsi Identifikasi Sosial 4Reebok	Fungsi Status 1Reebok
8	8	7	7	5
9	9	8	8	8
8	8	8	9	7
0	6	1	2	4
8	10	9	5	8
8	10	8	7	7
9	8	9	9	6
10	10	10	6	8
9	8	10	8	6
8	8	8	8	8
3	8	8	7	7
3	2	1	3	3
8	9	9	8	8
6	9	6	6	7
8	9	8	7	6
9	9	9	7	7
7	10	10	7	10
9	9	9	8	8
8	7	9	9	9
9	8	10	5	10
6	6	7	6	6
7	0	4	7	5
7	9	9	7	7
6	7	8	5	8
8	9	8	8	5
8	8	8	7	5
9	10	10	8	10
7	8	7	6	6

Fungsi Identifikasi Sosial 1Reebok	Fungsi Identifikasi Sosial 2Reebok	Fungsi Identifikasi Sosial 3Reebok	Fungsi Identifikasi Sosial 4Reebok	Fungsi Status 1Reebok
8	10	7	6	7
8	8	8	9	5
6	8	6	6	5
8	7	8	8	8
8	8	8	4	5
8	10	10	9	5
7	8	8	8	7
9	8	10	9	8
8	9	8	6	5
8	6	7	7	6
7	0	10	7	9
8	8	8	7	8
9	9	9	8	7
6	9	8	5	7
9	9	6	6	6
7	7	7	7	6
7	9	9	8	6
10	9	7	7	6
6	6	8	7	5
10	10	10	7	6
7	7	9	9	7
5	7	7	9	5
8	8	7	7	8
7	7	8	8	7
6	8	8	8	8

Fungsi Status 2Reebok	Perluasan Merek 1Reebok	Rekomendasi Merek 1Reebok	Harga Premium 1Reebok	Harga Premium 2Reebok
10	9	9	1000000	300000
9	9	9	600000	500000
7	5	6	450000	400000
1	3	9	150000	140000
8	7	8	500000	250000
0	10	10	1200000	400000
3	9	6	700000	300000
5	8	8	600000	300000
9	7	8	650000	200000
10	8	8	600000	300000
9	8	8	800000	250000
5	6	3	200000	100000
9	9	9	400000	200000
7	6	8	600000	200000
6	8	8	850000	350000
5	4	6	500000	300000
7	8	10	600000	125000
9	8	9	500000	200000
7	7	7	750000	150000
8	5	5	250000	100000
8	7	8	500000	300000
5	8	10	900000	300000
8	6	8	1500000	400000
8	8	5	300000	150000
9	10	3	300000	150000
7	9	7	750000	200000
7	9	8	300000	100000
8	8	8	600000	150000
6	5	6	600000	200000

Fungsi Status 2Reebok	Perluasan Merek 1Reebok	Rekomendasi Merek 1Reebok	Harga Premium 1Reebok	Harga Premium 2Reebok
9	9	9	1000000	500000
5	4	4	800000	200000
5	6	5	800000	300000
6	7	8	350000	40000
5	4	5	450000	250000
4	5	4	500000	100000
7	8	8	500000	300000
3	10	10	700000	50000
8	8	9	470000	100000
8	9	10	350000	50000
6	7	6	200000	100000
8	8	8	300000	70000
9	6	9	500000	300000
10	8	9	800000	300000
9	9	9	350000	75000
2	8	3	125000	97000
9	9	10	500000	100000
0	8	5	600000	300000
8	5	8	500000	250000
6	5	8	250000	150000
6	7	6	300000	200000
7	7	7	400000	200000
7	8	8	450000	250000
8	5	2	150000	70000
9	9	9	700000	600000
3	3	5	500000	200000
1	1	5	150000	100000
5	5	8	600000	250000
2	7	7	700000	150000

Fungsi Status 2Reebok	Perluasan Merek 1Reebok	Rekomendasi Merek 1Reebok	Harga Premium 1Reebok	Harga Premium 2Reebok
7	9	9	700000	200000
10	8	8	999000	200000
7	6	8	200000	100000
5	4	9	800000	150000
6	6	0	600000	200000
5	5	6	600000	100000
4	7	5	500000	200000
6	7	10	700000	500000
3	2	8	600000	200000
9	9	8	300000	100000
5	9	10	600000	200000
9	9	8	300000	150000
3	5	6	175000	200000
5	6	8	500000	100000
4	5	9	600000	150000
6	8	8	500000	200000
8	6	8	600000	200000
7	7	5	400000	100000
2	8	9	400000	200000
3	5	9	200000	80000
5	5	6	400000	100000
2	5	10	600000	150000
6	10	9	425000	200000
4	6	9	700000	100000
7	5	9	500000	200000
5	7	7	700000	300000
2	5	6	600000	150000
9	7	8	500000	200000
6	9	9	600000	200000

Fungsi Status 2Reebok	Perluasan Merek 1Reebok	Rekomendasi Merek 1Reebok	Harga Premium 1Reebok	Harga Premium 2Reebok
1	2	6	400000	125000
5	7	6	650000	250000
5	5	7	450000	100000
4	7	7	400000	100000
5	9	10	800000	200000
6	7	9	600000	250000
7	7	7	200000	150000
5	7	3	230000	175000
2	6	5	250000	200000
8	8	10	200000	100000
3	8	7	700000	200000
5	8	10	500000	100000
6	9	9	500000	200000
8	8	6	500000	250000
5	9	5	1200000	300000
9	8	8	900000	250000
5	7	6	800000	200000
5	3	6	600000	300000
5	5	4	500000	200000
7	6	4	500000	500000
5	5	6	200000	100000
8	8	6	700000	300000
2	3	6	400000	100000
9	8	8	300000	250000
5	5	6	400000	200000
8	5	7	300000	150000
5	5	8	500000	150000
6	5	6	500000	250000
7	7	7	150000	75000

Fungsi Status 2Reebok	Perluasan Merek 1Reebok	Rekomendasi Merek 1Reebok	Harga Premium 1Reebok	Harga Premium 2Reebok
7	7	7	350000	200000
6	6	9	500000	100000
5	6	7	400000	150000
9	9	8	700000	350000
4	5	8	400000	200000
3	6	8	600000	175000
7	2	6	200000	150000
5	6	6	400000	150000
4	8	6	700000	300000
2	3	10	600000	200000
5	2	10	600000	300000
7	7	7	300000	150000
8	8	8	600000	500000
7	10	10	600000	150000
5	2	6	500000	150000
8	8	8	300000	150000
5	8	6	400000	100000
4	5	6	300000	200000
6	7	9	450000	250000
7	7	8	400000	200000
5	7	7	400000	150000



Lampiran 4

Output Validitas dan Reliabilitas

Sepatu Olahraga Merek Nike

Fungsi Jaminan Nike

Reliability

Case Processing Summary

		N	%
Cases	Valid	137	100.0
	Excluded ^a	0	.0
	Total	137	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.905	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Fungsi Jaminan 1Nike	24.0365	21.624	.681	.914
Fungsi Jaminan 2Nike	23.7956	18.914	.826	.863
Fungsi Jaminan 3Nike	23.6350	20.836	.888	.845
Fungsi Jaminan 4Nike	23.9854	21.220	.770	.882

Fungsi Identifikasi Pribadi Nike

Reliability

Case Processing Summary

		N	%
Cases	Valid	137	100.0
	Excluded ^a	0	.0
	Total	137	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.845	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Fungsi Identifikasi Pribadi 1Nike	7.1679	4.244	.732	. ^a
Fungsi Identifikasi Pribadi 2Nike	7.8394	3.871	.732	. ^a

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Fungsi Identifikasi Sosial Nike

Reliability

Case Processing Summary

		N	%
Cases	Valid	137	100.0
	Excluded ^a	0	.0
	Total	137	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.870	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Fungsi Identifikasi Sosial 1Nike	23.8321	19.788	.758	.821
Fungsi Identifikasi Sosial 2Nike	24.2701	20.610	.646	.865
Fungsi Identifikasi Sosial 3Nike	23.5255	20.001	.771	.816
Fungsi Identifikasi Sosial 4Nike	23.8029	19.424	.725	.834

Fungsi Status Nike

Reliability

Case Processing Summary

		N	%
Cases	Valid	137	100.0
	Excluded ^a	0	.0
	Total	137	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.546	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Fungsi Status 1Nike	6.7883	6.227	.381	. ^a
Fungsi Status 2Nike	7.6934	4.435	.381	. ^a

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Sepatu Olahraga Merek Adidas

Fungsi Jaminan Adidas

Reliability

Case Processing Summary

		N	%
Cases	Valid	137	100.0
	Excluded ^a	0	.0
	Total	137	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.840	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Fungsi Jaminan 1Adidas	23.1606	15.856	.571	.842
Fungsi Jaminan 2Adidas	22.7737	14.220	.723	.775
Fungsi Jaminan 3Adidas	22.5182	14.766	.764	.760
Fungsi Jaminan 4Adidas	23.1022	15.416	.647	.809

Fungsi Identifikasi Pribadi Adidas

Reliability

Case Processing Summary

		N	%
Cases	Valid	137	100.0
	Excluded ^a	0	.0
	Total	137	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.752	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Fungsi Identifikasi Pribadi 1Adidas	6.9927	3.081	.604	. ^a
Fungsi Identifikasi Pribadi 2Adidas	7.3431	3.462	.604	. ^a

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Fungsi Identifikasi Sosial Adidas

Reliability

Case Processing Summary

		N	%
Cases	Valid	137	100.0
	Excluded ^a	0	.0
	Total	137	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.819	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Fungsi Identifikasi Sosial 1Adidas	22.6350	16.189	.627	.779
Fungsi Identifikasi Sosial 2Adidas	22.8394	13.430	.658	.775
Fungsi Identifikasi Sosial 3Adidas	22.1460	15.449	.752	.725
Fungsi Identifikasi Sosial 4Adidas	22.6423	17.540	.563	.806

Fungsi Status Adidas

Reliability

Case Processing Summary

		N	%
Cases	Valid	137	100.0
	Excluded ^a	0	.0
	Total	137	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.598	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Fungsi Status 1Adidas	6.3796	5.928	.436	. ^a
Fungsi Status 2Adidas	7.2847	3.896	.436	. ^a

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Sepatu Olahraga Merek Reebok

Fungsi Jaminan Reebok

Reliability

Case Processing Summary

		N	%
Cases	Valid	137	100.0
	Excluded ^a	0	.0
	Total	137	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.870	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Fungsi Jaminan 1Reebok	23.1460	15.508	.633	.869
Fungsi Jaminan 2Reebok	22.8540	13.846	.816	.795
Fungsi Jaminan 3Reebok	22.6788	14.926	.707	.840
Fungsi Jaminan 4Reebok	23.1606	14.312	.740	.827

Fungsi Identifikasi Pribadi Reebok

Reliability

Case Processing Summary

		N	%
Cases	Valid	137	100.0
	Excluded ^a	0	.0
	Total	137	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.800	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Fungsi Identifikasi Pribadi 1Reebok	6.8321	3.214	.667	. ^a
Fungsi Identifikasi Pribadi 2Reebok	7.3285	2.957	.667	. ^a

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Fungsi Identifikasi Sosial Reebok

Reliability

Case Processing Summary

		N	%
Cases	Valid	137	100.0
	Excluded ^a	0	.0
	Total	137	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.807	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Fungsi Identifikasi Sosial 1Reebok	23.2044	17.208	.665	.738
Fungsi Identifikasi Sosial 2Reebok	23.0584	17.452	.518	.817
Fungsi Identifikasi Sosial 3Reebok	22.9124	16.919	.735	.706
Fungsi Identifikasi Sosial 4Reebok	23.5182	18.443	.599	.769

Fungsi Status Reebok

Reliability

Case Processing Summary

		N	%
Cases	Valid	137	100.0
	Excluded ^a	0	.0
	Total	137	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.652	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Fungsi Status 1Reebok	5.9489	5.299	.492	. ^a
Fungsi Status 2Reebok	6.7883	3.683	.492	. ^a

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.



Lampiran 5

OUTPUT REGRESI BERGANDA

Output Analisis Regresi Berganda Pada Merek Nike

Pengaruh Asosiasi Merek Sepatu Olahraga Nike Terhadap Perluasan Merek
(Brand Extension)

Regression

Variables Entered/Removed			
Model	Variables Entered	Variables Removed	Method
1	Fungsi Status Nike, Fungsi Jaminan Nike, Fungsi Identifikasi Sosial Nike, Fungsi Identifikasi Pribadi Nike ^a		Enter

a. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.626 ^a	.392	.374	1.76700

a. Predictors: (Constant), Fungsi Status Nike, Fungsi Jaminan Nike, Fungsi Identifikasi Sosial Nike, Fungsi Identifikasi Pribadi Nike

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	266.018	4	66.505	21.300	.000 ^a
Residual	412.142	132	3.122		
Total	678.161	136			

a. Predictors: (Constant), Fungsi Status Nike, Fungsi Jaminan Nike, Fungsi Identifikasi Sosial Nike, Fungsi Identifikasi Pribadi Nike

b. Dependent Variable: Perluasan Merek Nike

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.993	.922		-1.077	.283
Fungsi Jaminan Nike	-.057	.055	-.127	-1.035	.303
Fungsi Identifikasi Pribadi Nike	.113	.094	.143	1.202	.232
Fungsi Identifikasi Sosial Nike	.227	.055	.482	4.145	.000
Fungsi Status Nike	.168	.061	.212	2.741	.007

a. Dependent Variable: Perluasan Merek Nike



Pengaruh Asosiasi Merek Sepatu Olahraga Nike Terhadap
Rekomendasi Merek (*Recommendation*)

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Fungsi Status Nike, Fungsi Jaminan Nike, Fungsi Identifikasi Sosial Nike, Fungsi Identifikasi Pribadi Nike ^a		Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.763 ^a	.582	.569	1.39500

a. Predictors: (Constant), Fungsi Status Nike, Fungsi Jaminan Nike, Fungsi Identifikasi Sosial Nike, Fungsi Identifikasi Pribadi Nike

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	357.622	4	89.405	45.943	.000 ^a
	Residual	256.875	132	1.946		
	Total	614.496	136			

a. Predictors: (Constant), Fungsi Status Nike, Fungsi Jaminan Nike, Fungsi Identifikasi Sosial Nike, Fungsi Identifikasi Pribadi Nike

b. Dependent Variable: Rekomendasi Merek Nike

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-.136	.728		-.187	.852
	Fungsi Jaminan Nike	-.040	.044	-.093	-.918	.360
	Fungsi Identifikasi Pribadi Nike	.472	.074	.624	6.343	.000
	Fungsi Identifikasi Sosial Nike	.080	.043	.179	1.859	.065
	Fungsi Status Nike	.099	.048	.132	2.057	.042

a. Dependent Variable: Rekomendasi Merek Nike



Pengaruh Asosiasi Merek Sepatu Olahraga Nike Terhadap
Kesediaan Konsumen Dalam Membayar Harga Premium
(Price Premium)

Regression

Variables Entered/Removed			
Model	Variables Entered	Variables Removed	Method
1	Fungsi Status Nike, Fungsi Jaminan Nike, Fungsi Identifikasi Sosial Nike, Fungsi Identifikasi Pribadi Nike ^a		Enter

a. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.444 ^a	.197	.172	2.84397E5

a. Predictors: (Constant), Fungsi Status Nike, Fungsi Jaminan Nike, Fungsi Identifikasi Sosial Nike, Fungsi Identifikasi Pribadi Nike

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.615E12	4	6.538E11	8.083	.000 ^a
	Residual	1.068E13	132	8.088E10		
	Total	1.329E13	136			

a. Predictors: (Constant), Fungsi Status Nike, Fungsi Jaminan Nike, Fungsi Identifikasi Sosial Nike, Fungsi Identifikasi Pribadi Nike

b. Dependent Variable: Harga Premium Nike

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11186.685	148357.128		.075	.940
Fungsi Jaminan Nike	-178.331	8924.706	-.003	-.020	.984
Fungsi Identifikasi Pribadi Nike	31917.301	15167.399	.287	2.104	.037
Fungsi Identifikasi Sosial Nike	10057.006	8810.505	.153	1.141	.256
Fungsi Status Nike	6791.244	9837.840	.061	.690	.491

a. Dependent Variable: Harga Premium Nike



Output Analisis Regresi Berganda Pada Merek Adidas

Pengaruh Asosiasi Merek Sepatu Olahraga Terhadap Perluasan Merek
(Brand Extension)

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Fungsi Status Adidas, Fungsi Jaminan Adidas, Fungsi Identifikasi Sosial Adidas, Fungsi Identifikasi Pribadi Adidas ^a		Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.663 ^a	.439	.422	1.60531

a. Predictors: (Constant), FungsiStatusAdidas, FungsiJaminanAdidas, FungsiIdentifikasiSosialAdidas, FungsiIdentifikasiPribadiAdidas

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	266.096	4	66.524	25.814	.000 ^a
	Residual	340.166	132	2.577		
	Total	606.263	136			

a. Predictors: (Constant), Fungsi Status Adidas, Fungsi Jaminan Adidas, Fungsi Identifikasi Sosial Adidas, Fungsi Identifikasi Pribadi Adidas

b. Dependent Variable: Perluasan Merek Adidas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.888	.913		-.972	.333
Fungsi Jaminan Adidas	-.081	.053	-.161	-1.548	.124
Fungsi Identifikasi Pribadi Adidas	.237	.089	.279	2.645	.009
Fungsi Identifikasi Sosial Adidas	.235	.046	.490	5.137	.000
Fungsi Status Adidas	.092	.059	.119	1.570	.119

a. Dependent Variable: Perluasan Merek Adidas



Pengaruh Asosiasi Merek Sepatu Olahraga Terhadap Rekomendasi Merek

(Recommendation)

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Fungsi Status Adidas, Fungsi Jaminan Adidas, Fungsi Identifikasi Sosial Adidas, Fungsi Identifikasi Pribadi Adidas ^a		Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.748 ^a	.559	.545	1.24316

a. Predictors: (Constant), Fungsi Status Adidas, Fungsi Jaminan Adidas, Fungsi Identifikasi Sosial Adidas, Fungsi Identifikasi Pribadi Adidas

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	258.366	4	64.591	41.795	.000 ^a
	Residual	203.999	132	1.545		
	Total	462.365	136			

a. Predictors: (Constant), Fungsi Status Adidas, Fungsi Jaminan Adidas, Fungsi Identifikasi Sosial Adidas, Fungsi Identifikasi Pribadi Adidas

b. Dependent Variable: Rekomendasi Merek Adidas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.195	.707		-.275	.784
Fungsi Jaminan Adidas	.048	.041	.109	1.177	.241
Fungsi Identifikasi Pribadi Adidas	.379	.069	.511	5.462	.000
Fungsi Identifikasi Sosial Adidas	.089	.035	.212	2.504	.013
Fungsi Status Adidas	-.014	.045	-.020	-.304	.762

a. Dependent Variable: Rekomendasi Merek Adidas



Pengaruh Asosiasi Merek Sepatu Olahraga Terhadap Kesiediaan Konsumen Dalam Membayar Harga Premium (*Price Premium*)

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Fungsi Status Adidas, Fungsi Jaminan Adidas, Fungsi Identifikasi Sosial Adidas, Fungsi Identifikasi Pribadi Adidas ^a		Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.436 ^a	.190	.166	2.23810E5

a. Predictors: (Constant), Fungsi Status Adidas, Fungsi Jaminan Adidas, Fungsi Identifikasi Sosial Adidas, Fungsi Identifikasi Pribadi Adidas

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1.556E12	4	3.890E11	7.765	.000 ^a
Residual	6.612E12	132	5.009E10		
Total	8.168E12	136			

a. Predictors: (Constant), Fungsi Status Adidas, Fungsi Jaminan Adidas, Fungsi Identifikasi Sosial Adidas, Fungsi Identifikasi Pribadi Adidas

b. Dependent Variable: Harga Premium Adidas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	172237.497	127323.883		1.353	.178
Fungsi Jaminan Adidas	43.476	7334.633	.001	.006	.995
Fungsi Identifikasi Pribadi Adidas	38824.507	12476.877	.395	3.112	.002
Fungsi Identifikasi Sosial Adidas	6806.469	6389.734	.122	1.065	.289
Fungsi Status Adidas	-12801.318	8172.381	-.143	-1.566	.120

a. Dependent Variable: Harga Premium Adidas



Output Analisis Regresi Berganda Pada Merek Reebok

Pengaruh Asosiasi Merek Sepatu Olahraga Terhadap Perluasan Merek
(Brand Extension)

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Fungsi Status Reebok, Fungsi Jaminan Reebok, Fungsi Identifikasi Pribadi Reebok, Fungsi Identifikasi Sosial Reebok ^a		. Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.530 ^a	.280	.259	1.70589

a. Predictors: (Constant), Fungsi Status Reebok, Fungsi Jaminan Reebok, Fungsi Identifikasi Pribadi Reebok, Fungsi Identifikasi Sosial Reebok

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	149.741	4	37.435	12.864	.000 ^a
Residual	384.127	132	2.910		
Total	533.869	136			

a. Predictors: (Constant), Fungsi Status Reebok, Fungsi Jaminan Reebok, Fungsi Identifikasi Pribadi Reebok, Fungsi Identifikasi Sosial Reebok

b. Dependent Variable: Perluasan Merek Reebok

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.586	.944		1.680	.095
Fungsi Jaminan Reebok	-.098	.060	-.202	-1.629	.106
Fungsi Identifikasi Pribadi Reebok	.243	.090	.296	2.712	.008
Fungsi Identifikasi Sosial Reebok	.153	.052	.351	2.960	.004
Fungsi Status Reebok	.109	.064	.147	1.712	.089

a. Dependent Variable: Perluasan Merek Reebok



Pengaruh Asosiasi Merek Sepatu Olahraga Terhadap Rekomendasi Merek
(Recommendation)

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Fungsi Status Reebok, Fungsi Jaminan Reebok, Fungsi Identifikasi Pribadi Reebok, Fungsi Identifikasi Sosial Reebok ^a		Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.664 ^a	.442	.425	1.45263

a. Predictors: (Constant), Fungsi Status Reebok, Fungsi Jaminan Reebok, Fungsi Identifikasi Pribadi Reebok, Fungsi Identifikasi Sosial Reebok

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	220.192	4	55.048	26.087	.000 ^a
	Residual	278.538	132	2.110		
	Total	498.730	136			

a. Predictors: (Constant), Fungsi Status Reebok, Fungsi Jaminan Reebok, Fungsi Identifikasi Pribadi Reebok, Fungsi Identifikasi Sosial Reebok

b. Dependent Variable: Rekomendasi Merek Reebok

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.381	.804		1.718	.088
Fungsi Jaminan Reebok	-.054	.051	-.114	-1.050	.296
Fungsi Identifikasi Pribadi Reebok	.404	.076	.509	5.296	.000
Fungsi Identifikasi Sosial Reebok	.170	.044	.405	3.875	.000
Fungsi Status Reebok	-.143	.054	-.200	-2.640	.009

a. Dependent Variable: Rekomendasi Merek Reebok



Pengaruh Asosiasi Merek Sepatu Olahraga Terhadap Kesiediaan Konsumen
 Dalam Membayar Harga Premium
 (*Price Premium*)

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Fungsi Status Reebok, Fungsi Jaminan Reebok, Fungsi Identifikasi Pribadi Reebok, Fungsi Identifikasi Sosial Reebok ^a		Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.424 ^a	.180	.155	2.39080E5

a. Predictors: (Constant), Fungsi Status Reebok, Fungsi Jaminan Reebok, Fungsi Identifikasi Pribadi Reebok, Fungsi Identifikasi Sosial Reebok

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.653E12	4	4.133E11	7.231	.000 ^a
	Residual	7.545E12	132	5.716E10		
	Total	9.198E12	136			

a. Predictors: (Constant), Fungsi Status Reebok, Fungsi Jaminan Reebok, Fungsi Identifikasi Pribadi Reebok, Fungsi Identifikasi Sosial Reebok

b. Dependent Variable: Harga Premium Reebok

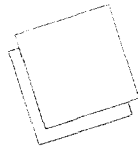
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	97473.009	132290.862		.737	.463
Fungsi Jaminan Reebok	2496.396	8450.565	.039	.295	.768
Fungsi Identifikasi Pribadi Reebok	33327.376	12550.268	.309	2.656	.009
Fungsi Identifikasi Sosial Reebok	10763.493	7240.909	.188	1.486	.140
Fungsi Status Reebok	-17568.537	8918.737	-.181	-1.970	.051

a. Dependent Variable: Harga Premium Reebok



An executive summary for managers and executive readers can be found at the end of this article



The effects of brand associations on consumer response

A. Belén del Río

Facultad de Ciencias Economicas, University of Oviedo, Spain

Rodolfo Vázquez

Facultad de Ciencias Economicas, University of Oviedo, Spain

Víctor Iglesias

Facultad de Ciencias Economicas, University of Oviedo, Spain

Keywords Brand image, Brand equity, Consumer attitudes

Abstract This paper studies the dimensions of brand image, focusing on the functions or value of the brand as perceived by consumers. In this way, four categories of functions are identified: guarantee, personal identification, social identification and status. By way of hypotheses, it has been proposed that these functions have a positive influence on the consumer's willingness to recommend the brand, pay a price premium for it and accept brand extensions. The hypotheses have been tested in the Spanish sports shoes market and were partially supported. The results obtained confirm the convenience of analyzing brand associations separately and enable the ascertaining of the brand associations that are the most relevant in order to attain certain consumer responses.

Introduction

Over the last decade, firms have markedly increased their investments in the creation and development of brands. In fact, in most economic sectors a gradual brand generalization can be observed, even in those markets that have traditionally been more reluctant to use them (as is the case of food and agriculture or high tech product markets).

A certain brand image

The creation of a brand implies communicating a certain brand image in such a way that all the firm's target groups link such a brand (and thus the products sold using its name) with a set of associations. Brand equity research in marketing, as exemplified by Aaker's (1991, 1996) conceptualization and Keller's (1993, 1998) framework, is rooted in cognitive psychology and focuses on consumer cognitive processes. Thus, this view of brand equity proposes that:

- the brand creates value for both the consumer and the firm;
- the brand provides value to the firm by generating value for the consumers; and
- consumers' brand associations are a key element in brand equity formation and management.

The issue of brand equity has emerged as one of the most critical areas for marketing management. Despite strong interest in the subject, however, to date little research has been conducted in order to investigate which brand associations have the strongest effects on consumer behavior. Some of these works only adopt a theoretical perspective, without performing an empirical test (Keller, 1993, 1998; Teas and Grapentine, 1996). Moreover, several of the empirical studies made analyze the overall relation between brand image and consumer response, that is to say, without considering the different dimensions of brand associations (Kamakura and Russell, 1991; Cobb-Walgren *et al.*, 1995; Yoo *et al.*, 2000).

The objectives of this paper are two-fold:

- (1) To analyze the brand associations based on the functions or benefits that the consumer associates with the brand. In particular, we will propose measuring these functions of the brand in accordance with four dimensions: guarantee, social identification, status and personal identification.
- (2) To study the influence exerted by each of these four dimensions on the consumer's willingness to pay a price premium for the brand, recommend it to others and buy brand extensions.

How to measure brand image

Theoretical foundations

Definition of brand associations

Although there has not always been agreement on how to measure brand image (Dobni and Zinkhan, 1990), one generally accepted view is that, consistent with an associative network memory model, brand image can be defined as perceptions about a brand as reflected by the cluster of associations that consumers connect to the brand name in memory. Thus, brand associations are the other informational nodes linked to the brand node in memory and contain the meaning of the brand for consumers.

One way to distinguish between brand associations is by their level of abstraction, that is, by how much information is summarized or subsumed in the association. In line with this criterion, Keller (1993, 1998) classifies brand associations into three major categories: attributes, benefits and attitudes. Attributes are those descriptive features that characterize a brand, such as what a consumer thinks the brand is or has and what is involved with its purchase or consumption. Benefits are the personal value consumers attach to the brand attributes, that is, what consumers think the brand can do for them. Brand attitudes are consumers' overall evaluations of a brand.

The associations related to the functions represent a greater degree of abstraction than those referring to the attributes, and so are more accessible and remain longer in the consumer's memory (Chattopadhyay and Alba, 1988). A further specific feature of the functions is that they have a positive nature, that is, the brand value is greater, the higher the level. For these reasons, and given the interest of working with a multidimensional measure of brand associations, we will examine the associations concerning the functions.

Small number of studies

Dimensions of brand functions

When delimiting brand functions the greatest difficulty lies in the small number and the diverging nature of studies examining their dimensionality. Furthermore, most works do not make an explicit distinction between product functions and brand functions. Product functions are associations related to the physical or tangible attributes, and so are present in all products, even in those sold without a brand or with an unknown brand. Brand functions, on the other hand, are associations related to intangible attributes or images added to the product thanks to its brand name, that is, they represent benefits that can only be obtained from products with a brand.

We propose measuring brand functions through the dimensions of guarantee, personal identification, social identification and status.

The guarantee function, understanding by this the promise or guarantee of quality, is based on the appraisal that the brand is reliable, efficiently carries out its performance qualities and meets the generated expectations (Ambler, 1997). Similarly, it is fitting to associate this function with the perception

that the brand is linked to products with a suitable level of performance and is concerned about conveniently satisfying consumer needs, contributing variety and innovation (Sheth *et al.*, 1991; Dubois and Duquesne, 1995).

The personal identification function is related to the fact that consumers can identify themselves with some brands and develop feelings of affinity towards them. In the literature on brand influence, a basic theory refers to the congruence between the consumer's behavior, his self-image and the product image. This theory is based on the idea that individuals can enrich their self-image through the images of the brands they buy and use. In this way, the theory upholds that the greater the consistency between the brand image and the consumer's self-image, the better the consumer's evaluation of a brand and the greater his intention to buy it (Graeff, 1996; Hogg *et al.*, 2000).

Social identification function

The social identification function is based on the brand's ability to act as a communication instrument allowing the consumer manifesting the desire to be integrated or, on the contrary, to dissociate himself from the groups of individuals that make up his closest social environment (those people with whom he currently interacts or aspires to do so). Consumers interested in this function will positively value those brands that enjoy a good reputation among the groups with which they belong to or aspire to form part of (Long and Shiffman, 2000).

The status function expresses the feelings of admiration and prestige that the consumer may experience upon using the brand (Solomon, 1999). According to Vigneron and Johnson (1999), this function is based on five characteristics of the brand:

- (1) symbol of the individual's power and social status;
- (2) reflection of social approval;
- (3) exclusivity or limitation of the offer to a small number of people;
- (4) contribution of emotional experiences; and
- (5) technical superiority.

Status function

In this way, the status function, just like the social identification function, is revealed thanks to the need of individuals to communicate certain impressions to people in their social environment. However, the difference between the two functions lies in the fact that the social identification function is related to the desire to be accepted by and feel members of certain groups. On the other hand, the status function corresponds to the individual's desire to achieve prestige and recognition from others, without this necessarily meaning that the brand is representative of their social group. Therefore, the status could even impede the individual's identification with certain social groups. That is in line with Maslow's (1970) hierarchy of needs, the status and social identification functions are respectively related to the needs of ego and social.

Effects of brand functions on the consumer response

The above functions will generate value to the firm in the extent that they condition the consumer response to the marketing of the brand. Hence, Keller (1993, 1998) defines brand equity as the differential effect that brand knowledge (awareness and associations) has on consumer response to the marketing of the brand (in terms of consumer perceptions, preferences and behavior, e.g. brand choice, comprehension of copy points from an ad, reactions to a coupon promotion, or evaluations of a proposed brand

extension). In this way, he understands that brand equity is positive (negative) if consumers react more (less) favorably to a product and the way it is marketed when the brand is identified, as compared to an unnamed or fictitiously named, and thus unknown, version of the product.

Competitive advantages

The effect of brand functions on consumer response constitutes a highly important subject when analyzing the value the brand has for the firm. The competitive advantages that result from a positive brand image can be categorized into three general components:

- (1) *advantages related to current performance and profitability* – the brand's ability to command higher margins and/or volume, more inelastic consumer response to price increases, increased marketing communication effectiveness and greater trade co-operation;
- (2) *advantages related to longevity of profits* – brand loyalty, less vulnerability to competitive marketing actions, less vulnerability to marketing crises; and
- (3) *advantages related to growth potential* – possible licensing opportunities, generation of positive word-of-mouth, brand's ability to introduce new products as brand extensions.

Researchers have found that brand associations have a positive influence on consumer choice, preferences and intention of purchase, their willingness to pay a price premium for the brand, accept brand extensions and recommend the brand to others (Park and Srinivasan, 1994; Cobb-Walgren *et al.*, 1995; Agarwal and Rao, 1996; Hutton, 1997; Yoo *et al.*, 2000).

With the exception of the work of Hutton (1997), the study of brand image has focused on grouping all the associations into a single dimension. However, it is foreseeable that brands of equal value for the consumer, in overall terms but not dimension by dimension, are differentiated as to the level and type of consumer response. Therefore, it is also interesting to analyze the individual effects of each of the different dimensions. This will enable marketers to guide brand decisions more appropriately, identifying which associations have to be strengthened in order to achieve the desired consumer response.

Influence on brand functions

For this, the present research attempts to examine the influence exerted by each of the dimensions of the brand functions on three variables that reflect the consumer's willingness to:

- (1) pay a price premium for the brand (competitive advantage related to current performance and profitability);
- (2) recommend it to others; and
- (3) accept brand extensions (competitive advantages related to growth potential).

Based on the idea that brand functions generate an added value for the consumer, we aim to test whether those variables depend positively on brand functions (see Figure 1).

Development and formulation of hypotheses

In the brand extension literature, it has been widely tested that the perceived quality of the original brand positively conditions the success of extensions (Rangaswamy *et al.*, 1993; Bottomley and Doyle, 1996). In addition, another of the factors that appears to have a positive effect is the credibility deposited in the brand regarding its ability to offer products that meet market needs

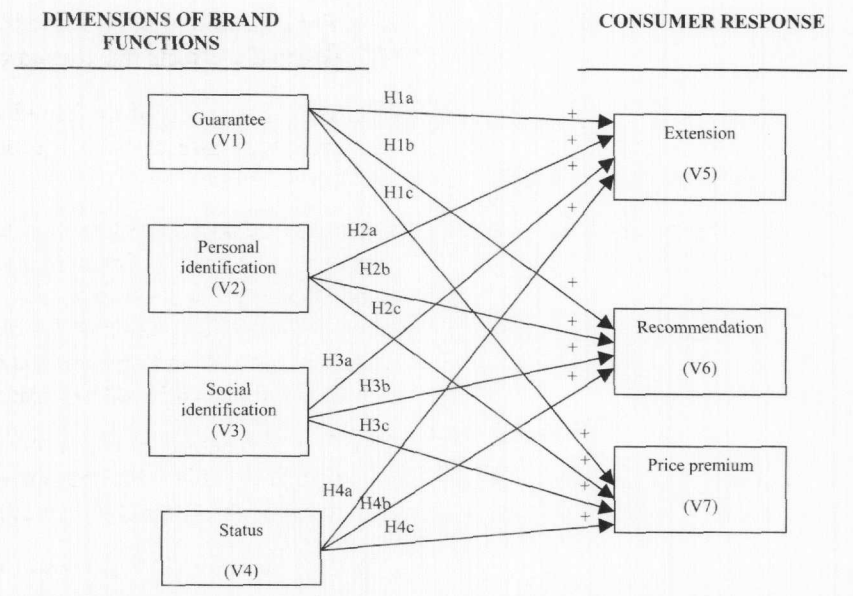


Figure 1. Original model with all hypothesized paths

(Keller and Aaker, 1992). In conclusion, this leads us to propose the following: the closer the association of the brand with the guarantee function, the greater the acceptance of the brand extension. On the other hand, according to Hutton (1997), the recommendation of the brand to others usually entails great uncertainty for the consumer, even greater than that when buying the brand for himself. Therefore, it is to be expected that the consumer tends to lower this uncertainty by recommending those brands for which he perceives a high guarantee. Similarly, it is foreseeable that the higher perceptions of the guarantee function entail a more favorable evaluation of the brand, which will make the consumers more willing to pay a higher premium price. Thus, as shown in Figure 1, we present the following hypothesis:

H1a: The association of the brand with the guarantee function positively affects the consumer's willingness to accept possible brand extensions to other product categories.

H1b: The association of the brand with the guarantee function positively affects the consumer's willingness to recommend the brand.

H1c: The association of the brand with the guarantee function positively affects the consumer's willingness to pay a price premium for the brand.

Emotional experiences

With respect to the personal identification function, Westbrook (1987) suggests that consumers will be more inclined to recommend the brand when they associate this brand with highly relevant emotional experiences. For this, it can be assumed that the greater the consumer's affinity and personal identification towards the brand, the greater his motivation to recommend it. In the same way, it is fitting to expect that the personal identification function has a positive influence on the acceptance of the brand extensions and on the amount of the price premium. These outcomes are illustrated in Figure 1 and stated as the following hypothesis:

H2a: The association of the brand with the personal identification function positively affects the consumer's willingness to accept possible extensions of the brand to other product categories.

H2b: The association of the brand with the personal identification function positively affects the consumer's willingness to recommend the brand.

H2c: The association of the brand with the personal identification function positively affects the consumer's willingness to pay a price premium for the brand.

Good reputation

Regarding the social identification function, Aaker (1991) indicates that the consumers will evaluate brand extensions more favorably in the case of leading brands that enjoy a good reputation and are purchased by many people. This observation has been corroborated by Hutton (1997), who also found a positive relation between brand reputation and the consumer's willingness to pay a price premium and accept brand extensions. On this basis, we expect that:

H3a: The association of the brand with the social identification function positively affects the consumer's willingness to accept possible extensions of the brand to other product categories.

H3b: The association of the brand with the social identification function positively affects the consumer's willingness to recommend the brand.

H3c: The association of the brand with the social identification function positively affects the consumer's willingness to pay a price premium for the brand.

Image of prestige favors the extension of the brand

Finally, the results obtained by Park *et al.* (1991) suggest that the status function acts as a determinant of brand extension acceptance. They reach the conclusion that the image of prestige favors the extension of the brand to a wide number of product categories, even those that are functionally very different. On the other hand, the associations of prestige, luxury and status imply a social distinction of the brand, that generally affords the consumer positive emotional experiences. In this way, it is fitting to expect that the status function has a positive effect on the brand recommendation and premium price. On these grounds we suggest that:

H4a: The association of the brand with the status function affects the consumer's willingness to accept possible extensions of the brand to other product categories.

H4b: The association of the brand with the status function affects the consumer's willingness to recommend the brand.

H4c: The association of the brand with the status function affects the consumer's willingness to pay a price premium for the brand.

Methodology

Selected product class and brands

To test the hypotheses posed, non-specialized sports shoes (suitable for sport and casual wear) were taken as a reference. This market was chosen as it presents four characteristics that enable us to research brand functions without overcomplicating the data collection. First, some of the most relevant characteristics of sport shoes are experience-based – difficult to evaluate prior to purchase – such as, for example, foot protection, lesion prevention and performance improvement. In line with the signaling theory, in this type of product all else being equal, the guarantee function associated to the brand is particularly important. Second, brand associations can also play an important role due to the fact that sport shoes are products that are usually used in public (conspicuous or visible consumer products) and in

which fashion together with the technical aspects have considerable importance in the purchasing decision. Third, the consumer has, in general, sufficient knowledge of the main brands of sports shoes, since consumers have usually tried more than one brand and the high figures of advertising and sponsorship investment. Fourth, the concentration of almost half the sales of sports goods in only three brands (Adidas, Nike and Reebok).

Selection of brands

Regarding the selection of the brands studied, we followed the recommendation of Leuthesser *et al.* (1995) of analyzing brands that are sufficiently well-known to the consumer. For this reason, as a preliminary step to the study, 400 individuals were personally interviewed, being requested to indicate on a list of 28 brands of sports shoes those they had used and of which they had sufficient knowledge of their different features. In line with the percentages attained for the different brands, we decided to focus our research on six brands:

- (1) Adidas (64 percent);
- (2) Fila (17 percent);
- (3) Kelme (27 percent);
- (4) J'hayber (16 percent);
- (5) Nike (57 percent); and
- (6) Reebok (65 percent).

In this way, the research was aimed at users of these brands that had bought sports shoes in the last two years.

Data collection

Face-to-face interviews

The information necessary to carry out the empirical study was collected in the Spanish market through face-to face interviews accompanied by survey questionnaire administration. The choice of the sample was made taking as a reference the data provided by Sport Panel (1997) for Spain concerning the characteristic profile of the purchasers of sports articles. In order to avoid differences with respect to the population we carried out a proportionate stratification in terms of age and gender[1]. A total of 1,054 personal interviews were conducted, which resulted in 1,000 valid surveys and 1,726 brand assessments (each individual was requested to evaluate two brands out of the six considered in the study).

Measures

A pool of sample measures was generated based upon:

- definitions established in our research and the items used in the literature;
- two focus groups with sports shoes users;
- in-depth interviews with various distributors in the sector;
- consulting specialized journals and studies available on the market analyzed.

This list of items was submitted to the opinion of a group of experts in subjects related to the performance qualities of sports shoes and/or to the design of measurement scales studying the consumer. Similarly, a pre-test was carried out in order to detect any necessary changes in the wording of the items and the range to be used in order to evaluate these. As a result of this process, a total of 16 items were obtained and can be seen in the

Appendix. With the exception of the price premium, the variables considered were measured on an 11-point Likert scale (ranging from 0 to 10).

Four aspects

Dimensions of brand functions. To measure the guarantee function we have used four items developed from the scales of Martin and Brown (1990) and Lassar *et al.* (1995). In this way, the respondents were requested to evaluate four aspects of the brand:

- (1) the confidence it inspires;
- (2) the concern about consumer interests;
- (3) the superiority of its performance qualities; and
- (4) value-for-money.

The personal identification function has been measured through two items aiming to collect, respectively, the brand's ability to express the individual's self-concept and establish a strong emotional link. These items were adapted from the works of Mittal and Lee (1989) and Lassar *et al.* (1995). Similarly, in order to measure social identification we took as a reference the study by Martin and Brown (1990) and Lassar *et al.* (1995). Thus, we have stated four items that attempt to reflect brand reputation and its acceptance in the environment closest to the individual. With respect to the status function, we have summarized the measures proposed by Bhat and Reddy (1998) into two items that express the association of the brand with prestige and social distinction.

Willingness to pay a price premium

Consumer response. We focus on the consumer's willingness to pay a price premium for the brand, recommend it to others and buy brand extensions. These are three aspects of the consumer response able to generate competitive advantages for the firm. As can be observed, we examined the behavioral intention rather than the actual behavior for three reasons. First, for the variables being studied, it was not feasible to control actual behavior in the research. Second, the behavioral intention reflects the autonomous inclination of a person to display a certain kind of behavior in the (near) future (Franzen, 1999). In this way, through the behavioral intention we aim to approximate the competitive potential that the brand entails for the firm. Third, actual behavior can be a response to motives other than brand strength (for example, a low price strategy).

The consumer's willingness to accept possible brand extensions has been obtained through a single item. Adapting the proposal of Hutton (1997), the respondents were requested to evaluate to what extent they would buy other products of the same brand other than those that had been commercialized to date.

The consumer's willingness to recommend the brand to others was measured based on the contributions of Selnes (1993), Andreassen (1994) and Hutton (1997). In line with these authors, the respondent was asked to what extent he would recommend the purchase of the brand.

The price premium that the consumer is willing to pay for the brand has been evaluated compared to an unknown brand of similar physical characteristics. According to Yoo *et al.* (2000), the same physical product without the brand name is the best referent object for measuring brand equity. A generic or store brand may not be a proper referent because it has its own brand equity resulting from store reputation and product utility.

For this, each respondent was asked two questions. First, he was asked for the maximum price he would pay for sports shoes of brand *m* (*Pofer*). Then,

after evaluating the brand characteristics, we attempted to put the respondent in the following situation: he is in a retail outlet and observes two brands of sports shoes, both similar at first sight, although one brand is known to him whereas the other is not. Thus, in this context, he was asked for the maximum price he would pay for a brand he had never heard of and whose sports shoes were apparently similar to those of brand *m* (*Ppdto*). In line with the arguments of Rangaswamy *et al.* (1993), it can be assumed that the consumer evaluates the brands that are unknown to him taking into consideration basically their observable physical attributes at the time of purchase. In this way, it is fitting to interpret that *Ppdto* is the price that the consumer assigns to the physical attributes of brand *m* without the guarantee of the brand or the symbolic aspects associated to it, and so the difference between *Pofer* and *Ppdto* corresponds to the price premium of this brand.

Analysis of results

Measurement analysis

Confirmatory factor analysis was used to test the validity and reliability of the scale proposed to measure the brand functions (Anderson and Gerbing, 1988). The EQS program was employed. Thus, a confirmatory factor analysis was performed with the 12 items proposed to measure the different dimensions of the functions that the consumer perceives of the brand. This model provided dissatisfactory goodness of fit indices, since the GFI statistic is lower than 0.8 ($S-B\chi^2(48) = 534.615; p < 0.01; RMSEA = 0.094; NFI = 0.914; GFI = 0.685, CFI = 0.923$). For this, and in the light of the standardized residuals matrix, we then eliminated the item relative to the brand's value-for-money. In this way, the model presented sufficiently acceptable fit indices ($S-B\chi^2(38) = 384.980; p < 0.01; RMSEA = 0.089; NFI = 0.932; GFI = 0.847, CFI = 0.941$).

Composite reliability coefficients

Following the procedure of Anderson and Gerbing (1988), we then calculated the composite reliability coefficients for each of the four dimensions, their reliability being verified as all the coefficients are greater than the minimal level of 0.6 recommended by Bagozzi and Yi (1988). Equally, the convergent validity was confirmed upon finding that the parameters that related the items with the predicted factor reached significant levels and standard values over 0.5 (Steenkamp and Trijp, 1991). Similarly, the discriminant validity could be corroborated as all the interconstruct correlations were significantly below 1.0.

Analysis procedures and findings: effects of the brand functions on the price premium, recommendation and extension

To calculate the evaluation of each consumer regarding the four dimensions representative of the brand functions, the measurement variables associated with each dimension were averaged. In this way, based on the average values obtained, we performed a path analysis relating each of the dimensions with the consumer's willingness to pay a price premium for the brand, recommend it to others and accept brand extensions.

Positive consumers' perception

The results obtained for this model showed an excellent fit ($S-B\chi^2(9) = 0.577; p = 0.999; RMSEA = 0.001; NFI = 1.000; GFI = 0.999; CFI = 1.000$) and thus we went on to test the four hypotheses posed concerning the effects of the brand functions on the price premium, the recommendation and extension of the brand. In line with the value and the significance of the parameters (see Figure 2), the more positive the consumer's perception of the guarantee function exerted by the brand, the more willing he will be to pay a price premium for it, recommend it and accept brand extensions. In this way, *H1a*, *H1b* and *H1c* are corroborated.

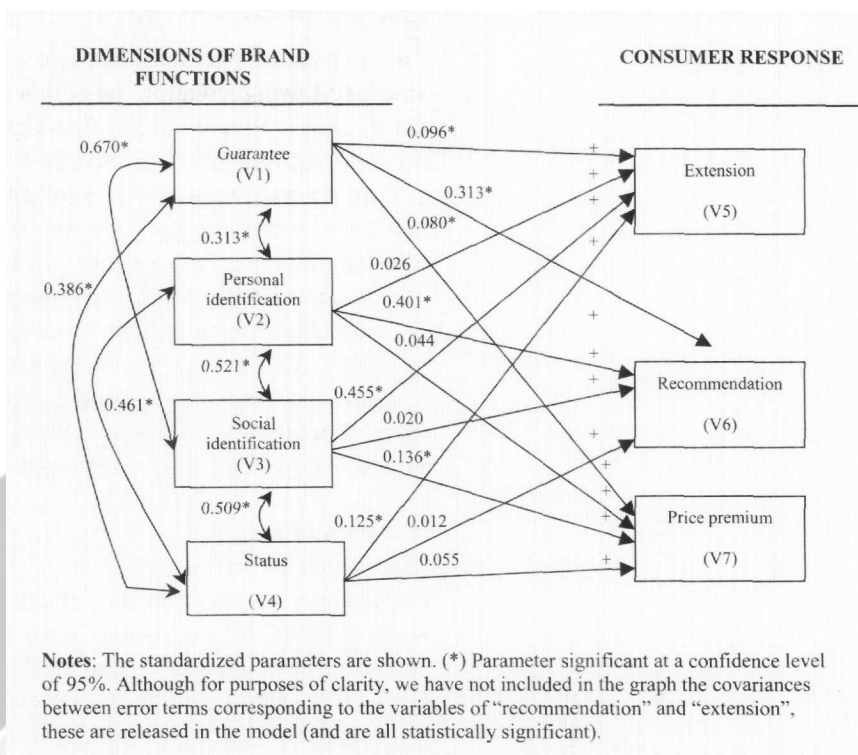


Figure 2. Results of the causal model

Willingness to recommend the brand

With respect to the personal identification function it was found that this increases the consumer's willingness to recommend the brand. However, this does not seem to affect either the price premium to be paid for the brand or the acceptance of the brand extension towards other product categories. Therefore, *H2b* is corroborated but *H2a* and *H2c* are rejected.

The social identification function showed a significant positive incidence on the variables of acceptance of brand extensions (*H3a*) and price premium (*H3c*) the postulated effect on brand recommendation being rejected (*H3b*). An explanation for the result could lie in the fact that the consumer experiences great uncertainty when recommending a brand (Hutton, 1997), and so would tend to base the recommendation on the associations he himself has of the brand (guarantee and personal identification), rather than on the associations other people have of his social environment.

Finally, in relation to the status function, it was observed that this only has a significant effect on the acceptance of brand extensions, which makes us reject *H4b* and *H4c*. In this way, and taking note of the value of the standardized parameters, it seems that status is the function with a generally lower incidence on the variables of results analyzed, which may be due to the fact that it refers to elements of the social environment less close to the individual. On the other hand, these results come to support the idea that the consumer recommends a brand in terms of his own perceptions and feelings in the face of the characteristics presented by it, without taking into account the social consideration and the links of the brand with certain aspirational groups. The fact that neither the status function nor the social identification function have an influence on the recommendation seems to indicate that the consumer considers it irrelevant to base his advice on aspects that are not derived from his personal interaction with the brand and that, on the other hand, may already be known to the person to whom the recommendation is going to be made.

Brand image

Summary and implications

The present study has analyzed the brand image based on the functions or benefits that the consumer associates with the brand. The basic objective was to study the influence of these functions on certain aspects of consumer response capable of generating competitive advantages for the firm. For this, we have formulated four hypotheses that relate each of the brand functions with the consumer's willingness to recommend the brand to others, pay a price premium for it and accept brand extensions.

In short, it has been found that it is interesting for firms to analyze the different dimensions that make up the brand image. Each of these can have a different incidence on the possible consumer responses that determine the advantages that the brand can provide the firm with. In particular, in the sports shoes market, it has been observed that the association of the brand with the guarantee function favors the recommendation of the brand, the obtaining of a price premium and brand extension to other product categories. In turn, the social identification function has a positive effect on price premium and the acceptance of brand extension. On the other hand, the personal identification and status functions influence recommendation and extension respectively.

A set of implications

Managerial implications

From these results we can draw, for the firms in the market studied, a set of implications for managing brand image. The firms interested in extending their brand to other product categories should pay special attention to the brand associations linked to the functions of guarantee, social identification and status. Regarding firms wishing to apply a price premium to their products, it would be essential for them to promote associations related to the functions of guarantee and social identification. Concerning the ways of stimulating the users of a brand to recommend it to others, it would be fitting to basically resort to the functions of guarantee and personal identification. The development of these functions therefore entails for the firm a means of generating positive communications towards the brand. Just as we argued above, the recommendation of the brand seems to be determined by the consumers' own perceptions of it, rather than by the image and social prestige of the brand.

The above implications should not be interpreted in the sense that the firms should promote certain functions and completely ignore others in keeping with the proposed objective. It must be taken into account that the causal relations that we have not been able to verify exert, however, an indirect influence through their relation with the other brand functions. Therefore, the firms should combine the different brand functions giving priority to some dimensions and simultaneously maintaining a suitable balance between all of them. In this respect, another contribution of the model tested has been to relate the brand functions with variables that reflect competitive advantages for the firm in terms of growth (acceptance of brand extensions and recommendation to others) and profitability (price premium). Thus, we obtain an estimation of the incidence of the brand functions in both the long and short run. Hence, in the market studied the data point to the fact that the guarantee and social identification functions offer firms the opportunity to obtain advantages of growth and profitability, whereas the functions of personal identification and status generate advantages of growth.

Limitations and further research

Finally, it is fitting to indicate the limitations this research is subject to and which have to be taken into account when considering the conclusions reached. The limitations mainly have their origin in three aspects: the study

Identifying relative importance of various brand functions may be beneficial

field, the field work and the variables contemplated in the model. The choice of the sports shoes market as a study population requires us to be cautious when interpreting the brand functions related to the individual's social environment since at the present time all things related with sport constitute a far-reaching sociological phenomenon. Regarding the field work, the sample is made up of individuals who have purchased and used the brands analyzed. This has produced a greater reliability in the responses and homogeneity in the sample, but in this way the perceptions of potential clients of the brands have not been recorded. On the other hand, only three aspects of the consumer response have been analyzed. This means that the value of the brand for the firm has been partially measured as it would be fitting to add other variables, such as the intention to purchase or demonstrated brand loyalty.

These limitations open the way to developing future research aimed at analyzing the relations between the brand functions perceived by the consumer and other competitive advantages obtained by the firm. It would also be interesting to conduct a comprehensive multicategory analysis in order to identify the relative importance of various brand functions in different product categories. Managerially relevant empirical generalizations can be drawn from such studies with respect to the relative importance of the brand functions (e.g. search versus experience products).

Note

1. More specifically, the sample is made up by 41 percent females and 59 percent males. The sample distribution by age range is as follows: 18 to 30 years, 53 percent; 30 to 40 years, 22 percent; 40 to 50 years, 17 percent, and over 50 years, 8 percent.

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Appendix

Measurement scale for the brand functions

V1: Guarantee

V1.1: Brand XX is concerned about continuously improving the performance qualities of the sports shoes.

V1.2: Brand XX is very trustworthy.

V1.3: Brand XX sports shoes are of excellent quality.

V1.4: Brand XX gives the best value-for-money.

V2: Personal identification

V2.1: You particularly like brand XX sports shoes.

V2.2: XX is a brand totally in line with your lifestyle.

V3: Social identification

V3.1: Brand XX sports shoes are in fashion.

V3.2: Your friends have brand XX sports shoes.

V3.3: Brand XX sports shoes have a good reputation.

V3.4: XX is a brand leader.

V4: Status

V4.1: Using a brand XX product is a social status symbol.

V4.2: Brand XX sports shoes are recommended by famous people with whom you identify.

Measurement scale for consumer response

V5: Consumer willingness to accept possible brand extensions

If Brand XX decided to sell products other than sports shoes, you would probably buy them.

V6: Consumer willingness to recommend the brand

You would advise other people to buy Brand XX sports shoes.

V7: Price premium

V7.1: Think about Brand XX sports shoes and indicate the maximum price you would be willing to pay for them.

V7.2: Imagine that in your next purchase you observe a brand that you have never heard of before, whose sports shoes are apparently similar to Brand XX sports shoes. What is the maximum price you would be willing to pay for these shoes?

Note: All items refer to the product category of sports shoes.

This summary has been provided to allow managers and executives a rapid appreciation of the content of this article. Those with a particular interest in the topic covered may then read the article in toto to take advantage of the more comprehensive description of the research undertaken and its results to get the full benefit of the material present

Executive summary and implications for managers and executives

The importance of brand associations

Much research has been carried out into the overall relationship between brand image and the response of customers. Brand image is the customer's perceptions about the brand, as reflected by the cluster of associations that he or she connects with the brand name in his or her memory. Belen del Rio et al. seek to analyse these brand associations, based on the functions or benefits that the consumer associates with the brand.

The authors measure these functions of the brand through:

- *its promise or guarantee of quality, based on the appraisal that the brand is reliable, efficiently carries out its performance qualities and meets the generated expectations;*
- *the fact that consumers can identify themselves with some brands and develop feelings of affinity towards them;*
- *the brand's ability to help the consumer to communicate being a part of (or distant from) a certain group of people; and*
- *the feelings of admiration and prestige that the consumer may experience upon using the brand.*

These are referred to as the guarantee, personal identification, social identification and status functions of the brand.

Investigation of the Spanish sports shoe market

Through research into the Spanish sports shoe market, Belen del Rio et al. study the influence exerted by each of these four functions on the consumer's willingness to pay a price premium for the brand, recommend it to others and buy brand extensions.

The research reveals that the more positive the customer's perception of the guarantee function exerted by the brand, the more willing he or she will be to pay a premium price for it, recommend it and accept brand extensions.

The personal identification function increases the customer's willingness to recommend the brand. However, the personal identification function does not seem to affect either the price premium to be paid for the brand or the customer's acceptance of the brand extension towards other product categories.

The social identification function increases the customer's acceptance of brand extensions and his or her willingness to pay a premium price for the brand. It does not, however, make him or her more likely to recommend the brand.

The status function only has a significant effect on the customer's willingness to accept brand extensions. It does not affect his or her willingness to pay a price premium or to recommend the brand to friends and acquaintances. Naturally enough, then, consumers tend to recommend a brand on the basis of their own feelings about its performance, and not on the basis of its image or social prestige. After all, these may already be known to the person to whom the recommendation is going to be made.

Implications for business

Firms interested in extending their brand to other categories of product should therefore pay special attention to the brand associations linked to the

functions of guarantee, social identification and status. Companies wishing to apply a price premium to their products should promote associations related to the functions of guarantee and social identification. And businesses should resort to the functions of guarantee and personal identification to stimulate the users of a brand to recommend it to others.

In the Spanish sports shoe market, moreover, the research points to the fact that the guarantee and social identification functions offer firms the opportunity to obtain advantages of growth (acceptance of brand extensions and recommendation to others) and profitability (price premium), whereas the functions of personal identification and status generate advantages of growth.

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