

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter will summarize the results obtained from the previous chapter then will elaborate a conclusion. Then some suggestions will be emitted that might improve international advertising strategies of multinational corporations wishing to promote in suitable way in the Indonesian market.

5.2 Conclusion

All along the previous chapters, this research tried to evaluate the effects of TV advertising on Indonesian consumers. In order to produce results, questionnaire has been distributed to a student sample to evaluate their attitude toward the commercial, brands and purchase intention. Then to test the hypotheses, we have been using a t-test computed on the SPSS 16 software. Upon completion of the current study, several conclusions could be formulated as follows:

1. Consumers are indifferent whether the commercials are standardized or adapted. They do not really focus on whether the ads were locally produced or standards. Despite a slight preference (5.22 vs. 5.03) of foreign commercials. The results significant which lead us to states that consumer's preference on advertisements is affected more by the strategy. There was higher attitude toward the brand advertised in local version and also for purchase intention which means that

brand attitudes and purchase intention of consumers might be affected by other means than TV commercials even though companies adopted the right strategies.

2. Concerning the difference in attitude toward ads from Asian brand origin and Western (U.S and Europe) brands. Consumers prefer generally standards advertisements of Western brands and had more favorable purchase intention. In other words, standardization might work better if the origin of the brand is from U.S or Europe but not automatically for Asian brands.

3. Advertising strategies effects depends on the advertised product type. From the results of the t-test of our hypothesis 4 in chapter three, we can conclude that consumer's likelihood of a commercial depends on the product type. For instance, from our results, standardized commercials yielded more favorable attitudes if the products are non durable such as, foods, health care and so forth. Therefore, the relationship between ads attitude and brand attitudes under high product involvement (durable) will be significantly weaker than under low product involvement (non durable).

4. The familiarity with the brands also seems to play an important role on the commercials; Ad attitude will significantly affect attitude toward the brand under the unfamiliar brands condition. However brand attitudes built on prior brand knowledge is harder to be affected by ads. By extension here on our research, standardized commercials of familiar brands also produced more favorable attitude than for adapted or customized commercials.

5. Transformational appeals enhance better attitude toward the standardized ads but not for the brands or purchase Intention.

In conclusion, as to evaluate the effects of TV advertising, it affects the consumer perception of a commercial, therefore its attitude toward a brand and purchase intention can be influenced can be favorable or unfavorable depending on the advertising strategy adopted. Some additional variable also can influence consumer perceptions like brand origin, familiarity and advertising execution styles.

5.3 Managerial implications and suggestions

Some managerial implications must be taken account when international advertisers intend to establish their TV ads strategies. Generally, consumers do not have strong preference whether the commercial is standardized or adapted. Nevertheless, advertisers and marketers must be wary for not automatically standardized their commercials for cost reasons or customized for strategy reasons. As it seems that Indonesian consumers built their brand attitudes based on other communication tool than TV commercial only, it is better to adopt the TV media strategy based on prior research on familiarity and knowledge. The product type also is a factor critical to put in consideration. If the multinational aim to market products such as consumer goods especially non-durable product from FMCG industry, a good standardized commercial is advised and could even enhance directly the purchase intention regardless of brand attitude as those are low involvement products. Otherwise, to advertise durable product, it is better to focus

on building better brand strategy first and only after, marketers can decide to adopt standardized strategy for cost effectiveness reasons as there is no significant difference of attitude toward the ads for this non durable product type such as cars electronic appliances and so forth. Also transformational appeal is advised for TV commercial as it seems like Indonesian consumers seek further product information from other medium than TV commercials such as internet. Standardization is also advised if the international firm aim to improve coordination between local office and overseas headquarters which is however done for managerial purpose than market oriented.

5.4 Limitations and future research

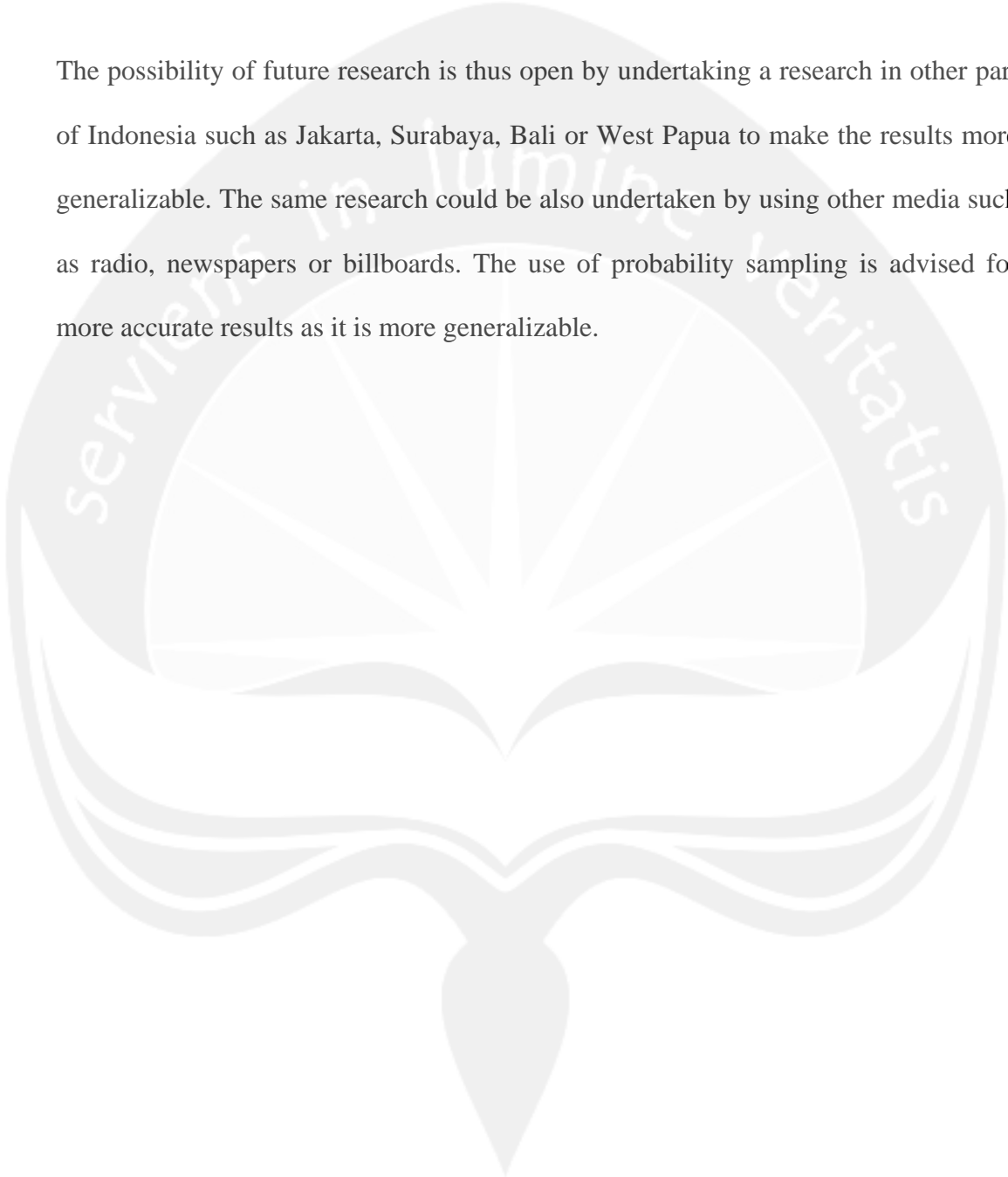
It is important to interpret the current results in a cautious manner given the conditions under what the research has been undertaken. This study has its limitations which will be addressed with directions for future research. These are:

First, the very limited generalizability of the results because of the use of convenience student sampling and student tends to be more informed than general public. The research has been undertaken in the special province of Yogyakarta only therefore cannot represent the whole Indonesia.

Second, As our sample of commercial was picked randomly by the researcher, it does not include all type of product available in the market and there were surely broadcasted in different frequencies on the TV which may have had influenced ads attitudes. The choice of ads was scarce and time to evaluate each commercial

during the survey was limited. These factors must be put in minds when reading the results of the current paper.

The possibility of future research is thus open by undertaking a research in other part of Indonesia such as Jakarta, Surabaya, Bali or West Papua to make the results more generalizable. The same research could be also undertaken by using other media such as radio, newspapers or billboards. The use of probability sampling is advised for more accurate results as it is more generalizable.



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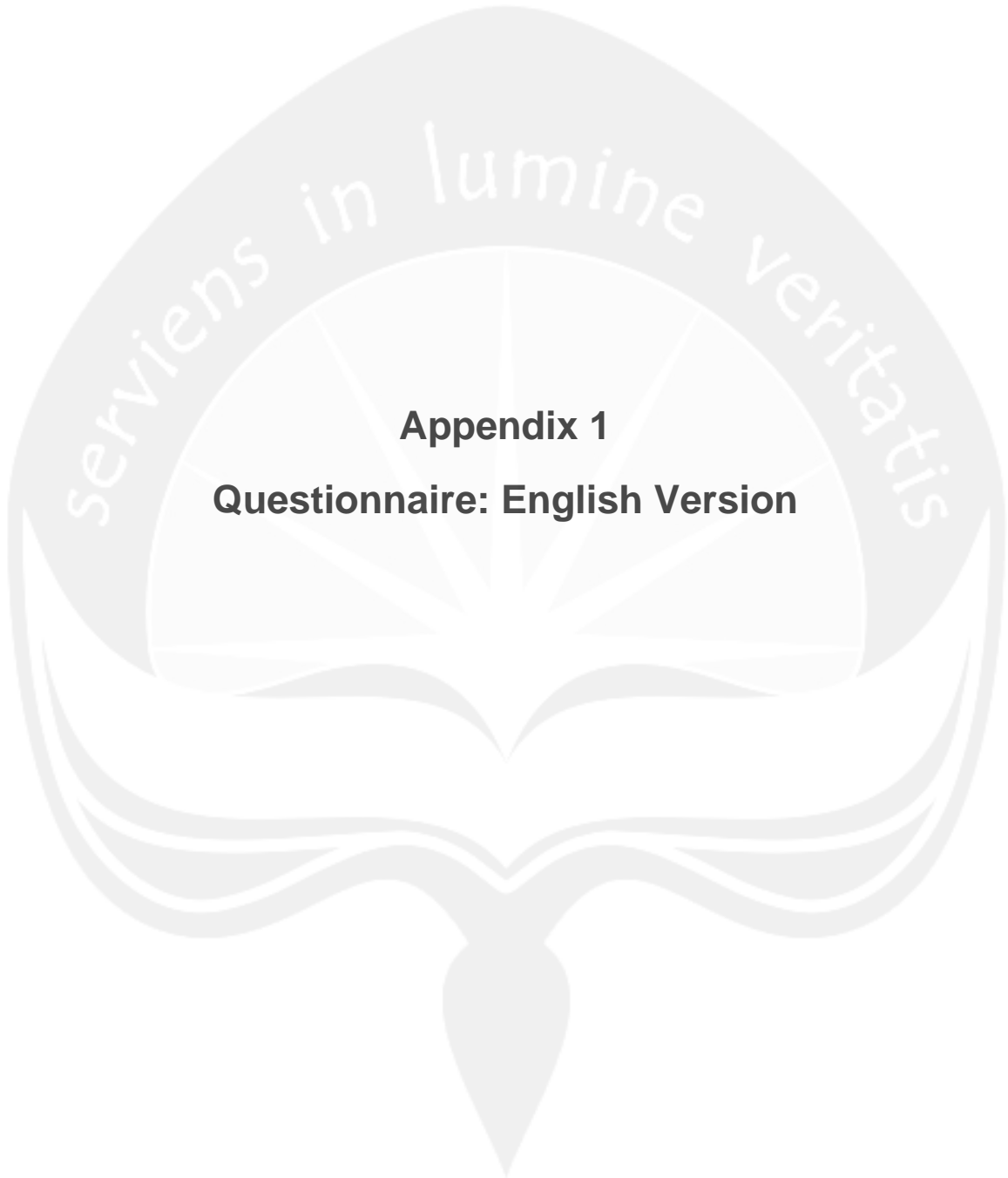
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Appendix 1
Questionnaire: English Version

1. Gender : Male Female
2. Age : less than 17 years 45-54 years
 17-24 years 44-65 years
 25-34 years more than 65 years
 35-44 years
3. What is your last completed education:
- High School Master degree
 Lower Bachelor degree Doctorate
 Bachelor degree
4. Monthly income: Below Rp 600.000 Rp, 4.000.001-6.000.000
 Rp, 600.001- 1.000.000 Rp, 6.000.001- 8.000.000
 Rp, 1000.001- 2.000.000 Rp, 8000.001- 10.000.000
 Rp, 2.000.001- 4.000.000 above Rp, 10.000.000
5. Marital status : Single Married widow(er) divorced
6. Please mention below the brands that you have seen advertised earlier:
- Brand 1: _____ Brand 2: _____

7. For each pair of adjectives, check at the point between them which reflects the extent to which you believe describing the pair of advertisements shown to you earlier:

Ad 1

	1	2	3	4	5	6	7	
Bad								Good
Dislike								Like
irritating								Not irritating
Uninteresting								Uninteresting

Ad 2

	1	2	3	4	5	6	7	
Bad								Good
Dislike								Like
Irritating								Not irritating
Uninteresting								Interesting

8. In my opinion the brand/ Product from advertisements shown earlier is:

Brand 1

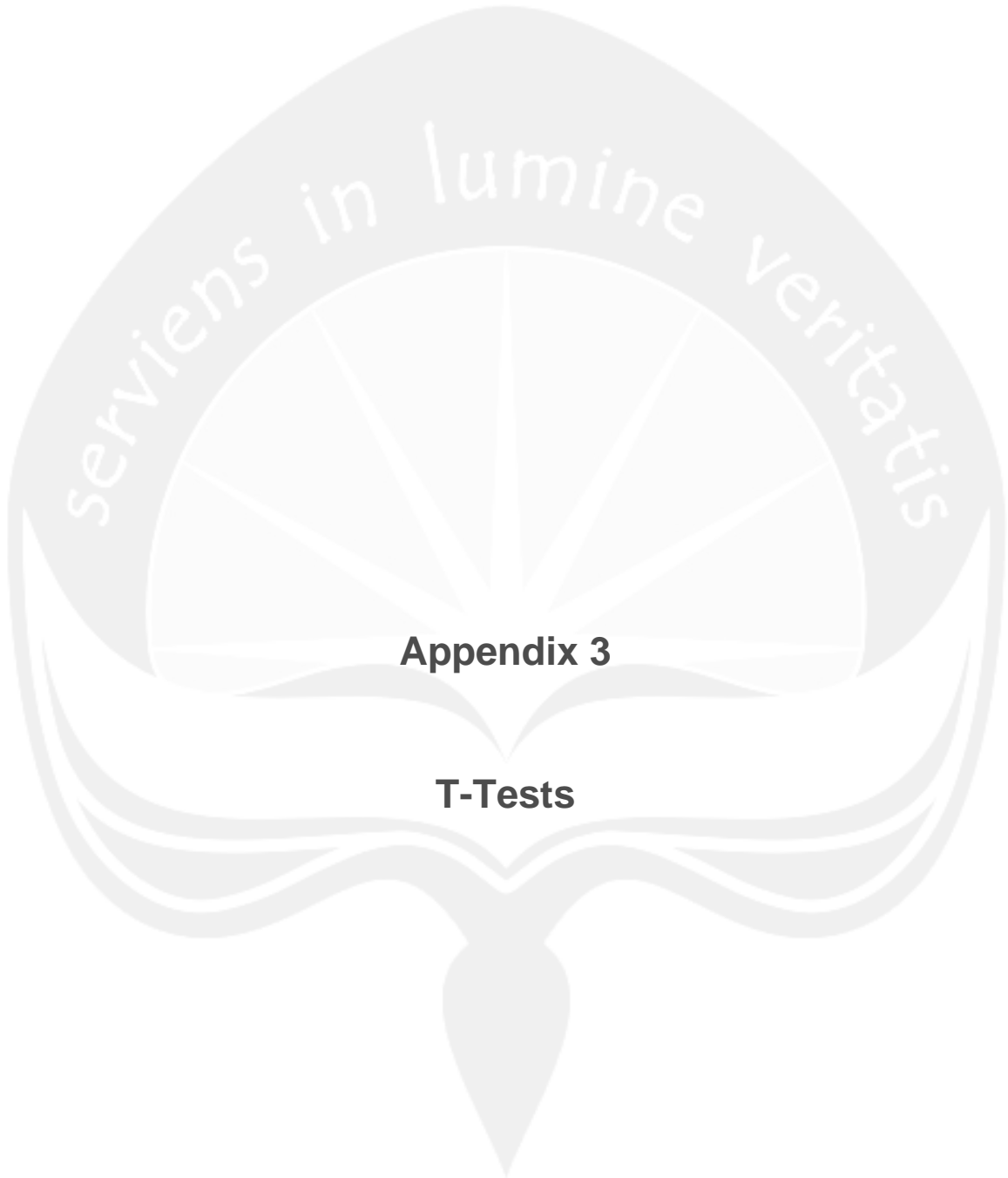
	1	2	3	4	5	6	7	
Bad								Good
Dislike very much								Like very much
Unpleasant								Pleasant
Poor quality								High quality



Appendix 2

Questionnaire: Indonesian Version

1. Jenis Kelamin : Pria Wanita
2. Umur : Kurang dari 17 tahun 41-49 tahun
 17-24 tahun 50-57 tahun
 25-32 tahun Lebih dari 57 tahun
 33-40 tahun
3. Pendidikan Terakhir:
- Lulus SMA Lulus S2
 Lulus Diploma Lulus S3
 Lulus S1
4. Rata-rata penghasilan (uang saku) per bulan:
- Di bawah Rp 600.000 Rp. 4.000.001 - 6.000.000
 Rp. 600.001 – 1.000.000 Rp. 6.000.001 - 8.000.000
 Rp. 1.000.001 – 2.000.000 Rp. 8.000.001- 10.000.000
 Rp. 2.000.001 – 4.000.000 Di atas Rp. 10.000.000
5. Status pernikahan : Belum Menikah Menikah Janda/Duda Bercerai
6. Sebutkan nama dua (2) merek pada tayangan iklan yang anda lihat tadi:
- Merek 1: _____ Merek 2: _____



Appendix 3

T-Tests

Frequencies

Statistics

		Gender	Age	Education	Income	Marital
N	Valid	161	161	161	161	161
	Missing	0	0	0	0	0
Mode		1	2	1	1	1

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	132	82.0	82.0	82.0
	3	27	16.8	16.8	98.8
	4	1	.6	.6	99.4
	5	1	.6	.6	100.0
	Total	161	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	86	53.4	53.4	53.4
	2	75	46.6	46.6	100.0
Total		161	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	125	77.6	77.6	77.6
	2	1	.6	.6	78.3
	3	30	18.6	18.6	96.9
	4	5	3.1	3.1	100.0
	Total	161	100.0	100.0	

Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	86	53.4	53.4	53.4
2	38	23.6	23.6	77.0
3	28	17.4	17.4	94.4
4	7	4.3	4.3	98.8
5	2	1.2	1.2	100.0
Total	161	100.0	100.0	

Marital

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	157	97.5	97.5	97.5
2	4	2.5	2.5	100.0
Total	161	100.0	100.0	

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.842	8

Reliability Statistics

Cronbach's Alpha	N of Items
.857	8

Item Statistics

	Mean	Std. Deviation	N
Q7A1	5.23	1.433	161
Q7A2	5.29	1.389	161
Q7A3	5.20	1.410	161
Q7A4	5.17	1.447	161
Q7B1	5.10	1.415	161
Q7B2	5.04	1.431	161
Q7B3	4.99	1.390	161
Q7B4	4.88	1.448	161

Item Statistics

	Mean	Std. Deviation	N
Q8A1	4.9255	1.39890	161
Q8A2	4.8944	1.43005	161
Q8A3	4.8571	1.39130	161
Q8A4	5.0559	1.53398	161
Q8B1	5.0683	1.38800	161
Q8B2	5.0373	1.35041	161
Q8B3	5.0932	1.42215	161
Q8B4	5.1863	1.44570	161

T-TEST PAIRS=Q7A1 WITH Q7B1 (PAIRED) OVERALL

/CRITERIA=CI (.9500)

/MISSING=ANALYSIS.OVERALL

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Q7A1	5,23	161	1,433	,113
Q7B1	5,10	161	1,415	,112
Pair 2 Q7A2	5,29	161	1,389	,109
Q7B2	5,04	161	1,431	,113
Pair 3 Q7A3	5,20	161	1,410	,111
Q7B3	4,99	161	1,390	,110
Pair 4 Q7A4	5,17	161	1,447	,114
Q7B4	4,88	161	1,448	,114
Pair 5 TOTALQ7A	5,2236	161	1,26849	,09997
TOTALQ7B	5,0016	161	1,26722	,09987

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Q7A1 & Q7B1	161	,245	,002
Pair 2 Q7A2 & Q7B2	161	,218	,006
Pair 3 Q7A3 & Q7B3	161	,208	,008
Pair 4 Q7A4 & Q7B4	161	,142	,073
Pair 5 TOTALQ7A & TOTALQ7B	161	,194	,014

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Q7A1 - Q7B1	,130	1,750	,138	-,142	,403	,945	160	,346
Pair 2 Q7A2 - Q7B2	,248	1,764	,139	-,026	,523	1,787	160	,076
Pair 3 Q7A3 - Q7B3	,211	1,762	,139	-,063	,485	1,521	160	,130
Pair 4 Q7A4 - Q7B4	,298	1,897	,149	,003	,593	1,994	160	,048
Pair 5 TOTALQ7A - TOTALQ7B	,22205	1,60954	,12685	-,02847	,47257	1,750	160	,082

T-TEST PAIRS=Q9A WITH Q9B (PAIRED)

/CRITERIA=CI(.9500)

/MISSING=ANALYSIS.

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Q9A	4.45	161	1.870	.147
Q9B	4.50	161	1.754	.138

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Q9A & Q9B	161	.387	.000

Paired Samples Test

	Paired Differences						t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference					
				Lower	Upper				
Pair 1 Q9A - Q9B	-.050	2.009	.158	-.362	.263	-.314	160	.754	

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T-TEST PAIRS=Q7A1 WITH Q7B1 (PAIRED)Attitude toward the Commercial
/CRITERIA=CI(.9999)

/MISSING=ANALYSIS.

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Q7A1	4,93	83	1,583	,174
Q7B1	5,18	83	1,491	,164
Pair 2 Q7A2	4,96	83	1,550	,170
Q7B2	5,05	83	1,553	,170
Pair 3 Q7A3	4,87	83	1,520	,167
Q7B3	4,93	83	1,512	,166
Pair 4 Q7A4	4,86	83	1,466	,161
Q7B4	4,73	83	1,547	,170
Pair 5 TOTALQ7AASIA	4,9036	83	1,33197	,14620
TOTALQ7BASIA	4,9729	83	1,31942	,14483

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Q7A1 & Q7B1	83	,104	,351
Pair 2 Q7A2 & Q7B2	83	,173	,118
Pair 3 Q7A3 & Q7B3	83	,107	,335
Pair 4 Q7A4 & Q7B4	83	,058	,601
Pair 5 TOTALQ7AASIA & TOTALQ7BASIA	83	,067	,550

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Q7A1 - Q7B1	-,253	2,059	,226	-,703	,197	-1,119	82	,266
Pair 2 Q7A2 - Q7B2	-,084	1,995	,219	-,520	,351	-,385	82	,701
Pair 3 Q7A3 - Q7B3	-,060	2,026	,222	-,503	,382	-,271	82	,787
Pair 4 Q7A4 - Q7B4	,120	2,068	,227	-,331	,572	,531	82	,597
Pair 5 TOTALQ7AASIA - TOTALQ7BASIA	-,06928	1,81134	,19882	-,46479	,32624	-,348	82	,728

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Q8A1	4,72	83	1,451	,159
Q8B1	4,89	83	1,423	,156
Pair 2 Q8A2	4,58	83	1,555	,171
Q8B2	4,90	83	1,428	,157
Pair 3 Q8A3	4,57	83	1,524	,167
Q8B3	4,94	83	1,525	,167
Pair 4 Q8A4	4,64	83	1,708	,187
Q8B4	4,99	83	1,510	,166
Pair 5 totalQ8AASIA	4,6265	83	1,37950	,15142
totalQ8BASIA	4,9307	83	1,30391	,14312

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Q8A1 & Q8B1	83	,233	,034
Pair 2 Q8A2 & Q8B2	83	,146	,187
Pair 3 Q8A3 & Q8B3	83	,178	,108
Pair 4 Q8A4 & Q8B4	83	,268	,014
Pair 5 totalQ8AASIA & totalQ8BASIA	83	,168	,130

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Q8A1 - Q8B1	-,169	1,779	,195	-,557	,220	-,864	82	,390
Pair 2 Q8A2 - Q8B2	-,325	1,951	,214	-,751	,101	-1,519	82	,133
Pair 3 Q8A3 - Q8B3	-,373	1,955	,215	-,800	,053	-1,740	82	,086
Pair 4 Q8A4 - Q8B4	-,349	1,953	,214	-,776	,077	-1,630	82	,107
Pair 5 totalQ8AASIA - totalQ8BASIA	-,30422	1,73207	,19012	-,68243	,07399	-1,600	82	,113

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Q9A	3.99	83	1.935	.212
Q9B	4.46	83	1.876	.206

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Q9A & Q9B	83	.358	.001

Paired Samples Test

	Mean	Std. Deviation	Std. Error Mean	Paired Differences		t	df	Sig. (2-tailed)
				99.99% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Q9A - Q9B	-.470	2.160	.237	-1.440	.500	-1.982	82	.051

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Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Q7A1	5,55	78	1,180	,134
Q7B1	5,01	78	1,334	,151
Pair 2 Q7A2	5,63	78	1,106	,125
Q7B2	5,03	78	1,299	,147
Pair 3 Q7A3	5,56	78	1,191	,135
Q7B3	5,06	78	1,252	,142
Pair 4 Q7A4	5,51	78	1,356	,153
Q7B4	5,03	78	1,329	,150
Pair 5 TOTALQ7AWest	5,5641	78	1,10741	,12539
TOTALQ7BWest	5,0321	78	1,21701	,13780

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Q7A1 & Q7B1	78	,523	,000
Pair 2 Q7A2 & Q7B2	78	,323	,004
Pair 3 Q7A3 & Q7B3	78	,359	,001
Pair 4 Q7A4 & Q7B4	78	,209	,066
Pair 5 TOTALQ7AWest & TOTALQ7BWest	78	,374	,001

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Q7A1 - Q7B1	,538	1,235	,140	,260	,817	3,852	77	,000
Pair 2 Q7A2 - Q7B2	,603	1,408	,159	,285	,920	3,779	77	,000
Pair 3 Q7A3 - Q7B3	,500	1,384	,157	,188	,812	3,191	77	,002
Pair 4 Q7A4 - Q7B4	,487	1,688	,191	,107	,868	2,548	77	,013
Pair 5 TOTALQ7AWest - TOTALQ7BWest	,53205	1,30394	,14764	,23806	,82604	3,604	77	,001

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Q8A1	5,14	78	1,316	,149
Q8B1	5,26	78	1,333	,151
Pair 2 Q8A2	5,23	78	1,205	,136
Q8B2	5,18	78	1,256	,142
Pair 3 Q8A3	5,17	78	1,167	,132
Q8B3	5,26	78	1,294	,146
Pair 4 Q8A4	5,50	78	1,182	,134
Q8B4	5,40	78	1,352	,153
Pair 5 TOTALQ8AWEST	5,2596	78	1,09562	,12406
TOTALQ8BWEST	5,2724	78	1,19195	,13496

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Q8A1 & Q8B1	78	,201	,077
Pair 2 Q8A2 & Q8B2	78	,350	,002
Pair 3 Q8A3 & Q8B3	78	,281	,013
Pair 4 Q8A4 & Q8B4	78	,386	,000
Pair 5 TOTALQ8AWEST & TOTALQ8BWEST	78	,301	,007

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Q8A1 - Q8B1	-,115	1,675	,190	-,493	,262	-,608	77	,545
Pair 2 Q8A2 - Q8B2	,051	1,404	,159	-,265	,368	,323	77	,748
Pair 3 Q8A3 - Q8B3	-,090	1,479	,167	-,423	,244	-,536	77	,594
Pair 4 Q8A4 - Q8B4	,103	1,410	,160	-,215	,421	,642	77	,523
Pair 5 TOTALQ8AWEST - TOTALQ8BWEST	-,01282	1,35494	,15342	-,31831	,29267	-,084	77	,934

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Q9A	4.94	78	1.678	.190
Q9B	4.54	78	1.625	.184

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Q9A & Q9B	78	.446	.000

Paired Samples Test

		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	Q9A - Q9B	.397	1.738	.197	.006	.789	2.019	77	.047

NON DURABLE PRODUCT

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Q7A1	5,55	78	1,180	,134
	Q7B1	5,01	78	1,334	,151
Pair 2	Q7A2	5,63	78	1,106	,125
	Q7B2	5,03	78	1,299	,147
Pair 3	Q7A3	5,56	78	1,191	,135
	Q7B3	5,06	78	1,252	,142
Pair 4	Q7A4	5,51	78	1,356	,153
	Q7B4	5,03	78	1,329	,150
Pair 5	TOTALQ7ANDP	5,5641	78	1,10741	,12539
	TOTALQ7BNDP	5,0321	78	1,21701	,13780

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Q7A1 & Q7B1	78	,523	,000
Pair 2	Q7A2 & Q7B2	78	,323	,004
Pair 3	Q7A3 & Q7B3	78	,359	,001
Pair 4	Q7A4 & Q7B4	78	,209	,066
Pair 5	TOTALQ7ANDP & TOTALQ7BNDP	78	,374	,001

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Q7A1 - Q7B1	,538	1,235	,140	,260	,817	3,852	77	,000
Pair 2 Q7A2 - Q7B2	,603	1,408	,159	,285	,920	3,779	77	,000
Pair 3 Q7A3 - Q7B3	,500	1,384	,157	,188	,812	3,191	77	,002
Pair 4 Q7A4 - Q7B4	,487	1,688	,191	,107	,868	2,548	77	,013
Pair 5 TOTALQ7ANDP - TOTALQ7BNDP	,53205	1,30394	,14764	,23806	,82604	3,604	77	,001

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Q8A1	5,14	78	1,316	,149
	Q8B1	5,26	78	1,333	,151
Pair 2	Q8A2	5,23	78	1,205	,136
	Q8B2	5,18	78	1,256	,142
Pair 3	Q8A3	5,17	78	1,167	,132
	Q8B3	5,26	78	1,294	,146
Pair 4	Q8A4	5,50	78	1,182	,134
	Q8B4	5,40	78	1,352	,153
Pair 5	TOTALQ8ANDP	5,2596	78	1,09562	,12406
	TOTALQ8BNDP	5,2724	78	1,19195	,13496

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Q8A1 & Q8B1	78	,201	,077
Pair 2	Q8A2 & Q8B2	78	,350	,002
Pair 3	Q8A3 & Q8B3	78	,281	,013
Pair 4	Q8A4 & Q8B4	78	,386	,000
Pair 5	TOTALQ8ANDP & TOTALQ8BNDP	78	,301	,007

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Q8A1 - Q8B1	-,115	1,675	,190	-,493	,262	-,608	77	,545
Pair 2 Q8A2 - Q8B2	,051	1,404	,159	-,265	,368	,323	77	,748
Pair 3 Q8A3 - Q8B3	-,090	1,479	,167	-,423	,244	-,536	77	,594
Pair 4 Q8A4 - Q8B4	,103	1,410	,160	-,215	,421	,642	77	,523
Pair 5 TOTALQ8ANDP - TOTALQ8BNDP	-,01282	1,35494	,15342	-,31831	,29267	-,084	77	,934

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Q9A	4.94	78	1.678	,190
Q9B	4.54	78	1.625	,184

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Q9A & Q9B	78	,446	,000

Paired Samples Test

		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	Q9A - Q9B	.397	1.738	.197	.006	.789	2.019	77	.047

DURABLE PRODUCTS

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Q7A1	4,93	83	1,583	,174
Q7B1	5,18	83	1,491	,164
Pair 2 Q7A2	4,96	83	1,550	,170
Q7B2	5,05	83	1,553	,170
Pair 3 Q7A3	4,87	83	1,520	,167
Q7B3	4,93	83	1,512	,166
Pair 4 Q7A4	4,86	83	1,466	,161
Q7B4	4,73	83	1,547	,170
Pair 5 TOTALQ7ADR	4,9036	83	1,33197	,14620
TOTALQ7BDR	4,9729	83	1,31942	,14483

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Q7A1 & Q7B1	83	,104	,351
Pair 2 Q7A2 & Q7B2	83	,173	,118
Pair 3 Q7A3 & Q7B3	83	,107	,335
Pair 4 Q7A4 & Q7B4	83	,058	,601
Pair 5 TOTALQ7ADR & TOTALQ7BDR	83	,067	,550

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Q7A1 - Q7B1	-,253	2,059	,226	-,703	,197	-1,119	82	,266
Pair 2 Q7A2 - Q7B2	-,084	1,995	,219	-,520	,351	-,385	82	,701
Pair 3 Q7A3 - Q7B3	-,060	2,026	,222	-,503	,382	-,271	82	,787
Pair 4 Q7A4 - Q7B4	,120	2,068	,227	-,331	,572	,531	82	,597
Pair 5 TOTALQ7ADR - TOTALQ7BDR	-,06928	1,81134	,19882	-,46479	,32624	-,348	82	,728

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Q8A1	4,72	83	1,451	,159
Q8B1	4,89	83	1,423	,156
Pair 2 Q8A2	4,58	83	1,555	,171
Q8B2	4,90	83	1,428	,157
Pair 3 Q8A3	4,57	83	1,524	,167
Q8B3	4,94	83	1,525	,167
Pair 4 Q8A4	4,64	83	1,708	,187
Q8B4	4,99	83	1,510	,166
Pair 5 TOTALQ8ADP	4,6265	83	1,37950	,15142
TOTALQ8BDP	4,9307	83	1,30391	,14312

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Q8A1 & Q8B1	83	,233	,034
Pair 2 Q8A2 & Q8B2	83	,146	,187
Pair 3 Q8A3 & Q8B3	83	,178	,108
Pair 4 Q8A4 & Q8B4	83	,268	,014
Pair 5 TOTALQ8ADP & TOTALQ8BDP	83	,168	,130

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Q8A1 - Q8B1	-,169	1,779	,195	-,557	,220	-,864	82	,390
Pair 2 Q8A2 - Q8B2	-,325	1,951	,214	-,751	,101	-1,519	82	,133
Pair 3 Q8A3 - Q8B3	-,373	1,955	,215	-,800	,053	-1,740	82	,086
Pair 4 Q8A4 - Q8B4	-,349	1,953	,214	-,776	,077	-1,630	82	,107
Pair 5 TOTALQ8ADP - TOTALQ8BDP	-,30422	1,73207	,19012	-,68243	,07399	-1,600	82	,113

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Q9A	3.99	83	1.935	.212
Q9B	4.46	83	1.876	.206

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Q9A & Q9B	83	.358	.001

Paired Samples Test

	Mean	Std. Deviation	Std. Error Mean	Paired Differences		t	df	Sig. (2-tailed)
				95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Q9A - Q9B	-.470	2.160	.237	-.942	.002	-1.982	82	.051

FAMILIAR BRANDS

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Q7A1	5,00	94	1,437	,148
Q7B1	5,15	94	1,375	,142
Pair 2 Q7A2	5,15	94	1,414	,146
Q7B2	5,16	94	1,424	,147
Pair 3 Q7A3	5,00	94	1,466	,151
Q7B3	5,16	94	1,394	,144
Pair 4 Q7A4	5,04	94	1,544	,159
Q7B4	5,12	94	1,494	,154
Pair 5 TOTALQ7AFAM	5,0479	94	1,29114	,13317
TOTALQ7BFAM	5,1463	94	1,26969	,13096

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Q7A1 & Q7B1	94	,152	,143
Pair 2 Q7A2 & Q7B2	94	,100	,337
Pair 3 Q7A3 & Q7B3	94	,237	,022
Pair 4 Q7A4 & Q7B4	94	,147	,158
Pair 5 TOTALQ7AFAM & TOTALQ7BFAM	94	,114	,273

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Q7A1 - Q7B1	-,149	1,831	,189	-,524	,226	-,788	93	,432
Pair 2 Q7A2 - Q7B2	-,011	1,904	,196	-,401	,379	-,054	93	,957
Pair 3 Q7A3 - Q7B3	-,160	1,768	,182	-,522	,202	-,875	93	,384
Pair 4 Q7A4 - Q7B4	-,074	1,985	,205	-,481	,332	-,364	93	,717
Pair 5 TOTALQ7AFAM - TOTALQ7BFAM	-,09840	1,70437	,17579	-,44749	,25068	-,560	93	,577

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Q8A1	5,30	94	1,181	,122
Q8B1	5,41	94	1,239	,128
Pair 2 Q8A2	5,17	94	1,388	,143
Q8B2	5,30	94	1,294	,133
Pair 3 Q8A3	5,07	94	1,362	,140
Q8B3	5,38	94	1,400	,144
Pair 4 Q8A4	5,43	94	1,548	,160
Q8B4	5,52	94	1,397	,144
Pair 5 TOTALQ8AFAM	5,2420	94	1,21065	,12487
TOTALQ8BFAM	5,4043	94	1,18180	,12189

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Q8A1 & Q8B1	94	,003	,979
Pair 2 Q8A2 & Q8B2	94	,247	,016
Pair 3 Q8A3 & Q8B3	94	,227	,027
Pair 4 Q8A4 & Q8B4	94	,384	,000
Pair 5 TOTALQ8AFAM & TOTALQ8BFAM	94	,150	,150

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Q8A1 - Q8B1	-,117	1,709	,176	-,467	,233	-,664	93	,508
Pair 2 Q8A2 - Q8B2	-,128	1,648	,170	-,465	,210	-,751	93	,454
Pair 3 Q8A3 - Q8B3	-,309	1,717	,177	-,660	,043	-1,742	93	,085
Pair 4 Q8A4 - Q8B4	-,096	1,640	,169	-,432	,240	-,566	93	,573
Pair 5 TOTALQ8AFAM - TOTALQ8BFAM	-,16223	1,56005	,16091	-,48176	,15729	-1,008	93	,316

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Q9A	5.28	94	1.589	.164
Q9B	5.22	94	1.594	.164

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Q9A & Q9B	94	.064	.537

Paired Samples Test

	Mean	Std. Deviation	Std. Error Mean	Paired Differences		t	df	Sig. (2-tailed)
				95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Q9A - Q9B	.053	2.177	.225	-.393	.499	.237	93	.813

LESS FAMILIAR BRANDS

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Q7A1	5,55	67	1,374	,168
Q7B1	5,03	67	1,477	,180
Pair 2 Q7A2	5,48	67	1,341	,164
Q7B2	4,87	67	1,434	,175
Pair 3 Q7A3	5,49	67	1,284	,157
Q7B3	4,76	67	1,361	,166
Pair 4 Q7A4	5,36	67	1,287	,157
Q7B4	4,54	67	1,318	,161
Pair 5 TOTALQ7AUNF	5,4701	67	1,20252	,14691
TOTALQ7BUNF	4,7985	67	1,24487	,15208

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Q7A1 & Q7B1	67	,402	,001
Pair 2 Q7A2 & Q7B2	67	,428	,000
Pair 3 Q7A3 & Q7B3	67	,242	,049
Pair 4 Q7A4 & Q7B4	67	,206	,094
Pair 5 TOTALQ7AUNF & TOTALQ7BUNF	67	,387	,001

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Q7A1 - Q7B1	,522	1,560	,191	,142	,903	2,740	66	,008
Pair 2 Q7A2 - Q7B2	,612	1,487	,182	,249	,975	3,369	66	,001
Pair 3 Q7A3 - Q7B3	,731	1,629	,199	,334	1,129	3,675	66	,000
Pair 4 Q7A4 - Q7B4	,821	1,642	,201	,420	1,221	4,093	66	,000
Pair 5 TOTALQ7AUNF - TOTALQ7BUNF	,67164	1,35485	,16552	,34117	1,00212	4,058	66	,000

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Q8A1	4,40	67	1,518	,185
Q8B1	4,58	67	1,448	,177
Pair 2 Q8A2	4,51	67	1,407	,172
Q8B2	4,67	67	1,353	,165
Pair 3 Q8A3	4,55	67	1,385	,169
Q8B3	4,69	67	1,362	,166
Pair 4 Q8A4	4,54	67	1,363	,167
Q8B4	4,72	67	1,391	,170
Pair 5 TOTALQ8AUN	4,5000	67	1,27178	,15537
TOTALQ8BUN	4,6642	67	1,24434	,15202

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Q8A1 & Q8B1	67	,298	,014
Pair 2 Q8A2 & Q8B2	67	,137	,270
Pair 3 Q8A3 & Q8B3	67	,157	,203
Pair 4 Q8A4 & Q8B4	67	,106	,395
Pair 5 TOTALQ8AUN & TOTALQ8BUN	67	,213	,083

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Q8A1 - Q8B1	-,179	1,757	,215	-,608	,250	-,834	66	,407
Pair 2 Q8A2 - Q8B2	-,164	1,814	,222	-,607	,278	-,741	66	,461
Pair 3 Q8A3 - Q8B3	-,134	1,783	,218	-,569	,301	-,617	66	,540
Pair 4 Q8A4 - Q8B4	-,179	1,842	,225	-,628	,270	-,796	66	,429
Pair 5 TOTALQ8AUN - TOTALQ8BUN	-,16418	1,57847	,19284	-,54920	,22084	-,851	66	,398

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Q9A	3.28	67	1.603	.196
Q9B	3.48	67	1.439	.176

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Q9A & Q9B	67	.341	.005

Paired Samples Test

	Mean	Std. Deviation	Std. Error Mean	Paired Differences		t	df	Sig. (2-tailed)
				95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Q9A - Q9B	-.194	1.752	.214	-.621	.233	-.907	66	.368

INFORMATIONAL APPEAL

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Q7A1	4,94	82	1,582	,175
Q7B1	5,10	82	1,357	,150
Pair 2 Q7A2	5,05	82	1,515	,167
Q7B2	5,13	82	1,447	,160
Pair 3 Q7A3	4,94	82	1,469	,162
Q7B3	5,17	82	1,404	,155
Pair 4 Q7A4	4,93	82	1,554	,172
Q7B4	5,06	82	1,477	,163
Pair 5 TOTALQ7AINFO	4,9634	82	1,39284	,15381
TOTALQ7BINFO	5,1159	82	1,32182	,14597

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Q7A1 & Q7B1	82	,170	,128
Pair 2 Q7A2 & Q7B2	82	,132	,236
Pair 3 Q7A3 & Q7B3	82	,209	,060
Pair 4 Q7A4 & Q7B4	82	,228	,039
Pair 5 TOTALQ7AINFO & TOTALQ7BINFO	82	,183	,101

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Q7A1 - Q7B1	-,159	1,902	,210	-,576	,259	-,755	81	,452
Pair 2 Q7A2 - Q7B2	-,085	1,951	,215	-,514	,343	-,396	81	,693
Pair 3 Q7A3 - Q7B3	-,232	1,807	,200	-,629	,165	-1,161	81	,249
Pair 4 Q7A4 - Q7B4	-,134	1,884	,208	-,548	,280	-,645	81	,521
Pair 5 TOTALQ7AINFO - TOTALQ7BINFO	-,15244	1,73639	,19175	-,53397	,22909	-,795	81	,429

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Q8A1	4,91	82	1,398	,154
Q8B1	5,11	82	1,370	,151
Pair 2 Q8A2	4,91	82	1,442	,159
Q8B2	4,98	82	1,370	,151
Pair 3 Q8A3	4,88	82	1,346	,149
Q8B3	5,06	82	1,417	,157
Pair 4 Q8A4	5,11	82	1,515	,167
Q8B4	5,13	82	1,430	,158
Pair 5 TOTALQ8AINFO	4,9543	82	1,30652	,14428
TOTALQ8BINFO	5,0701	82	1,25417	,13850

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Q8A1 & Q8B1	82	-,008	,944
Pair 2 Q8A2 & Q8B2	82	,205	,064
Pair 3 Q8A3 & Q8B3	82	,133	,232
Pair 4 Q8A4 & Q8B4	82	,307	,005
Pair 5 TOTALQ8AINFO & TOTALQ8BINFO	82	,133	,234

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Q8A1 - Q8B1	-,195	1,965	,217	-,627	,237	-,899	81	,371
Pair 2 Q8A2 - Q8B2	-,061	1,773	,196	-,451	,329	-,311	81	,756
Pair 3 Q8A3 - Q8B3	-,183	1,820	,201	-,583	,217	-,910	81	,365
Pair 4 Q8A4 - Q8B4	-,024	1,735	,192	-,406	,357	-,127	81	,899
Pair 5 TOTALQ8AINFO - TOTALQ8BINFO	-,11585	1,68655	,18625	-,48643	,25472	-,622	81	,536

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Q9A	4.62	82	1.810	.200
Q9B	4.49	82	1.657	.183

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Q9A & Q9B	82	.165	.138

Paired Samples Test

	Mean	Std. Deviation	Std. Error Mean	Paired Differences		t	df	Sig. (2-tailed)
				95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Q9A - Q9B	.134	2.243	.248	-.359	.627	.542	81	.590

TRANSFORMATIONAL APPEAL

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Q7A1	5,53	79	1,197	,135
Q7B1	5,10	79	1,481	,167
Pair 2 Q7A2	5,53	79	1,207	,136
Q7B2	4,94	79	1,417	,159
Pair 3 Q7A3	5,48	79	1,300	,146
Q7B3	4,81	79	1,359	,153
Pair 4 Q7A4	5,43	79	1,288	,145
Q7B4	4,68	79	1,401	,158
Pair 5 TOTALQ7ATRANS	5,4937	79	1,06817	,12018
TOTALQ7BTRANS	4,8829	79	1,20485	,13556

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Q7A1 & Q7B1	79	,360	,001
Pair 2 Q7A2 & Q7B2	79	,372	,001
Pair 3 Q7A3 & Q7B3	79	,277	,013
Pair 4 Q7A4 & Q7B4	79	,091	,427
Pair 5 TOTALQ7ATRANS & TOTALQ7BTRANS	79	,276	,014

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Q7A1 - Q7B1	,430	1,533	,173	,087	,774	2,495	78	,015
Pair 2 Q7A2 - Q7B2	,595	1,481	,167	,263	,927	3,571	78	,001
Pair 3 Q7A3 - Q7B3	,671	1,599	,180	,313	1,029	3,729	78	,000
Pair 4 Q7A4 - Q7B4	,747	1,815	,204	,340	1,153	3,657	78	,000
Pair 5 TOTALQ7ATRANS - TOTALQ7BTRANS	,61076	1,37208	,15437	,30343	,91809	3,956	78	,000

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Q8A1	4,94	79	1,408	,158
Q8B1	5,03	79	1,414	,159
Pair 2 Q8A2	4,87	79	1,427	,160
Q8B2	5,10	79	1,336	,150
Pair 3 Q8A3	4,84	79	1,445	,163
Q8B3	5,13	79	1,436	,162
Pair 4 Q8A4	5,00	79	1,561	,176
Q8B4	5,24	79	1,469	,165
Pair 5 TOTALQ8ATRANS	4,9114	79	1,27226	,14314
TOTALQ8BTRANS	5,1234	79	1,27090	,14299

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Q8A1 & Q8B1	79	,477	,000
Pair 2 Q8A2 & Q8B2	79	,283	,012
Pair 3 Q8A3 & Q8B3	79	,332	,003
Pair 4 Q8A4 & Q8B4	79	,363	,001
Pair 5 TOTALQ8ATRANS & TOTALQ8BTRANS	79	,366	,001

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Q8A1 - Q8B1	-,089	1,443	,162	-,412	,235	-,546	78	,587
Pair 2 Q8A2 - Q8B2	-,228	1,656	,186	-,599	,143	-1,223	78	,225
Pair 3 Q8A3 - Q8B3	-,291	1,665	,187	-,664	,082	-1,554	78	,124
Pair 4 Q8A4 - Q8B4	-,241	1,711	,193	-,624	,143	-1,249	78	,215
Pair 5 TOTALQ8ATRANS - TOTALQ8BTRANS	-,21203	1,43228	,16114	-,53284	,10879	-1,316	78	,192

Paired Samples Statistics

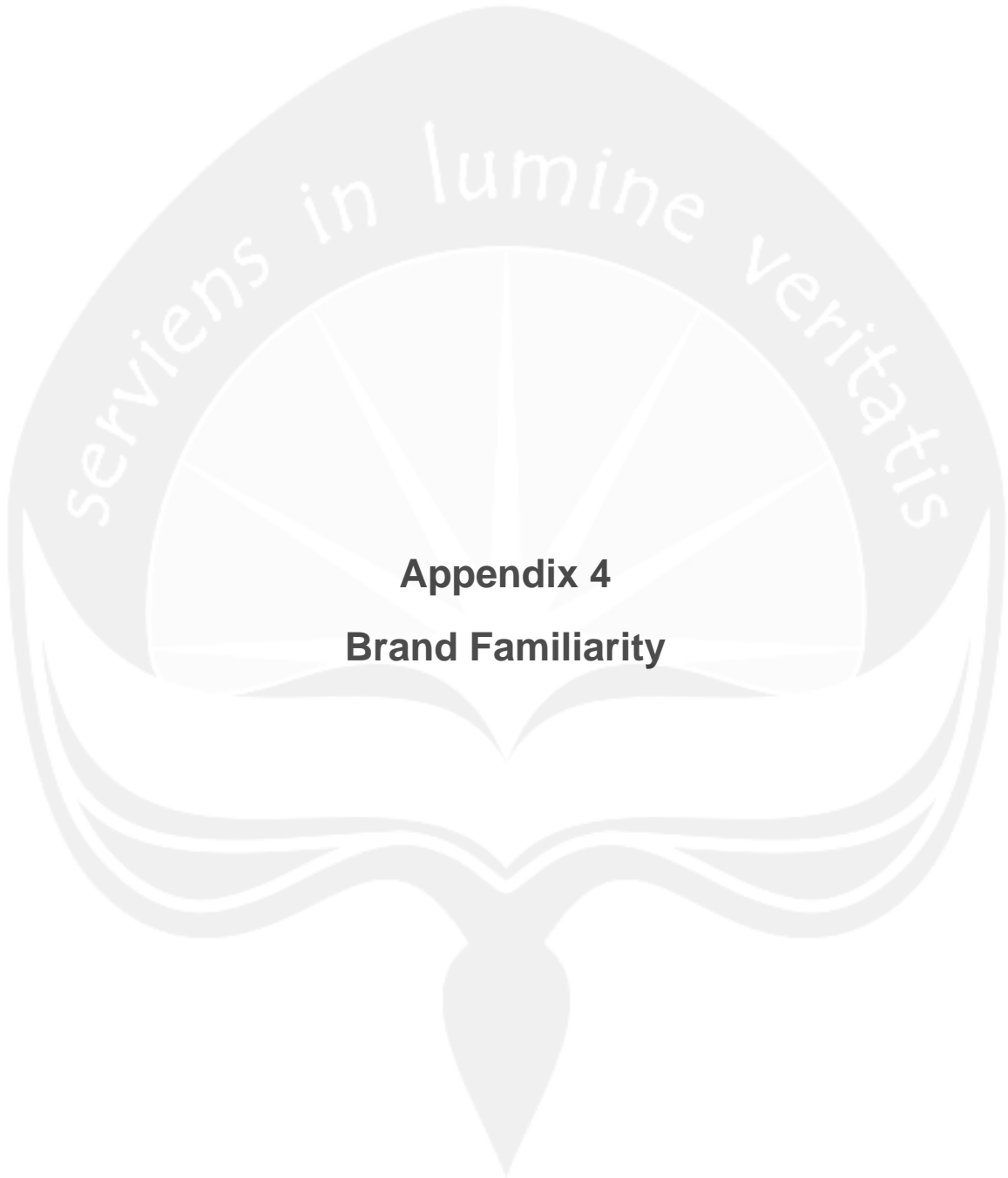
	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Q9A	4.27	79	1.926	.217
Q9B	4.51	79	1.860	.209

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Q9A & Q9B	79	.585	.000

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Q9A - Q9B	-.241	1.726	.194	-.627	.146	-1.238	78	.219



Appendix 4
Brand Familiarity

DBS	UOB	Magnum	Cornetto	Honda	Toyota
4	3	7	6	2	3
3	3	4	5	7	2
6	2	6	6	7	7
1	1	7	6	1	6
2	3	6	4	3	7
7	1	4	4	6	7
2	2	6	5	2	2
2	2	7	7	7	7
3	3	6	6	7	6
2	2	7	6	6	7
7	5	7	7	4	5
2	2	7	5	4	4
4	4	6	7	4	5
4	4	6	5	6	7
3	4	7	7	3	3
1	3	6	6	6	5
3	7	5	4	7	7
5	3	7	2	3	6
6	7	6	5	1	7
2	4	7	5	4	7
4	3	5	5	2	7
7	7	6	6	6	7
80	75	5	7	6	2
3,64	3,41	6	5	104	126
		5	5	4,52	5,48
N=22		7	5		
		4	4	N=23	
		6	6		
		7	7		
		7	7		
		6	6		
		7	7		
		1	1		
		4	4		
		200	183		
		5,88	5,38		

N=34