

**School of Marketing**

**The role of consumer fanaticism in acceptance of brand extensions**

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**The role of consumer fanaticism in acceptance of brand extensions**

By

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**DECLARATIONS**

To the best of my knowledge and belief this thesis contains no material previously published by any other person except where due acknowledgment has been made.

This thesis contains no material that has been accepted for the award of any other degree or diploma in any university.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Joshua Edward Young

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This thesis is dedicated to Dr Chris Marchegiani, who first introduced me to the research world, helped me to realise my potential and worked alongside me to make all of this happen and to Professor Ian Phau for his continued guidance throughout the whole process and for motivating me to stick with it in the final stages.

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## **ABSTRACT**

The purpose of this research is to examine evaluations by video game fans of different types of brand extensions where the parent brand that said extensions will be released under is their favourite video game. This is being conducted to gain an insight into how fanatical consumers evaluate different products, how each individual's level of fanaticism affects their evaluations and what effect this has on brand extension success.

An online study was conducted with respondents residing in the USA consisting of a self-administered questionnaire. The questionnaire first determines the parent brand that the later sections will relate to by asking respondents what their favourite game from the last five years is. The following section tests the respondent's level of fanaticism towards this game. The respondent is then asked a series of questions relating to their perceptions of three different hypothetical brand extensions where their favourite game acts as the parent brand. The final section relates to the demographics of each respondent.

The findings indicate that fanaticism has more of an effect on consumer evaluations of brand extensions when the brand extension is not closely related, or is 'incongruent' to the parent brand. Further analysis suggests that as the level of congruency with the parent brand changes (i.e. more congruent/less congruent brand extensions are evaluated) the type of fanatical behaviour driving consumer evaluations changes.

This study is significant in attempting to extend an existing brand extension research model in a new market, establishing a more comprehensive measure of consumer fanaticism, as well as identifying different dimensions within this measure and in examining the effect that varying levels of consumer fanaticism have on consumer evaluations of different types of

brand extensions. This study has managerial significance in giving marketers a better understanding of fanatical consumers and how they evaluate particular types of products within a given set of parameters.

This study is limited by part of the brand extension model not being found to be accepted under the conditions set out. This is possibly to do with the research design skewing results for key variables and/or to do with the types of products sold in the chosen market not being completely appropriate for the model. In order to confirm the findings from this study, further research is required with possible amendments to the research design and/or a different market chosen.

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# THE ROLE OF CONSUMER FANATICISM IN ACCEPTANCE OF BRAND EXTENSIONS

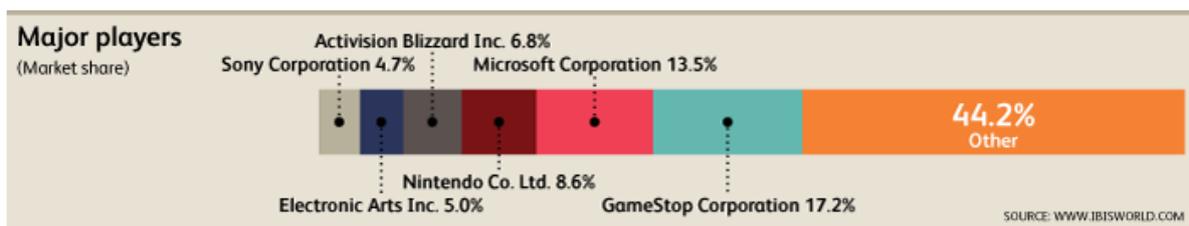
## CHAPTER ONE INTRODUCTION

### 1.0. BACKGROUND OF VIDEO GAMES INDUSTRY IN THE USA

The video games industry has grown to become the largest entertainment industry in the world with estimated yearly revenue exceeding that of Hollywood movie ticket sales in 2005 and the 2004 release of Halo 2 for Microsoft's Xbox generating US \$125m in its first day (Branch et. al. 2006). From 2005 to 2008 annual video and computer game sales revenue in the US rose from 7 billion to 11 billion US\$, dropping to \$10.5 billion in 2009 (Siwek, 2010). Total consumer spend in the US video games industry in 2011 was \$24.75 billion, with \$16.54 billion spent on content, \$5.59 billion spent on hardware and \$2.62 billion spent on accessories (Entertainment Software Association 2012).

Annual reports from an industry body in the US have indicated that this industry as a whole generates "... over \$25 billion in annual revenue, and directly and indirectly employs more than 120,000 people with an average salary for direct employees of \$90,000." Members of this Association include major corporations such as Microsoft, Nintendo, Electronic Arts and Sony (Entertainment Software Association 2011).

These, along with Gamestop and Activision Blizzard, are major players in the US video games industry and together account for 55.8% market share as indicated in figure 1.1.



### **Figure 1.1 – Market share of companies in US game industry**

The main activities of players such as these being defined as developing video game software, publishing video game software, retailing video game software, manufacturing video game software, retailing video game consoles, developing video game accessories, retailing video game accessories and providing online game subscription services (Schmidt 2012).

This industry is becoming more fragmented due in part to the growing popularity of online games, social media games and games on mobile device; with 33% of gamers playing on their smart-phone, 33% also playing social games and 15% of the most frequent players paying to play online games (Entertainment Software Association 2012). This has lowered barriers to entry, allowing new and independent developers to distribute their content electronically, with technology companies such as Apple and Google publishing these games on their smart-phone and tablet computer platforms – iOS and Android, respectively. These new entrants' market share already accounts for a noticeable proportion of industry revenue and “from 2009 to 2010, iOS and Android game sales increased from 5% to 8% market share within the U.S. video game market” (<http://blog.flurry.com>).

This has led to increased competition along with the recent growth in sales revenue, because mobile games exist as a different product to games designed for personal computers and home consoles. Mobile games are often much cheaper to produce and are distributed at very low prices or even for free which, when combined with the ease of distribution through digital downloads, leads to high uptake by consumers for this type of game.

Along with the changes to the types of content being sold and the entrant of new players to the market, gamer demographics are also changing. The average age of gamers is 30 years

old with 32% under 18 years, 31% 18 – 35 years and 37% over 36 years – the average age of the most frequent purchasers of games is 35 years old (Entertainment Software Association 2012). Genders are fairly evenly split with 53% of gamers being Male and 47% Female, 52% of most frequent game purchasers being Male and 48% Female. The cliché that the market is dominated by adolescent boys has been debunked, with boys 17 years or younger making up only 18% of the gaming population.

In 2011 66.8% of consumer spend in the US video games market went to content, 22.6% went to hardware and 10.6% went to accessories (Entertainment Software Association 2012); since video game hardware such as consoles (e.g. Xbox, Playstation, Wii) often has a relatively long product life-cycle and expense attached, it may be difficult to encourage consumers who already play video games to purchase additional hardware outside of the core system they already own. Hardware is generally a one-off purchase that gamers keep for a number of years and with the shift towards mobile gaming, it is becoming less of a necessity. The market for content (i.e. games themselves) is already quite saturated with a massive range of games available to consumers and the aforementioned entrance of mobile games into the market.

Where there has been room for growth in the video game industry is in that of accessories, in part as they can be attributed to any game on any gaming format and can be designed to suit the image and target audience of the game. Examples of this include merchandise such as figurines and collectibles, clothing and fashion accessories as well as life sized statues of in game characters and special one-off promotional items (<http://www.theipfactory.com/>, <http://www.popcultcha.com.au/video-game-c-18.html>) – in marketing terms, this is defined as a ‘brand extension’.

Brand extensions are often used to enter new markets and establish new products while leveraging the existing competitive advantages which may be held by the parent brand, in order to reduce the risk of failure of the new product. These competitive advantages may include the positioning of the parent brand relative to its competitors, brand associations and brand personality, as well as goodwill towards the parent brand, brand equity and customer loyalty. Internal processes such as manufacturing capabilities and distribution channels can also be used to add to the success of the new product.

Aaker and Keller (1990) explain that the “perceptual fit (i.e., whether a “consumer perceives the new item to be consistent with the parent brand”) is a key element in predicting brand extension success” for a number of reasons including “that the transfer of perceived quality of a brand will be enhanced when the two product classes in some way fit together” (Aaker and Keller, 1990, 29). This effectively means that brand extensions which are more typical of their parent brand or similar to other product classes the parent brand operates in are more likely to be perceived by consumers to be of similar quality to that associated with the parent brand.

Another factor relating to the acceptance of new brand extensions examined by Aaker and Keller (1990) is the “perceived difficulty of making the extension” in that consumers were more likely to accept a brand extension which they perceived to be more difficult to make, while a brand extension which looked to be extremely easy to make would be seen by consumers “as a blatant effort to capitalise on a brand name image to command higher than justified prices or they may feel it is incongruous to introduce a quality brand name in a trivial product class” (Aaker and Keller, 1990). From this, it is evident that a brand extension product which is not typical of the parent brand and is perceived to be extremely easy to

make will not be considered by consumers to be of the same quality as other products of the parent brand.

### **1.1. RESEARCH OBJECTIVES**

This study extends Kalamas *et al.*'s (2006) study by introducing consumer fanaticism as a background to the model. There is also value in introducing the model in the video games market and in that responses will be in relation to real brands. Varying levels of fanaticism will be examined in this study. Level of fanaticism for each respondent will be determined in data analysis and respondents will then be grouped into higher and lower fan groups.

The findings of this study will confirm the measures of extension success and consumer fanaticism in the video games market, will examine the relationship between consumer fanaticism and extension success and will enable marketers in this and other industries to make more informed decisions in this area.

Taking into account the current marketing environment as outlined above and modifying Kalamas *et al.*'s (2006) model for measuring brand extension success, the following research objectives have been established to examine the possible opportunity to further leverage brand extensions in this market, taking advantage of consumer fanaticism. Specifically, the study aims:

#### **Objective 1:**

To compare video game fans reactions to three different hypothetical brand extensions in relation to perceived fit, manufacturing complexity and intent to purchase. (H1, H2, H3, H4, H5)

**Objective 2:**

To compare the reactions of different groups of video game fans, exhibiting different levels of fanaticism towards video games, to each different hypothetical brand extension, in relation to perceived fit, manufacturing complexity and intent to purchase. (H6, H7, H8)

**Objective 3:**

To establish an overall measure of consumer fanaticism using measures from previous research in this area and testing the reliability of the overall measure when including different items.

**Objective 4:**

To explore the differences in the reactions of different groups of video game fans, between the three different hypothetical brand extensions, in relation to perceived fit and extension success. (RQ1)

**1.2. METHODOLOGY**

Data will be collected through online, self-administered questionnaire. An online panel will be used in order to facilitate access to the required number of respondents for this study.

In addition to the recommendations given and presented in the literature, a number of techniques will be used to analyse the data collected. Specifically, Factor Analysis will be used to understand the shared meaning of items from the fanaticism scale and Factor Weighted Mean scores will be generated for each factor in order to establish an overall fanaticism score; regression analyses will be used to test the hypotheses including tests of mediation; regression will also be used to explore further research questions, analysing ratings given towards products with different levels of congruency for each measure of brand

extension success; and will also be used to test for model fit with the inclusion of fanaticism as a background variable.

### **1.3. KEY THEORETICAL UNDERPINNINGS**

A number of key theories underpin the study and build the conceptual model and its underlying hypotheses. The key theories are as follows:

#### **1.3.1 Categorisation theory:**

Categorisation theory suggests that consumers evaluate new products based on organised prior knowledge of a brand and its product line (Aaker and Keller, 1990; Kalamas et al. 2006; Sujan, 1985) and that this may “prompt expectations about the categorized stimulus, reduce the complexity inherent in the environment, diminish the need for learning and help make decisions” (Kalamas et al. 2006, p.196). Via this method of evaluation, consumers can easily make a judgement about a brand extension based on what they already know about the parent brand and the other products associated with that brand.

#### **1.3.2 Schema congruity theory:**

The term ‘schema’ refers to “a stored framework of cognitive knowledge that represents information about a topic, a concept, or a particular stimulus, including its attributes and the relations among the attributes” (Aggarwal and McGill, 2007, p.470). In the case of consumer knowledge “schema-based inferences about a product require knowledge about attribute typicality” (Alba and Hutchinson, 1987, 13), meaning that consumers will form a schema for a particular product category based on their own knowledge and the preconceptions they have formed about what attributes they perceive to be typical for a product in that category. These attributes then become the “default values” (Alba and Hutchinson 1987, 13) by which products entering this category are evaluated.

### **1.3.3 Anchoring theory:**

Anchoring theory suggests that the parent brand acts as a reference point, against which new products from that brand will be evaluated (Carson, Jewell and Joiner 2007; Van Auken and Adams 2005). Through this method of evaluation, when a brand releases an extension into a new product-category, the new product will be evaluated against the consumer's perception of the parent brand.

## **1.4. DEFINITIONS OF KEY CONSTRUCTS**

The following constructs are used as the basis for the development of theoretical framework, which will be discussed in detail in Chapter Three.

### **1.4.1. Consumer fanaticism**

Thorne (2003, 3) defines fanaticism as “the degree to which one is a fan of some person, object or activity”. Further to this, a Fan is defined as “a person with a focused interest in a particular area, activity or subject” and Fandom as “a subculture composed of like-minded people, typified by a feeling of closeness to others with the shared interest...” .

### **1.4.2. Brand Extension**

Brand Extension refers to an established brand – or ‘parent brand’ – releasing a new product in a product category which is different to that which the brand has previously operated in (Aaker and Keller, 1990; Tauber, 1988).

### **1.4.3. Attitude towards Parent Brand**

Attitude towards the Parent Brand refers to the feelings a consumer has towards the parent brand, which are then transferred to the brand extension whereby “favourable brands result in

greater positive attitudes among their consumers, which, in turn, facilitate the acceptance of new products bearing the favourable brand name owing to a transfer of attitude from the parent to the extension” (Dwivedi et. al. 2010, 330).

#### **1.4.4. Perceived Extension Fit**

Perceived extension fit can be defined as “...whether a consumer perceives the new item to be consistent with the parent brand...” (Aaker and Keller, 1990, 29) or “...when the consumer accepts the new product as logical and would expect it from the [parent] brand” (Tauber, 1988, p. 28)

#### **1.4.5. Extension Success**

Extension success can be defined as the degree to which a brand extension is accepted by the consumer and will therefore be purchased and in turn succeed in the market it has been released in. (Aaker and Keller, 1990; Tauber, 1988).

#### **1.4.6. Extension Manufacturing Complexity**

Extension manufacturing complexity refers to what consumers perceive to be the expected degree of difficulty in producing a product in the extension category (Aaker and Keller 1990; Kalamas *et al.* 2006).

### **1.5. SCOPE AND DELIMITATIONS**

The video games industry in the US will be the focus of this study. Kalamas *et al.*'s (2006) model will be modified with consumer fanaticism added as a background variable and determination of the parent brand left open to the respondent. The scope of this study is broad as it focuses on the US market in general, which makes up a large proportion of the global

video games market. All data will be collected in the US and is expected to be generalisable, not taking into account cultural differences in other geographic locations.

This study focuses on examining U.S. consumers' reactions to different brand extensions in the product category of video games which exhibit high, medium and low levels of congruency as well as examining consumer fanaticism in this market and exploring the effect that consumer fanaticism has on consumers' evaluations of said brand extensions.

The study measures real video game players' level of fanaticism towards real video games and subsequently evaluates their reactions to hypothetical brand extensions proposed to be released in relation to these games. Where previous studies have specified the parent brand in testing brand extension success, the parent brand here will be determined by what each respondent identifies as their favourite video game.

## **1.6. RESEARCH SIGNIFICANCE**

### **1.6.1. CONCEPTUAL SIGNIFICANCE**

This study contributes in extending Kalamas *et al.*'s (2006) work by including consumer fanaticism and testing the model in a new market. A survey of consumers in the relevant target market will be used. Previous to this there have been studies testing brand extension success in other retail markets and there have been studies examining consumer fanaticism in other entertainment markets. Neither fanaticism nor brand extension success have been tested in the video games market, so this study will be extending both of these concepts into a new market.

This study will also add knowledge in examining the relationship between fanaticism and extension success. As previously mentioned there have been many studies regarding each of these concepts individually; however none to date have focused on both in the same study.

Understanding of congruency will be enhanced, through focus on the video games industry. Other previous studies have focused on multiple industries and so focusing specifically on a new industry has value. Another result of this is that this study will be uniquely applicable to decision makers in the video games industry.

As this study focuses on one specific industry, knowledge of the current model developed by Kalamas *et al.* (2006) will be extended in validating this model in relation to video games. This will bring further validity to the model and as such, will further improve its reliability.

### **1.6.2. METHODOLOGICAL SIGNIFICANCE**

This study will focus on the video games industry, testing the current brand extension model in a new industry and with wider scope. Previous studies in this area have focused on multiple industries and/or have only focused on a small number of brands from these industries. This study will allow the respondents to determine the brand so that they will be answering all questions in relation to a brand that they strongly identify with and also so as to allow the construct of fanaticism to be added to the model. Further, all respondents are actual video game consumers, not a confined student sample as is often the case.

Extending the brand extension model used by Kalamas *et al.* (2006) to a new industry adds external validity as it will further confirm the generalisability of this model. Including fanaticism in the model adds logical validity when using this model in the video games industry as consumer attitudes and perceptions in this industry are heavily influenced by fanaticism. As this industry is so fragmented and not all respondents will be familiar with the same brands, allowing each individual respondent to nominate a brand adds ecological validity. The scale used in the fanaticism construct will also be tested to ensure that it conforms to the dimensions of fanaticism and so will add construct validity.

### **1.6.3. MANAGERIAL SIGNIFICANCE**

This study will enable decision makers, in video games and other related industries, to make more informed decisions when considering a new brand extension and with regards to the likely reactions of different types of fans. As this study relates specifically to one industry, but not to any particular brand/s, it should therefore be useful to people in this industry and relatively easy to interpret in relation to their own circumstances, without being so specific as to limit its usefulness.

Furthermore, this study will be of use to decision makers in further testing methods of quantitatively measuring consumer fanaticism and in understanding the link between fanaticism and other areas of consumer behaviour.

### **1.7. CONCLUDING COMMENTS**

This chapter briefly provides background to the research topic – which will be explored further in Chapter Two, and has also identified the key theories which underpin this study – which will be further discussed in Chapter Three, along with how these key underpinnings fit into the theoretical framework of the study. The scope and delimitations of the study have also been mentioned in this chapter and will be included in Chapter Four as part of the explanation of the research methodology, which will focus on the steps taken to complete this study. Chapter Five will focus on the analysis of the respondent data collected and explain the interpretation of the data and subsequent findings. The significance of this study has also been mentioned in this chapter and will be discussed further in Chapter Six along with the implications of the findings from Chapter Five and limitations of the research – this chapter will conclude the study.

## **CHAPTER TWO LITERATURE REVIEW**

### **2.0. INTRODUCTION**

This chapter will review the current literature and identify gaps in the knowledge, including those that this study will endeavour to close. The first section will examine consumer fanaticism, including defining a 'fan', the different levels of fanaticism, and the different dimensions or characteristics of fanaticism. This section will also look at the potential limitations of studying fanatical consumers. The following sections will then review the current literature relating to brand extensions, perceived extension fit, attitude towards the parent brand and extension success and complexity. It will conclude with a summary of the key gaps pertinent to this research.

### **2.1. LITERATURE REVIEW**

#### **2.1.1. Consumer fanaticism**

Researchers such as Beaven and Laws (2007) and Dionisio et. al. (2008, 2010) describe fanatics as a group of consumers exhibiting particularly high levels of knowledge, beliefs and involvement regarding certain brands and products. Consumer fanaticism refers to an ongoing devotion or involvement with a particular product by consumers at a higher level than that which is considered to be normal by most other consumers and can be found in many different industries and consumer segments.

The underlying concepts of fanaticism are outlined by Thorne (2003) with a fan being described as "a person with a focused interest in a particular area, activity or subject.", fandom being "a subculture composed of like-minded people, typified by a feeling of closeness to others with the shared interest" and fanaticism being "the degree to which one is a fan of some person, object or activity" (Thorne 2003, 3).

Redden and Steiner (2000) describe fans as having a dogmatic mindset, possessing a “personalised view of the world, resistance to change, disdain/dismissal and certainty.” (Redden and Steiner. 2000, 327), while Thorne and Bruner (2006) observed that high levels of internal involvement are common amongst fans as “they focus their time, energy, and resources intently on a specific area of interest.” (Thorne and Bruner 2006, 3-5). Studies such as these have determined that this focused mindset and active devotion when directed towards a particular brand or product, result in a desire for further consumption of the original product, related products and/or products released by that brand as well as a desire for further engagement with the product/brand and/or with other fans of this product/brand.

Fanatic consumer possess a wish to acquire objects related to their area of interest as they “like many individuals, choose to use consumption as a means of expressing themselves” (Thorne and Bruner, 2006, 54) and are said to “rework consumption into an intensely pleasurable and signifying personal formation that is both similar and yet significantly different from consumers considered more “normal”.” (Smith et. al. 2007, 90). The products fans consume provide them with a sense of purpose and identity, as if their consumption of more products related to their area of interest, constitutes some sort of personal accomplishment i.e. “The validation of existence appears to be a strong rationale for the deep involvement with one specific area or product” (Smith et. al. 2007, 91).

Fans may also choose to consume more related materials as they “desire to use the physical item as a link to a pleasurable event experienced during fan activities” (Thorne and Bruner, 2006, 54). This relates to the description by Chung et. al (2007, 2088) of an “experience of gratification involv[ing] feelings of satisfaction, fulfilment, indulgence, enjoyment, pleasure, delight, or a combination of these positive sensory encounter(s)” with reference to a “peak experience” related to fan activities and involvement, described as “a high point in life

involving the experience of extremely positive emotions” (Chung et. al. 2007, 2086). Fans may seek to recapture these pleasurable feelings through further consumption of related material, with the product(s) acting as “the influence that returns the consumer to the state of above average involvement with the consumptive object” (Chung et. al. 2007, 2088).

Thorne and Bruner (2006) outline differing levels of fanaticism belonging to different types of pop-culture fanatics, with the lowest being Dilettante with a “casual involvement with the primary source material”, then the Dedicated Fan who “actively adjusts [their] lifestyle” to pursue their interest and “actively seeks out other fans”, the Devoted Fans who “make major changes to their lifestyle in order to pursue [their] interest and devote a great deal of free time to the activities associated with fandom” and the Dysfunctional Fans who are “engaged in the activity so deeply that they may alienate or become estranged from their family and become engaged in antisocial activities” (Thorne and Bruner, 2006, 58).

However, the identification of someone as a fanatic and subsequent measurement of their level of fanaticism is difficult in that fanaticism is a highly subjective area of behavior. Many fanatics may not consider themselves a ‘true fan’ of something simply because they have encountered, or are aware of, other people whose fanatic behavior is more extreme than their own. Smith et. al (2007) explains that “no matter how devout or seemingly fanatical, consumers can find ways to “de-fanaticize” their behavior in relation to some extreme endpoint. In a sense, fanaticism from the insider’s perspective disappears. Although other outsiders may label something as extreme, almost any fan can normalize in their own mind what he or she does” (Smith et. al., 2007, 90). By comparing themselves with the most extreme fans of their area of interest, many fanatics fail to objectively identify themselves as such, despite what the evaluation of their behaviour by outside observers concludes.

Furthermore, the evaluation of fan behaviour by outsiders through qualitative methods such as interviews may in some ways be limited by the views of the researcher.

### **2.1.2. Brand Extensions**

The use of a brand extension in entering a new market is thought to decrease the risk of failure of a new product in comparison to products introduced by other unestablished brands, as the new product will benefit from the existing brand equity and awareness resulting from its association with a brand already established in other markets (or 'parent brand') (Aaker and Keller, 1990). Many studies (e.g. Tauber, 1981; Alba and Hutchinson, 1987; Tauber, 1988; Meyers-Levy and Tybout, 1989; Aaker and Keller, 1990; Keller and Aaker, 1992; Loken and John, 1993; Bottomley and Doyle, 1996; Herr et. al., 1996; Thorbjornsen, 2005; Kalamas et. al., 2006; Aggarwal and McGill, 2007; Lau and Phau, 2007; Lui, 2007), have examined different elements of brand extension success including the factors contributing to the success of a brand extension and what effect a successful/unsuccessful brand extension has on the parent brand.

Tauber (1981) outlined the definitions of multiple methods of releasing new products including 'traditional new products', 'flanker brand[s]', 'line extensions' and 'franchise extensions', the latter of which is explained as to "take a brand name familiar to the consumer and apply it to products that are in a category new to the parent firm" (Tauber, 1981, 36, 37). Tauber later redefined franchise extensions as 'brand extensions' and described this as "...using a brand in one category to introduce products in a totally different category" (Tauber, 1988, 27).

Kalamas et. al. (2006) drawing on the principles established by Aaker and Keller (1990) and Tauber (1981), defines a brand extension as a situation where "the existing brand is used to

enter a completely different product class” and goes on to explain that “this involves matching the functional values of the brand with other products where consumers seek the same values” which relates to the concept of perceived fit of the brand extension relative to the parent brand (Kalamas et. al. 2006, 195).

Many studies either subscribe to the definition of brand extensions established by Tauber’s (1981) and Aaker and Keller’s (1990) work or provide no definition at all, due to how widely accepted this concept has become in this field. The concept of perceived fit is also widely accepted and forms a central part of Kalamas et. al.’s research in this area. This study will be using these same concepts and the associated research model that has been widely accepted and established in the research community.

### **2.1.3. Perceived Extension Fit**

Aaker and Keller (1990) focused on the idea that a brand extension which conflicts with consumers’ knowledge, beliefs and preconceptions regarding the parent brand’s image, would receive a negative reaction from consumers, leading to the failure of the new product. They explain that the “perceptual fit (i.e., whether a “consumer perceives the new item to be consistent with the parent brand”) is a key element in predicting brand extension success” for a number of reasons including “that the transfer of perceived quality of a brand will be enhanced when the two product classes in some way fit together” (Aaker and Keller, 1990, 29). This effectively means that brand extensions which are more typical of their parent brand or similar to other product classes the parent brand operates in are more likely to be perceived by consumers to be of similar quality to that associated with the parent brand.

Liu (2007) examined the idea that the transfer of affection which consumers feel towards a particular parent brand/product (i.e. brand equity) on to a new brand extension – or ‘affect

transfer' – is mediated by the perceived fit of the brand extension with the parent brand/product. Affect transfer is said to occur either between the parent product and the extension product or between the parent brand and the extension product. Two areas of perceived fit influencing affect transfer are identified as; expectancy - which “refers to the degree to which an item or piece of information falls into some predetermined pattern” and relevancy - which “is the degree to which material is related to the theme of the message” (Liu 2007, 19). The predetermined pattern relating to expectancy is consistent with the ‘correlational rules’ described Alba and Hutchinson (1987) which make up the “schema based inference” dimension of consumer knowledge (Alba and Hutchinson 1987, 12). In the case of brand extensions, this relates to the schema (correlational rules/predetermined pattern) consumers have formed in relation to the parent brand (or ‘brand schemas’).

Expectancy is defined as “a concept that incorporates product knowledge, previous experience, and perceived similarity in order to make a judgement of the relationship between...” the parent product and the extension product (Liu 2007, 20). This relates to the brand schemas already formed by consumers in relation to the parent product and the expectation that a new brand extension product will fit within these. Expectancy influences the transfer of brand equity to the new brand extension product in that “when a high expectancy [extension product] fits into a current schema, it triggers the affect transfer process” (Liu 2007, 21). This process is explained by Lui (2007) as transferring brand equity from the parent product to the extension product.

Relevancy refers to the extent to which a new brand extension product is related to consumers’ existing associations between the parent brand and certain attributes (i.e. brand associations). Lui (2007) explains that the relevance which an extension product has to the brand associations of the parent brand is positively linked to the process of affect transfer.

“When [the parent brand] extends to an irrelevant category, consumers cannot find relevant associations of [the parent brand] in [the extension product]” (Lui 2007, 22). This frustrates consumers and leads to negative affect transfer, while an extension product with higher levels of relevancy does the opposite - leading to positive affect transfer (Lui 2007).

This is similar to schema congruity as discussed by Meyers-Levy and Tybout (1989) whereby “the level of congruity between a product and a more general product category schema may influence the nature of information processing and thus product evaluations” (Meyers-Levy and Tybout. 1989). Aggarwal and McGill (2007) also applied this theory in testing brand extension success for anthropomorphised products, stating that “the influence of congruity has been attributed to the transfer of affect from the schema to the object and to metacognitive experiences of satisfaction or frustration in perceiving the fit between the object and the schema that carry over to the evaluation of the object” (Aggarwal and McGill, 2007, 470). These studies further confirm that where consumers form schemas based on product or brand knowledge, the congruity of a new product to the schema will play a role in affect transfer to the new product. Where consumers recognise common elements between the new product (i.e. brand extension) and the schema subject (i.e. the parent brand) they feel satisfied, but where consumers recognise inconsistencies between the new product and the schema subject they feel frustrated. This influences the consumer’s evaluation of the brand extension and thereby influences the likelihood of the extension succeeding.

Kalamas et. al. (2006) examined the role of perceived fit in the success of brand extension released by prototypical parent brands. This set out independent measures of perceived fit adapted from Aaker and Keller’s (1990) research in this area of “substitute”, “complement” and “transfer” also including their own “global measure of fit” (Kalamas et. al. 2006, 199). These relate to comparisons by consumers between the parent brand and brand extension

with *substitute* being “the degree to which one can be used in place of the other”, *complement* being “the degree to which both can be used together”, *transfer* being “the ease/difficulty of the parent-brand, using their current technology, to manufacture the extension” and *global fit* being “extremely poorly/well related” (Kalamas et. al. 2006, 199). Categorisation theory was used as a basis for this, as this explains that consumers draw comparisons between new stimulus (in this case the new product) and the existing category relating to the stimulus. In this case, Kalamas et. al. (2006) interpreted the parent brand and its existing product line to be the category which the brand extension would be compared against. Lui’s (2007) concepts of expectancy and relevancy are consistent with this use of categorisation theory in relation to perceived fit.

Lau and Phau (2007) examined two different types of perceived fit, “category level fit” and “brand level fit” (Lau and Phau, 2007, 423). Category level fit is based on categorization theory, which in this instance is *category* interpreted as the category which the parent brand operates in with the consumer drawing comparisons between the brand extension and their own “attitudes and beliefs that are associated with the product category...” (Lau and Phau, 2007, 423). Brand level fit is based on “conceptual coherence” and “goal-derived categorisation” theories (Lau and Phau, 2007, 423). When comparing two items, conceptual coherence occurs where consumers recognise similarities based on coherent linkages between the two items – this is similar to the concept of global fit used by Kalamas et. al. (2006) as well as the concept of brand schemas examined by Lui (2007). Goal derived categorisation occurs where consumers recognise similarities between the two items based on the intended use of each item or what objective the consumer seeks to achieve from each item – this is similar to the concepts of substitute and complement used by Kalamas et. al. (2006).

#### **2.1.4. Attitudes towards Parent Brand**

Attitude towards the parent brand is an important factor in evaluating the likely success of brand extensions as consumers make judgments toward the new products based on their feelings towards the parent brand whereby “favourable brands result in greater positive attitudes among their consumers, which, in turn, facilitate the acceptance of new products bearing the favourable brand name owing to a transfer of attitude from the parent to the extension” (Dwivedi et. al. 2010, 330).

Loken and John (1993) examined the idea that unsuccessful or irrelevant brand extensions may in fact dilute the existing equity of the parent brand as “consumers' existing beliefs about the family brand name are changed by new information conveyed by the brand extension that is inconsistent with the family brand beliefs” (Loken and John, 1993, 72). It is believed that such a brand extension would be damaging to existing brand equity “by diminishing the favourable attribute beliefs consumers have learned to associate with the family brand name” (Loken and John, 1993, 79).

Keller and Aaker (1992) examined the effect attitude towards the parent brand has on brand extensions and in turn, the effect that a successful or unsuccessful brand extension has on the reputation of the parent brand and the success of subsequent brand extensions. Kalamas et. al. (2006) included attitude towards the parent brand as a predictor of brand extension success, with this being based on three measures; “parent quality”, “quality relative to competitors” and “overall liking” (Kalamas et. al. 2006, 199) adapted from Keller and Aaker’s (1992) study.

### **2.1.5. Manufacturing Complexity**

Another factor relating to the acceptance of new brand extensions is the “perceived difficulty of making the extension” (Aaker and Keller, 1990, 30) in that consumers were more likely to accept a brand extension which they perceived to be more difficult to make, while a brand extension which looked to be extremely easy to make would be seen by consumers “as a blatant effort to capitalise on a brand name image to command higher than justified prices or they may feel it is incongruous to introduce a quality brand name in a trivial product class” (Aaker and Keller, 1990, 38).

From this, it is evident that a brand extension product which is not typical of the parent brand and is perceived to be extremely easy to make will not be considered by consumers to be of the same quality as other products of the parent brand and will most likely be viewed as a cheap gimmick produced only as an attempt to cash in on the existing brand image, rather than a justified extension of the parent brand.

## **2.2. RESEARCH GAPS**

There has been extensive research into brand extension success starting with researchers such as Tauber (1981, 1988), Alba and Hutchinson (1987), Meyers-Levy and Tybout (1989), Aaker and Keller (1990), Keller and Aaker (1992), leading to many examples which have drawn on and extended these theories (e.g. Loken and John, 1993; Bottomley and Doyle, 1996; Herr et. al., 1996; Thorbjornsen, 2005; Kalamas et. al., 2006; Aggarwal and McGill, 2007; Lau and Phau, 2007; Lui, 2007) and have used these to establish measures and research models applying to the drivers of brand extension success such as the model used by Kalamas et. al. (2006). However, there is a need to test these measures in other product categories and with different parent brands. In addition to this, previous studies have chosen specific parent

brands and asked participants to rate hypothetical brand extensions specific to these parent brands. While this approach is valid, it is pertinent to extend this area of research by using variable parent brands and generic hypothetical brand extensions.

Attitude towards the parent brand is closely related to consumer fanaticism in several areas of fan behaviour. As previously mentioned, fans possess both a deep engagement with and devotion to the subject of their fanaticism (Beaven and Laws, 2007; Dionisio et. al. 2008; Dionisio et. al. 2010), as well as a dogmatic mindset towards the subject of their fanaticism (Redden and Steiner, 2000). The existing research suggests this engagement and devotion between the consumer and a brand of which they are a fan has an effect on their attitude towards the brand; however, further research is required to confirm that this relationship does in fact exist.

There is no existing prior research examining the effect that consumer fanaticism has on brand extension success. Researchers such as Thorne and Bruner (2006) and Chung et. al (2007) explored the ways that fanaticism drives consumption, with fans being motivated to consume items related to the subject of their fanaticism. This indicates that fanaticism may have an effect on brand extension success by driving desire for brand extensions in fans of the parent brand, therefore there is a need for further research into how likely different groups of fans are to accept different types of brand extensions.

There has not been extensive testing of an overall measure of fanaticism; while extensive measures of fanaticism are used in research by Thorne (2003) and Thorne and Bruner (2006), there is a need for the establishment of an overall measure from these and for testing of reliability of this measure in a range of industries.

In exploring the effect of consumer fanaticism on brand extension success, an existing brand extension success research model should be used and therefore, further research is required into how a measure of fanaticism would interact with the model if introduced as a new variable. Kalamas et. al. (2006) introduced prototypicality as an independent measure in order to test the effect it had on their brand extension success model, and so in this case a measure of overall fanaticism could be introduced in a similar way in order to explore the overall effect it has on the model.

### **2.3. CONCLUDING COMMENTS**

This chapter has summarised the most relevant literature available in the areas of consumer fanaticism and brand extension success, providing an overview of current theories in these areas and drawing comparisons between similar theories used in multiple different studies. Through review of the current literature, research gaps have been identified which will provide the overall direction for this study and the theories examined have been used in the theoretical framework and hypothesis development to be discussed in Chapter Three.

## **CHAPTER THREE THEORETICAL FRAMEWORK AND HYPOTHESES DEVELOPMENT**

### **3.0. INTRODUCTION**

This chapter will outline the research objectives for the study, followed by an explanation of the research model used and finally, the development of the hypotheses and research questions including an explanation of how each of these relates to key underpinnings of the research.

### **3.1. RESEARCH OBJECTIVES**

The following research objectives have been established from the research gaps identified through review of the relevant literature and will serve as the basis for hypotheses development in this chapter. Specifically, the research objectives are:

#### **Objective 1:**

To compare video game fans reactions to three different hypothetical brand extensions in relation to perceived fit, manufacturing complexity and intent to purchase. (H1, H2, H3, H4, H5)

#### **Objective 2:**

To compare the reactions of different groups of video game fans, exhibiting different levels of fanaticism towards video games, to each different hypothetical brand extension, in relation to perceived fit, manufacturing complexity and intent to purchase. (H6, H7, H8)

**Objective 3:**

To establish an overall measure of consumer fanaticism using measures from previous research in this area and testing the reliability of the overall measure when including different items.

**Objective 4:**

To explore the differences in the reactions of different groups of video game fans, between the three different hypothetical brand extensions, in relation to perceived fit and extension success. (RQ1)

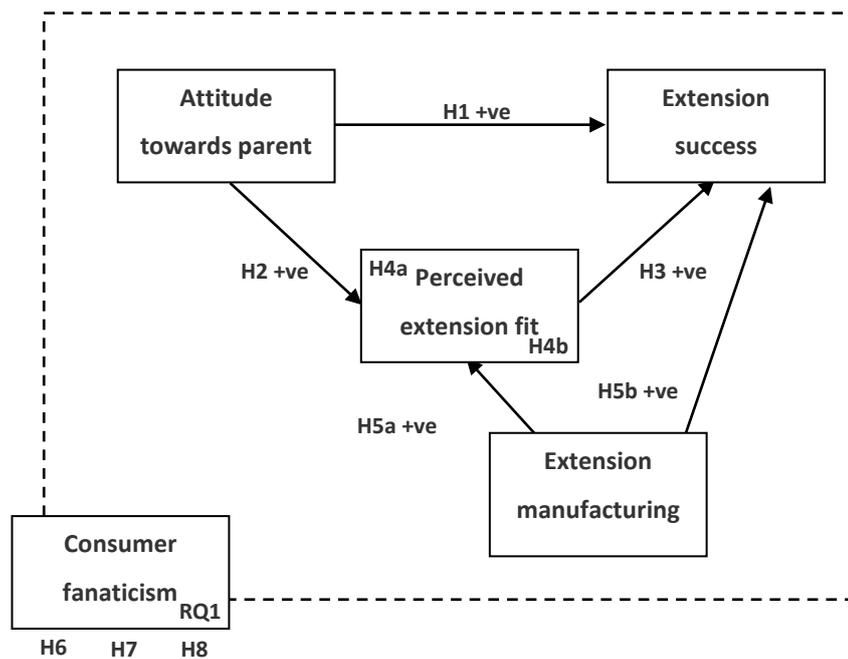
**3.2. RESEARCH MODEL**

Based on existent research it is proposed that there will be a positive relationship between attitude towards the parent brand and extension success, in that positive affect transfer will occur between the parent brand and the new product and therefore influence consumers' likelihood to accept the extension. In addition, attitude towards the parent brand will have a positive effect on perceived extension fit and perceived fit will have a positive effect on extension success. Perceived fit will in turn serve to mediate the effect that attitude towards the parent brand has on extension success.

It is also proposed that extension manufacturing complexity will have a positive effect on perceived extension fit and extension success in that extensions which appear to be too easy to manufacture are not considered to be a genuine extension of the parent brand and are therefore less likely to be accepted by consumers.

Finally, it is proposed that consumer fanaticism will have a positive effect on attitude towards the parent brand due to the devotion shown by fans towards the subject of their fanaticism

and that fans will generally identify with something they feel positively towards. Consumer fanaticism may also have a positive effect on perceived fit of the extension and extension success, though it is not clear whether these will result directly from fanaticism or as a result of fanaticism acting on other variables in the model.



**Figure 3.1 Proposed Research Model.**

### **3.3. HYPOTHESES DEVELOPMENT & RESEARCH QUESTIONS**

#### **3.3.1. Hypothesis development**

As the parent brand for each respondent will be a video game that they are a fan of, it can be assumed that all respondents will be familiar with their respective parent brand, will have at least somewhat positive attitudes towards the parent brand and will have already formed organised prior knowledge of the category (Beaven and Laws 2007; Dionisio et. al. 2008, 2010).

It is established in existing literature that positive transfer of affection from parent brand-to-brand extension will influence the success of that extension and that positive attitudes are more likely to be transferred to the extension if the attitude towards the parent brand is positive (Lui 2007). Therefore the existing literature suggests that positive attitudes towards the parent brand will result in greater likelihood of brand extension success.

**H1:**

There will be a positive relationship between the attitude towards the parent brand and extension success.

Perceived fit is dependent on consumer knowledge of the parent brand and the consumer's ability to find similarities between the parent brand and the brand extension (Aaker and Keller 1990). The ability to find meaningful connections between the parent brand and the new product could be positively influenced by the consumer's attitude towards the parent brand as they may be more receptive to new offerings from a brand they feel positively towards (Dwivedi et. al. 2010). Therefore attitude towards the parent brand is hypothesised to have a positive effect on perceived fit of the extension.

**H2:**

There will be a positive relationship between the attitude towards the parent brand and the perceived fit of the extension.

In line with categorisation theory, it is expected that respondents will be more accepting of a new product which conforms to their organised prior knowledge of the category, leading to a higher likelihood of success for the extension (Aaker and Keller, 1990; Kalamas et al. 2006; Sujan, 1985). In addition to this, under schema congruity theory respondents will feel satisfied by extensions from which they can draw similarities with the parent brand and while feeling frustrated by extensions which are more different to the parent brand (Alba and

Hutchinson, 1987). This will lead to perceived fit having a positive effect on brand extension success.

### **H3:**

There will be a positive relationship between the perceived fit of a brand extension and extension success.

As discussed earlier, perceived fit influences affect transfer from the parent brand to the brand extension (Lui 2007). As this positive attitude in turn influences the likelihood of success for the extension (Dwivedi et. al. 2010), perceived fit is expected to mediate the effect that attitude towards the parent brand has on extension success.

While extension manufacturing complexity may influence the likelihood of respondents to accept the brand extension, it also influences the perceived fit of the extension whereby a product which is considered very easy to produce will not be viewed as a legitimate extension of the parent brand and will therefore be less likely to succeed (Aaker and Keller, 1990; Kalamas et.al 2006). Due to this, the effect that extension manufacturing complexity has on brand extension success may be mediated by perceived fit.

### **H4:**

Perceived extension fit partially mediates:

- a) The effect attitude towards the parent brand has on extension success.
- b) The relationship between extension manufacturing complexity and extension success

As extension manufacturing complexity can influence both the likelihood that consumers will accept a brand extension and the perceived fit of the extension (Aaker and Keller, 1990; Kalamas et.al 2006), it is hypothesised that.

**H5:**

- a) There will be a positive relationship between the manufacturing complexity of the extension and perceived extension fit.
- b) There will be a positive relationship between the manufacturing complexity of the extension and extension success.

As the parent brand used for each respondent is a video game which they are a fan of and it has been established that fanatics possess high levels of interest, engagement and devotion to the subject of their fanaticism (Beaven and Laws 2007; Dionisio et. al. 2008, 2010) previous studies suggest that where a consumer is a fan of the parent brand, fanaticism will have a positive effect on attitude towards the parent brand.

**H6:**

Respondents indicating a high level of fanaticism compared to low will exhibit higher ratings of attitude towards the parent brand.

As fanatics possess a wish to acquire items related to their area of fanaticism (Thorne and Bruner, 2006), it is logical that higher level fanatics will be more likely to purchase a brand extension from a parent brand that they are a fan of than lower level fanatics.

**H7:**

For each brand extension, respondents indicating a high level of fanaticism compared to low will exhibit higher ratings of extension success.

Fanatics have been described as having a dogmatic mindset towards their area of fanaticism (Redden and Steiner, 2000), combined with high levels of involvement with a particular brand and highly positive attitudes towards that brand (Thorne and Bruner, 2006; Beaven and Laws 2007; Dionisio et. al. 2008, 2010); higher level fans may have an inflated opinion of the

parent brand and thereby believe that it possesses attributes or skills outside of its normal category. This would lead to higher level fans experiencing higher levels of perceived extension fit. However, it should be noted that this dogmatic mindset may work in the opposite direction and lead high level fans to be less accepting of brand extensions which exhibit attributes that are inconsistent with the parent brand and therefore experiencing lower levels of perceived fit. Despite this, the former option – being that it is more widely accepted – has been selected for this hypothesis.

**H8:**

For each brand extension, respondents indicating a high level of fanaticism compared to low will exhibit higher ratings of perceived extension fit.

**3.3.2. Research Questions**

**RESEARCH QUESTION 1:**

What effect does consumer fanaticism have on the perceived extension fit and extension success of brand extensions with varying levels of congruency?

**3.4. CONCLUDING COMMENTS**

Drawing from the current knowledge covered in Chapter Two, this chapter has presented the research objectives, research model, hypotheses and further research questions which have been developed. These will provide the direction of this study in aiming to fill the gaps identified in the literature to provide insight for decision makers and future.

## **CHAPTER FOUR    METHODOLOGY**

### **4.0.    INTRODUCTION**

The following chapter will provide an overview of the steps implemented to achieve the research objectives and complete the study. The research design section will include an explanation of the stimuli, sampling and data collection methodology used. Following this, data cleaning, measurement scales, data analysis and data storage methodology will be discussed.

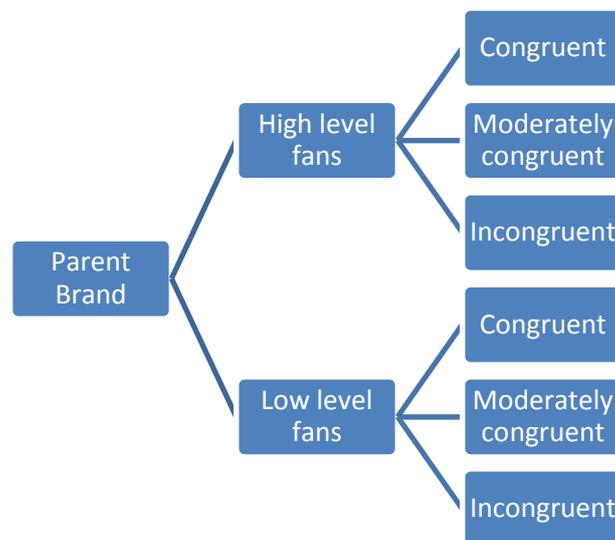
### **4.1.    RESEARCH DESIGN**

This study uses a 2 x 3 factorial design, the two factors used being – 2; level of fanaticism towards the parent brand (High level fans/Low level fans) x 3; congruity of the extension with the parent brand (Congruent/Moderately Congruent/Incongruent). In previous studies the parent brand has been included as a factor defined by the number of brands included by the researcher, however as this study allows respondents to specify their own parent brand there is no set number of parent brands the data collected can relate to. In addition to this, if the respondents were to be grouped based on parent brand, these groups would be independent of one another.

The research design Figure 4.1 was completed once per respondent. Each respondent was asked to specify their favourite video game from the past 5 years and was instructed to answer the rest of the questionnaire in relation to this game, making it the parent brand for that individual respondent. This was essential to the design in order for each respondent to answer in relation to a video game they are a fan of.

Respondents were then asked a series of questions about their specified game relating to different fan behaviours in order to determine their level of fanaticism towards their chosen

game – they will later be grouped into ‘high level’ and ‘low level’ fan groups based on an overall score of fanaticism. Following this, respondents were asked questions to do with three different hypothetical brand extensions proposed to be introduced by the parent brand. These brand extension products have different levels of congruity with the parent brand; Congruent, Moderately congruent and Incongruent, and were selected so as to be generic enough to apply in this way to whichever video game is selected as the parent brand.



**Figure 4.1: Proposed Research Design.**

#### **4.1.1. Brand Stimuli and Choice**

As mentioned, there were three hypothetical brand extensions of whichever parent brand was specified with different levels of congruity to the parent brand. These had been selected to be the same level of congruity regardless of which video game is specified as the parent brand and are as follows; a branded console controller or keyboard (Congruent), a beanbag (Moderately congruent), high end perfume or cologne (Incongruent). As indicated in previous research conducted in this area by the researcher, the three hypothetical brand extensions chosen were expected to have different levels of congruency in relation to each respondent’s specified favourite video game from the last five years (it being used as the parent brand).

The video game controller was expected to receive high ratings in terms of each element of congruency, while the beanbag was expected to receive medium level ratings and the shoes low ratings. Therefore it was expected that these would be significantly different from one another in congruency and purchase intention.

The controller/keyboard is congruent to any video game as it can be used to play that actual game and in addition to this, custom controllers or keyboards are quite often released with special editions of games and/or are customised to fit with that particular game. The beanbag is moderately congruent as it is not a piece of video game hardware, but can be used in conjunction with the game i.e. it can be sat on while playing the game. The perfume/cologne is incongruent as it doesn't have anything directly to do with playing video games and none of the video game developer's or publisher's skills would be transferable to this product category.

Congruent	Moderately Congruent	Incongruent
Controller/keyboard	Beanbag	Perfume/Cologne

**Table 4.1: Brand Extension Products**

These three products were also chosen so as to control for price sensitivity. As intention to purchase is one measure of brand extension success, if one product was noticeably different in the expected price this could interfere with respondents' ratings of this i.e. if one product was significantly cheaper than the other two, respondents may be more likely to purchase this than they otherwise would have and the results for extension success would not be comparable. Additionally, respondents may have been less critical of the much cheaper extension due to the low involvement resulting from the low price of the product and would therefore have rated this more favourably in terms of perceived fit. Therefore, three products

were chosen with similar expected pricing to one another so that price sensitivity would not be a factor in respondents' decision making.

#### **4.1.2. Sample**

One sample population was used for this study, which will be split into two groups during data analysis based on level of fanaticism towards the parent brand. This meant that the same method could be used to collect data for the entire sample population with the data transformed later on in the process to fully meet the objectives of the study.

A total of 323 surveys were distributed, of which 21 were unusable, leaving 302 usable responses. As this was an online survey conducted through a panel provider the response rate was not readily available.

#### **4.1.3. Data Collection**

An appropriate method of data collection was required to meet the research objectives, which would allow respondents to self-administer the survey while setting quotas based on an estimated fanaticism score. This was done to ensure that there would be an even spread between respondents exhibiting a relatively high and relatively low level of fanaticism. In order to achieve this, an online survey was used with quotas set prior to launch. Data was collected from a sample population in the USA accessed from the Qualtrics online panel, Qualtrics was also used to program the online survey. USA respondents were used as this is one of the largest markets for video games in the world and so this adds ecological validity to the study.

## **4.2. DATA CLEANING**

As previously mentioned, out of the total 323 surveys 21 were discarded due to invalid responses or incomplete survey. Questions which were vital to the completion of the research objectives were set as a forced response, so missing values was not an issue. Quality assurance checks were built into the survey and invalid cases were removed based on this; for example respondents giving the same rating for every interval question. Respondents that indicated more than one video game or no game at all as their favourite were removed, as the following questions do not make sense unless applied to one game in particular and therefore their responses to these questions would be invalid. One respondent answered the entire questionnaire without issue up to the demographics section and then dropped out. This may be due to these being forced response questions and the respondent preferring not to divulge this information – however as this respondent did not complete the validity check following this section, they were removed.

## **4.3. MEASUREMENT SCALES**

As there is no widely accepted scale by which to measure consumer fanaticism, multiple existing scales were combined from different sources to create a comprehensive measurement which could then be refined through dimension reduction and the validity of the overall measure confirmed through reliability testing. The complete scale can be found in the questionnaire at Appendix 1 and the refined scale will be explained further in the next Chapter in section 5.3, as this is a new scale there is no previous reliability scores to report at this point.

The scales relating to the remaining parts of the research model have been taken from Kalamas et. al's (2006) study and have been deemed to be reliable through previous

reliability analysis. Attitude towards the parent brand had an overall reliability of 0.825 and was measured with three items - parent brand quality, quality relative to competing brands and overall liking. Extension fit had an overall reliability of 0.899 and was measured with four items - global fit, substitute and complement. Manufacturing transferability is a single-item measure with a reliability score of 0.899. Extension success had an overall reliability of 0.851 and was measured with three items - attribute attitudes, extension quality and purchase intention. The reliability scores for all of these can be seen in figure 4.1.

Scale Items		Reliability Measures ( $\alpha$ )
<b>Attitude towards Parent Brand</b>		<b>0.825</b>
	Parent Brand Quality	0.845
	Relative to Competitors	0.842
	Overall Liking	0.896
<b>Perceived Extension Fit</b>		<b>0.899</b>
	Global Fit	0.906
	Substitute	0.87
	Complement	0.83
<b>Manufacturing Transferability</b>		<b>0.899</b>
<b>Extension Success</b>		<b>0.851</b>
	Attributes Attitudes	0.828
	Extension Quality	0.933
	Purchase Intention	0.901

Kalamas *et al.* (2006).

**Table 4.2: Scale Items and Reliabilities.**

#### 4.4. DATA ANALYSIS

Data analysis techniques used in this study include, One-way Repeated Measure ANOVA, which compares mean scores between different variables using the same measure from the same group of respondents; Exploratory Factor Analysis, which reduces a multiple item scale

to several factors made up of closely related items within the scale; Independent Samples T-test, which compares the mean score of two separate groups of respondents; and Multiple Regression Analysis, which measures the effects different variables within a research model have on each other; with Mediation analysis also being conducted using Baron & Kenny's (1986) approach.

#### **4.5. DATA STORAGE**

In accordance with the guidelines stipulated under Section 2 of the Joint NHMRC/AVCC Statement and Guidelines on Research Practice on 'Data Storage and Retention', provision will be made with the School of Marketing to retain all data, including all relevant documents and questionnaires, in a secured facility for a minimum period of 5 years. Should access to this information be sought by another party, it will not be released without the written approval from the Head of School of Marketing. Copies of the final thesis will be made available to supervisors and the University library.

#### **4.6. CONCLUDING COMMENTS**

This chapter has explained the research design – including stimuli, sampling and data collection methodology used – data cleaning, measurement scales, data analysis and data storage methodology. A factorial design was used to illustrate the different fan groups and different brand extensions the model applies to. Three brand extensions were used of varying levels of congruency. Fan groups were determined by the fanaticism scale, which was adapted from several different scales. The remaining scales were adapted from Kalamas et. al's (2006) research and were supported by acceptable reliability scores. One-way Repeated measure ANOVAs, Exploratory Factor Analysis, Independent Samples t-test, Multiple

Regression Analysis and Mediation Analysis were used in the analysis phase. These will be covered in Chapter 5 with an explanation of each analysis and reporting of results, conclusions drawn from this and the implications will be outlined in Chapter 6.

## **CHAPTER FIVE DATA ANALYSIS AND RESULTS**

### **5.0. INTRODUCTION**

Chapter 4 outlined the methodologies implemented to test the hypotheses and further research questions of this research. This Chapter will explain the data analysis techniques used in greater detail, giving results relating to the profile of the respondents, the validity and reliability of the research and the hypotheses and further research questions posed.

### **5.1. SAMPLE PROFILE**

As mentioned in Chapter 4, of the 323 surveys completed 21 were unusable, leaving 302 completed entries. This represents a 93.5% response rate. The following is an examination of the demographic profile of these respondents.

Gender distribution was consistent with available industry statistics with 52.3% Males and 47.7% Females (Entertainment Software Association, 2011). 30.8% of respondents were aged 18-30 years, 21.5% were aged 31-40 years, 21.9% were aged 41-50 years, 18.9% were ages 51-60 years and 7% were aged 61 years and over. Both the mean and median ages were 40 years which is 10 years above the industry average, however the exclusion of consumers under the age of 18 years from this study would skew these results towards older age groups and so this is not an issue. These and other demographic results can be seen in the below table.

<b>Demographics</b>		<b>Frequency</b>	<b>Percent</b>
<b>What is your Gender?</b>	Male	158	52.3
	Female	144	47.7
<b>What is your Age?</b>	18-30yrs	93	30.8
	31-40yrs	65	21.5
	41-50yrs	66	21.9
	51-60yrs	57	18.9
	61+yrs	21	7.0
<b>What is your Highest Qualification?</b>	Some High School	4	1.3
	High School Graduate	49	16.2
	Trade / Trade school	17	5.6
	Some College / University	114	37.7
	Completed Bachelor's Degree	75	24.8
	Completed Postgraduate Diploma/Degree	5	1.7
	Completed Higher degree (Masters, PhD etc.)	36	11.9
	Other	2	.7
<b>What is your Current Occupation?</b>	Student	31	10.3
	Self employed	35	11.6
	Unemployed	52	17.2
	Trades-person	15	5.0
	Professional	88	29.1
	Salesperson	11	3.6
	Other	70	23.2
	<b>What is your Personal Income Before Tax?</b>	Less than \$20,000	61
\$20,001- \$40,000		84	27.8
\$40,001- \$60,000		59	19.5
\$60,001- \$80,000		38	12.6
\$80,001- \$100,000		20	6.6
Over \$100,000		25	8.3
Prefer not to say		15	5.0

**Table 5.1: Demographics**

## **5.2. DESCRIPTIVE STATISTICS/MANIPULATION CHECK**

### **5.2.1. Perceived Fit**

The measure of perceived extension fit (PEF) is made up of global fit, substitute, complement and manufacturing transferability. These were aggregated to give an overall measure of PEF for each brand extension.

A reliability analysis was conducted for this scale in relation to each of the three brand extensions. The PEF scale appeared to have good internal consistency for the controller  $\alpha = 0.7$ , for the beanbag  $\alpha = 0.720$  and for the perfume/cologne  $\alpha = 0.806$ . All items appeared worthy of retention, the only possible increase in alpha for each brand extension resulting from; removing Substitutability for the controller which would give an increase of 0.024, removing Manufacturing Transferability for the beanbag which would give an increase of 0.048 and removing Manufacturing Transferability for the perfume/cologne which would give an increase of 0.015. As this was not the same item for all three brand extensions and the possible increases in alpha were not very large, all four items were included in the overall measure.

Brand Extension	item	$\alpha$	$\alpha$ if item deleted
<b>Congruent (controller)</b>	-	0.7	-
	Substitutability	-	0.71
<b>Moderately Congruent (beanbag)</b>	-	0.72	-
	Manufacturing Transferability	-	0.77
<b>Incongruent (perfume/cologne)</b>	-	0.81	-
	Manufacturing Transferability	-	0.82

**Table 5.2.1: Reliability Statistics - PEF**

### 5.2.2. Extension Success

The measure of extension success (ES) is made up of attribute attitude, extension quality and purchase intention. These were aggregated to give an overall measure of ES for each brand extension.

A reliability analysis was conducted for this scale in relation to each of the three brand extensions. The ES scale appeared to have good internal consistency for the controller  $\alpha = 0.805$ , for the beanbag  $\alpha = 0.779$  and for the perfume/cologne  $\alpha = 0.824$ . All items appeared worthy of retention and there were no possible increases in alpha as a result of removing any

of the items for any of the brand extensions. Therefore all three items were included in the overall measure.

Brand Extension	item	$\alpha$	$\alpha$ if item deleted
Congruent (controller)	-	0.8	-
Moderately Congruent (beanbag)	-	0.78	-
Incongruent (perfume/cologne)	-	0.82	-

**Table 5.2.2: Reliability Statistics - ES**

### 5.2.3. Evaluation of the Brand Extensions

The research design involved testing all three brand extension products for all other relevant questions, meaning that each product was included in all conditions of the experiment. Due to this, One-way Repeated Measure ANOVAs were used to test differences between the three brand extensions in areas of perceived fit, manufacturing complexity and extension success.

#### 5.2.3.1 Perceived Fit

The mean scores for each brand extension can be seen in table 5.2; with the controller receiving the highest score, the beanbag receiving the second highest and the perfume/cologne being scored lowest for perceived fit.

Mauchly's test indicated that the assumption of sphericity had been violated, therefore degrees of freedom were corrected using Huynh-Feldt estimates of sphericity. The results show that there was a significant effect of the product type on ratings of perceived fit. These results suggest that one or more of the products has a higher level of perceived fit with the parent brand.

This can be further explained by the pairwise comparisons, which indicates a significant mean difference between; the controller and the beanbag, the controller and the perfume/cologne, and the beanbag and the perfume/cologne. These results confirm that the

controller is rated significantly higher than both other brand extensions for perceived fit and the beanbag is rated significantly higher than the perfume/cologne.

### **5.2.3.2 Extension Manufacturing Complexity**

The mean scores for each brand extension can be seen in table 5.2; with the controller receiving the highest score, the perfume/cologne receiving the second highest and the beanbag being scored lowest for manufacturing complexity.

Mauchly's test indicated that the assumption of sphericity had been met and the results show that there was a significant effect of the product type on ratings of manufacturing complexity. These results suggest that one or more of the products has a higher level of manufacturing complexity.

This can be further explained by the pairwise comparisons, which indicates a significant mean difference between; the controller and the beanbag, the controller and the perfume/cologne of , and the beanbag and the perfume/cologne. These results confirm that the controller is rated significantly higher than both other brand extensions for manufacturing complexity and the beanbag is rated significantly lower than the perfume/cologne.

### **5.2.3.3 Extension Success**

The mean scores for each brand extension can be seen in table 5.2; with the controller receiving the highest score, the beanbag receiving the second highest and the perfume/cologne being scored lowest for perceived fit.

Mauchly's test indicated that the assumption of sphericity had been violated, therefore degrees of freedom were corrected using Huynh-Feldt estimates of sphericity. The results show that there was a significant effect of the product type on extension success. These

results suggest that one or more of the products has a higher level of perceived fit with the parent brand.

This can be further explained by the pairwise comparisons, which indicates a significant mean difference between; the controller and the beanbag, the controller and the perfume/cologne, and the beanbag and the perfume/cologne. These results confirm that the controller is rated significantly higher than both other brand extensions for extension success and the beanbag is rated significantly higher than the perfume/cologne.

The mean scores for this test in relation to Perceived Fit, Extension Manufacturing Complexity and Extension Success can be found below in table 5.2.3, tests of sphericity can be found below in table 5.2.4 and mean differences along with p values can be found below in table 5.2.5.

	<b>Congruent</b> (controller)	<b>Moderately</b> <b>Congruent</b> (beanbag)	<b>Incongruent</b> (perfume/cologne)
<b>Perceived Extension Fit</b>	5.06 (1.26)	3.52 (1.44)	2.68 (1.54)
<b>Extension Manufacturing Complexity</b>	4.54 (1.66)	2.31 (1.51)	3.99 (1.80)
<b>Extension Success</b>	5.22 (1.33)	3.88 (1.53)	3.28 (1.68)

**Table 5.2.3: Mean Scores**

<b>Brand Extension</b>	<b>Mauchly's test</b>		<b>Huynh-Feldt</b> ( $\epsilon$ )	<b>F</b>	<b>p</b>
	<b>X<sup>2</sup> (2)</b>	<b>P</b>			
<b>Perceived Fit</b>	31.82	0.00	0.91	359.75 (1.83, 550.1)	0.00
<b>Extension Manufacturing Complexity</b>	4.26	0.12	-	196.45 (2, 602)	0.00
<b>Extension Success</b>	22.35	0.00	0.94	238.06 (1.88, 565.03)	0.00

**Table 5.2.3: Tests of Sphericity**

	Controller – Beanbag	Controller – Perfume/Cologne	Beanbag – Perfume/Cologne
<b>Perceived Extension Fit</b>	1.54** 0.00	2.38** 0.00	0.84** 0.00
<b>Extension Manufacturing Complexity</b>	2.22** 0.00	0.55** 0.00	-1.68** 0.00
<b>Extension Success</b>	1.33** 0.00	1.95** 0.00	0.61** 0.00

\*\*Indicates a significant difference at 99% confidence interval

**Table 5.2.5: Mean Differences**

### **5.3. FANATICISM SCALE**

#### **5.3.1. Exploratory factor analysis**

As there has been limited detailed quantitative analysis of consumer fanaticism to date, a widely accepted scale to measure fanaticism could not be found. Therefore, several different scales were put together in the questionnaire, keeping in mind existing theories relating to fanaticism. An exploratory factor analysis (EFA) was used to reduce the number of items in the fanaticism scale and to establish a more accurate measure of overall fanaticism.

Three factors were established from this; Consumption, Social and Internal Involvement. These are similar to the dimensions of fanaticism where consumption includes both wish to acquire related items and desire for external involvement, Social relates somewhat to desire for interaction with others of like interest and Internal Involvement is the same in both cases.

		Factor 1	Factor 2	Factor 3
Consumption	I spend much more money than other people on things related to this game.	0.86		
	I like going to events related to this game.	0.85		
	I like to wear accessories related to this game.	0.85		
	I have a lot of stuff related to this game.	0.85		
	I like to wear clothes related to this game.	0.84		
	I like going to conventions related to this game.	0.84		
	I regularly acquire items related to this game.	0.83		
	I spend much more money than other people on this game.	0.83		
Internal Involvement	I am passionate about this game.		0.87	
	I see myself as a fan of this game.		0.85	
	I like to let others know that I'm a fan of this game.		0.73	
	I am one of the biggest fans of this game around.		0.72	
	I consider myself an expert on this game.		0.69	
	Free time went/goes into playing the game?		0.65	
Social	Found that other fans knew more about the game than you?			0.8
	Found that other fans read more about the game than you?			0.74
	Friends were involved with the game?			0.73
	Friends also play/ed the game?			0.69
	Eigenvalues	9.86	2.2	1.48
	Chronbach's alpha	0.97	0.91	0.83

**Table 5.3: Factor Analysis of Fanaticism Scale**

Data manipulation was carried out on the items within each factor to calculate a factor weighted mean score. The three measures produced by this were then aggregated to create an overall fanaticism score with a minimum score of -1.3 and a maximum of 2.05. The median score was -0.09 and the next lowest score to this was -0.11, therefore a median split was conducted with the lower group being between -1.3 and -0.11 and the higher group being between -0.09 and 2.05.

#### 5.4. MULTIPLE REGRESSION ANALYSIS

Multiple regression analysis was used to test the brand extension success model in relation to all three brand extensions; the controller/keyboard being the congruent product, expected to be rated highly for perceived fit and manufacturing complexity and therefore highly for extension success; the beanbag being the moderately congruent product, expected to be rated moderately for perceived fit and manufacturing complexity and therefore moderately for

extension success; and the perfume/cologne being the incongruent product, expected to be rated lowest for perceived fit and manufacturing complexity and therefore lowest for extension success.

However, it should be noted that the perfume/cologne (incongruent) was previously found to have significantly higher ratings of manufacturing complexity than the beanbag (moderately congruent) and so the observed effects from this variable for these two extensions may not be consistent with the hypothesised effect.

#### **5.4.1 Hypothesis 1-5**

The hypothesised effects that attitude towards parent brand (APB), perceived fit of the extension (PEF) and manufacturing complexity of the extension (MC) have on extension success (ES) were examined. The hypothesised effects APB and MC have on PEF were also examined using this analysis. Further to this, the mediating effect PEF has between APB & ES and between MC & ES was also examined using Baron and Kenny's (1986) approach with a Sobel Test used to reconfirm the results obtained from this.

##### **5.4.1.1 Congruent Brand Extension (Controller/Keyboard)**

First the hypothesised direct effects on ES from APB (H1), PEF (H3) and MC (H5b) were examined. APB was found to have a small positive effect on ES but this was not significant, therefore H1 was not supported. PEF was found to have a positive effect on ES and this was also significant, therefore H3 was supported. MC was found to have a small positive effect on ES but this was not significant, therefore H5b was not supported. The  $R^2$  value for the effect of PEF on ES indicates that PEF explains approximately 59% of the variation in ES for the congruent brand extension.

Next the hypothesized direct effects on PEF from APB (H2) and MC (H5a) were examined. APB was found to have a positive effect on PEF which was also significant, therefore H2 was supported. MC was found to have a small positive effect on PEF but this was not significant, therefore H5a was not supported. The  $R^2$  value for the effect of APB on PEF indicates that APB explains approximately 5% of the variation in PEF for the congruent brand extension.

The mediating effects of PEF between APB & ES (H4a) and MC & ES (H4b) were then examined using Baron and Kenny's (1986) approach. The first step of Baron and Kenny's (1986) approach for mediation analysis is to establish that the predictor variable has a significant effect on the outcome variable. As mentioned previously, APB was not found to have a significant effect on PEF (H1 not supported) and so PEF was not found to mediate the effect APB has on ES. Therefore H4a was not supported. Using the same steps, MC was not found to have a significant effect on ES (H5b not supported) and so H4b was not supported.

	<i>b</i>	<i>t</i>	<i>df</i>	<i>p</i>	<i>R</i> <sup>2</sup>
APB – ES	0.09	1.91	298	0.06	-
PEF – ES	0.08	22.17	298	0.00	0.59
MC – ES	0.02	0.58	298	0.56	-
APB – PEF	0.27	3.67	299	0.00	0.05
MC – PEF	0.04	0.81	299	0.42	-

**Table 5.4.1: Regression – Congruent Brand Extension**

#### 5.4.1.2 Moderately Congruent Brand Extension (Beanbag)

First the hypothesised direct effects on ES from APB (H1), PEF (H3) and MC (H5b) were examined. APB was found to have a small positive effect on ES but this was not significant, therefore H1 was not supported. PEF was found to have a positive effect on ES and this was also significant, therefore H3 was supported. MC was found to have a small negative effect on ES and this was not significant, therefore H5b was not supported. The  $R^2$  value for the

effect of PEF on ES indicates that PEF explains approximately 65% of the variation in ES for the moderately congruent brand extension.

Next the hypothesized direct effects on PEF from APB (H2) and MC (H5a) were examined. APB was found to have a positive effect on PEF but this was not significant, therefore H2 was not supported. MC was found to have a positive effect on PEF which was also significant, therefore H5a was supported. The  $R^2$  value for the effect of MC on PEF indicates that APB explains approximately 7% of the variation in PEF for the congruent brand extension.

The mediating effects of PEF between APB & ES (H4a) and MC & ES (H4b) were then examined using Baron and Kenny's (1986) approach. As mentioned previously, APB was not found to have a significant effect on PEF (H1 not supported) and so PEF was not found to mediate the effect APB has on ES. Therefore H4a was not supported. Using the same steps, MC was not found to have a significant effect on ES (H5b not supported) and so H4b was not supported.

	<i>b</i>	<i>t</i>	<i>df</i>	<i>p</i>	<i>R</i> <sup>2</sup>
APB – ES	0.04	0.73	298	0.47	-
PEF – ES	0.87	23.29	298	0.00	0.65
MC – ES	-0.04	-1.01	298	0.31	-
APB – PEF	0.13	1.61	299	0.11	-
MC – PEF	0.26	4.92	299	0.00	0.07

**Table 5.4.2: Regression – Moderately Congruent Brand Extension**

### 5.4.1.3 Incongruent Brand Extension (Perfume/Cologne)

First the hypothesised direct effects on ES from APB (H1), PEF (H3) and MC (H5b) were examined. APB was found to have a small positive effect on ES but this was not significant, therefore H1 was not supported. PEF was found to have a positive effect on ES and this was

also significant, therefore H3 was supported. MC was found to have a small positive effect on ES but this was not significant, therefore H5b was not supported. The  $R^2$  value for the effect of PEF on ES indicates that PEF explains approximately 53% of the variation in ES for the incongruent brand extension.

Next the hypothesized direct effects on PEF from APB (H2) and MC (H5a) were examined. APB was found to have a small negative effect on PEF and this was not significant, therefore H2 was not supported. MC was found to have a small positive effect on PEF but this was not significant, therefore H5a was not supported.

The mediating effects of PEF between APB & ES (H4a) and MC & ES (H4b) were then examined using Baron and Kenny's (1986) approach. As mentioned previously, APB was not found to have a significant effect on PEF (H1 not supported) and so PEF was not found to mediate the effect APB has on ES. Therefore H4a was not supported. Using the same steps, MC was not found to have a significant effect on ES (H5b not supported) and so H4b was not supported.

	<i>b</i>	<i>t</i>	<i>df</i>	<i>p</i>	$R^2$
APB – ES	0.001	0.02	298	0.99	-
PEF – ES	0.78	18.06	298	0.00	0.53
MC – ES	0.06	1.6	298	0.11	-
APB – PEF	-0.05	-0.54	299	0.59	-
MC – PEF	0.07	1.42	299	0.16	-

**Table 5.4.3: Regression – Incongruent Brand Extension**

### 5.4.2 Research Question 1

The effect that fanaticism has on PEF and ES (RQ1) was also examined for each of the three brand extensions using multiple regression. It has not yet been established what effect this will have or whether a particular area of fan behaviour has a greater impact on either PEF or

ES, so this was used to measure the effect that the overall fan score (FAN) has and then compare the effects that the three factors from the fanaticism scale that FAN was based off have individually. These three factors are Consumption (CONS), Internal Involvement (INT) and Social (SOCL).

#### 5.4.2.1 Congruent Brand Extension (Controller/Keyboard)

An exploration of the effect that FAN has on PEF and ES was conducted for the congruent brand extension. FAN was found to have a positive effect on PEF and this was also significant. The  $R^2$  value for the effect of FAN on PEF indicates that FAN accounts for approximately 9% of variation in PEF for the congruent brand extension. FAN was also found to have a positive effect on ES and this was also significant. The  $R^2$  value for the effect of FAN on ES indicates that FAN accounts for approximately 12% of variation in ES for the congruent brand extension.

	<i>b</i>	<i>t</i>	<i>df</i>	<i>p</i>	$R^2$
FAN – PEF	0.48	5.48	300	0.00	0.09
FAN – ES	0.59	6.51	300	0.00	0.12

**Table 5.4.4: Regression – Congruent Brand Extension**

#### 5.4.2.2 Moderately Congruent Brand Extension (Beanbag)

An exploration of the effect that FAN has on PEF and ES was conducted for the moderately congruent brand extension. FAN was found to have a positive effect on PEF and this was also significant. The  $R^2$  value for the effect of FAN on PEF indicates that FAN accounts for approximately 19% of variation in PEF for the moderately congruent brand extension. FAN was also found to have a positive effect on ES and this was also significant. The  $R^2$  value for the effect of FAN on ES indicates that FAN accounts for approximately 14% of variation in ES for the moderately congruent brand extension.

	<i>b</i>	<i>t</i>	<i>df</i>	<i>p</i>	<i>R</i> <sup>2</sup>
FAN – PEF	0.79	8.4	300	0.00	0.19
FAN – ES	0.72	6.95	300	0.00	0.14

**Table 5.4.5: Regression – Moderately congruent Brand Extension**

### 5.4.2.3 Incongruent Brand Extension (Perfume/Cologne)

An exploration of the effect that FAN has on PEF and ES was conducted for the incongruent brand extension. FAN was found to have a positive effect on PEF and this was also significant. The  $R^2$  value for the effect of FAN on PEF indicates that FAN accounts for approximately 22% of variation in PEF for the incongruent brand extension. FAN was also found to have a positive effect on ES and this was also significant. The  $R^2$  value for the effect of FAN on ES indicates that FAN accounts for approximately 14% of variation in ES for the incongruent brand extension.

	<i>b</i>	<i>t</i>	<i>df</i>	<i>p</i>	<i>R</i> <sup>2</sup>
FAN – PEF	0.93	9.4	300	0.00	0.22
FAN – ES	0.8	7.03	300	0.00	0.14

**Table 5.4.6: Regression – Incongruent Brand Extension**

### 5.4.3 Emerging Research Question

In creating a more reliable scale to measure consumer fanaticism, three factors were also discovered which relate closely to existing concepts related to fanaticism. In light of this an emerging research question is posed as to how each of these three factors affects perceived fit and extension success for different brand extensions.

#### **5.4.3.1 Congruent Brand Extension (Controller/Keyboard)**

CONS was found to have a positive effect on PEF, but this was not significant. INT was found to have a positive effect on PEF and this was significant. SOCL was found to have a positive effect on PEF, but this was not significant. When all three predictors are included, the adjusted  $R^2$  indicates that combined these explain approximately 9% of the variation in PEF for the congruent extension. The only significant effect came from INT which had an  $R^2$  value indicating that this explains approximately 5% of the variation in PEF for the congruent product.

CONS was found to have a small negative effect on ES and this was not significant. INT was found to have a positive effect on ES and this was also significant. SOCL was found to have a positive effect on ES, this was significant only at a 95% confidence interval. When all three predictors are included, the adjusted  $R^2$  indicates that combined these explain approximately 15% of the variation in ES for the congruent extension. The most significant effect came from INT which had an  $R^2$  value indicating that this explains approximately 10% of the variation in ES for the congruent product. The other significant effect came from SOCL which had an  $R^2$  value indicating that this explains approximately 1.5% of the variation in ES for the congruent product.

	<i>b</i>	<i>t</i>	<i>df</i>	<i>p</i>	<i>R</i> <sup>2</sup>
CONS – PEF	0.11	1.29	298	0.2	-
INT – PEF	0.3	3.7	298	0.00	0.05
SOCL – PEF	0.07	0.93	298	0.35	-
CONS/INT/SOCL - PEF	-	-	-	-	0.09
CONS – ES	-0.04	-0.42	298	0.68	-
SOCL – ES	0.18	2.33	298	0.02	0.015
INT – ES	0.45	5.41	298	0.00	0.1
CONS/INT/SOCL - ES	-	-	-	-	0.15

**Table 5.4.7: Regression – Congruent Brand Extension**

#### 5.4.3.2 Moderately Congruent Brand Extension (Beanbag)

CONS was found to have a positive effect on PEF and this was significant. INT was found to have a positive effect on PEF, but this was not significant. SOCL was found to have a positive effect on PEF and this was also significant. When all three predictors are included, the adjusted  $R^2$  indicates that combined these explain 20% of the variation in PEF for the moderately congruent extension. The significant effects came from CONS which had an  $R^2$ -value indicating that this explains approximately 17% and SOCL which had an  $R^2$  value indicating that this explains approximately 2% of the variation in PEF for the moderately congruent product.

CONS was found to have a positive effect on ES and this was significant. INT was found to have a positive effect on ES, this was significant only at a 95% confidence interval. SOC was found to have a positive effect on ES, this was significant only at a 95% confidence interval. When all three predictors are included, the adjusted  $R^2$  indicates that combined these explain approximately 13% of the variation in ES for the moderately congruent extension. The most significant effect came from CONS which had an  $R^2$  value indicating that this explains approximately 11% of the variation in ES for the congruent product. INT had an  $R^2$  value

indicating that this explains approximately 2% and SOCL had an  $R^2$  value indicating that this explains approximately 1% of the variation in ES for the moderately congruent product.

	<i>b</i>	<i>t</i>	df	<i>p</i>	$R^2$
CONS – PEF	0.44	4.88	298	0.00	0.17
INT – PEF	0.1	1.16	298	0.25	-
SOCL – PEF	0.25	2.89	298	0.00	0.02
CONS/INT/SOCL - PEF	-	-	-	-	0.2
CONS – ES	0.32	3.2	298	0.00	0.11
SOCL – ES	0.2	2.15	298	0.03	0.01
INT – ES	0.2	2.04	298	0.04	0.02
CONS/INT/SOCL - ES	-	-	-	-	0.13

**Table 5.4.8: Regression – Moderately congruent Brand Extension**

#### 5.4.3.3 Incongruent Brand Extension (Perfume/Cologne)

CONS was found to have a positive effect on PEF and this was significant. INT was found to have a negative effect on PEF and this was not significant. SOCL was found to have a positive effect on PEF, but this was not significant. When all three predictors are included, the adjusted  $R^2$  indicates that combined, these explain approximately 32% of the variation in PEF for the incongruent extension. The only significant effect came from CONS which had an  $R^2$  value indicating that this explains approximately 32% of the variation in PEF for the congruent product.

CONS was found to have a positive effect on ES and this was also significant. INT was found to have a small negative effect on ES and this was not significant. SOCL was found to have a positive effect on ES, this was significant only at a 95% confidence interval. When all three predictors are included, the adjusted  $R^2$  indicates that combined these explain approximately 18% of the variation in ES for the incongruent extension. The most significant effect came from CONS which had an  $R^2$  value indicating that this explains approximately 17% of the

variation in ES for the incongruent product. The other significant effect came from SOCL which had an  $R^2$  score indicating that this explains approximately 1% of the variation in ES for the incongruent product.

	<i>b</i>	<i>t</i>	<i>df</i>	<i>p</i>	$R^2$
CONS – PEF	0.85	9.56	298	0.00	0.32
INT – PEF	-0.09	-1.07	298	0.28	-
SOCL – PEF	0.15	1.78	298	0.08	-
CONS/INT/SOCL - PEF	-	-	-	-	0.32
CONS – ES	0.61	5.75	298	0.00	0.17
SOCL – ES	0.23	2.27	298	0.02	0.01
INT – ES	-0.06	-0.55	298	0.58	-
CONS/INT/SOCL - ES	-	-	-	-	0.17

**Table 5.4.9: Regression – Incongruent Brand Extension**

## 5.5. INDEPENDENT SAMPLES T-TEST (H6, H7, H8)

### 5.5.1. Differences in Attitude towards the Parent Brand between Fan groups

An independent samples T-test was conducted to compare ratings of attitude towards the parent brand (APB) in high level and low level fan groups. Levene’s test for equality of variances was confirmed and so equal variances were assumed. There was found to be a significant difference between APB in high level fans and APB in low level fans.

	<i>Levene’s test (p)</i>	<i>Mean (High fans)</i>	<i>Mean (Low fans)</i>	<i>t</i>	<i>df</i>	<i>p</i>
Attitude towards the parent brand	0.37	6.13 (0.89)	5.35 (1)	-5.44	300	0.00

**Table 5.5.1: t-test – APB x Fan groups**

These results suggest that high level fans have significantly more positive attitudes towards the parent brand than low level fans (though low level fans do not necessarily have negative

attitudes, theirs are just not as strongly positive), therefore H6 was found to be supported. In the context of the parent brand for each respondent being the respondent's favourite game, this makes sense.

### 5.5.2. Differences in Extension Success between Fan groups

An independent samples T-test was conducted to compare ratings of extension success (ES) in high level and low level fan groups. This was carried out for each of the three brand extensions – the controller/keyboard, the beanbag and the perfume/cologne.

First ratings for the controller/keyboard were tested. Levene's test for equality of variances was confirmed and so equal variances were assumed. There was found to be a significant difference between ES in high level fans and ES in low level fans.

Then ratings for the beanbag were tested. Levene's test for equality of variances was violated and so equal variances were not assumed. There was found to be a significant difference between ES in high level fans and ES in low level fans conditions.

Finally, ratings for the perfume/cologne were tested. Levene's test for equality of variances was violated and so equal variances were not assumed. There was found to be a significant difference between ES in high level fans and ES in low level fans.

	<i>Levene's test (p)</i>	<i>Mean (High fans)</i>	<i>Mean (Low fans)</i>	<i>t</i>	<i>df</i>	<i>p</i>
<b>Congruent (controller)</b>	0.19	5.56 (1.2)	4.88 (1.36)	-4.62	300	0.00
<b>Moderately Congruent (beanbag)</b>	0.02	4.36 (1.54)	3.41 (1.36)	-5.65	294	0.00
<b>Incongruent (perfume/cologne)</b>	0.00	3.78 (1.75)	2.78 (1.44)	-5.41	287.96	0.00

**Table 5.5.2: t-test – ES x Fan groups**

These results suggest that high level fans are significantly more likely than low level fans to purchase any brand extensions from a parent brand they are a fan of in relation to congruent, moderately congruent and incongruent products. Therefore H7 was found to be supported for all three brand extensions.

### **5.5.3. Differences in Perceived Fit between Fan groups**

An independent samples T-test was conducted to compare ratings of perceived extension fit (PEF) in high level and low level fan groups. This was carried out for each of the three brand extensions – the controller/keyboard, the beanbag and the perfume/cologne.

First ratings for the controller/keyboard were tested. Levene's test for equality of variances was confirmed and so equal variances were assumed. There was found to be a significant difference between PEF in high level fans and PEF in low level fans.

Then ratings for the beanbag were tested. Levene's test for equality of variances was confirmed and so equal variances were assumed. There was found to be a significant difference between PEF in high level fans and PEF in low level fans.

Finally, ratings for the perfume/cologne were tested. Levene's test for equality of variances was violated and so equal variances were not assumed. There was found to be a significant difference between PEF in high level fans and PEF in low level fans.

	<i>Levene's test (p)</i>	<i>Mean (High fans)</i>	<i>Mean (Low fans)</i>	<i>t</i>	<i>df</i>	<i>p</i>
<b>Congruent (controller)</b>	0.34	5.36 (1.17)	4.76 (1.28)	-4.24	300	0.00
<b>Moderately Congruent (beanbag)</b>	0.74	4.0 (1.36)	3.04 (1.35)	-6.13	300	0.00
<b>Incongruent (perfume/cologne)</b>	0.00	3.25 (1.7)	2.11 (1.11)	-6.9	255.41	0.00

**Table 5.5.3: t-test – PEF x Fan groups**

These results suggest that high level fans have a significantly higher perception of fit than low level fans for any brand extensions from a parent brand they are a fan of in relation to congruent, moderately congruent and incongruent products. Therefore H8 was found to be supported for all three brand extensions.

## **5.6. CONCLUDING COMMENTS**

This chapter has examined the data analysis conducted, the results of this and the implications in relation to each hypothesis. An examination of the sample profile was also conducted, which found the sample to be reasonably close to existing industry statistics in some respects. An exploratory factor analysis was conducted to reduce the fanaticism scale to a set of measures which would better measure overall consumer fanaticism, however the factors produced by this were also found to relate to individual dimensions of fanaticism and so these were tested within the research model as an emerging research question. Multiple regression analysis was used to test Hypotheses 1-5; mediation analysis was to be used to test Hypothesis 4, but the relevant relationships were not found to exist for this to be taken any further. Independent samples t-tests were used to test Hypotheses 6-8 and there was found to be a significant difference between the ratings given by the higher and lower fan groups for

other parts of the model. A summary of the hypotheses and outcomes relating to each can be seen in table 5.6.

	Hypothesis	Congruent	Moderately Congruent	Incongruent	N/A
<b>H1</b>	There will be a significantly positive relationship between the attitude towards the parent brand and extension success	NS	NS	NS	-
<b>H2</b>	There will be a significantly positive relationship between the attitude towards the parent brand and the perceived fit of the extension	S	NS	NS	-
<b>H3</b>	There will be a significant positive relationship between the perceived fit of a brand extension and extension success	S	S	S	-
<b>H4a</b>	Perceived extension fit partially mediates the effect attitude towards the parent brand has on extension success	NS	NS	NS	-
<b>H4b</b>	Perceived extension fit partially mediates the relationship between extension manufacturing complexity and extension success	NS	NS	NS	-
<b>H5a</b>	There will be a significant positive relationship between the manufacturing complexity of the extension and perceived extension fit	NS	S	NS	-
<b>H5b</b>	There will be a significant positive relationship between the manufacturing complexity of the extension and extension success	NS	NS	NS	-
<b>H6</b>	Respondents indicating a high level of fanaticism compared to low will exhibit significantly higher ratings of attitude towards the parent brand	-	-	-	S
<b>H7</b>	For each brand extension, respondents indicating a high level of fanaticism compared to low will exhibit significantly higher ratings of extension success	S	S	S	-
<b>H8</b>	For each brand extension, respondents indicating a high level of fanaticism compared to low will exhibit significantly higher ratings of perceived extension fit	S	S	S	-

**Table 5.6: Hypotheses Summary**

## **CHAPTER SIX      CONCLUSIONS**

### **6.0.    INTRODUCTION**

This chapter will examine the outcomes of the research with reference to the previous chapters. This will include a review of the research objectives, discussion of the hypotheses and research questions posed and a review of the research gaps. The conceptual, methodological and managerial contributions will also be discussed and finally the limitations of the research and possible future directions will be discussed.

### **6.1.    REVIEW OF RESEARCH OBJECTIVES**

Objective 1 was to compare video game fans' reactions to three different hypothetical brand extensions in relation to perceived fit, manufacturing complexity and intent to purchase. This was covered by H1, H2, H3, H4 and H5.

Objective 2 was to compare the reactions of different groups of video game fans, exhibiting different levels of fanaticism towards video games, to each different hypothetical brand extension, in relation to perceived fit, manufacturing complexity and intent to purchase. This was covered by H6, H7 and H8.

Objective 3 was to establish an overall measure of consumer fanaticism using measures from previous research in this area and testing the reliability of the overall measure when including different items.

Objective 4 was to explore the differences in the reactions of different groups of video game fans, between the three different hypothetical brand extensions, in relation to perceived fit and extension success. This was initially covered by RQ1 and was explored further in the Emerging Research Question.

## **6.2. DISCUSSION OF HYPOTHESES & RESEARCH QUESTIONS**

H1 hypothesised that there would be a significantly positive relationship between the attitude towards the parent brand and extension success. This was found to be not supported for all three brand extensions, indicating that in this instance, a relationship was found not to exist as predicted under any of the conditions set out. The implication of this is that attitude towards the parent brand is not a relevant predictor of brand extension success and therefore should not be included in the research model. It is possible that the scores for attitude towards the parent brand were positively skewed due to the design of the research. As the study also relates to fanaticism and each respondent's favourite video game was used as the parent brand, it stands to reason that respondents' recorded scores for attitude towards the parent brand could be more positive than the scores would be had the research been conducted in relation to a parent brand that the respondent did not identify as their favourite brand in that product category. These scores may then not be representative of the variation in attitude towards the parent brand that would normally occur in this research model and may be the cause of the absence of the hypothesised relationship. In any case, the absence of this relationship also excludes a mediating relationship from existing between attitude towards the parent brand, perceived extension fit and extension success.

H2 hypothesised that there would be a significantly positive relationship between the attitude towards the parent brand and the perceived fit of the extension. This was found to only be supported for the congruent brand extension, and was not supported for the moderately congruent and incongruent extensions. Once again this may have been affected by the skewing of the scores for attitude towards the parent brand. This could also be explained through the concept of affect transfer discussed by Lui (2007). Affect transfer explains that consumers' feelings towards the parent brand are more easily transferred to a brand extension

where the extension has a higher level of perceived fit. However this cannot be conclusively stated at this point due to the questions about the reliability of the scores of attitude towards the parent brand. Again, as this hypothesis is not supported for all brand extensions, a mediating relationship cannot be said to exist between attitude towards the parent brand, perceived extension fit and extension success. This will be discussed further in the examination of H4a.

H3 hypothesised that there would be a significant positive relationship between the perceived fit of a brand extension and extension success. This was found to be supported for all three brand extensions indicating that the hypothesised relationship exists under all conditions tested. The part of the research model relating to this hypothesis i.e. the effect of perceived fit on extension success, is confirmed despite other parts of this model being found to be unreliable. The implication of this is that this relationship continues to exist without external effects of attitude towards the parent brand and manufacturing complexity of the extension.

H4a hypothesised that perceived extension fit would partially mediate the effect attitude towards the parent brand has on extension success. This was found to be not supported for all three brand extensions as H1 was not supported and therefore mediation analysis could not be conducted any further for this relationship. The implication of this is uncertain as the lack of relationship between these variables could be attributed to the issues discussed previously in relation to H1.

H4b hypothesised that perceived extension fit would partially mediate the effect extension manufacturing complexity has on extension success. This was found to be not supported for all three brand extensions. This was found to be not supported for all three brand extensions as H5b was not supported and therefore mediation analysis could not be conducted any further for this relationship. The implication of this is uncertain as the lack of relationship

between these variables could be attributed to the issues which will be discussed in relation to H5.

H5 hypothesised that there would be a significant positive relationship between the manufacturing complexity of the extension and perceived extension fit. This was found to be supported only for the moderately congruent product and not supported for the congruent or incongruent products. The beanbag being the moderately congruent product, was found to be rated significantly lower than both the congruent and incongruent products for manufacturing complexity during the manipulation check. The three products are intended to be significantly different from one another; however the moderately congruent product should be rated more highly than the incongruent product, with the congruent product being rated significantly higher than both other products. The beanbag may have been rated lower than the other products due to both the controller and the perfume cologne being perceived as relatively complex or alternatively due to the beanbag being perceived as relatively simple, or a combination of the two. This highlights the challenge of extending this research model into a high involvement industry rather than the industries focused on by Kalamas et. al (2006). Identifying potential brand extensions which are significantly different across all of the variables used in the model and which are also different in consistently the same manner poses a great difficulty.

H6 hypothesised that respondents indicating a high level of fanaticism compared to low would exhibit significantly higher ratings of attitude towards the parent brand. This was found to be supported and the implication of which is that fanaticism and attitude towards the parent brand are related. As discussed previously, respondents were asked to name their favourite video game and this was then used as the parent brand throughout the remainder of the survey. If a relationship does exist between level of fanaticism and attitude towards the

parent brand, which logically would make sense, then the use of each respondent's favourite game as the parent brand would positively skew the ratings given for attitude towards the parent brand and as discussed previously, could be a factor influencing the results of H1 and H2. This also plays a part in confirming the fanaticism scale and subsequently the overall score resulting from the exploratory factor analysis as being a reliable measure of consumers' feelings towards a particular brand.

H7 hypothesised that for each brand extension, respondents indicating a high level of fanaticism compared to low would exhibit significantly higher ratings of extension success. This was found to be supported for all three brand extensions, indicating that higher level fans were more likely to support any of the three brand extensions than lower level fans. The implication of this is that a consumer's level of fanaticism towards a particular parent brand has a direct positive effect on their likelihood to support any brand extension from the parent brand regardless of its level of congruency with the parent brand. Therefore brands with very fanatical consumers can leverage this fanaticism in releasing a new brand extension, regardless of the congruency it has with the parent brand.

H8 hypothesised that for each brand extension, respondents indicating a high level of fanaticism compared to low would exhibit significantly higher ratings of perceived extension fit. This was found to be supported for all three brand extensions, indicating that the level of fanaticism respondents held towards the parent brand actually had an effect on their evaluation of each brand extension. The implication of this is that the effect of fanaticism on consumers' responses towards brand extensions goes deeper than simply generating desire for products related to the parent brand, but actually has an effect on the process consumers go through when evaluating different products.

RQ1 asked what effect consumer fanaticism would have on the perceived extension fit and extension success of brand extensions with varying levels of congruency. Fanaticism was found to have a significant, positive effect on both perceived extension fit and extension success for the congruent, moderately congruent and incongruent brand extensions. The effect size of fanaticism on perceived extension fit appears to increase as congruency decreases with effect sizes of; 8.8% for the congruent product, 18.8% for the moderately congruent product, and 22.5% for the incongruent product. This also appears to be true for the effect of fanaticism on extension success – though to a lesser extent – with effect sizes of; 12.1% for the congruent product, 13.6% for the moderately congruent product, and 13.9% for the incongruent product. This implies that fanaticism has more of an effect on consumer evaluations of brand extensions when the brand extension is not closely related to the parent brand. This was further explored in the emerging research question, which examined the three factors making up the fanaticism scale.

The Emerging Research Question identified through factor analysis on the fanaticism scale asked what effect each of the factors from the fanaticism scale; consumption, social and internal involvement would have on the perceived extension fit and extension success of brand extensions with varying levels of congruency. Internal involvement was found to have the only large, significantly positive effect on these for the congruent brand extension, with effect sizes of 4.8% for perceived extension fit and 10.3% for extension success. Consumption was found to have the only large, significantly positive effect on these for the moderately congruent brand extension, with effect sizes of 17.4% for perceived extension fit and 10.9% for extension success. Consumption was found to have the only large, significantly positive effect on these for the incongruent brand extension, with effect sizes of 31.9% for perceived extension fit and 16.8% for extension success. Taking into account the increase in effect size of overall fanaticism as congruency decreases, it is interesting to note

the change in which factor is most involved in respondents' decision making between the congruent and moderately congruent products as well as the increase in the effect size between the moderately congruent and incongruent products. From this it can be observed that as congruency decreases, the effect of internal involvement related fanatical behaviours decreases and the effect of consumption related behaviours increases and considering that the effect size of overall fanaticism increases as congruency decreases, consumption may be the primary factor of fanaticism driving this. It should also be noted that when a brand extension is congruent with the parent brand, the main factor of fanaticism driving decision making is internal involvement. Further research into this area is required in order to confirm this relationship and to explore in greater depth the reasons behind this.

### **6.3. RESEARCH CONTRIBUTIONS**

This research has contributed to the existing knowledge in the areas of brand extension success and consumer fanaticism from conceptual, methodological and managerial perspectives. Conceptual contributions include further examination of brand extension success and consumer fanaticism as well as establishing the existence of a relationship between the two. Methodological contributions include attempting to confirm the brand extension success model in a new market, the establishing of an overall measure of consumer fanaticism made up of three factors and the testing of this measure against different areas of the brand extension success model. Managerial contributions include the establishing of an overall measure of consumer fanaticism made up of three factors and subsequent testing of the overall measure's effect on key areas of the brand extension success model as well as testing the effect of individual factors on these same areas.

Key research gaps were identified in this research as the needs; to test the brand extension success model in new product categories in order to confirm its reliability, to test this model

using a variety of parent brands and generic hypothetical brand extensions, to establish a more robust quantitative measure of consumer fanaticism, to examine the different dimensions of fanaticism, and to examine the effect of consumer fanaticism on brand extension success.

The brand extension success model was not found to be confirmed in the chosen market, however this may have been due to other factors in the research design as well as the choice of hypothetical brand extensions used. It was therefore also not confirmed whether this model could be tested using varying parent brands with generic hypothetical brand extensions. It's possible that this may have been a factor in some parts of the model not being supported and so these two gaps should be tested separately in future and in greater depth to ascertain the reason this was not confirmed in the chosen market.

An overall measure of consumer fanaticism was established through exploratory factor analysis to determine the most reliable set of items. This produced three factors which were found to be consistent with the dimensions of fanaticism. The effect of the overall measure of fanaticism on the brand extension success model was tested as well as the effects of the three factors. This provided insight into how fanaticism affects perceived extension fit and extension success where brand extensions have varying levels of congruency.

### **6.3.1. CONCEPTUAL CONTRIBUTIONS**

This study contributes in extending Kalamas *et al.*'s (2006) model by including consumer fanaticism and testing both the model and consumer fanaticism in a new market. Previous studies of brand extension success have tested this model in other markets and have not examined the effect of consumer fanaticism on the model, while previous studies of consumer fanaticism have not tested measures of consumer fanaticism in this market.

By testing the brand extension success model in the video games market, this research has further established the concepts of brand extension success in consumer markets. The same can be said for testing consumer fanaticism in this market, as this further establishes concepts of fanaticism in consumer markets. In addition to this, the factors produced from testing the measure of fanaticism were found to be consistent with the dimensions of fanaticism, further supporting concepts of fanaticism in consumer markets.

This research also establishes a relationship between consumer fanaticism and brand extension success, which contributes conceptually to knowledge in both of these areas of research in establishing a link between the two in a measurable way.

### **6.3.2. METHODOLOGICAL CONTRIBUTIONS**

An attempt was made to confirm the brand extension success model in a new market, while parts of the model were not found to be supported this is still a methodological contribution in identifying possible reasons these were not supported and conditions under which the model cannot be confirmed.

The establishing of an overall measure of consumer fanaticism made up of three factors is a methodological contribution in that the scale can now be used as an overall measure of consumer fanaticism in other research and alternatively, the three factors of fanaticism identified through this research can be used individually or in comparison to one another in future research.

Finally, the testing of the measure of consumer fanaticism against different areas of the brand extension success model holds methodological value in introducing a new variable into the research model and thereby established a version of this model that can be used in future research to examine the effect of fanaticism on brand extension success.

### **6.3.3. MANAGERIAL CONTRIBUTIONS**

From this research marketers will be able to better understand how to target fanatical consumers when releasing a new brand extension. When releasing a brand extension that is congruent with the parent brand, marketers should focus on internal involvement type behaviours in order to appeal to fanatical consumers and when releasing moderately congruent or incongruent brand extensions, marketers should focus more on consumption behaviours in order to appeal to fanatical consumers.

Marketers can also choose to test a representative sample of their target market using the scale developed in order to determine the level of fanaticism amongst their consumers and thereby make decisions regarding how best to engage with their target market.

### **6.4. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS**

As discussed earlier this chapter, the reliability of measures including attitude towards the parent brand and manufacturing complexity may have been compromised by other factors in the study. Due to the relatedness of consumer fanaticism and attitude towards the parent brand and the use of respondents' favourite game as the parent brand, the ratings given to attitude towards the parent brand may have been positively skewed by this which would explain the relationships relating to this variable in the research model not being supported.

The difficulty in applying the brand extension success model in this market arises in selecting appropriate products to use as the congruent, moderately congruent and incongruent brand extensions in the survey. There was not found to be a set of products that would perfectly fulfill the criteria of being perceived consistently higher, lower or moderately in all areas of the research model. This affected the reliability of the measure of manufacturing complexity as the beanbag, being the moderately congruent product, was rated significantly lower than

both other products. If this type of issue was to occur with items within the measure of perceived extension fit, then this could also alter the reliability of this measure.

Further research is required into the application of this brand extension success model in different markets and under different parameters in order to examine its reliability. Further research is also required into the effects that consumer fanaticism has when introduced into this model. If this could be examined under conditions where the expected relationships in the model were supported, the effects of fanaticism on the model can be observed with greater confidence.

Further research is required into the effect that consumer fanaticism has on perceived extension fit and extension success for brand extensions with varying levels of congruency in order to confirm if the directional effects found in this research can be replicated. The effect of individual factors of the fanaticism scale on these should also be further examined in order to confirm the directional effects found in this research and to attempt to explain the reasons these effects occur in this way.

#### **6.4. CONCLUDING COMMENTS**

One of the key goals of this research was to apply an existing model for predicting brand extension success in the video games market. This model was not found to be supported in this instance; however this may have been to do with issues in the design of the research. However this could also be at least partially attributed to the nature of the market examined; previous studies have tested this model in low involvement markets, while the video games market is relatively high involvement. At this stage it can't be conclusively stated that the model is not supported in this market as a result of either issue and so further research is required to test the model without additional parameters interfering with the reliability of certain variables.

Another goal of this research was to establish a measure of consumer fanaticism and test it in this market. An exploratory factor analysis was conducted to reduce the fanaticism scale used to relevant dimensions; this found there to be three dimensions of fanaticism which were related to consumption, social and internal involvement type behaviours. These were found to be consistent with the characteristics of fanaticism established in previous studies; internal involvement (with the area of interest), desire for external involvement (related to the area of interest), wish to acquire (items related to the area of interest) and desire for social interaction (with others of like interest) (Thorne and Bruner 2006, 53-55; Thorne 2003, 31). Consumption relates to wish to acquire; social relates to desire for external involvement and desire for social interaction; internal involvement is the same in both concepts. In establishing a fanaticism scale which can be divided into factors that are consistent with previous research in this area, this research goal has been fulfilled. Further research is required to test whether this can be replicated in this and other markets where fanaticism exists.

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## **APPENDICES**

### **APPENDIX 1 – QUESTIONNAIRE**

Video Games Brand Extension Survey - Masters - USA

My name is Joshua Young, I'm a Masters student at Curtin University School of Marketing. The purpose of this survey is to explore reactions to the introduction of new products by video game publishers. This survey will only take approximately 15 minutes of your time. All responses are anonymous (i.e. your details are not connected with your response). Your help in completing this survey would be much appreciated. You may discontinue the survey at any time without prejudice. If you have any questions relating to this survey or are interested in knowing more about the results, please contact: Josh Young at [joshua.young@postgrad.curtin.edu.au](mailto:joshua.young@postgrad.curtin.edu.au) or Dr Chris Marchegiani at [chris.marchegiani@cbs.curtin.edu.au](mailto:chris.marchegiani@cbs.curtin.edu.au) This research has ethics approval from Curtin University (approval number SOM2011023). You may contact the ethics committee directly at [hrec@curtin.edu.au](mailto:hrec@curtin.edu.au) or 92662784. Although the survey is relatively short, if you would like to stop at any point and return to complete the survey later you may do so within a week of your survey start date. Please do not use the 'back' button on your browser when completing the survey.

To me Video Games are:

	1	2	3	4	5	6	7	8	9
Unimportant – Important	<input type="radio"/>								
Boring – Interesting	<input type="radio"/>								
Irrelevant – Relevant	<input type="radio"/>								
Unexciting – Exciting	<input type="radio"/>								
Means nothing – Mean a lot to me	<input type="radio"/>								
Unappealing – Appealing	<input type="radio"/>								
Mundane – Fascinating	<input type="radio"/>								
Worthless – Valuable	<input type="radio"/>								
Uninvolving – Involving	<input type="radio"/>								
Not needed – Needed	<input type="radio"/>								

Are you aged 18 years or over?

- Yes
- No

Are you able to name your favorite video game from the last 5 years?

- Yes
- No

What is your favorite video/computer game FROM THE LAST 5 YEARS? (note: this question is essential for this study)

Which platform did you play this game on?

- PC - NOT social media based (e.g. on Facebook)
- PC - social media based (e.g. on Facebook)
- Xbox 360
- Wii
- DS / 3DS
- PSP / PS Vita
- Mobile Device (e.g. Phone, Tablet)
- PS3
- Other

Please specify the platform you played this game on.

What genre does this video game belong to?

- RPG
- MMORPG
- Sports
- Action
- Shooter
- Fighting
- Open world / Sandbox
- Platformer
- Adventure
- Music
- Strategy
- Simulation
- Puzzle
- Other
- Don't know

Please specify the genre of this game

Please indicate how long ago was your involvement with this game at its peak? (Please enter a numeric value - if your involvement is less than a year you can enter '0' for years and just indicate the number of months)

Years (and)   
Months

During this peak period what proportion of your free time went into playing video/computer games in general?

	1	2	3	4	5	6	7	8	9
None:All	<input type="radio"/>								

Do you still own a copy of this game?

- Yes
- No

How did you dispose of this game? (e.g. trade, sell, give away)

What is the primary method by which you pay/paid to play this game?

- One-off purchase (buy the game and play / no subscription)
- Subscription / ongoing fees
- Micro-transactions (e.g. Purchasing in game items)
- Other
- None
- Can't recall

Please specify the primary method by which you pay/paid to play this game.

How often did / do you perform / experience the following at the PEAK of your involvement with your favorite game.(PLEASE NOTE: all questions are in relation to the favorite game you listed at the start of the survey)

	Never 1	2	3	4	5	6	7	8	Always 9
Read related magazines?	<input type="radio"/>								
Visited related websites?	<input type="radio"/>								
Others asked your opinion about the game?	<input type="radio"/>								
Found that other fans read more about the game than you?	<input type="radio"/>								
Participated in related activities?	<input type="radio"/>								
Found that other fans knew more about the game than you?	<input type="radio"/>								
Chatted on-line with others about your favorite game?	<input type="radio"/>								
Visited related on-line forums/message boards?	<input type="radio"/>								
Attended related events?	<input type="radio"/>								
Gotten frustrated when you couldn't play the game?	<input type="radio"/>								
Purchased related products?	<input type="radio"/>								
Acquired related items?	<input type="radio"/>								
Acquired related collectibles?	<input type="radio"/>								
Played your favorite game on-line?	<input type="radio"/>								

At the PEAK of your involvement with your favorite game what proportion of your;

	None 1	2	3	4	5	6	7	8	All 9
Friends also play(ed) the game?	<input type="radio"/>								
Free time went/goes into playing the game?	<input type="radio"/>								
Disposable income went towards items related to the game?	<input type="radio"/>								
Free time did you spend talking about the game with others?	<input type="radio"/>								
Free time did you spend studying the game?	<input type="radio"/>								
Disposable Income went towards the game itself?	<input type="radio"/>								
Friends were involved with the game?	<input type="radio"/>								

How well would the following statements describe you at your PEAK involvement with your favorite game?

	Not at all 1	2	3	4	5	6	7	8	Completely 9
I like going to events related to this game.	<input type="radio"/>								
I like going to conventions related to this game.	<input type="radio"/>								
I consider myself an expert on this game.	<input type="radio"/>								
I am passionate about this game.	<input type="radio"/>								
I am one of the biggest fans of this game around.	<input type="radio"/>								
I have a lot of stuff related to this game.	<input type="radio"/>								
I regularly acquire items related to this game.	<input type="radio"/>								
I spend much more money than other people on this game.	<input type="radio"/>								
I spend much more money than other people on things related to this game.	<input type="radio"/>								
I like to let others know that I'm a fan of this game.	<input type="radio"/>								
I like to wear clothes related to this game.	<input type="radio"/>								
I like to wear accessories related to this game.	<input type="radio"/>								
I see myself as a fan of this game.	<input type="radio"/>								

Thinking of your favorite video/computer game, please rate the following:

The overall Quality of your favorite video/computer game.

	1	2	3	4	5	6	7
Extremely low – Extremely high	<input type="radio"/>						

The overall Quality of your favorite video/computer game - relative to its competitors.

	1	2	3	4	5	6	7
Extremely low – Extremely high	<input type="radio"/>						

Your overall Liking of your favorite video/computer game.

	1	2	3	4	5	6	7
Extremely low – Extremely high	<input type="radio"/>						

How good an example of its genre is your favorite game?

	1	2	3	4	5	6	7
Extremely bad:Extremely good	<input type="radio"/>						

Please indicate your perception of the difficulty level (IN GENERAL) of manufacturing each of the following products:

	Extremely easy 1	2	3	4	5	6	Extremely difficult 7
A Console controller/gamer keyboard	<input type="radio"/>						
A Beanbag	<input type="radio"/>						
A High-end Perfume/Cologne (men's and women's)	<input type="radio"/>						

PLEASE READ THIS SECTION CAREFULLY The publisher of your favorite video game has introduced several new products onto the market using the name of that game as a brand and incorporating themes, characters and artwork from that game into their design. Assume that any video/computer game related products are made specifically for the system that you use to play your favorite game and that all products are the same in price and availability.

How well do each of the following products fit with the image of the game itself?

	Extremely badly 1	2	3	4	5	6	Extremely well 7
Console controller/gamer keyboard	<input type="radio"/>						
Beanbag	<input type="radio"/>						
High-end Perfume/Cologne (men's and women's)	<input type="radio"/>						

How well you believe the following products can be a substitute for the game (use one instead of the other)?

	Extremely badly 1	2	3	4	5	6	Extremely well 7
Console controller/gamer keyboard	<input type="radio"/>						
Beanbag	<input type="radio"/>						
High-end Perfume/Cologne (men's and women's)	<input type="radio"/>						

Please indicate how strongly you agree / disagree with the following statements.

	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
The controller/gamer keyboard would be responsive and comfortable to use.	<input type="radio"/>						
The beanbag would be comfortable.	<input type="radio"/>						
The perfume/cologne would smell good.	<input type="radio"/>						

Using their current technology / expertise, how easy/difficult would it be for the publisher of the video/computer game to manufacture the product?

	Extremely difficult 1	2	3	4	5	6	Extremely easy 7
Console controller/gamer keyboard	<input type="radio"/>						
Beanbag	<input type="radio"/>						
High-end Perfume/Cologne (men's and women's)	<input type="radio"/>						

Please indicate how strongly you agree/disagree that the following products are complements to the video/computer game (meaning the GAME and the PRODUCT can both be used together)

	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
Console controller/gamer keyboard	<input type="radio"/>						
Beanbag	<input type="radio"/>						
High-end Perfume/Cologne (men's and women's)	<input type="radio"/>						

Assuming the following products were made, how would you rate the overall quality:

	Extremely low 1	2	3	4	5	6	Extremely high 7
Console controller/gamer keyboard	<input type="radio"/>						
Beanbag	<input type="radio"/>						
High-end Perfume/Cologne (men's and women's)	<input type="radio"/>						

Assuming you are planning to make a purchase in the product category, please indicate your likelihood of purchasing the following new products

	Extremely unlikely 1	2	3	4	5	6	Extremely likely 7
Console controller/gamer keyboard	<input type="radio"/>						
Beanbag	<input type="radio"/>						
High-end Perfume/Cologne (men's and women's)	<input type="radio"/>						

To analyze the information we get from this survey, we need to be able to classify information. The information about yourself will not be used for identification, but used only for establishing broad categories.

What is your Age? (Years - Please Specify)

What is your Gender?

- Male
- Female

What is your Highest Qualification?

- Some High School
- High School Graduate
- Trade / Trade school
- Some College / University
- Completed Bachelor's Degree
- Completed Postgraduate Diploma/Degree
- Completed Higher degree (Masters, PhD etc.)
- Other

What is your Current Occupation?

- Student
- Apprentice
- Self employed
- Unemployed
- Trades-person
- Professional
- Salesperson
- Other

What is your Personal Income Before Tax?

- Less than \$20,000
- \$20,001- \$40,000
- \$40,001- \$60,000
- \$60,001- \$80,000
- \$80,001- \$100,000
- Over \$100,000
- Prefer not to say

Please type or copy and paste the word "survey" into the space below.

In which country were you BORN?

- Afghanistan
- Albania
- Algeria
- Andorra
- Angola
- Antigua and Barbuda
- Argentina
- Armenia
- Australia
- Austria
- Azerbaijan
- Bahamas
- Bahrain
- Bangladesh
- Barbados

- Belarus
- Belgium
- Belize
- Benin
- Bhutan
- Bolivia
- Bosnia and Herzegovina
- Botswana
- Brazil
- Brunei Darussalam
- Bulgaria
- Burkina Faso
- Burundi
- Cambodia
- Cameroon
- Canada
- Cape Verde
- Central African Republic
- Chad
- Chile
- China
- Colombia
- Comoros
- Congo, Republic of the...
- Costa Rica
- Côte d'Ivoire
- Croatia
- Cuba
- Cyprus
- Czech Republic
- Democratic People's Republic of Korea
- Democratic Republic of the Congo
- Denmark
- Djibouti
- Dominica
- Dominican Republic
- Ecuador
- Egypt
- El Salvador
- Equatorial Guinea
- Eritrea
- Estonia
- Ethiopia

- Fiji
- Finland
- France
- Gabon
- Gambia
- Georgia
- Germany
- Ghana
- Greece
- Grenada
- Guatemala
- Guinea
- Guinea-Bissau
- Guyana
- Haiti
- Honduras
- Hong Kong (S.A.R.)
- Hungary
- Iceland
- India
- Indonesia
- Iran, Islamic Republic of...
- Iraq
- Ireland
- Israel
- Italy
- Jamaica
- Japan
- Jordan
- Kazakhstan
- Kenya
- Kiribati
- Kuwait
- Kyrgyzstan
- Lao People's Democratic Republic
- Latvia
- Lebanon
- Lesotho
- Liberia
- Libyan Arab Jamahiriya
- Liechtenstein
- Lithuania
- Luxembourg

- Madagascar
- Malawi
- Malaysia
- Maldives
- Mali
- Malta
- Marshall Islands
- Mauritania
- Mauritius
- Mexico
- Micronesia, Federated States of...
- Monaco
- Mongolia
- Montenegro
- Morocco
- Mozambique
- Myanmar
- Namibia
- Nauru
- Nepal
- Netherlands
- New Zealand
- Nicaragua
- Niger
- Nigeria
- Norway
- Oman
- Pakistan
- Palau
- Panama
- Papua New Guinea
- Paraguay
- Peru
- Philippines
- Poland
- Portugal
- Qatar
- Republic of Korea
- Republic of Moldova
- Romania
- Russian Federation
- Rwanda
- Saint Kitts and Nevis

- Saint Lucia
- Saint Vincent and the Grenadines
- Samoa
- San Marino
- Sao Tome and Principe
- Saudi Arabia
- Senegal
- Serbia
- Seychelles
- Sierra Leone
- Singapore
- Slovakia
- Slovenia
- Solomon Islands
- Somalia
- South Africa
- Spain
- Sri Lanka
- Sudan
- Suriname
- Swaziland
- Sweden
- Switzerland
- Syrian Arab Republic
- Tajikistan
- Thailand
- The former Yugoslav Republic of Macedonia
- Timor-Leste
- Togo
- Tonga
- Trinidad and Tobago
- Tunisia
- Turkey
- Turkmenistan
- Tuvalu
- Uganda
- Ukraine
- United Arab Emirates
- United Kingdom of Great Britain and Northern Ireland
- United Republic of Tanzania
- United States of America
- Uruguay
- Uzbekistan

- Vanuatu
- Venezuela, Bolivarian Republic of...
- Viet Nam
- Yemen
- Zambia
- Zimbabwe

In which Country do you currently live? (Please specify)

- Afghanistan
- Albania
- Algeria
- Andorra
- Angola
- Antigua and Barbuda
- Argentina
- Armenia
- Australia
- Austria
- Azerbaijan
- Bahamas
- Bahrain
- Bangladesh
- Barbados
- Belarus
- Belgium
- Belize
- Benin
- Bhutan
- Bolivia
- Bosnia and Herzegovina
- Botswana
- Brazil
- Brunei Darussalam
- Bulgaria
- Burkina Faso
- Burundi
- Cambodia
- Cameroon
- Canada
- Cape Verde
- Central African Republic

- Chad
- Chile
- China
- Colombia
- Comoros
- Congo, Republic of the...
- Costa Rica
- Côte d'Ivoire
- Croatia
- Cuba
- Cyprus
- Czech Republic
- Democratic People's Republic of Korea
- Democratic Republic of the Congo
- Denmark
- Djibouti
- Dominica
- Dominican Republic
- Ecuador
- Egypt
- El Salvador
- Equatorial Guinea
- Eritrea
- Estonia
- Ethiopia
- Fiji
- Finland
- France
- Gabon
- Gambia
- Georgia
- Germany
- Ghana
- Greece
- Grenada
- Guatemala
- Guinea
- Guinea-Bissau
- Guyana
- Haiti
- Honduras
- Hong Kong (S.A.R.)
- Hungary

- Iceland
- India
- Indonesia
- Iran, Islamic Republic of...
- Iraq
- Ireland
- Israel
- Italy
- Jamaica
- Japan
- Jordan
- Kazakhstan
- Kenya
- Kiribati
- Kuwait
- Kyrgyzstan
- Lao People's Democratic Republic
- Latvia
- Lebanon
- Lesotho
- Liberia
- Libyan Arab Jamahiriya
- Liechtenstein
- Lithuania
- Luxembourg
- Madagascar
- Malawi
- Malaysia
- Maldives
- Mali
- Malta
- Marshall Islands
- Mauritania
- Mauritius
- Mexico
- Micronesia, Federated States of...
- Monaco
- Mongolia
- Montenegro
- Morocco
- Mozambique
- Myanmar
- Namibia

- Nauru
- Nepal
- Netherlands
- New Zealand
- Nicaragua
- Niger
- Nigeria
- Norway
- Oman
- Pakistan
- Palau
- Panama
- Papua New Guinea
- Paraguay
- Peru
- Philippines
- Poland
- Portugal
- Qatar
- Republic of Korea
- Republic of Moldova
- Romania
- Russian Federation
- Rwanda
- Saint Kitts and Nevis
- Saint Lucia
- Saint Vincent and the Grenadines
- Samoa
- San Marino
- Sao Tome and Principe
- Saudi Arabia
- Senegal
- Serbia
- Seychelles
- Sierra Leone
- Singapore
- Slovakia
- Slovenia
- Solomon Islands
- Somalia
- South Africa
- Spain
- Sri Lanka

- Sudan
- Suriname
- Swaziland
- Sweden
- Switzerland
- Syrian Arab Republic
- Tajikistan
- Thailand
- The former Yugoslav Republic of Macedonia
- Timor-Leste
- Togo
- Tonga
- Trinidad and Tobago
- Tunisia
- Turkey
- Turkmenistan
- Tuvalu
- Uganda
- Ukraine
- United Arab Emirates
- United Kingdom of Great Britain and Northern Ireland
- United Republic of Tanzania
- United States of America
- Uruguay
- Uzbekistan
- Vanuatu
- Venezuela, Bolivarian Republic of...
- Viet Nam
- Yemen
- Zambia
- Zimbabwe

Do you currently play Console and/or PC games on-line? (Please do not include social networking/Facebook games etc.)

- Yes
- No

(If “No”)Why don't you currently play on-line games?

(If “Yes”)How often do you play games on-line?

- Every day
- 4-6 days per week
- 1-3 days per week
- Once per fortnight (2 weeks)
- Once per month
- Less often

Thank you for participating in this survey, your opinions are very valuable in furthering academic knowledge in this area. Finally, if you have ever purchased any products at all related to a game that you are a fan of please specify the product below and which game it was related to in the box below.If you do not wish to answer this question simply leave it blank and move on to the next (final) question.