

AN ABSTRACT OF THE DISSERTATION OF

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Title: Building Brand Equity for Unfamiliar Asian Brands' Entry into Global Markets

Abstract approved:

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The purpose of this study is to fill a critical gap in brand equity literature by proposing and empirically testing a brand equity process model for unfamiliar Asian brands. Cue utilization theory (Easterbrook, 1959) and impression formation theory (Asch, 1946) were integrated to explain how extrinsic and intrinsic cues shown on a website can be used to build consumer's quality perceptions of an unfamiliar brand. The Theory of Reasoned Action (Ajzen and Fishbein, 1980) and existing brand equity models was used to progressively build the key components of brand equity including the consumers' brand association (trust), and brand loyalty (attitude and their patronage intentions). These theoretical frameworks were used to develop a brand equity process model for unfamiliar Asian companies designed to meet two challenges: 1) salvaging some of the negative stereotypes associated with Asian brands today, and 2) utilizing a more sustainable brand equity building method which requires relatively less financial

and time investment. In order to salvage the negative reputation regarding quality perception, the study specifically examined how extrinsic and intrinsic brand cues can be used to create consumer's positive quality perception of an unfamiliar brand. In order to cater to a more sustainable method instead of heavily investing in brick and mortar stores, these brand cues were presented in online webpages to effectively introduce unfamiliar Asian brands and build their brand equity. Furthermore, this study observed the influence of generational cohorts towards Asian brands. Because American consumers' attitudes towards Asian product origins have been changing in the last few decades, examining the level of exposure to Asian brands based on generational cohorts can also provide valuable marketing implications for these Asian companies expanding specifically into the U.S. market.

The study was divided into three sections. In study 1 (n=283; college students), the influence of extrinsic cues (store name and brand origin) on consumer's quality perception were examined. In study 2 (n=209; college students), a combined effect of the extrinsic (brand origin) and intrinsic cues such as bottle design (Unique: Asian aesthetic influence vs. Generic: non-Asian aesthetic influence) were observed to examine their interaction effect on consumer's quality perception. In study 3 (n=328; Generation X and Y: ages 19-48 and Baby boomer and Swings: 49-83), the moderating effect of age cohorts on extrinsic and intrinsic cues and consumers' quality perception was examined to measure the generational changes in American consumers' attitudes towards Asian brands.

This study employed a Web experiment simulating specifically cosmetic homepages. The design of study 1 was a 2 (brand origin: Japan vs. China) by 2 (store

name: Nordstrom vs. Amazon) between-subjects factorial design. The design of study 2 was a 2 (brand origin: Japan vs. China) by 2 (bottle design: Unique: Asian aesthetic influence vs. Generic: non-Asian aesthetic influence) between-subjects factorial design. In study 3, the same design from study 2 was used, where additional data from different generational cohorts were collected in order to test for the moderating effect of age cohort for brand cues on quality perception. SEM was used to analyze study 1 and 2, and ANOVA for study 3.

The findings provided empirical evidence for the efficacy of the proposed brand equity process model for unfamiliar Asian companies. For study 1 and 2, store name and bottle design had an influence on quality perception, but brand origin did not dictate quality. However, results from study 3 showed contrasting results from study 1 and 2. Although brand origin did not influence quality perception for younger generations, it influenced quality perception for the older generational group. Furthermore, bottle design did not influence quality perception anymore as it did in study 2 when the data was combined with the two age groups. These findings demonstrate that brand cues specific to Asian brands help improve quality perception, but their effectiveness is dependent on the age of the audience. Further results confirmed that improving quality perception is an effective method in introducing and building other brand equity components such as brand association (trust) and brand loyalty (brand attitude and patronage intentions). Future studies may include testing the effect of other extrinsic cues like price on brand quality, or exploring the moderating effect of durable goods on brand cues and quality perception. In addition, further empirical validation of the proposed brand equity process model for unfamiliar companies is recommended.

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Building Brand Equity for Unfamiliar Asian Brands' Entry into Global Markets

by
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I understand that my dissertation will become part of the permanent collection of Oregon State University libraries. My signature below authorizes release of my dissertation to any reader upon request.

Sarah Sungsook Song, Author

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Building Brand Equity for Unfamiliar Asian Brands' Entry into Global Markets

CHAPTER 1

Introduction

The dynamics of Asian companies are changing. They are becoming major global players contributing to 16% of the world's total FDI (Foreign Direct Investment), with an annual growth rate of 22.9% from 2005 (\$70 billion) to 2011 (\$242 billion) (Ernest and Young, 2012). Asia also represents the fastest growing economic region in the world, with a predicted 10% trade flow increase from Asia into other nations by 2020 (Ernest and Young, 2012). Although there are much anticipated global opportunities, Asian companies still lack the global presence, representing only 7% of the top 100 global brands while U.S. companies alone acquired 49% of the top 100 global brands (according to Interbrand (2011), world-renowned brand consulting firm specializing on global brand rankings). One of the main deterrents consistently cited in literature as to the few successes in globalization for Asian companies is the lack of investment and commitment in marketing and branding, which many Western companies have already established and strengthened (Ben-Ur & Wang, 2008; Birnik et al., 2010; Fleishman-Hillard, 2009; Meyer & Shen, 2010). Thus, while there is a wealth of research conducted on global strategies for Western companies entering into Asia (Bhardwaj et al., 2010; Chang & Sternquist, 1994; O'Cass & Lim, 2001), there is only a few on how these Asian companies can expand into the West. Consequently, this lack of know-how is deemed as one of the main discouraging factors for Asian companies expanding into Western markets (Ben-Ur & Wang, 2008). Nevertheless, times are changing and there is a growing need of new globalization strategies for the rising Asian companies.

In order to employ any globalization strategy, Asian companies must first develop a strong brand. Brand is an intangible yet powerful force that connects the tangible product to consumer's ultimate purchase or consumption (Eisingerich & Rubera, 2010; Keller, 1998; O'Cass & Lim, 2001). It is not only a name, but a physical as well as an emotional set of attributes or beliefs that consumers associate with the name (O'Cass & Lim, 2001). In globalization, the brand is considered to be an ambassador for the products the company is offering in the new market. The stronger the global brand, the more credibility, value, power and enhanced preference it holds (Hsieh, 2004).

Although the importance of brand role is evident, Asian companies have not been able to fully establish and strengthen their brands for two main reasons. First, many Asian companies are currently transitioning from their role of manufacturing to research and development, still in their initial stages of brand marketing and management (Farhoomand, 2009; Zhou, 2011). Thus, still associated by their role as manufacturers, Asian brands are considered inferior in quality across industries with their primary competitive advantage as price. Such stereotypes make it challenging for Asian brands to build brand equity in global markets (Ben-Ur & Wang, 2008). Secondly, most Asian companies lack the financial capacity to invest heavily in marketing abroad. Although durable goods companies such as Honda (11th in Interbrands' top 100 brands) and Samsung (17th in Interbrands' top 100 brands) entered into the global market in 1950s and 1980s respectively with sufficient financial support and deep pockets (Christiansen & Pascale, 2011; Farhoomand, 2009), most Asian companies lack the sufficient financial resources (Roll, 2006).

This study proposes to alleviate these two major barriers for global Asian companies by developing an effective brand equity model, which addresses the needs of unfamiliar companies in the global markets. Although Asian companies can utilize existing brand equity models (i.e., Aaker, 1991, 1996; Keller, 1993), the models are primarily built for and validated using large Western companies with established brand names (Broyles et al., 2010; Wang et al., 2008; Yoo & Donthu, 2001, 2002). Thus, the efficacy of existing brand equity models on building brand equity for less established companies is largely unknown. With this gap in the brand equity literature, this study proposes a brand equity process model for unfamiliar Asian companies. The proposed model is intended to meet the two aforementioned challenges in salvaging some of the negative stereotypes associated with Asian brands today, and to utilize a more sustainable brand equity building method which requires relatively less financial and time investment.

In order to alleviate the negative reputation for inferior quality, this study utilizes brand cues as indicators of brand quality to specifically help improve consumer's quality perception of unfamiliar Asian brands (Bearden & Shimp, 1982; Lee & Lou, 1995; Olson, 1977). Asian companies like many of their predecessors, may be inclined to promote their brands based on low price because it has its initial appeal in building brand awareness and immediate purchase. However, price incentives cannot be used as a long-term method for most companies to build brand equity without economy of scales like Walmart (Levy & Weitz, 2008). Thus, instead of following this traditional route for Asian companies, building quality perceptions has been proposed as the more effective and enduring strategy. Enhancing quality perception has been found to alleviate risk (Yee & San, 2011) and increase trust (Eisingerich & Bell, 2008). Strengthening consumer's

quality perception further improves brand attitude (Boisvert & Ashill, 2011) and long-term benefits such as brand value (Teas & Agarwal, 2000). With much positive long-term implications, quality perception, a key component of the brand equity model, is used as the link to build other components of brand equity, including brand trust and loyalty (attitude and patronage).

Furthermore, although heavy financial investment was the primary route to building global brands in the past, this study proposes a more sustainable brand equity building method which requires relatively less financial and time investment: digital marketing. According to Statista (2012), U.S. e-commerce sales have grown from \$72 billion in 2002 to \$228 billion in 2010, more than tripling the amount in sales in less than a decade. Of these sales, retail websites had the largest share of \$142 billion in 2010, which was almost two-third the total e-commerce sales compared to the rest of the revenue generated by travel and flight booking websites. Furthermore, e-commerce market predicts the number of patrons shopping online to increase by 140 million in 2010 to 170 million in 2015 (Statista, 2012).

This increasing wave of consumers shopping online has transformed the way companies can expand themselves into global markets through different marketing channels such as the website, social media, and targeted email communications other than the traditional brick-and-mortar store, mail order catalogue, or direct personal communications (eMarketer, 2012; Rangaswamy & Bruggen, 2005). Without having to make substantial financial and time investment (i.e., setting up a physical store), small and medium sized companies can now venture into global markets via internet

(eMarketer, 2012). Thus, internet is used in this study as a flexible and efficient platform to speedily introduce unfamiliar Asian companies globally.

In addition to proposing the brand equity process model for unfamiliar brands in an online context, this study also attempts to determine the most strategic consumer market for these unfamiliar Asian brands to target when entering specifically into the U.S. market. Although effective strategies can be created to build brand equity, these unfamiliar Asian brands are still susceptible to failure if they choose the wrong target market to introduce their brands (Schneider & Hall, 2011). Because of this higher potential for failure, the target market needs to be chosen with careful consideration. Of various methods in which target markets can be categorized, this study examines different age cohorts. American consumers' attitudes towards Asian product origins have been changing in the last few decades with increasing free trade policies. Thus, examining the level of exposure to Asian brands based on generational cohorts can provide useful information on which consumer group is most accepting towards Asian brands' entry into the U.S. market. This information can be used to provide valuable implications on prospective target markets for these Asian companies expanding specifically into the U.S. market.

Statement of Problem

Despite much potential for global expansion, Asian companies still lack effective brand building strategies necessary to introduce their unfamiliar brands into global markets. Furthermore, existing brand equity models are generally built and validated using large companies that have already established their brand names (Broyles et al., 2010; Wang et al., 2008; Yoo & Donthu, 2001, 2002). Thus, existing brand equity

process models do not apply for many Asian companies unfamiliar to global consumers because of the unique challenges Asian companies face in establishing and strengthening their brands globally. Transitioning from their manufacturing role, Asian companies presently have a tarnished reputation for inferior quality across industries with their primary competitive advantage as price. In addition, most Asian companies lack the financial capacity to invest heavily abroad. Thus, considering increased globalization trends, there is a pressing need to develop effective expansion strategies uniquely for Asian companies to successfully venture into global markets.

Research Purpose

Existing brand equity models focus only on well-known Western brands, neither applying to most Asian companies, nor providing useful guidance in building brand equity for unfamiliar companies in the global market. Thus, the purpose of this study is to fill this critical gap in brand equity literature by proposing and empirically testing a brand equity process model for unfamiliar Asian brands. The proposed brand equity model is design to meet the two aforementioned challenges: 1) Reversing some of the negative stereotypes associated with Asian brands today, and 2) utilizing a more sustainable brand equity building method which requires relatively less financial and time investment. In order to salvage the negative reputation regarding quality perception, the study specifically examines how extrinsic and intrinsic brand cues can be used to create consumer's positive quality perception of an unfamiliar brand. The study further investigates the process by which quality perception influences consumers' trust and attitudes, which are the essential building components of brand equity. In order to cater to a more sustainable method instead of heavily investing in brick and mortar stores, Asian

brand cues were introduced in online webpages to effectively build brand equity for unfamiliar Asian brands.

Furthermore, this study also attempts to determine the most strategic consumer market for these unfamiliar Asian brands to target when entering specifically into the U.S. market. This study specifically categorizes the target market in terms of generational cohorts to examine the level of exposure to Asian brands based on generational cohorts, which can provide valuable marketing implications on prospective target markets for these Asian companies expanding specifically into the U.S. market.

Significance of the Study

One of the intended key contributions of this study is to inform scholars of the gap in brand equity literature and fuel scholarly activities to provide further practical implications for many global brands who wish to venture into new markets. Although Asian companies are experiencing exponential growth geared toward research and development in their own regions, expanding abroad has been an overwhelming challenge, given their lack of investment on building strong brands. While Asian companies face much criticism regarding the lack of investment in brands and inferiority in quality, not much guidance has been provided in order to rectify these barriers. In addition, Asian companies lack the knowledge of their potential target markets abroad. Thus, this study pioneers in developing practical strategies for Asian companies to introduce and build their brands in order to compete in the global market.

Another significant contribution of the study is filling the gap in current brand equity literature. Although there is an abundance of research on brand equity for well-known Western brands, a brand equity process model for unfamiliar brands to introduce

their brands to the new market is nonexistent. This study aims to fill this need by proposing and empirically testing a brand equity process model for unfamiliar companies, supported by an integrated framework from psychology, business, and design.

Lastly, this study adds to promoting the use of internet as a medium for unfamiliar companies to venture into global markets. Although online marketing has its tangible limitations with introducing brand products, this research provides strategies for global companies to create culturally sensitive brand cues to instantly but effectively build brand quality perception for their brands across the globe.

In brief, this study attempts to utilize different theories to connect and organize the existing brand equity elements (brand cues, brand quality, brand association and brand loyalty) in coherent order of the consumer's perception process. The findings of this research are anticipated to add to the growing body of marketing to further provide valuable, practical implications for unfamiliar Asian brands in building their brands.

Theoretical Framework

Theoretical frameworks from in marketing and psychology were integrated to propose a process model for building brand equity of companies unfamiliar to Western consumers. Cue utilization theory (Easterbrook, 1959) and impression formation theory (Asch, 1946) were used to explain how extrinsic and intrinsic cues shown on a website can be used to build brand quality perception. The Theory of Reasoned Action (Ajzen and Fishbein, 1980) explained how consumers' trust and attitudes influence their patronage intentions towards a brand.

Cue Utilization Theory

The cue utilization theory states that a product holds multiple cues, which can serve as an alternative indicator of product quality to the consumers, especially in this case where consumers are unfamiliar with the brand (Bearden & Shimp, 1982; Lee & Lou, 1995; Olson, 1977). Logically, if cues can influence consumer quality perception, which is one of the four dimensions of consumer brand equity (Aaker, 1991), they can effectively contribute in building brand equity. For instance, if a consumer is exposed to a pair of shoes from Italy (cue), she may consider unfamiliar shoe brand A as high quality based on brand origin. In the absence of existing knowledge of a brand, a consumer is likely to use available information (i.e. brand origin) to infer a quality of an unfamiliar brand. In this study, cues and quality perception are specifically used to introduce the brand and form positive impressions of the brand, which can progressively lead to building brand equity.

Brand Equity Model

The brand equity models measure brand equity, which is a set of assets linked to a brand that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers (Aaker, 1991). They are used to determine the brand's product value based on the company's performance or the customer's perception (Aaker, 1991, 1996; Keller 1993; Yoo & Donthu, 2001). However, most studies focus on measuring the customer's perception because of the importance in observing company performance in the context of consumers' responses to the company.

There are two conventional customer-based brand equity models used today. First, Aaker's brand equity (1991, 1996) has been measured within four dimensions of brand

equity: brand quality, brand awareness, brand associations and brand loyalty. Perceived brand quality is a global evaluation of a product (Holbrook & Corfman, 1985; Zeithaml, 1988). Brand awareness is the buyer's ability to recognize and recall that a brand is of a certain product category (Aaker, 1991; Keller, 1993; Rossiter & Percy, 1987). Aaker (1991, p. 109) defines brand associations as assets and liabilities "linked in memory to a brand" and brand image as "a set of [brand] associations, usually in some meaningful way." The strength of the brand associations is dependent on the level of exposure to the brand (Aaker, 1991; Keller, 1993). Because brand association and brand awareness both relate to the ability for memory recall, Yoo and Donthu (2001) and Washburn and Plank (2002) both found a lack of significant difference between brand awareness and brand association in studying the brand equity model. Lastly, brand loyalty is "the attachment that a customer has to a brand" (Aaker, 1991, p. 39), which shows how much a consumer is willing to buy one brand over the other.

In another school of thought on brand equity, Keller's (1993, 2001) concept of building brands show that in order to build a strong brand, customers need to recall or recognize the brand (brand awareness) first, which may then trigger a positive brand image (with brand associations) and finally induce purchase or repurchase, leading to brand loyalty. In comparison, Aaker's dimensions have been helpful in *measuring* extant brand equity (Pappu et al., 2005; Yoo & Donthu., 2001), while Keller's model lends itself more to *building* brand equity (Kim et al., 2002; Page & Lepkowska-White, 2002; Wang et al., 2008). Many studies adopt brand equity dimensions from both Aaker (1991) and Keller (1993) (Netemeyer et al., 2004; Pappu et al., 2005).

As more companies expand globally, these two models have been modified to cater to companies universally across different cultural consumer groups (Broyles et al., 2010; Wang et al., 2008; Yoo & Donthu, 2002). Although attempts have been made in the past to cater to companies worldwide, a model which caters to building brand equity for less-established, unfamiliar global brands is much needed.

With this gap in literature, this study also attempted to combine Aaker's (1991, 1996) consistent brand equity dimensions of quality, association and brand loyalty, and Keller's (1993, 2003) concept of building brands. Awareness was not a part of the dimensions observed in this study since brand awareness/ brand association has been found in the past to measure the same construct (Washburn & Plank, 2002; Yoo & Donthu, 2001). In addition, unfamiliar brands, which are the focus of this study, are not in the consumer's mindset yet and thus brand awareness was not applicable to the context of this study. Figure 1 shows the proposed conceptual model of brand equity process model.

Research Hypotheses

Study 1

H1: The quality perception of unfamiliar brand will be higher when presented at Nordstrom compared to Amazon.

H2: The quality perception of unfamiliar brand originating from Japan will be higher than one from China.

H3: The effect of brand origin is greater for Amazon than Nordstrom on consumer's quality perception.

H4: Consumer's perceived quality will have a positive influence on trust.

H5: Consumer's trust (brand association) will have a positive influence on brand attitude.

H6: Consumer's perceived quality will have a positive influence on brand attitude.

H7: Consumer's attitude will have a positive influence on patronage intentions.

Study 2

H8: The quality perception of unfamiliar brand will be higher when a unique Asian bottle design is used compared to generic non-Asian bottle design.

H9: The effect of brand origin is greater for generic non-Asian bottle design than unique Asian bottle design on consumer's quality perception.

H10: Consumer's uniqueness perception of the brand will mediate between the bottle design (Asian and non-Asian) and consumer's brand quality perception.

Study 3

H11: Age cohorts (younger vs. older generations) will have a moderating effect on the relationship between brand origin (Japan vs. China) and consumers' perception of brand quality.

H12: Age cohorts will have a moderating effect on the relationship between bottle design (Asian vs. non-Asian) and consumers' perception of brand quality.

Definition of Terms

Terms used in this study are defined as follows:

Brand: An intangible yet powerful force that connects the tangible product to consumer's ultimate purchase or consumption (Eisingerich & Rubera, 2010; Keller, 1998; O'Cass & Lim, 2001)

Brand Associations: Assets and liabilities "linked in memory to a brand" Aaker (1991, p. 109)

Brand Attitude: "Consumers' overall evaluation of a brand" (Aaker, 1998)

Brand Awareness: The buyer's ability to recognize and recall that a brand is of a certain product category (Aaker, 1991; Keller, 1993; Rossiter & Percy, 1987)

Brand Equity: "A set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers" (Aaker, 1991, p.15)

Brand Familiarity: The extent of a consumer's direct and indirect experience with a brand, which is drawn from the brand associations existing within the consumer's memory set (Alba & Hutchinson, 1987; Campbell & Keller, 2003; Kent & Allen, 1994)

Brand Image: "A set of [brand] associations, usually in some meaningful way" (Aaker, 1991, p. 109, 110)

Brand Loyalty: "The attachment that a customer has to a brand" (Aaker, 1991, p. 39)

Brand Origin: Home country of the brand (Josiassen & Harzing, 2008)

COO (Country of Origin): Refers to both brand origin and product origin (Josiassen & Harzing, 2008)

Customer-based Brand Equity: "The differential effect of brand knowledge on consumer response to the marketing of the brand" (Keller, 1993, p.2)

Extrinsic Cues: The non-physical attributes of the product such as the brand name and price (Olson, 1977)

Intrinsic Cues: The physical attributes such as the product design (Olson, 1977)

Patronage Behavior: Willingness to purchase or recommend the brand to others
customer's decision to be loyal to a brand or store (Pan & Zinkhan,
2006)

Perceived Quality: A global evaluation of a product (Holbrook and Corfman, 1985;
Zeithaml, 1988)

Perceived Risk: A subjective expectation of loss (Peter & Ryan, 1976)

Trust: Confident expectation that one will find what is desired in the brand (Barney &
Hansen, 1994; Davis, & Schoorman, 1995; Delgado & Hernandez, 2003;
Deutsch, 1973)

Chapter 2

Literature Review

Asian Fashion Brands

Asian fashion brands face two major challenges in competing in the global market today: the negative reputation for low quality and the lack of financial resources. There are studies conducted on how Asian brand origins can have a negative impact on quality perception (Birnik et al., 2010; Pecotich & Ward, 2007). For example, in a study conducted by Aiello et al. (2008), Western (Italian, French and German) consumers ranked Japan and China the lowest in terms of brand name reputation and product design compared to other Western countries such as Italy, France, Germany and the U.S. Although Japan scored the highest in terms of innovativeness among the six countries, these results demonstrate that there is still much room for Asian countries to improve in terms of building brands through quality perception.

In addition to this obstacle, Asian companies either lack the financial resources or feel that there is too much risk involved in heavily investing abroad. Although major global Asian companies such as Honda (11th in Interbrands' top 100 brands) and Samsung (17th in Interbrands' top 100 brands) have entered themselves into the global market in 1950s and 1980s respectively with sufficient financial support and deep pockets (Christiansen & Pascale, 2011; Farhoomand, 2009), most Asian companies lack the similar financial resources (Roll, 2006).

Consequently, Interbrand's (2011) list of top 100 global brands included 36 soft goods brands on the list, but not a single brand was Asian. Soft goods industry is a unique market in that the product quality from one soft good to another is quite similar. Thus,

there is a wider scope of opportunity to create more valuable asset in the brand rather than the workmanship of the product (like durable goods). This is especially the case in fashion goods (i.e., apparel, perfume), where quality is difficult to distinguish. Despite this potential to build more value asset, there is virtually no Asian fashion company which has successfully gained worldwide consumption. Western fast fashion companies such as Zara and H&M (both on Interbrand's top 100 list) have been enjoying high increase in profit from other Asian consumers due to the trendy European styles and quality image associated with these brands (Chang, 2008; Lim et al., 2010). On the other hand, fashion goods from Asia are still universally considered second in quality from other Western countries (Ben-Ur & Wang, 2008; Wang & Gao, 2007). Thus, in order to compete globally, Asian fashion companies need to develop strategies which can help them deviate away from the traditional low price approach and improve their quality image.

Thus, this study attempts to fill this need by developing a brand equity process model specifically for Asian companies, which focuses on salvaging some of the negative stereotypes associated with Asian brands, and requires relatively less financial and time investment. In order to gain some guidance in developing appropriate strategies to improve quality image, case studies of successes and failures of existing Asian soft goods brands' global launch were observed. Furthermore, in order to utilize a more sustainable brand equity building method which requires relatively less financial and time investment, literature on the current practice of digital marketing was observed.

Case Studies of Asian Brands: East Asian Pop Music and Apparel Industry

What does East Asian pop music and the apparel industry have in common? Both are a component of the soft goods industry and are considered secondary in quality compared to the Western industry (Ben-Ur & Wang, 2008; Wang & Gao, 2007). Both have companies which successfully regionalized in Asia, and strive to expand globally from Asia into other Western countries. However, venturing into the Western population has been a difficult challenge. For example, traditional J-pop and K-pop, embraced by fans in Asia are not the same type of music appealing to Western listeners. Western critics claimed that the singers were able to master Western R&B, hip hop and rap, but they lacked “authenticity” and were not appealing enough to the West, lacking in originality. Responding to these criticisms, some Asian music companies even invested heavily in musicians to live and be trained abroad in the U.S. in order to make them more desirable to the U.S. market. Contrary to their assumption, they were still unable to gain acceptance in the U.S. market. On the other hand, Asian groups such as the Twelve Girls Band was an international hit, contributing their success to “exotic [music] with just enough Chinese flavors so as not to alienate foreign listeners” (Siegal & Chu, 2010). These contrasting examples may imply that when the Asian music simply copied Western music, it somehow degraded the quality of the music; however, when “Asian flavor” was used as a unique asset by Asian companies, it enhanced Western consumer’s perception of quality.

Analogously, Giordano International Limited, a leading Asian fashion apparel company encountered similar issues as the East Asian music industry. Giordano is a Hong Kong- based retail company specializing in men’s, women’s and children’s apparel

and accessories. It has been able to successfully regionalize into other parts of Asia, employing over 8,000 staff with over 2,400 shops operating in 30 territories worldwide (Giordano.com.hk, 2011). The company was able to accomplish this through emulating Western retailers such as Wal-mart (frugality), Benetton (color-based marketing), and Marks & Spencer (value for price) (Ko, 2006). All of its four brands (Giordano, Giordano Ladies, Giordano Junior and Bluestar) offer basic styles and design with a variety of choices in color; it also emphasizes on high quality customer service. However, despite much effort in global expansions and some recognition in Australia, Giordano has had little success in the U.S. Although the company claims 24 stores in the States, a detailed list of information on the stores is unavailable on their website. Some stores, which the researchers were able to find, were actually already closed. Reviews provided by past consumers who shopped at Giordano in the U.S. were helpful in observing why the company had failed. When a particular Californian store was still in business, several consumers expressed mutual opinions on the lack of original style choices, which provoked them to “rather shop at American Eagle for the same price” (yelp.com, 2008). In this way, the company’s original plan of “value for money” was no longer a competitive advantage in the U.S. Thus, Asian fashion apparel companies were faced with the same questions that the East Asian music industry were challenged with: Why would the Western consumer accept these new Asian products or services when something similar already exists unless the price is exceptionally lower? Questions remain as to how Asian companies can progress away from the copycat image to promote a better quality image through its own Asian uniqueness.

This one possible answer is the use of “Asian exoticism.” One explanation for the exotic Asian appeal is that these concepts were formed and enhanced by American consumers through mass media (Durham, 2004; Lee & Vaught, 2003; Prasso, 2005). For example, because of the constant portrayal of the Confucius nature of many Asian movies revolving around Asian mysticism (Mulan) and KungFu (Bruce Lee and Jackie Chan movies; Kungfu Panda), Americans have continually associated Asia with these images. Although these are considered negative societal consequences of stereotypes, many Asian companies have actually marketed on these images as a halo effect in order to resolve this secondary quality and low price perception. In both the cases of the East Asian music industry and Giordano, Western consumers felt that it is important for Asian companies to be original and true to their roots (Siegal & Chu, 2010). Brands such as Herborist have been the quintessential example of success in catering to this “exotic” appeal in the European market.

Herborist is a high-end Chinese personal care brand, which has been steadily expanding its share in global markets since 2008. In the beginning when the company (Shanghai Jahwa) started to launch two of its Herborist stores in Hong Kong, it went through various difficulties in competing against other well-known Asian brands such as Shiseido (Japan) and SK-II (Japan) and Western brands such as Estée Lauder (US) and Sisley (France). As a consequence, many of its stores were progressively closing down. However, over the last five years, the company has been experiencing successful expansion abroad not only in Hong Kong, but Europe. Herborist was able to accomplish this by using other well-known retail brands such as Mannings (Hong Kong-based beauty chain) and Sephora (France-based cosmetic chain store) to introduce its products. In the

case of Herborist, two ingredients can be contributed to their success: collaborating with other well-known retailers to build consumer trust and also taking the advantage of its Chinese heritage as the key focus of their brand (Zhou, 2011). For example, Herborist used its Chinese medicinal herb appeal and the concept of “Yin and Yang” on their bottle design to position itself as a high-end exotic Asian brand. These features made them stand out from other competing lines sold at Sephora.

SK-II is also a good example of the potential marketability of Asian heritage. This “Asian-ness” was even desirable for American companies such as Proctor and Gamble, who de-identified their Western identity to create a cosmetic line SK-II. This cosmetic brand markets on unique Japanese ingredients to promote brand quality (SK-ii.com). Not only has SKII experienced success and region-wide recognition among Asian Pacific regions, Proctor and Gamble is now trying to expand this well-established brand over to the Western countries such as the U.S. SK-II beauty products are currently sold at high-end department stores in the U.S. such as Saks Fifth Avenue, Bloomingdales, and Nordstrom.

From these examples, it is evident that Asian heritage can be utilized as an effective marketing tool in enhancing Western consumers’ quality perception. In line with this pattern, this study considers how this Asian heritage can be used as a marketing technique to improve Western consumers’ quality perception of products from Asian brands.

Current Practice of Digital Marketing

Furthermore, although heavy financial investment has been the primary route to building global brands in the past, this study proposes a more sustainable brand equity

building method: digital marketing. As opposed to other marketing channels such as catalogs which involves large printing costs or the physical store where much financial involvement is needed, online marketing has the potential to reach more consumers without having to invest heavily in both financial capital and time (Rangaswamy & Bruggen, 2005). As online shopping has drastically grown over the last decade with more potential for growth (Statista, 2012), both industry practice and research have shown the efficacy of digital marketing to help consumers make informative decisions on their purchases (Park et al., 2005), and to ultimately encourage consumer purchases (Bhatti et al., 2000; Szymanski & Hise, 2000; Then et al., 1999).

The majority of the global companies today take advantage of the different digital marketing channels such as the website, social media, and targeted email communications to gain visibility in the global market (eMarketer, 2012; Rangaswamy & Bruggen, 2005). Following the example of these global companies, less established companies can also venture into global markets via internet without having to make substantial financial and time investment (i.e., setting up a physical store) (eMarketer, 2012). In this study, webpages were used as the medium to digitally and globally introduce unfamiliar Asian companies. Although other digitalization methods such as social media, email or text message may have been equally efficient in introducing the brand to create awareness, unfamiliar companies first need to develop an effective webpage as a reference point before employing other types of digital marketing. Thus, this study focuses on how webpages can build brand equity for Asian brands.

Proposed Strategy for Unfamiliar Asian Brands

Emulating these past strategies, this study attempts to salvage some of the negative stereotypes associated with Asian brands today, and utilize a more sustainable brand equity building method which requires relatively less financial and time investment.

Study 1 examines extrinsic cues (brand origin and the store name) to evaluate their influence on consumer's quality perceptions of the brand. Past studies have found that the brand origin is important in determining consumer perception of the brand (Carvalho et al., 2011; Petioch & Ward, 2007). For example in a study conducted by Aiello et al. (2008), Western consumers ranked Japan and China the lowest in terms of brand name reputation and product design compared to other Western countries such as Italy, France, Germany and U.S. Furthermore, some Asian countries are associated with higher quality perception (i.e. Japan) than others (i.e. China) (Aiello et al., 2008; Birnik et al., 2010). For example, studies from Carvalho, Samu, and Sivaramakrishnan (2011) and Aiello et al (2008) found that Japan ranked significantly higher in terms of quality compared to China. With this logic, using different Asian brand origins may actually have different effects on consumer perception and attitude of the brand. Study 1 also examines how renowned store name can help improve consumer's quality perception of an unfamiliar brand.

Study 2 looks at the effect of the extrinsic (brand origin) and intrinsic cues (bottle design: Unique- Asian aesthetic influence vs. Generic- non-Asian aesthetic influence) on consumer quality perception of an unfamiliar Asian brand to examine how these cues may interact to influence consumer's quality perception, further influencing trust, attitude and behavior.

Furthermore, with changing levels of exposure to Asian brands in the U.S. over the last few decades, study 3 further attempts to measure the changing attitudes among American consumers towards Asian brands. More specifically, study 3 investigates the moderating role of age cohorts, namely younger generation (Generation X and Y) ages 19-48, and older generation (Baby boomers and Swing) ages 49-83, between the extrinsic and intrinsic cues and brand quality.

Brand Equity Model

The brand equity model has been widely studied across the business field since the 1980s in order to determine the product value, which is attributed to the brand name (Aaker, 1991, 1996; Keller 1993; Srivastava & Shocker, 1991; Yoo & Donthu, 2001). It is “a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customers” (Aaker, 1991, p.15). Although this model is considered from two perspectives, company and customer-based, there are more extensive studies conducted on the latter (Table 1). One main reason is because of the importance in observing the relationship between company activities and consumers’ responses to the company. The success of the company depends on whether or not the consumers patronize the brand; this is why dimensions such as brand loyalty and brand extension are deemed as crucial factors in creating a successful business (Aaker, 1991; Aaker & Keller, 1990). As more companies are becoming global, the model has been challenged and extended to aid companies universally across different cultural consumer groups (Broyles et al., 2010; Wang et al., 2008; Yoo & Donthu, 2002).

Table 1. Comparison of Customer-based and Company-based Brand Equity Model.

Author	Customer or Company Related
Aaker (1991)	both
Aaker (1996)	both
Balduaf, Cravens, & Binders (2003)	both
Broyles et al. (2010)	customer
Christodoulides et al. (2006)	customer
Hsieh (2004)	customer
Kamakura & Russell (1991)	customer
Keller (1993)	both
Lassar, Mittal & Sharma (1995)	customer
Motameni & Shahrokhi (1998)	both
Na & Marshall (2005)	customer
Netemeyer (2004)	customer
Page & Lepkowskawhite (2002)	customer
Pappu et al. (2005)	customer
Pappu et al. (2007)	customer
Rios & Riquelme (2008)	customer
Wang, Wei & Yu (2008)	both
Yoo & Donthu (2001)	customer
Yoo, Donthu & Lee (2000)	customer
Zhu & Kuo (2010)	customer

There are two major schools of thought on the dimensions of brand equity. Of competing dimensions, most follow Aaker's (1991, 1996) brand loyalty, brand quality, brand awareness and brand associations, while others follow Keller's (1993) dimensions of brand image, brand awareness and brand knowledge. Thus, in light of the consistent usage and findings in literature of these two scholars' brand equity model, this study attempts to review Aaker and Keller's dimensions of brand equity. Brand equity has been measured within four known dimensions of brand equity: brand loyalty, brand quality, brand awareness and brand associations (Aaker, 1991, 1996). Brand loyalty is "the attachment that a customer has to a brand" which shows how much a consumer is willing to buy one brand over the other (Aaker, 1991, p. 39). Perceived quality is a global evaluation of a product (Holbrook & Corfman, 1985; Zeithaml, 1988). Aaker (1991, p. 109) defines brand associations as assets and liabilities "linked in memory to a brand"

and brand image as “a set of [brand] associations, usually in some meaningful way.” The strength of the brand associations is dependent on the level of exposure to the brand (Aaker, 1991; Keller, 1993). Brand awareness is the buyer’s ability to recognize and recall that a brand is of a certain product category (Aaker, 1991; Keller, 1993; Rossiter & Percy, 1987). Because brand association and brand awareness both relate to the ability for memory recall, Yoo and Donthu (2001) and Washburn and Plank (2002) both found a lack of significant difference between brand awareness and brand association in studying the brand equity model.

Keller’s (1993, 2001) concept of building brands show that in order to build a strong brand, customers need to recall or recognize the brand (brand awareness) first, which may then trigger a positive brand image (with brand associations) and finally induce purchase or repurchase, leading to brand loyalty. While Aaker’s dimensions have been helpful in measuring brand equity (Pappu et al., 2005; Yoo & Donthu., 2001), Keller’s model lends itself more to building brand equity (Kim et al., 2002; Page & Lepkowska-White, 2002; Wang et al., 2008). Thus, many studies combine the brand equity dimensions from both Aaker (1991) and Keller (1993) (Netemeyer et al., 2004; Pappu et al., 2005). This study also follows this path by attempting to combine Aaker’s (1991, 1996) consistent brand equity dimensions of quality, association and brand loyalty, and Keller’s (1993, 2003) concept of building brands. Awareness was not a part of the dimensions observed in this study since brand awareness/ brand association has been found in the past to measure the same construct (Washburn & Plank, 2002; Yoo & Donthu, 2001). In addition, unfamiliar brands, which are the focus of this study, are not

in the consumer's mindset and thus brand awareness is not relevant to the context of this study.

Need for Brand Equity Process Model for Unfamiliar Brands

Although variations of brand equity models have been proposed, tested and refined, most studies on brand equity used well-known global companies such as McDonalds or Nike which already have solid brand equity (Broyles et al., 2010; Wang et al., 2008; Yoo & Donthu, 2001, 2002) (Table 2). The main reason for this is because the dimensions in the brand equity model such as brand awareness, association and brand loyalty are all correlated with some experience with the company that a majority of the consumer group is aware of (Hansen & Wanke, 2009). Thus, the model lends itself to study renowned companies. As a result, although there is an assumed consensus among scholars and practitioners on the implication of brand equity as a long term objective for companies' improvement, there is still a lack of practical methods in which companies can initially achieve this. As mentioned, there are studies which attempt to create models for brand building (i.e., Keller, 1993; Wang et al., 2008) with antecedents and consequences of the brand equity dimensions (Broyles et al., 2010), but they also tested their models with well-established brands that already exist in the respondents memory set. For example, in Broyles et al.'s (2010) study, variables such as behavioral loyalty and attitude are examined as antecedents to perceived quality and performance. However, if the company has not established loyalty yet, then perceived quality and performance cannot be measured.

Table 2. Comparison of Brand Equity Models Used for Existing versus New Brands.

Author	Existing vs. New Brand	Brands used as cases or subject
Aaker (1996)	existing	AT&T, MCI, K-Mart, Macy's
Broyles et al. (2010)	existing	KCF
Delgado & Hernandez (2008)	existing and new	Iberia, Air Madrid (existing), Todovacaciones (new)
Hsieh (2004)	existing	BMW, Ford, Honda, Hyundai, Toyota, Volvo
Lassar, Mittal & Sharma (1995)	existing	Bullova, Goldstar, RCA, Seiko, Sony, Timex
Na & Marshall (2005)	existing	Yahoo, Altavista, Lycos, AOL, Infoweb
Netemeyer (2004)	existing	Coca-Cola, Crest, Reebok, Levi's
Pappu et al. (2005)	existing	Hitachi, Mitsubishi, Suzuki, Sony, Toshiba, Toyota
Pappu et al. (2007)	existing	Hitachi, Mitsubishi, Suzuki, Sony, Toshiba, Toyota
Rios & Riquelme (2008)	existing	Amazon, Ebay, CDNow, Dell
Wang, Wei & Yu (2008)	existing	Pantene, Sony, Dell, IBM
Yoo & Donthu (2001)	existing	Adidas, Fuji, Kodak, Nike, Sony
Yoo, Donthu & Lee (2000)	existing	Adidas, Fuji, Kodak, Nike, Sony

Another limitation in the brand equity literature is the lack of consistency in the sequential order in the three dimensions (brand quality, brand association, and brand loyalty) when building brand equity. Thus, there is a lack of solid guideline as to the order in which each brand equity dimension should be built. For example, should the company first build the quality perception or brand association? Or, should all dimensions be improved simultaneously? Because existing models do not provide an answer to these questions, it is necessary to determine a more defined linear relationship between the brand equity dimensions in order for unfamiliar companies to practically and progressively build their brand equity. Thus, this study attempts to create a sequential order among the dimensions of brand equity in the proposed model.

Based on an integrated framework of Cue Utilization Theory (Easterbrook, 1959), Impression Formation Process (Asch, 1946), and Theory of Reasoned Action (Ajzen and Fishbein, 1980) with dimensions from Aaker and Keller's brand equity models (Aaker,

1991; Keller, 1993), this study proposes a conceptual model of a brand equity process model for unfamiliar Asian brands (Figure 1). The proposed brand equity process model illustrates how brand cues are used to impact consumer's perceived brand quality, which influences brand association, trust. This initial brand association shaped in the consumer's mindset guides the consumer to develop possible brand loyalty, composed of attitude and patronage intentions.

Brand Equity Processes: Brand Cues to Perceived Quality

Because this study aims to build a brand equity process model for unfamiliar Asian brands, brand familiarity is discussed first followed by discussions of how brand cues can be used on the webpage to counter issues arising from brand unfamiliarity.

Brand familiarity reflects the extent of a consumer's direct and indirect experience with a brand, which is drawn from the brand associations existing within the consumer's memory set (Alba & Hutchinson, 1987; Campbell & Keller, 2003; Kent & Allen, 1994). Although a brand may already exist, the consumer may be familiar or unfamiliar with the brand depending on their exposure to the brand (Campbell & Keller, 2003; Stewart 1992). Thus, even though Asian brands may be well-known in their own countries, it may still be considered an unfamiliar brand in the U.S. According to past literature, the more familiar a brand, a chunk of information called the summary construct remains in the memory set of the consumers, which is then used to infer attitudes about the known brand (Pecotich & Ward, 2007). However, with unfamiliar brands, it is difficult for the consumers to form an attitude about the brand due to the lack of experience with the brand (Campbell & Keller, 2003). This lack of experience can be a deterrent in connecting the consumers to the product of the brand for purchase behavior (Erdem &

Swait, 2004; Wang & Yang, 2010). Consequently, this unfamiliarity can create a heightened sense of perceived risk— a subjective expectation of loss (Peter & Ryan, 1976) in the brand; it stems from uncertainty about the possible outcomes of a behavior. Additionally, negative stereotypes often associated with Asian brands (i.e., lack of quality) can also heighten consumer perception of risk (Standifird, 2001). Thus it is crucial for unfamiliar Asian brands to counter the negative impacts arising from unfamiliarity of brand and stereotype about quality.

Lessons from past company practices demonstrate that recovering effectively from the negative reputation is the key to company's future success (Rhee, 2009; Yamagishi, 2002). Thus, given this heightened risk especially for unfamiliar Asian brands, it is important to develop brand building strategies to debunk any previous negative notions by reassuring quality performance. One viable way to achieve this is through strategically managing the formation of the brand's first impression. For unfamiliar brands, consumers process the brand differently from a familiar brand. They are more likely to have a goal of learning about and forming a precise impression of the brand since there is no prior knowledge of the brand (Campbell & Keller, 2003; Hilton and Darley 1991). Thus, the smallest detail of the initial information presented of the brand can form "holistic 'snap shots' of the brand as a whole" (Aquirre-Rodriguez et al., 2012, p. 1181) to form a positive or negative impression about a brand.

Forming this first impression involves a process called impression formation. Impression formation is the process by which consumers perceive and organize cues to ultimately integrate information about a product or service to form initial impressions (Moore, 2006). The process is a cognitive as well as an emotional process, which

involves identification (of cues), typing, individuation, and personalization (forming particular perceptions) (Srull & Wyer, 1988). This process model is particularly an important support for this study because it explains how quickly yet effectively consumer's first impressions can be imprinted in the initial stages of building brand equity.

Thus, using the impression formation, this study postulates that brands can start building the components of brand equity by strategically utilizing brand cues to introduce brands in an online setting. Past literature shows that initial product and/or brand cues have been often used in both offline and online settings as an effective marketing tool to introduce and form positive impressions of brands and products (Chen et al., 2005; Han & Kwon, 2009; Naylor, 2007; Thomas et al., 2002). Further support of the effectiveness of brand cues in forming impressions is the cue utilization theory.

Cue utilization theory states that a product holds multiple cues, which can serve as an alternative indicator of product quality to the consumers (Bearden & Shimp, 1982; Lee & Lou, 1995; Olson, 1977). This is particularly true for unfamiliar brands because consumers do not have prior knowledge or experience with the brands. Thus, cues have the ability to influence quality perception about the brand in the consumer's mind. Following this logic, if cues can positively influence consumer quality perception, which is one of the key dimensions of brand equity, they can also be used to initiate build brand equity for unfamiliar brands.

Cues are generally divided into two categories: extrinsic and intrinsic (Olson, 1977). Extrinsic cues are the non-physical attributes of the product such as the brand name and price whereas intrinsic cues are the physical attributes such as the product

design. Of the two, extrinsic cues have been recognized as the more general form of cue, which can be used to evaluate quality across different product categories (Lee & Lou, 1995; Pecotich & Ward, 2007; Zeithaml, 1988). For example, the material and workmanship of a handbag cannot be assessed with the same standards as the quality of a perfume. However, if both products are from the same brand (i.e. Gucci), the extrinsic quality is applicable to both. Consequently because of the wide applicability of extrinsic cues, there are more studies examining extrinsic cues than intrinsic, in which some scholars claim a lesser importance of the latter (Lee & Lou, 1995; Pecotich & Ward, 2007). However, when observing within one product category, the role of intrinsic cues has been argued equally important in quality perception. For example, when observing products such as apparel, intrinsic cues (such as the style and workmanship) are important dictators of quality perception (Fiore & Damhorst, 1992; Forney et al., 2005; Pujara & Chaurasia, 2010; Swinker & Hines, 2006). Hence, both extrinsic and intrinsic cues are important tools of quality assessment especially for fashion goods in this study context involving unfamiliar brands.

Cues and Perceived Quality in Online Setting

Perceived quality is a global evaluation of a product (Holbrook & Corfman, 1985; Zeithaml, 1988). Perceived quality is not the actual quality of the product but what is perceived to be the quality in the consumer's mind. Thus, it is a complex structure where the consumer accounts for everything from simple product attributes to personal meanings in order to evaluate quality (Holbrook & Corfman, 1985; Olshavsky, 1985; Olson & Reynolds, 1983; Zeithaml, 1998). Past studies have used extrinsic and intrinsic cues as two elements constructing consumer quality perception (Bearden & Shimp, 1982;

Fiore & Damhorst, 1992; Forney et al., 2005; Lee & Lou, 1995; Pujara, T. & Chaurasia, 2010; Olson, 1977; Swinker & Hines, 2006; Zeithaml, 1988).

In this study, these cues are examined in an online context because of the time and financial efficiency as well as the effectiveness in introducing a brand. As opposed to other marketing channels such as traditional brick-and-mortar store, mail order catalogue, or direct personal communications where much financial involvement is needed, online marketing has the potential to reach more consumers without having to invest in both financial capital and time (Rangaswamy & Bruggen, 2005). Past literature further supports that the use of cues may actually enhance consumer's evaluation of the brand in an online setting than when the cues are shown on the actual product offline. One e-commerce research even suggests that a consumer can form a lasting impression of a website in less than a second from a webpage visual (Lindgaard, Fernandes, Dudek, & Brown, 2006). When consumers cannot see the actual product or image, consumers tend to engage more with the product through mental imagery to figure out how it looks like (Bebko, 2000; Then & DeLong, 1999). Thus, an attractive product presentation may prompt a more favorable evaluation of the product online than the actual product offline even in a short time period. Thus, past findings suggest that a website can be an effective channel to communicate information about brands and products in lieu of having actual physical stores to introduce new brands and their products.

In study 1, extrinsic cues are examined in its relation to consumer's quality perception. In study 2, a combined effect of the extrinsic (brand origin) and intrinsic cues such as bottle design (Unique: Asian aesthetic influence vs. Generic: non-Asian aesthetic influence) are examined to see how both types of cues may interact to influence

consumer's quality perception. In study 3, the moderating effect of age cohorts on the relationship between extrinsic and intrinsic cues, and consumers' perception of brand quality is examined to measure the changing attitudes among American consumers towards Asian brands.

Study 1

Extrinsic Cues

In past studies, four extrinsic cues, price, brand name, store name and country of origin (COO) have been commonly examined in terms of their effects on quality perception of products (Agarwal & Teas, 2001; Bearden & Shimp, 1982; Lee & Lou, 1995; Teas & Agarwal, 2000). Different price points of merchandise (high and low), brand-image levels (high and low), store-image levels (high and low), and country-of-origin image levels (high and low) have been repeatedly tested in the past to be reliable indicators of quality. Selecting one study as the representative example, Teas and Agarwal (2000) found in their study that price (\$50, \$175 and \$300 wristwatch), brand name (Seiko and Preci), store name (Belden Jewelers and K-Mart), and COO (Switzerland and Mexico) were all significant cues of quality.

For this study, store name and brand origin are selected as the two extrinsic cues that may impact quality perceptions for unfamiliar brands. Although brand name is generally a good indicator of quality, it may not be the same case with unfamiliar brands where consumers lack prior knowledge or experience with the brand. Price is another extrinsic cue that consumers use to infer the quality of a product especially for unfamiliar brands or products. However because this study focuses on an overall brand, not an individual product, the price was not relevant to the context of the study. Also, this study

focuses on the brand origin, which is the home country of the brand design (not the origin of production).

Research on the effects of store name on perceived quality has shown conditional results (Grewal et al., 1998; Teas & Agarwal, 2000). In the same study mentioned above, Teas and Agarwal (2000) found that store name (i.e. Belden Jewelers) had an impact only in the context of a brand name with a low image (Precis), but did not influence quality perception in the presence of a high brand image (Seiko). In this example, consumers perceived Seiko to be a high quality brand whether it was sold in K-Mart or Belden Jewelers. Only when the brand image was low (i.e. Precis), did Belden Jewelers help change the quality perception of the merchandise. Unfamiliar brands, which this study deals with, are analogous with low-image brands. Since the brand (i.e. Herborist) is not established in the U.S., the consumers do not have any basis of association in which to evaluate the brand from. Thus, in the absence of brand knowledge, consumers may similarly be more sensitive to the store name. For example, a consumer may perceive unknown brand X to be of higher quality in Bergdorf Goodman than if the same brand is carried in Wal-Mart. Thus, the reputation of merchandise quality of the store can play a role in the consumers' quality perception of an unfamiliar brand. This is also supported in Delgado and Hernandez' (2008) study on brand alliance, where the high reputation of the store name (i.e., Nordstrom) positively influences consumer's attitude and trust of an unfamiliar brand. When a brand is unfamiliar, consumers may infer the quality of the brand from the merchandise quality of a store.

In this study, two online store names, Amazon and Nordstrom are used to examine their influence on quality perception. Amazon is the largest online retailer for a

vast variety of products, and it is more value-driven. On contrary, another store, Nordstrom, a well-known luxury department store is known for high quality merchandise and services. With this, the first hypothesis is developed.

H1: The quality perception of unfamiliar brand will be higher when presented at Nordstrom compared to Amazon.

This study also focuses on brand origin cues because of its usefulness in this study context with Asian brands. Literature supports that brand origin is an important factor for consumers in determining quality of a product (Acharya & Elliot, 2001; Aiello, 2008; Carvalho et al., 2011; Peterson, 2009). Especially in situations where the consumer lacks knowledge of the brand, brand origin can play a greater role in influencing consumer perception (Schaefer, 1997). Although both the product origin and brand origin influence consumer's purchase decision, past studies show that consumers tend to look more towards the brand origin when making purchase decisions (Thakor & Lavack, 2003; Wang & Gao, 2007). In particular, there is an agreement among scholars on the advantage of high quality and expertise associated with Western brands compared to Asian brands (Birnik et al., 2010; Cayla & Eckhardt, 2008; Wang & Gao, 2007). For example, some European countries like Italy and France are associated with high workmanship and quality whereas many Asian countries are associated with low quality due to their reputation for low-cost production. However, an exception among these Asian countries is Japan, whose industry is globally renowned for higher quality and price compared to other Asian countries such as China, which is still known for its production factories (Ben-Ur & Wang, 2008; Birnik et al., 2010). In this way, consumer quality perceptions of retail brands can even differ among different Asian countries' brand origin. Given the focus of this study on the brand equity building for Asian brands

in the U.S. market, this study hypothesizes that the two different brand origins (Japan and China) of the Asian brands will influence the quality perception of a brand. With this, the following hypothesis is developed.

H2: The quality perception of unfamiliar brand originating from Japan will be higher than one from China.

Furthermore, the study attempts to find if there is an interaction between the store name and brand origin. According to the study on brand alliance, the reputation of the store name (i.e. Nordstrom) has the ability to positively influence consumer's attitude and trust of an unfamiliar brand (Delgado & Hernandez, 2008). Specifically in this study, if a store is known for high quality, but the brand origin is China (which is not well known for quality), the store name can help create a more positive quality perception of the brand. However, an online store like Amazon may not be able to help create a higher quality perception for the Chinese brand because the store is not necessarily known to exclusively sell high quality products. For example, Amazon sells anything from \$1 Chapstick lip balm to \$900 Gucci handbags. Thus, this study posits that the brand origin will have a significant influence when Amazon is presented and that the brand origin will not influence quality when another high quality cue, such as Nordstrom is presented.

With this support, the following hypothesis is proposed:

H3: The effect of brand origin is greater for Amazon than Nordstrom on consumer's quality perception.

Brand Equity Process: Perceived Quality to Brand Association (Trust)

Brand associations are assets and liabilities "linked in memory to a brand" (Aaker, 1991, p. 109). These linked memories from consumers' prior experience with the brand are an area worthy of company investment because of its ability to create an overall

attitude towards the brand which can ultimately lead to brand loyalty (Wang et al., 2008; Yalcin et al., 2009). Thus, creating positive and appropriate initial brand associations is paramount for unfamiliar brands.

In this study, trust is the considered brand association for four main reasons: 1) It has been widely used as a brand association (Zhu & Kuo, 2010) in literature on building brand equity especially in online setting (Christodoulides et al., 2006; Delgado & Hernandez, 2008; Keller, 1993; Kim et al., 2002; Rios & Riquelme, 2008). 2) Trust is considered one of the most important factors in building brand equity (Keller, 1993; Kim et al., 2002; Christodoulides et al., 2006; Delgado & Hernandez, 2008; Rios & Riquelme, 2008) especially in uncertain situations like this study where the consumers are faced with unfamiliar brands (Gambetta, 1988; Luhmann, 1988), moreover an Asian brand. 3) It has also been strongly argued that trust in online context (relevant to this study) becomes even more important because of the inherent intangibility of online exchange where there is no physical contact to build trust (Harris & Goode, 2004; Lynch et al., 2001; Reichheld & Scheffer, 2000). 4) Measuring trust is crucial because gaining consumer trust is the gateway to positive consumer attitude and purchase behavior (Kim et al., 2008; Verhagen et al., 2006). Thus, finding ways in which trust can be built can provide valuable insight for unfamiliar brands trying to build brand equity online.

Trust is a confident expectation that one will find what is desired in the brand (Barney & Hansen, 1994; Davis, & Schoorman, 1995; Delgado & Hernandez, 2003; Duetsch, 1973). Although this confidence is built from a long-term experience with a brand, the proposed model in this study specifically aims to examine how the initial trust can be built through perceived quality. With literature support on the positive relationship

between perceived quality and trust (Eisingerich & Bell, 2008; Everard & Galleta, 2005; Harris & Goode, 2004), the following hypothesis is proposed.

H4: Consumer's perceived quality will have a positive influence on trust.

Brand Equity Process: Brand Association (Trust) to Brand Loyalty (Attitude and Patronage Intentions)

Analogous to the Impression Formation process, Ajzen and Fishbein's (1980) Theory of Reasoned Action provides continual support for the linear relationship between brand association (trust), attitude (cognitive and affective) and behavior (patronage) in the brand equity process model. According to the theory, a consumer's perception (i.e., brand association) forms an attitude (cognitive and affective), which eventually leads to an action (Ajzen and Fishbein, 1980). This theory implies that there is a reasoned process as to how a consumer comes to a conclusion (i.e. behavior). With this grounded framework, the study predicts the linear relationship between brand association (which are in essence, consumer perception) and consumer attitude and behavior which are under the umbrella of brand loyalty.

Brand Association (trust) and Attitude

Brand attitude is defined as consumers' overall evaluation of a brand, which can be formed through brand associations (i.e., trust) in some type of encounter with the brand (Aaker, 1996; Keller, 1998). This definition implies that brand associations formed through consumers' impression of the brand can develop an attitude towards the brand. In this study, trust is operationalized as the brand association. Not only does past research support trust (Kim et al., 2008; Verhagen et al., 2006) as an antecedent of attitude, there is a consistent support that developing trust is a crucial stepping stone for unfamiliar brands in achieving favorable behavior from their consumers (Ha and Perks, 2005;

Karimov et al., 2011; Kim & Prabhakar, 2000; Wakefield et al., 2004). The importance of trust becomes even greater when a consumer has no prior experience with a particular brand, because building that initial trust has the ability to determine the overall evaluation of the brand (Wakefield et al., 2004). Hence, when companies fail to build consumers' trust, they lose out on potential opportunity to positively influence consumer attitude and patronage towards the brand.

While there are many debatable ideas on uni-dimensional versus the multidimensional construct of attitude (Chen & Chaiken, 1999; Hawkins et al., 2001; Koriati & Levy-Sadot, 1999), there is a consensus on its dual component: cognitive and affective. Cognitive attitude is consumer's knowledge and beliefs about a brand, while affective refers to consumer's feelings or emotional reactions to a brand. In the context of this study, it is important to consider both the cognitive and affective components of attitude because both thinking (cognitive) and feeling (affective) are needed when assessing quality information such as the intrinsic and extrinsic cues used in this study (Lepkowska-White & Eifler, 2008). Thus, this study hypothesizes that trust as a brand association will influence cognitive and affective attitude towards a brand.

H5: Consumer's trust (brand association) will have a positive influence on brand attitude.

In addition, with past literature support on perceived quality (Boisvert & Ashill, 2011; Jahangir et al., 2009) as antecedents of attitude, this study also posits the direct relationship of perceived quality on attitude.

H6: Consumer's perceived brand quality will have a positive influence on brand attitude.

Brand Equity Process: Brand Loyalty (Attitude to Patronage Intentions)

In order to discuss the relationship between attitude and patronage intentions, it is important to discuss brand loyalty first. Loyalty has been studied in terms of two facets: attitudinal and behavioral (Dick & Basu, 1994; Leung et al., 1998; Ruiz-Molina & Gil-Saura, 2008; Yi & Jeon, 2003). More specifically, Dick and Basu (1994) classified two dimensions of loyalty as relative attitude and repeated patronage behavior, implying a combined need of positive attitude and patronage behavior in order to create brand loyalty. Moreover, brand attitude and patronage intention as a predictor for patronage behavior is also supported by the Theory of Reasoned Action (Ajzen & Fishbein, 1980), which states that attitude influences the actual behavior through behavioral intentions. Thus, in this study, brand loyalty is operationalized as an attitude toward a brand, with the assumption that it will eventually manifests in repeated brand patronage behavior. Although repeated patronage behavior for brand loyalty cannot be measured for unfamiliar companies in this study, attitude and initial patronage intention can be measured as the first step in building brand loyalty.

Attitude (Cognitive and Affective) and Patronage Intentions

Patronage behavior is defined as a customer's decision to be loyal to a brand or store (Pan & Zinkhan, 2006). Despite this definition, patronage is generally viewed differently from brand loyalty. Brand loyalty is similar to patronage in that there is a consumer willingness to repurchase the brand again (Keller, 1998); however, patronage behavior is considered as the starting level of brand loyalty (Dick & Basu, 1994; Grembler & Brown, 1996). Thus, in order to build brand loyalty, patronage behavior must be initiated by the consumer. However, because the actual patronage behavior is not

observed in this study, the patronage intention, which is defined as the willingness to purchase or recommend the brand to others, is used as a proxy for patronage behavior. In specific context to this study, past studies support the influence of attitude on patronage intentions (Eastlick & Liu, 1997; Korgaonkar et al., 1985; Pan & Zinkhan, 2006). For example, positive attitude formed towards the brand can lead to willingness in purchase or possibly recommending the brand to a friend. With these support, the following hypothesis is proposed:

H7: Consumer's attitude will have a positive influence on patronage intentions.

Study 2

Study 1 aims to examine the influence of two extrinsic cues (the store name and brand origin) on quality perception of the brand in context of the brand equity process model for unfamiliar Asian brands. Study 2 aims to investigate interactive effects of the extrinsic (brand origin) and intrinsic (bottle design: Unique: Asian aesthetic influence vs. Generic: non-Asian aesthetic influence) cues on brand quality.

As aforementioned in the review of cue utilization literature, extrinsic cues are used more prevalently compared to intrinsic cues because they can be used as a basis of evaluation for quality across multiple product categories (Bearden & Shimp, 1982; Lee & Lou, 1995). However, when observing one category at a time, the role of intrinsic cues has been argued equally, if not more important in quality perception (Fiore & Damhorst, 1992; Forney et al., 2005; Pujara & Chaurasia, 2010; Swinker & Hines, 2006). Thus, study 2 incorporates both extrinsic and intrinsic cues to examine their effects of quality perception for unfamiliar Asian brands.

Intrinsic cues

Unlike extrinsic cues, attributes of intrinsic cues depend more on the product category. In this study, the cosmetic industry was the chosen category of focus. In the last decade, Datamonitor found that the global personal care market increased by 37% (\$356.14 billion to \$487.72 billion) (as reported in Zhou, 2011). As big as the market is, there is a lack of empirical work conducted on the cosmetic industry. More specifically, there are no known studies which guide underrepresented global cosmetic companies to effectively market themselves. Because of industry giants such as Proctor and Gamble, L'Oreal and Johnson & Johnson who occupy 24.4% of the total global market share, there has been a stronger barrier for smaller companies to stay competitive in the market. Asian companies especially have a hard time in global expansion because they lack the quality advantage mentioned in the introduction of this study. Thus, this research proposes to examine how intrinsic attributes of cosmetics may be used as a marketing approach to help particularly Asian cosmetic companies find a competitive edge.

In the cosmetic industry, skincare has traditionally been the initial product line companies launch their brands with, in order to eventually expand into other categories such as makeup (Estee Lauder.com; Origins.com; P& G.com). In a physical setting, consumers mostly rely on assessing the skincare by testing them before the actual purchase. However, in online setting, intrinsic cues involving smell or touch cannot be used to influence the consumer (Eroglu et al., 2001). Consequently, the consumers can neither physically apply the skincare nor smell the scent. Thus, the intrinsic cues in online context are limited to primarily the cosmetic verbal and visual bottle design in measuring the consumer's quality perception.

Although the bottle design itself is considered an extrinsic cue (Richardson et al., 1994), it has also been argued as an intrinsic cue of the product (Pincus, 1975). Bottle design an important component in promoting product quality (Norman, 2004; Orth & Malkewitz, 2009). Orth and Malkewitz (2009) found in their study that packaging design enables the brand to convey accurate information to the consumers about the brand, and the consumers in return, to also accurately receive that message which the brand is trying to convey. For example, if the brand uses designs pertaining to nature, then the consumers accurately perceived the brand characteristic as being “natural” due to the help of the packaging design. This study also found that this accuracy in brand personality positively influenced quality perception of the brand. Designers in the industry likewise agree that packaging design helps the brand to promote uniqueness through brand personality (Nicholson, 2010). With this logic, for products such as wine and perfume, where the products are not easy to test by nature, the cover design of the bottle (i.e., bottle shape, color, closure, and label design) can be just as important a cue for consumer’s evaluation of the product (Barber & Almanza, 2006).

With this, the following hypothesis is developed:

H8: The quality perception of unfamiliar brand will be higher when a unique Asian bottle design is used compared to generic non-Asian bottle design.

Furthermore, the study attempts to examine if there is an interaction between the brand origin and bottle design. With unfamiliar brands, other cues besides the brand name help consumers to form perceptions of the brand (Delgado & Hernandez, 2008). Thus, although brand origin has an influence on quality perception, using the bottle design can help change the consumer’s perceptions on quality. For example, a consumer may perceive the unfamiliar Chinese brand as low quality, but if the bottle design also

reflects the brand origin and looks “exotic,” the bottle design may improve her quality perception of the brand. Hence, if bottle design is unique and the brand origin is China (which is not well known for quality), this unique bottle design can help create a more positive quality perception of the brand. However, the generic bottle design may not be able to help improve quality perception for the Chinese brand. Thus, this study posits that the brand origin will have a significant influence when the generic non-Asian bottle design is presented, and that the brand origin may have less influence on quality when another high quality cue, such as the unique Asian bottle design is presented. With this support, the following hypothesis is proposed:

H9: The effect of brand origin is greater for generic non-Asian bottle design than unique Asian bottle design on consumer’s quality perception.

Mediation Effect: Perceived Uniqueness on Bottle Design and Quality Perception

As found in the case study by Siegal & Chu (2010), “exotic flavors just enough not to alienate foreigners” is a favorable commodity in Asian products. Furthermore, past examples of companies such as Shiseido (using Asian ingredients) have demonstrated that Asian heritage can be successfully used as a competitive advantage. Thus, this study uses the uniqueness advantage of Asian heritage in the cosmetic bottle design (Unique: Asian aesthetic influence vs. Generic: non-Asian aesthetic influence) as the intrinsic cue. This uniqueness perception is examined as a mediator between the bottle design and consumers’ perception of brand quality. This study posits that when the consumers are exposed to the unique design of Asian influence, the design itself may not be an indicator of quality, but rather mediated through how unique a consumer perceives the brand. If uniqueness is deemed as a mediator of bottle design and quality, uniqueness can be an

intentional feature in which Asian soft goods companies can use to enter into other global markets. With this, the following hypotheses are developed:

H10: Consumer's uniqueness perception of the brand will mediate between the bottle design (Asian and non-Asian) and consumer's brand quality perception.

Study 3

While studies 1 and 2 examine the influence of the extrinsic and intrinsic cues on brand quality, study 3 investigates the moderating role of age cohorts in that relationship between extrinsic and intrinsic cues and brand quality. American consumers' attitudes towards product origins of a brand have been changing in the last few decades.

During the 1980s, product origin (country the product is made) was found to be an indicator of consumer's purchase decisions (Bilkey & Nes, 1982; Thorelli, 1989). However, in the 1990s and 2000s with the rapid growth of free trade between the U.S. and other Asian countries, high-end companies progressively moved their manufacturing factories into countries such as China and Thailand, consumers were subconsciously trained to become more oblivious to where a product was made (Pecotich & Rosenthal, 2001; Thakor & Lavack, 2003). Consequently, this exposure has steered U.S. consumers to a ubiquitous presence of Asian products, which developed two opposing attitudes towards Asian brands: the younger generations (Generation X and Y), who grew up during the free trade era with increased exposure to Asian brands (ie. Honda and Samsung) and the older generations (Baby boomers and Swing) who grew up during the Second World War and Cold War with minimal exposure of Asian brands. Thus this polarized level of familiarity in their "coming of age" may have mitigated common stereotypes associated with Asian brands for younger generations, but not necessarily for

older generations. Although these split attitude towards Asian products are often observed today, there are no empirical evidence of this phenomenon. Thus, examining the level of exposure to Asian brands based on generational cohorts can also provide valuable marketing implications for the growing number of Asian companies expanding into the U.S. market. With this, this research posits that consumer's perception of quality as a function of brand origin may vary between different age cohorts. Thus, study 3 observes how different generational cohorts, namely younger generation (Generation X and Y) ages 19-48, and older generation (Baby boomers and Swing) ages 49-83 respond to brand cues of Asian brands.

H11: Age cohorts (younger vs. older generations) will have a moderating effect on the relationship between brand origin (Japan vs. China) and consumers' perception of brand quality.

H12: Age cohorts will have a moderating effect on the relationship between bottle design (Asian vs. non-Asian) and consumers' perception of brand quality.

CHAPTER 3

Method

The purpose of this study is to develop and empirically test the proposed brand equity process model for unfamiliar Asian companies. There are four research objectives: (1) to evaluate the effects of two extrinsic cues of the store name and brand origin on quality perception of the brand (study 1); (2) to evaluate the interactive effects of the extrinsic (brand origin) and intrinsic (bottle design) cue on quality perception (study 2); (3) to investigate the process by quality perception as brand association influences patronage intention (study 1 and 2); (4) to examine how perception of Asian uniqueness mediate the relationship between an intrinsic cue and quality perception; and, (5) to examine how age cohort can moderate the effect of brand cues on quality perception (study 3).

This study employed a Web experiment simulating specifically cosmetic homepages. The design of study 1 was a 2 (brand origin: Japan vs. China) by 2 (Store name: Nordstrom vs. Amazon) between-subjects factorial design. The design of study 2 was a 2 (brand origin: Japan vs. China) by 2 (bottle design: Unique: Asian aesthetic influence vs. Generic: non-Asian aesthetic influence). In study 3, the same design from study 2 was used, where additional data from different generational cohorts were collected in order to test for the moderating effect of age cohort for brand cues on quality perception. In this chapter, pretest, main experiment, and instrument development are discussed.

Pretest

A pretest was conducted to select reliable experimental stimuli for the main experiment for extrinsic and intrinsic cues. In Study 1, the brand, online retail stores, and brand origins were tested to ensure contextual and measurement accuracy. In study 2, the bottle designs were selected and tested to ensure accuracy in consumer perception of the designs. A convenience sample of female college students at Oregon State University (N= 85 for study 1; N= 96 for study 2) participated in the pretest.

Study 1

In study 1, brand (Herborist) for the stimuli was tested first to ensure the unfamiliarity of the brand. Secondly, several relevant online retail stores (Barneys New York, Belk, Bloomingdale's, Boscov's, Dillard's, JC Penney, Lord & Taylor, Neiman Marcus, Bergdorf Goodman, Macy's, Nordstrom, Saks Fifth Avenue, and Von Maur) were tested to select two online stores that are familiar to consumers with differing quality perceptions. Lastly, three Asian brand origins were tested to select the two brand origins with significantly different quality perception.

In order to conduct a study with an unfamiliar Asian cosmetic company, Herborist was the chosen brand to examine for the following reasons: 1) It is an existing Chinese cosmetic brand which is unknown in the U.S. 2) It is a high-end brand, which is sold exclusively in Sephora Europe or its own retail store; observing high-end positioned brand is in logic with studying quality perception. In order to ensure that the respondents were not familiar with the brand Herborist, familiarity was measured based on a scale from 1 “unfamiliar” to 7 “familiar.” The mean score ($M=1.27$; $SD=.86$) revealed that the pretest participants were not familiar with the brand Herborist.

In order to select relevant online stores for a main experiment, Amazon and Nordstrom were chosen among several other online cosmetic stores because both are well-known online retail stores and are potential retail outlets for foreign companies to partner with. Of competing brands, pretest showed these two cosmetic stores had the consumer's highest score in experience and familiarity from the pretest. Furthermore, given that this study examines how cues on a homepage influence quality perception of a brand, Amazon and Nordstrom were deemed appropriate set of comparison (Amazon-value-driven; Nordstrom-quality-driven). Based on a scale from 1 "low quality" to 7 "high quality," the mean scores show that consumers had a lower perception of merchandise quality in Amazon ($M=5.65$; $SD=1.76$) compared to Nordstrom online ($M=6.71$; $SD=1.29$); $t(1, 274) = 9.21, p<.001$. Thus, participated perceived Nordstrom to be a higher quality store than Amazon.

In order to develop appropriate manipulation for brand origin, the three Asian countries with global cosmetic markets namely Japan, South Korea, and China were pretested. The respondents in the pretest perceived brands from Japan ($M=3.60$; $SD=.94$) as higher in quality than South Korea ($M=3.15$; $SD=1.01$) and China ($M=2.88$; $SD=1.14$). These mean scores show that there was a significant difference in quality perception for Japan and China at $F(2, 40)=4.06, p<.05$. However, there were no differences in quality perception between South Korea and China ($p=.06$). Thus, Japan and China were chosen as the two brand origins for comparison.

Studies 2 and 3

In studies 2 and 3, the purpose of the pretest was to select and test the bottle designs to ensure accuracy in consumer perception of the designs. There are two types of

bottle design used for manipulation— Unique (Asian) and Generic (non- Asian) influenced design. Different colors and shapes are associated with different cultures. For example, a color combination of gold and red are associated with the East, while colors such as navy blue and white are associated with the West. The unique green-colored bottle design, which Herborist uses in their actual product line, embodies the essence of the Asian Heritage (Appendix C). Thus, the bottle design with Asian-influenced packaging was adopted directly from the Herborist, while the non-Asian-influenced design was implemented from more generic white cylindrical design. This study postulated that this uniqueness in the bottle design will help change the quality perception of the brand. In order to ensure the difference between Asian and non-Asian bottle design, respondents were asked to write down which country they perceived the bottle design was from. All of the bottle labels were taken off via Photoshop in order to make sure the focus was only on the bottle design. For those exposed to the unique Asian influenced bottle design, 72.5% stated it was from an Asian country (i.e., Japan, China, S. Korea) while 27.5% stated a non-Asian country. Furthermore, 50% of the respondents perceived the brand origin of the Asian bottle design to be Japanese, while the other 50%, Chinese. Thus, the respondents could not distinguish whether the brand was from Japan or China. As for the generic non-Asian influenced design, 65.7% stated that it was from a Western (U.S. or Europe) country as opposed to 34.3% who stated an Asian country. With this, the actual product line and brand from Herborist were used to manipulate the brand origin and bottle design.

Main Experiment

Stimulus and Instrument Development

Study1

Study 1 was a 2 (brand origin: Japan vs. China) by 2 (Store name: Nordstrom vs. Amazon) between-subjects factorial design. Based on the results of the pretest, four types of webpages were manipulated for the main experiment: (1) Amazon + Japan (2) Amazon + China (3) Nordstrom + Japan (4) Nordstrom + China (Appendix C). The two Amazon webpages had the Herborist bottle with either the “Japan” or “China” label on it, and also had a brief description of Herborist as a “Japanese” or “Chinese” brand. The other two Nordstrom webpages had the same details as Amazon’s.

Within each of the four conditions, participants were exposed to one of the four webpages. On the first page, an informed consent form, including the overall purpose of this study, the ethical commitment to privacy of individual responses, researchers’ affiliation and contacts, and other information were provided (Appendix C). On the second page, participants were presented with a shopping scenario of the brand and asked to survey questions measuring brand familiarity, perceived quality, trust, brand attitude and patronage intention (Appendix C).

Studies 2 and 3

Study 2 was a 2 (brand origin: Japan vs. China) by 2 (bottle design: Unique: Asian aesthetic influence vs. Generic: non-Asian aesthetic influence) between-subjects factorial design. Based on the results of the pretest, four types of home pages were manipulated for the main experiment: (1) Asian bottle design + Japan (2) Asian

bottle design + China (3) Non-Asian bottle design + Japan (4) Non-Asian bottle design + China on the actual Herborist webpage (Appendix C).

Within each of the four conditions, participants were exposed to one of the four webpages. On the first page, an informed consent form, including the overall purpose of this study, the ethical commitment to privacy of individual responses, researchers' affiliation and contacts, and other information were provided (Appendix B). On the second page, participants were presented with a shopping scenario of the brand and asked to survey questions measuring brand familiarity, perceived quality, trust, brand attitude and patronage intention (Appendix C).

Instrument Development (Table 3)

Attitude. Three items on 7-point scale, rating the attitude towards the brand in terms of “negative” to “positive,” “bad” to good” and “dislike” to “like” were adapted from Carvalho et al.’s (2011) study ($\alpha=.97$). This scale is based on both cognitive and affective components of attitude, which is in line with how attitude toward a brand were operationalized in the study.

Brand Familiarity. This scale was used as a manipulation check for both studies to ensure that the respondents were not familiar with the brand. A 7-point scale is developed to measure brand familiarity based on consumer’s experience with the brand. The items asked to rate the consumer’s experience with the brand: “no previous experience” (1) to “much experience” (7). Second item asks to rate the familiarity of the brand from “unfamiliar” (1) to “familiar” (7).

Patronage. Three items were modified from Grewal et al.’s (2003) study ($\alpha=.88$), which was originally adapted from Dodds et al. (1991). A higher score (on a 7-point scale, ranging from *strongly disagree* to *strongly agree*) indicates a greater willingness to shop, purchase and recommendation the retail store.

Perceived Quality. Perceived quality was adapted from Agarwal and Teas’ (2001) study ($\alpha=.94$). Five-item scale was originally developed to measure perceived product quality, but this scale is modified to four items, which were applicable to this study regarding the brand and the cosmetic product.

Reputation of Store Merchandise Quality. For study 1, one item measured the reputation of the store merchandise on a 7-point scale ranging from “low quality” to

“high quality,” asking to “rate the online store (Nordstrom or Amazon) based on the quality of the merchandise at the store.”

Trust. Four items of trust in brand was adopted from Verhagen et al.’s (2006) study ($\alpha=.96$). The items were originally developed to measure party trust, but are applied to brand context for this study. A higher score (on a 7-point scale) indicates lower trust in the brand.

Uniqueness. Uniqueness was used for study 2, in measuring the uniqueness perception of the brand. Three items were adapted from Franke & Schreier’s (2008) study ($\alpha=.86$) on a 7-point scale, ranging from “*strongly disagree*” to “*strongly agree*.” The items were modified to brand context asking questions such as “This brand is one of a kind” and “This brand is really special.”

Demographic Items. In addition to standard demographic questions, information about participants’ purchase behaviors related to cosmetic industry will be collected.

Demographic questions included gender, age, ethnicity, major, class and standing (Table 4). In addition, participants’ cosmetic online and offline shopping and purchase behaviors were assessed.

Table 3. Scale Items and Factor Analysis Results.

Variable/Source	Code	Items
Brand Familiarity (N/A)	BF_1	Rate your experience with this brand: no previous experience (1) to much experience (7).
	BF_2	Rate from “unfamiliar” (1) to familiar (7).
Perceived Quality (Agarwal and Teas, 2001; $\alpha = .94$)	PQ_1**	This brand is likely to be reliable:
	PQ_3**	The product from this brand is likely to be of high quality: Disagree (1) Agree (7)
	PQ_4**	This product from this brand is likely to be dependable: Disagree (1) Agree (7)
	PQ_5**	The products from this brand are likely to be beneficial. Disagree (1) Agree (7)
Uniqueness (Franke & Schreier, 2008; $\alpha = .86$)	UQ_1	I perceive this brand as highly unique. Disagree (1) Agree (7)
	UQ_2	I think that this brand is one of a kind. Disagree (1) Agree (7)
	UQ_3	I think that this brand is really special. Disagree (1) Agree (7)
Trust (Verhagen et al., 2006; $\alpha = .96$)	Trust_1**	I expect the brand Herborist to be dependable. Disagree (1) Agree (7)
	Trust_2**	I expect the brand Herborist to be reliable. Disagree (1) Agree (7)
	Trust_3**	I expect the brand Herborist to be honest. Disagree (1) Agree (7)
	Trust_4	I expect the brand Herborist to be trustworthy. Disagree (1) Agree (7)
Attitude (Carvalho et al., 2011; $\alpha = .97$)	Att_1**	My attitude towards the brand Herborist is likely to be: Negative (1) to positive (7)
	Att_2**	My attitude towards the brand Herborist is likely to be: Bad (1) to good (7)
	Att_3**	My attitude towards the brand Herborist is likely to be: Dislike (1) to like (7)
Patronage (Grewal et al., 2003; $\alpha = .88$)	Patron_1**	I am likely to shop for this brand. Disagree (1) Agree (7)
	Patron_2**	I am likely to purchase a product from this brand. Disagree (1) Agree (7)
	Patron_3**	I am likely to recommend this brand to my friends. Disagree (1) Agree (7)
Reputation of Store Merchandise Quality (N/A)	Storequality	Rate the following online stores (Amazon, Nordstrom) based on quality: Low Quality (1) High Quality (7)

Note: ** Selected items to perform the structural equation model analysis.

Procedure and Participants

Before collecting data, this research was reviewed and was approved by the Oregon State University Institutional Review Board (IRB) (Appendix A).

Study 1

The data were collected from a convenience sample of college students at Oregon State University. College students are good potential internet shoppers based on internet shopper demographics (Lee & Johnson, 2002). In addition, past studies have shown that the younger the generation of consumers, the more susceptible to patronage of new brands (Pujara & Chaurasia, 2010).

Invitation emails were sent to approximately 3000 college female students. When the participants clicked the URL link provided in the invitation email, they were exposed to an informed consent document followed by one of four randomly assigned treatment conditions (Japan vs. China X Amazon vs. Nordstrom) and viewed either Nordstrom or Amazon's cosmetics webpage with the Herborist cosmetic product.

Study 2

The data were collected from a convenience sample of students at Oregon State University. Invitation emails were sent to approximately 3000 college female students. Participants in study 1 and study 2 did not overlap. When the participants clicked the URL link provided in the invitation email, they were exposed to an informed consent document followed by one of four randomly assigned treatment conditions (Asian aesthetic vs. non-Asian aesthetic bottle design X Japan vs. China) on the Herborist webpage.

Study 3

In order to collect data from different age cohorts, additional data were collected from a convenience sample of older women above 40 using the same design study from Study 2. Because of the difficulty in recruiting female subjects over 40, invitation emails were sent to three different pools in order to increase a number of participants. The first group consists of subjects over the age of 40 who were recruited by students at Oregon State University, where an invitation announcement was sent to these groups of students regarding the recruitment via an email list serve and via announcement in the department classes. The second group consists of female subjects over the age of 40 obtained from Amazon's Mechanical Turk, which is a service site for posting surveys and obtaining answer via monetary stipend (\$1 per survey). An invitation announcement was posted on Amazon Turk to recruit participants. The third group consists of female subjects over the age of 40 from the Center for Healthy Aging Research registry at a northwestern university, which is a registry of volunteers who have signed up to participate in survey research. Once the registry list was obtained, invitation emails were sent out to make announcements about the study to 369 recipients. When the participants clicked the URL link provided in the invitation email, they were exposed to an informed consent document (Appendix B) followed by one of four randomly assigned treatment conditions (Asian aesthetic vs. non-Asian aesthetic bottle design X Japan vs. China) on the Herborist webpage, which is the same design study as study 2 (Appendix C). The participants from study 3 were combined in study 2 in order to compare the model from study 1 and 2 with similar demographics.

Chapter 4

Results

In this chapter, the following results are presented to test a proposed brand equity process model from study 1 and 2; 1) The descriptive statistics, 2) Preliminary analysis, 3) Results of the confirmative factor analysis (CFA), 4) Structural Equation Model (SEM) results, 5) Results from mediation and moderation effect, and 6) Results from the moderating effect of age cohort for extrinsic and intrinsic cues on brand quality. The descriptive statistics and the mediating/moderating analyses were performed using the Stata 12 statistical package. The CFA and SEM models were analyzed using the Mplus version 6.12 statistical package (Muthen& Muthen, 2011).

Descriptive Statistics

Demographic Characteristics

Study 1

Of the students who were sent invitation emails for study 1, 298 female students participated in this study, a response rate of 9.93% (298/3000). Among 298 responses, 15 were excluded from the analysis because of high familiarity of the brand (scale of 5-7), no response to gender, incorrect answer to the manipulation questions regarding brand origin, or anomalous responses to majority of test items. Thus, responses from 283 participants were used for analyses.

The mean age of participants was 23.86 ($SD = 5.93$) for study 1 ranging from 17 to 63, and the majority (59.08%) of the participants' ages were between 20 and 23. In terms of ethnic background, respondents were predominantly Caucasian (73.14%), followed by Asian/Asian Americans (16.61%), and Hispanic Americans (3.18%).

Respondents were undergraduate students (93.29%) from which the majority was from either the College of Health and Human Science (69.96%) or the College of Business (21.55%). Further detailed demographic characteristics of respondents are displayed in Table 4.

Study 2

Of the students who were sent invitation emails for study 2, 290 female students participated in this study, a response rate of 9.67% (290/3000). Among 290 responses, 81 were excluded from the analysis because of high familiarity of the brand (scale of 5-7), no response to gender, incorrect answer to the manipulation questions regarding brand origin, or anomalous responses to majority of test items. Thus, responses from 209 participants were used for analyses.

The mean age of participants was 22.08 ($SD = 4.04$), ranging from 18 to 53. The majority (67.79%) of the participants' ages were between 20 and 23. In terms of ethnic background, respondents were predominantly Caucasian (72.73%), followed by Asian/Asian Americans (18.18%), and Hispanic Americans (3.35%).

Respondents were undergraduate students (89.96%) from which the majority was from the College of Health and Human Science (study 2=52.63%) and the College of Business (study2= 34.93%). Further detailed demographic characteristics of respondents are displayed in Table 4. Overall, participants in study 1 and study 2 were fairly similar in their demographic characteristics.

Table 4. Demographic Profile of Participants in Study 1 and 2.

Variable	Category	Frequency	
		Study 1	Study 2
Age	<i>M (SD)</i>	23.86 (5.93)	22.08(4.04)
	20 or under	74 (26.15%)	61 (29.19%)
	21-25	138 (48.76%)	129 (61.72%)
	26-30	35 (12.37%)	10 (4.78%)
	31-40	30 (10.60%)	6 (2.87%)
	Over 41	4 (1.41%)	2 (0.96%)
	Unknown	2 (0.71%)	1 (0.48%)
Ethnic Background	Caucasian	207 (73.14%)	152 (72.73%)
	African American	3 (1.06%)	2 (0.96%)
	Hispanic American	9 (3.18%)	7 (3.35%)
	Asian/Asian American	47 (16.61%)	38 (18.18%)
	Pacific Islander	1 (0.35%)	1 (0.48%)
	Native American	5 (1.77%)	1 (0.48%)
	Other	9 (3.18%)	8 (3.83%)
	Unknown	2 (0.71%)	0 (0.00%)
Academic Major	Agricultural Sciences	2 (0.71%)	3 (1.44%)
	Business	61 (21.55%)	73 (34.93%)
	Education	2 (0.71%)	1 (0.48%)
	Forestry	0 (0.00%)	1 (0.48%)
	Graduate School	5 (1.77%)	1 (0.48%)
	Health & Human Sci.	198 (69.96%)	110 (52.63%)
	Liberal Arts	5 (1.77%)	13 (6.22%)
	Pharmacy	2 (0.71%)	3 (1.44%)
	Science	8 (2.83%)	4 (1.91%)
Academic Standing	Freshman	23 (8.13%)	22 (10.53%)
	Sophomore	45 (15.90%)	29 (13.88%)
	Junior	76 (26.86%)	58 (27.75%)
	Senior	120 (42.40%)	79 (37.80%)
	Post Bac	2 (0.71%)	7 (3.35%)
	Graduate	17 (6.01%)	14 (6.70%)
Shopping Characteristics	Shop online	167(59.01%)	125 (59.81%)
	Purchase online	114 (40.43%)	72 (34.45%)
	Purchase in store	272 (96.00%)	198 (94.74%)
Attitude towards Asian Brands		<i>M (SD)</i>	<i>M (SD)</i>
	Experience with Asian cosmetic Products	1.92 (1.64)	1.85 (.55)
	Willingness to try new Asian brands	4.45 (1.95)	4.19 (.86)
		283	209
Total		(100.00%)	(100.00%)

Study 3

In order to examine any systematic differences as a function of different recruitment methods (through student recruitment, Amazon Turk, and life registry), MANOVAs were conducted with three sample groups as IVs. MANOVA revealed a significant main effect for perceived quality [$F(2, 165) = 15.77, p < .001$], uniqueness [$F(2, 165) = 16.66, p < .001$], trust [$F(2, 165) = 16.24, p < .001$], attitude [$F(2, 165) = 15.86, p < .001$], patronage [$F(2, 165) = 27.26, p < .001$]. A Post Hoc analysis showed that the dependent variables for group 2 was significantly different from group 1 and 3, while dependent variables for group 1 (student recruitment) and 3 (life registry) did not differ. Thus, only group 1 (student recruitment) and 3 (life registry) were included in the analyses for study 3 (Table 5).

In group 1 (student recruitment), there were 20 female participants in the study. Since group 1 was recruited through students, it was not possible to measure the respondent rate because the number of participants recruited is unknown. For group 3 (life registry), a sample of 100 female subjects participated in this study, a response rate of 27.10% (100/369).

In order to examine the moderating effect of different age cohorts for brand cues on perceived quality, study 2 and study 3 data were pooled. The mean age of 328 participants was 36.76 ($SD = 19.84$), ranging from 19 to 79. There were 214 (65.22%) participants from the younger generation (Generation X and Y) ages 19-48, and 114 (34.71%) from the older generation (Baby boomers and Swing) ages 49-83. In terms of ethnic background, respondents were predominantly Caucasian (79.51%), followed by Asian/Asian Americans (12.84%), other ethnicity (3.36%) and Hispanic Americans

(2.45%). Further detailed demographic characteristics of respondents are displayed in

Table 6.

Table 5. Descriptive Statistics and Mean Differences from Tukey Post Hoc Comparisons.

	<i>M (SD)</i>	Group 1	Group 2	Group 3
<i>Perceived Quality</i>				
Group 1	3.31 (1.11)	—	-1.45***	-0.31
Group 2	4.76 (1.33)	1.45***	—	1.14***
Group 3	3.62 (1.21)	0.31	-1.14***	—
<i>Uniqueness</i>				
Group 1	2.93 (1.25)	—	-1.97***	-0.57
Group 2	4.90(1.49)	1.97***	—	1.40***
Group 3	3.50 (1.61)	0.57	-1.40***	—
<i>Trust</i>				
Group 1	3.00 (1.22)	—	-1.76***	-0.35
Group 2	4.76 (1.63)	1.76***	—	-1.41***
Group 3	3.35 (1.48)	0.35	-1.41***	—
<i>Attitude</i>				
Group 1	3.17 (1.26)	—	-1.74***	-0.45
Group 2	4.91 (1.63)	1.74***	—	1.30***
Group 3	3.61 (1.37)	0.45	-1.30***	—
<i>Patronage</i>				
Group 1	2.47 (1.25)	—	-1.85***	0.01
Group 2	4.32 (1.67)	1.85***	—	1.86***
Group 3	2.46 (1.36)	-0.01	-1.86***	—

Table 6. Demographic Profile of Participants in Study 3.

Variable	Category			
Age			Group 1	Group 2
	Group 1	19-28	200 (93.46%)	
		29-38	6 (2.80%)	
		39-48	8 (3.74%)	
	Group 2	49-58		27 (2.37%)
		59-68		67 (58.77%)
		69-78		19 (16.67%)
		79-83		1 (0.01%)
Ethnic background		Caucasian	152 (71.03%)	108 (95.58%)
		African American	2 (0.93%)	1 (0.88%)
		Hispanic American	7 (3.27%)	1 (0.88%)
		Asian/Asian American	41 (19.16%)	1 (0.88%)
		Native American	1 (0.47%)	1 (0.88%)
		Pacific Islander	1 (0.47%)	0
		Other	10 (4.67%)	1 (0.88%)
Shopping Characteristics				
		Shop online	131 (61.21%)	57 (50.00%)
		Purchase online	79 (36.92%)	50 (43.86%)
		Purchase in store	204 (95.33%)	103 (90.35%)
Attitude towards Asian brands				
		M (SD)		
		Experience with Asian cosmetic Products	1.97(1.74)	1.70 (1.38)
		Willingness to try new Asian brands	4.27 (1.87)	4.08 (1.95)
Total			214 (100%)	114 (100%)

Respondents' Cosmetic Shopping and Purchase Characteristics for Study 1 and 2

Descriptive statistics for the demographic characteristics of the participants were analyzed for study 1 and 2. A majority of participants in this study continue to patronize the physical store for their cosmetics shopping, while many of them also shop online for cosmetics. For study 1, 59.01% shopped at least once online for cosmetics and 40.43% of the participants reported cosmetic purchases online. More than 96% of the participants have purchased cosmetics from the physical store. In addition, less than 6% of the participants reported purchasing more than half their total cosmetic purchases online.

Similarly in study 2, 59.81% shopped at least once online for cosmetics and 34.45% of the participants reported cosmetic purchases online. More than 94.74% of the participants have purchased cosmetics from the physical store. In addition, less than 6% of the participants reported purchasing more than half their total cosmetic purchases online. These shopping and purchase patterns may be due to the intangibility aspect associated with the inability to touch and try the cosmetics in the stores. Thus, more ways in which companies can improve consumer tangibility of cosmetic in an online shopping setting may enhance cosmetic purchase online.

There was another notable finding on the demographic characteristics. Although the consumers lacked in experience with Asian cosmetic brands (study1: $M=1.92$, $SD=1.64$; study2: $M=1.85$, $SD=.55$), they showed a greater willingness to try new Asian cosmetic brands (study1: $M=4.45$, $SD=1.95$; study2: $M=4.19$, $SD=.86$). While this finding is not generalizable to all age groups, it may be representative of the college students' acceptance and positive attitude towards Asian brands.

Respondents' Cosmetic Shopping and Purchase Characteristics for Study 3

In study 3, the descriptive statistics for the demographic characteristics of the participants were compared by age cohorts, namely younger generation (Generation X and Y) ages 19-48, and older generation (Baby boomers and Swing) ages 49-83. The statistics showed that 61.21% of participants from the younger generation and 50% from older generation shopped at least once online for cosmetics. However, surprisingly, 36.92% of younger generation, and 43.86% of older generation (more than younger generations) reported making cosmetic purchases online at least once. Furthermore, 95.33% and 90.35% from younger and older generation respectively have purchased cosmetics from the physical store. Lastly, 20.19% and 31.58% from younger and older generation respectively have purchased cosmetics from other sources (ie. personal seller, catalog). These demographics show that the older generations mostly shop in physical stores, but shop more online, and also are more open to shopping from other sources compared to the younger generation. Overall, younger generations browse more on line to shop for cosmetics, but are not the majority who are purchasing the cosmetics online.

Like study1 and 2, study 3 showed that although the consumers lacked in experience with Asian cosmetic brands (younger group: $M=1.97$, $SD=1.74$; older group: $M=1.70$, $SD=1.38$), they showed a greater willingness to try new Asian cosmetic brands (younger group: $M= 4.27$, $SD=1.87$; older group: $M=4.08$, $SD=1.95$). However, further ANOVA analysis shows that there were significant differences in both experience [$F(1, 327)=1738.95$; $p<.001$] and willingness [$F(1, 326)=1999.25$; $p<.001$] to try new Asian brands among the two age groups. Thus, these demographics show that younger generations demonstrate an overall more positive attitude towards unfamiliar Asian

brands, making it easier for marketers to target this younger group. Further detailed shopping characteristics of respondents are displayed in Table 6.

Manipulation Checks

Manipulation for Both Studies 1&2

Manipulation checks were performed to determine whether or not the manipulations on the webpage were effective. First, in order to check whether the participants were (un)familiar with the brand, two items were asked on 7-point scale: 1) “My experience with the brand, Herborist is”: No previous Experience=1 to Experience=7 and 2) “My familiarity of the brand Herborist is”: (Unfamiliar=1 to Familiar=7). The scale was found reliable ($\alpha = .89$ for study 1; $\alpha = .86$ for study 2), and the mean of study 1 ($M = 1.27$, $SD = .86$) and 2 ($M = 1.33$, $SD = .89$) showed that the brand, Herborist was unfamiliar to research participants.

The brand origin was also manipulated in the webpage in both study 1 and 2. In order to ensure that the participants were aware of the brand origin, a question was asked, “What country is this brand from?” The multiple choices were 1) South Korea 2) Japan 3) Thailand and 4) China. For both studies 1 and 2, all of the respondents responded with the correct brand origin (Japan or China) for the manipulation they were exposed to.

Manipulation for Study 2

In study 2, bottle design was manipulated in the webpage. In order to ensure the differences in the perception of the two bottle designs, a manipulation check was conducted where respondents perceived the Asian influenced bottle design ($M=3.37$; $SD=1.58$) used by Herborist to be significantly more Eastern compared to the non-Asian

bottle design ($M=4.07$; $SD=1.73$) on a bipolar scale of 1 “Eastern” to 7 “Western” at $F(1, 206) = 9.05$, $p < .01$.

Preliminary Analyses

This study included four dependent variables: perceived quality, trust, attitude, and patronage intentions. Results of descriptive statistics for the variables are presented in this section.

Reliabilities for Studies 1 and 2

The internal reliability of the scale items was analyzed using Cronbach’s Alpha. All items had high reliabilities ranging from .93 to .98 for both studies (See Table 7): .94 for perceived quality (for both study 1&2), .97 for trust (for both study 1&2), .98 for attitude, .96 for patronage intentions, and .94 for uniqueness (for study 2). The mean scores were as follows: perceived quality (study1=4.15; study2=4.05), trust (study1=4.07; study2=3.90), attitude (study1=4.13; study2=4.05) and patronage intention (study1=2.91; study2=2.87) within a possible range of 1 to 7. The items within each scale were summed and averaged to be used as the overall score for each variable.

Reliabilities for Study 3

The internal reliability of the scale items was analyzed using Cronbach’s Alpha. All items had high reliabilities ranging from .95 to .98 for study 3: .95 for perceived quality, .97 for trust, .98 for attitude, and .97 for patronage intentions. The mean scores were as follows: perceived quality (3.90), trust (3.73), attitude (3.88) and patronage intention (2.74) within a possible range of 1 to 7. The items within each scale were summed and averaged to be used as the overall score for each variable.

Table 7. Scale Items and Factor Analysis Results Variables.

Variable/Source	Code	Items	Factor Loading		% of Variance Explained (R ²)		Cronbach's Alpha (α)		
			Study1	Study2	Study1	Study2	Study1	Study2	Study3
Brand Familiarity (N/A)	BF_1	Rate your experience with this brand: no previous experience (1) to much experience (7).					$\alpha = .89$	$\alpha = .86$	
	BF_2	Rate from “unfamiliar” (1) to familiar (7).							
Perceived Quality (Agarwal and Teas, 2001; $\alpha = .94$)	PQ_1**	This brand is likely to be reliable:	0.91	0.89	11.40%	4.00%	$\alpha = .94$	$\alpha = .94$	$\alpha = .95$
	PQ_3**	The product from this brand is likely to be of high quality: Disagree (1) Agree (7)	0.89	0.89					
	PQ_4**	This product from this brand is likely to be dependable: Disagree (1) Agree (7)	0.96	0.93					
	PQ_5**	The products from this brand are likely to be beneficial. Disagree (1) Agree (7)	0.84	N/A					
Uniqueness (Franke & Schreier, 2008; $\alpha = .86$)	UQ_1	I perceive this brand as highly unique. Disagree (1) Agree (7)					$\alpha = .93$	$\alpha = .94$	
	UQ_2	I think that this brand is one of a kind. Disagree (1) Agree (7)							
	UQ_3	I think that this brand is really special. Disagree (1) Agree (7)							
Trust (Verhagen et al., 2006; $\alpha = .96$)	Trust_1**	I expect the brand Herborist to be dependable. Disagree (1) Agree (7)	0.99	0.96	42.80%	46.50%	$\alpha = .97$	$\alpha = .97$	$\alpha = .97$
	Trust_2**	I expect the brand Herborist to be reliable. Disagree (1) Agree (7)	0.98	0.99					
	Trust_3**	I expect the brand Herborist to be honest. Disagree (1) Agree (7)	0.89	0.85					
	Trust_4	I expect the brand Herborist to be trustworthy. Disagree (1) Agree (7)							
Attitude (Carvalho et al., 2011; $\alpha = .97$)	Att_1**	My attitude towards the brand Herborist is likely to be: Negative (1) to positive (7)	0.97	N/A	61.30%	65.00%	$\alpha = .98$	$\alpha = .98$	$\alpha = .98$
	Att_2**	My attitude towards the brand Herborist is likely to be: Bad (1) to good (7)	0.97	0.97					
	Att_3**	My attitude towards the brand Herborist is	0.96	0.98					

		likely to be: Dislike (1) to like (7)							
Patronage (Grewal et al., 2003; α =.88)	Patron_1**	I am likely to shop for this brand. Disagree (1) Agree (7)	0.95	0.96	55.00%	55.10%	α = .96	α = .96	α = .97
	Patron_2**	I am likely to purchase a product from this brand. Disagree (1) Agree (7)	0.96	0.97					
	Patron_3**	I am likely to recommend this brand to my friends. Disagree (1) Agree (7)	0.91	0.92					
Reputation of Store Merchandise Quality (N/A)	Storequality	Rate the following online stores (Amazon, Nordstrom) based on quality: Low Quality (1) High Quality (7)					N/A	N/A	

Note: ** Selected items to perform the structural equation model analysis.

Structural Equation Model

Structural Equation Model (SEM) was used in order to test the proposed relationships among a set of observed and latent variables (MacCallum & Austin, 2000). The approach to SEM is comprised of two steps: Measurement Model and Path Model (Kline, 2005). First, the Measurement Model is used to specify the relationship between the observed and latent variables (Hoyle, 1995). For this model, confirmatory factor analysis (CFA) was conducted to achieve unidimensionality (internal and external consistencies) and construct validity (convergent and discriminant validities) of the observed variables to the underlying latent constructs for study 1 and 2 (Anderson & Gerbing, 1988). Then, the Path Model was performed to examine the causal relationships among variables (Rigdon, 1998). In this study, Mplus version 6.12 was used to assess confirmatory factor analysis (CFA) and structural equation model fit (SEM). Maximum Likelihood Estimation was used in order to use all available information in the dataset including missing data. In regards to model fit, the following cut-off criteria are used: Comparative Fit Index (CFI) $\geq .95$, Non-Normed Fit Index (NNFI, also known as TLI) $\geq .95$, Root Mean Square Error Approximation (RMSEA) $\leq .06$, and Standardized Root Mean Square Residual (SRMR) ≤ 0.08 (Hu & Bentler, 1999). In addition, the Chi-Square (χ^2) difference test was used to assess the difference between the sample and fitted covariance matrices (Hu & Bentler, 1999).

Measurement Model

The measurement model consisted of four latent constructs. For study 1 and 2, there were three indicators to estimate trust, attitude and patronage intention respectively and four indicators to estimate perceived quality. However, after applying the modification indices (MI) for study 2, one indicator of perceived quality and one indicator of attitude were eliminated. The measurement model was estimated using the maximum-likelihood method in the Mplus program.

CFA for Study 1

CFA was conducted for study 1 and the one factor solution provided an acceptable fit, $\chi^2(59) = 110.25$, $p < 0.001$, CFI=.99, TLI=.99, RMSEA=.06, SRMR= .03, which indicated a good fit between the model and the observed data. In addition, the factor loadings for the standardized parameter estimates were all above .84 and statistically significant, establishing convergent validity (Anderson & Gerbing, 1988). The unstandardized and standardized parameter estimates are provided in Table 8. Furthermore, each of the standardized estimated error correlations between latent factors did not exceed .74, in which the cut- off criterion for discriminant validity was .85 (Brown, 2006) (Table 9). With this, the measurement construct also had good discriminant validity. The CFA Model is shown in Figure 2.1.

Table 8. Standardized and Unstandardized Maximum Likelihood Parameter Estimates for Measurement Model for Study 1 and 2.

	Study 1			Study 2		
	Unstandardized	S.E.	Standardized	Unstandardized	S.E.	Standardized
PQ → PQ_1	1.00***	0.00	0.91***	1.00***	0.00	0.89***
PQ → PQ_3	1.00***	0.04	0.89***	1.05***	0.06	0.89***
PQ → PQ_4	1.00***	0.04	0.96***	1.00***	0.05	0.93***
PQ → PQ_5	0.93***	0.05	0.84***	N/A	N/A	N/A
TRUST→ TRUST_1	1.00***	0.00	0.99***	1.00***	0.00	0.96***
TRUST→ TRUST_2	1.00***	0.02	0.98***	1.04***	0.03	0.99***
TRUST→ TRUST_3	0.98***	0.03	0.89***	0.96***	0.05	0.85***
ATT → ATT1_1	1.00***	0.00	0.97***	N/A	N/A	N/A
ATT → ATT2_1	1.00***	0.02	0.97***	1.00***	0.00	0.97***
ATT → ATT3_1	0.95***	0.02	0.96***	1.01***	0.03	0.98***
PATRON→ PATRON_1	1.00***	0.00	0.95***	1.00***	0.00	0.96***
PATRON→ PATRON_2	1.02***	0.03	0.96***	1.03***	0.03	0.97***
PATRON→ PATRON_3	1.01***	0.04	0.91***	0.92***	0.04	0.92***

Note: PQ= perceived quality, TRUST= trust, ATT= attitude, PATRON= patronage intention, * $p<.05$, ** $p<.01$, *** $p<.001$.

Table 9. Standardized and Unstandardized Error-correlations of Measurement Construct for Study 1 and 2.

	Study 1			Study 2		
	Unstandardized	S.E.	Standardized	Unstandardized	S.E.	Standardized
PQ WITH TRUST	1.07***	0.12	0.65***	1.02***	0.14	0.68***
PQ WITH ATT	1.08***	0.12	0.73***	1.03***	0.13	0.76***
PQ WITH PATRON	0.99***	0.12	0.63***	1.02***	0.14	0.65***
TRUST WITH ATT	1.12***	0.12	0.69***	1.14***	0.14	0.71***
TRUST WITH PATRON	0.98***	0.12	0.57***	1.06***	0.16	0.56***
PATRON WITH ATT	1.15***	0.12	0.74***	1.25***	0.15	0.74***

Note: PQ= perceived quality, TRUST= trust, ATT= attitude, PATRON= patronage intention. , * $p<.05$, ** $p<.01$, *** $p<.001$.

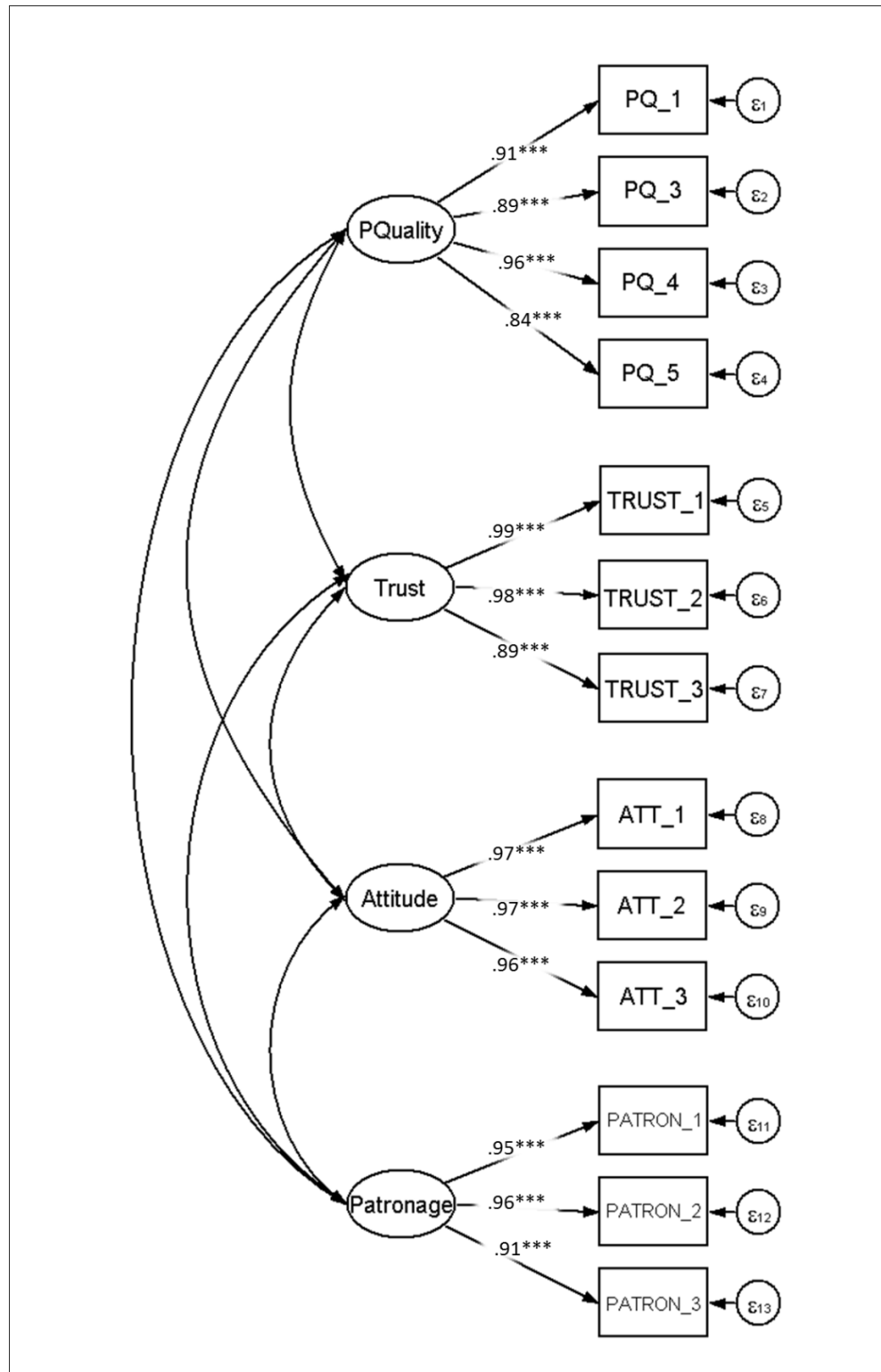


Figure 2.1. Measurement Model of Study 1.

Note: $\chi^2(59) = 110.25, p < 0.001$, CFI=.99, TLI=.99, RMSEA=.06, SRMR=.03.
PQuality= perceived quality. Standardized Coefficients shown. , * $p < .05$, ** $p < .01$,
*** $p < .001$.

CFA for Study 2

CFA was also conducted for study 2 and the one factor solution provided a poor fit, $\chi^2 (59) = 130.34$, $p < 0.01$, CFI=.98, TLI=.97, RMSEA=.08, SRMR= .03 because the RMSEA did not meet the criteria of $\leq .06$. Thus, modification indices (MI) assessing possible misspecifications in the model were examined. Based on the MIs, PQ_5 and ATT_1 were eliminated. The CFA was re-conducted for study 2, which met all the criteria, $\chi^2 (38) = 62.02$, $p < 0.01$, CFI=.99, TLI=.99, RMSEA=.06, SRMR= .02, and demonstrated to be an acceptable fit. In addition, the factor loadings for the standardized parameter estimates were all above .85 and statistically significant, establishing convergent validity (Anderson & Gerbing, 1988). The unstandardized and standardized parameter estimates are provided in Table 8.

Furthermore, each of the standardized estimated error correlations between latent factors did not exceed .76, in which the cut- off criterion for discriminant validity was .85 (Brown, 2006) (Table 9). With this, the measurement construct also had good discriminant validity. The CFA Model is visible shown in Figure 2.2.

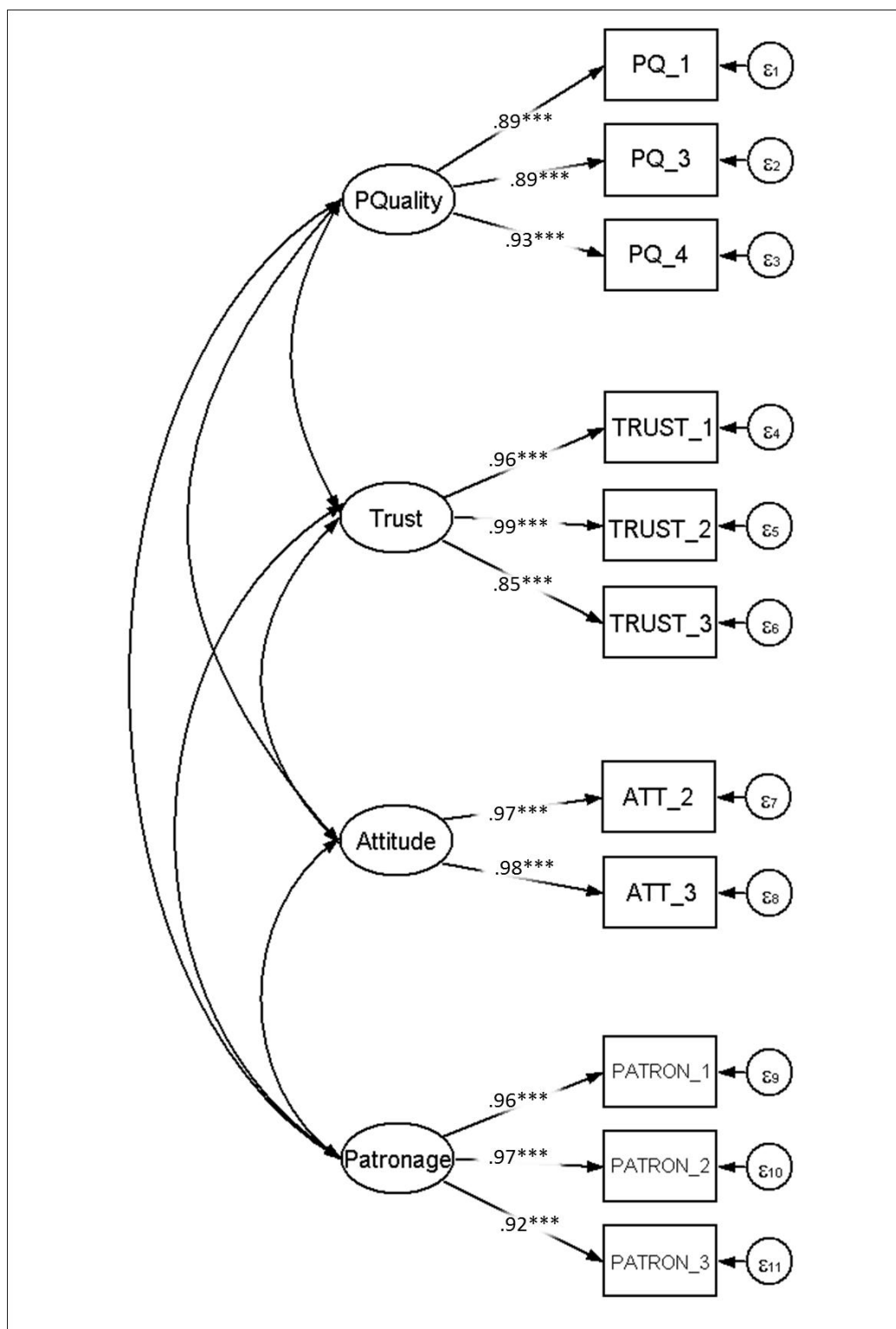


Figure 2.2. Measurement Model of Study 2.

Note: $\chi^2(38) = 62.02$, $p < 0.01$, CFI=.99, TLI=.99, RMSEA=.06, SRMR= .02. PQuality= perceived quality. Standardized Coefficients shown. * $p < .05$, ** $p < .01$, *** $p < .001$.

Structural Model

Following the CFA, the Path Model established relationships among the extrinsic cues (store name and brand origin), perceived quality, initial brand association (trust), and initial brand loyalty (attitude and patronage) for study 1 (Figure 3) covering hypotheses 1 to 7. For study 2, the Path model established relationships among the extrinsic (brand origin) and intrinsic cues (bottle design), perceived quality, initial brand association (trust), and initial brand loyalty (attitude and patronage) (Figure 3) covering hypotheses 8 to 10. These hypothesized structural models were estimated by observing the variance-covariance matrices using the maximum-likelihood method in the Mplus program.

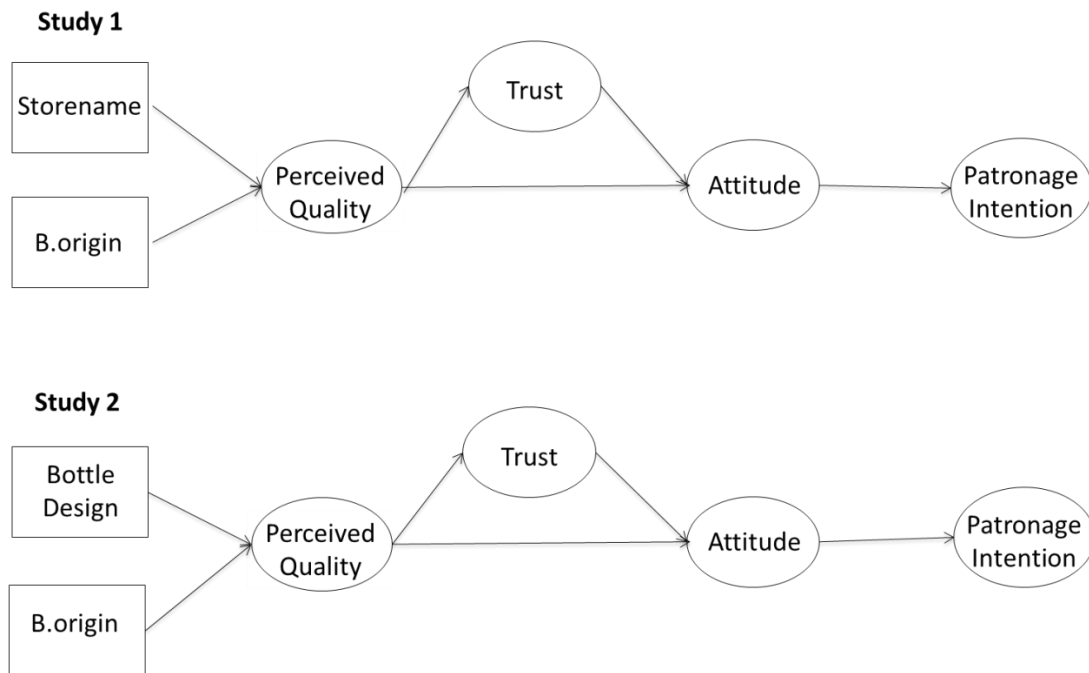


Figure 3. Proposed Structural Model for Study 1 & 2.

Model Fit

Study 1

SEM was conducted for study 1 and the results suggested a good fit, $\chi^2 (85) = 148.29, p < 0.001$, CFI=.99, TLI=.99, RMSEA=.05, SRMR= .04. Thus, no further modification indices were used to respecify the model. Standardized parameter estimates (β) and unstandardized parameter estimates (B) are provided in Table 10, which are visible shown in Figure 4.

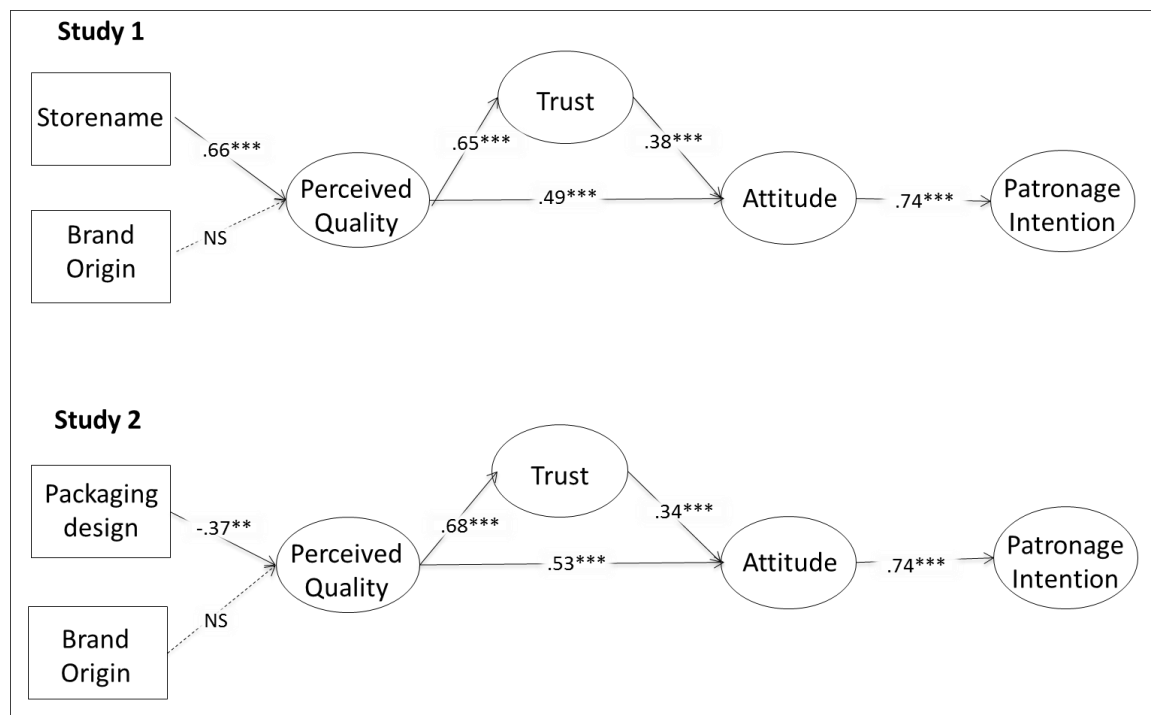


Figure 4. Structural Model for Study 1 and 2.

Note: Standardized Coefficients . * $p < .05$, ** $p < .01$, *** $p < .001$. Dotted lines indicate nonsignificant paths.

Study 2

SEM was conducted for study 2 and the results suggested a good fit, $\chi^2(60) = 84.34$, $p < 0.05$, CFI=.99, TLI=.99, RMSEA=.04, SRMR= .04. Thus, no further modification indices were used to respecify the model. Standardized parameter estimates (β) and unstandardized parameter estimates (B) are provided in Table 10, which are visible shown in Figure 4.

Table 10. Unstandardized Coefficients, Estimated Standard Errors, and Standardized Coefficients.

Hypothesis	Path	<i>B</i>	<i>S.E.</i>	<i>Beta</i>	<i>t</i>
STUDY 1					
H1	STORENAME → PQ	0.81***	0.14	0.66***	5.71
H2	BRANDORIGIN → PQ	-0.19	0.14	-0.15	-1.34
H4	PQ → TRUST	0.72***	0.06	0.65***	12.91
H5	TRUST → ATT	0.34***	0.05	0.38***	7.04
H6	PQ → ATT	0.48***	0.06	0.49***	8.73
H7	ATT → PAT	0.79***	0.05	0.74***	16.20
STUDY 2					
H8	BOTTLE DESIGN → PQ	-0.42***	0.16	-0.37***	-2.64
H2	BRANDORIGIN → PQ	-0.20	0.16	-0.18	-1.25
H4	PQ → TRUST	0.82***	0.07	0.68***	11.07
H5	TRUST → ATT	0.31***	0.06	0.34***	5.37
H6	PQ → ATT	0.57***	0.07	0.53***	7.80
H7	ATT → PATRON	0.86***	0.06	0.74***	14.33

Note: STORENAME= store name, BRANDORIGIN= brand origin, PQ= perceived quality, TRUST= trust, ATT= attitude, PATRON= patronage intention. * $p < .05$, ** $p < .01$, *** $p < .001$.

Hypotheses Testing

Study 1

Structural Equation Modeling

The results confirmed a positive influence of store name on perceived quality ($\beta=.66, t=5.71, p<.001$) while brand origin did not have a positive influence ($p=.18$) supporting H1, but failing to support H2. Thus, consumer's perceived quality for the brand when marketed on Nordstrom is .66 higher in score compared to Amazon. However, there is no influence of consumer's brand quality perception whether the brand was from China or Japan.

Furthermore, the results show a positive influence of perceived quality on trust ($\beta=.65, t=12.91, p<.001$), trust on attitude ($\beta=.38, t=7.04, p<.001$), perceived quality and attitude ($\beta=.49, t=8.73, p<.001$), and attitude and patronage intentions ($\beta=.74, t=16.20, p<.001$), supporting from H4 to H7.

Decomposition of direct, indirect, and total effects for the hypothesized model

Decomposition of effects was conducted for the model in study 1 to examine the process in which perceived quality led to consumer's patronage intentions. The results demonstrate that perceived quality had a significant indirect effect on patronage intentions through both trust, and through trust and attitude. Trust, the brand association, was also found to have a significant indirect effect on patronage through attitude. This model demonstrates that quality perception can ultimately have an influence on patronage intentions through partial mediators trust and attitude. It shows the effectiveness of building brand equity through improving quality perception, leading to brand associations, and eventually brand loyalty.

Table 11. Decomposition of direct, indirect, and total effects for the hypothesized model for Study 1.

Dependent variable	Predictor variable	Direct effect	Indirect effect	Total effect
Trust	Perceived Quality	.65 (18.21)***	—	.65 (18.21)***
Attitude	Trust	.38 (7.26)***	—	.38 (7.26)***
	Perceived Quality	.49 (9.53)***	.24 (6.82)***	.73 (24.21)***
Patronage Intentions	Attitude	.74 (25.68)***	—	.74 (25.68)***
	Trust	—	.28 (6.92)***	.28 (6.92)***
	Perceived Quality	—	.18 (6.42)***	.18 (6.42)***
	(via Trust, Attitude)	—	.36 (8.75)***	.36 (8.75)***
	Perceived Quality (via Attitude)	—	.36 (8.75)***	.36 (8.75)***

* $p < .05$, ** $p < .01$, *** $p < .001$.

Interaction Effect

H3: The effect of brand origin is greater for Amazon than Nordstrom on consumer's quality perception.

ANOVA was performed in order to test for the interaction effect between the store name and brand origin on quality perception using Stata 12. No interaction effect between store name and brand origin was found ($p = .82$), failing to support H3.

Study 2

The results confirmed a positive influence of bottle design on perceived quality ($\beta = -.37$, $t = -2.69$, $p < .01$), supporting H8. Consumer's perceived quality decreases by .37 for non-Asian bottle design compared to Asian bottle design. Consistent with study 1, no effect of brand origin on perceived quality was found ($p = .21$). Furthermore, the results show a positive influence of perceived quality on trust ($\beta = .68$, $t = 11.07$, $p < .001$), trust on attitude ($\beta = .34$, $t = 5.37$, $p < .001$), perceived quality and attitude ($\beta = .53$, $t = 7.80$, $p < .001$), and attitude and patronage intentions ($\beta = .74$, $t = 14.33$, $p < .001$), confirming again the results of study 1.

Decomposition of direct, indirect, and total effects for the hypothesized model

Decomposition of effects was conducted for the model in study 2 to examine the process in which perceived quality led to consumer's patronage intentions. The results demonstrate that perceived quality had a significant indirect effect on patronage intentions through both trust, and through trust and attitude. Trust, the brand association, was also found to have a significant indirect effect on patronage through attitude. This model demonstrates that quality perception can ultimately have an influence on patronage intentions through partial mediators trust and attitude. It shows the effectiveness of building brand equity through improving quality perception, leading to brand associations, and eventually brand loyalty.

Table 12. Decomposition of direct, indirect, and total effects for the hypothesized model for Study 2.

Dependent variable	Predictor variable	Direct effect	Indirect effect	Total effect
Trust	Perceived Quality	.68 (16.75)***	—	.68 (16.75)***
Attitude	Trust	.34 (5.47)***	—	.34 (5.47)***
	Perceived Quality	.53 (8.73)***	.24 (5.26)***	.77 (23.80)***
Patronage Intentions	Attitude	.74 (22.31)***	—	.74 (22.31)***
	Trust	—	.26 (5.29)***	.26 (5.29)***
	Perceived Quality	—	.17 (5.03)***	.17 (5.03)***
	(via Trust, Attitude)	—		
	Perceived Quality (via Attitude)	—	.39 (7.94)***	.39 (7.94)***

* $p < .05$, ** $p < .01$, *** $p < .001$.

Interaction Effect

H9: The effect of brand origin is greater for generic non-Asian bottle design than unique Asian bottle design on consumer's quality perception.

ANOVA was performed in order to test for the interaction effect between the bottle design and brand origin using Stata 12. No interaction effect between bottle design and brand origin was found ($p=.75$), failing to support H9.

Mediation Effect

H10: Consumer's uniqueness perception of the brand will mediate between the bottle design and consumer's brand quality perception.

In order to test the mediation effect for perceived uniqueness between the bottle design and consumer's brand quality perception, the Sobel Test was conducted (Sobel, 1982). Instead of running three separate regression analyses like Baron & Kenny's (1986), Sobel's test runs the three analyses in one single test of mediation. The results indicate that the bottle design (independent variables) was shown to have a significant relationship with perceived quality (dependent variable) with $\beta = -.40$, $t = -2.47$, $p < .05$ in the first stage. The bottle design (independent variables) also had a significant relationship with perceived uniqueness (mediator) ($\beta = -.41$, $t = -1.94$; $p = .05$) in the second stage. The results of the third stage indicated that perceived uniqueness (mediator) had a significant influence on the perceived quality (dependent variable) with $\beta = .40$, $t = 8.67$, $p < .001$. However, the impact of the bottle design on perceived (dependent variable) did not exist when the perceived uniqueness was controlled in the third step ($p = .09$). In addition, while the bottle design was able to explain 2.91% of variance in perceived quality, the bottle design and perceived uniqueness together were able to explain 29.16% of variance, which is almost ten times the percentage in variance. This demonstrates that consumers do not

directly associate the Asian influenced bottle design as higher quality, but because of the uniqueness that they see in the Asian influenced bottle design. Based on these results, perceived uniqueness is found to be a full mediator between bottle design and perceived quality supporting H10.

Study 3

H11: Age cohorts (younger vs. older generations) will have a moderating effect on the relationship between brand origin (Japan vs. China) and consumers' perception of brand quality.

ANOVA was performed in order to test for the moderating effect of age cohort between brand origin and brand quality using SPSS. Although there is no main effect of brand origin on perceived quality, the results indicate that age cohort has a moderating effect for brand origin on perceived quality at $F(1, 326)=6.81, p<.01$. Simple effects test indicated that the effect of brand origin was only significant when comparing age groups for the quality perception on China [$F(1,322)=17.88, p<.001$]. When the unfamiliar brand was from China, younger generation [$M=4.15 (SD=1.21)$] perceived brands from China as higher quality than the older generation [$M=3.30 (SD=1.20)$]. However, when the brand was from Japan, there was no difference in quality perception among the two age groups [$M=4.02 (SD=1.29)$ for younger generation; $M=3.87 (SD=1.09)$ for older generations] (Figure 5). Thus, the two age cohorts had varying perception of quality as a function of brand origin, supporting H11.

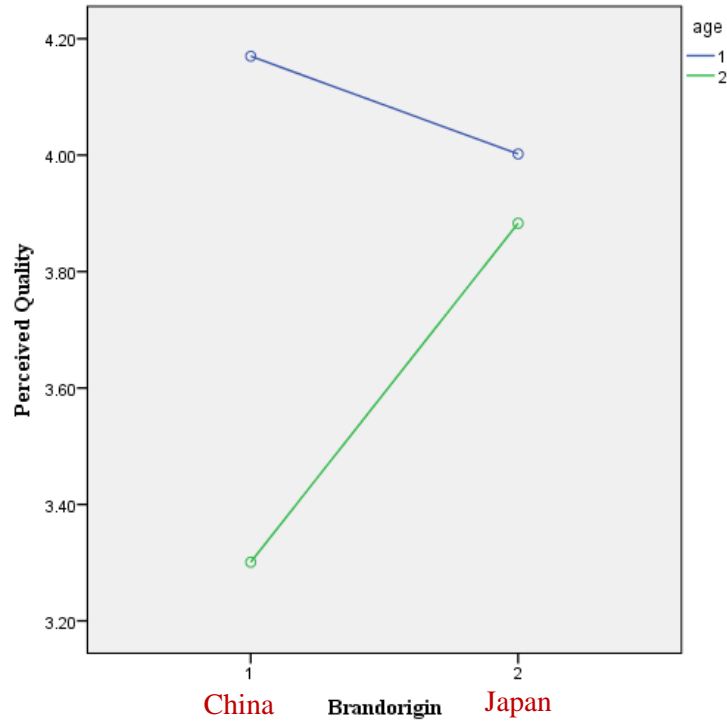


Figure 5. Moderating Effect of Age Cohort between Brand Origin and Perceived Quality.

H12: Age cohorts will have a moderating effect on the relationship between bottle design (Asian vs. non-Asian) and consumers' perception of brand quality.

ANOVA was performed in order to test for the moderating effect of age cohort between packaging and brand quality using Stata 12. Although there is a main effect of packaging on perceived quality [$F(1, 326)=3.98, p<.05$], The results indicate that age cohort does not have a moderating effect for packaging on perceived quality ($p=.89$), failing to support H12.

Summary

Study 1

The first two hypotheses posited that both extrinsic cues; store name and brand origin would influence consumer's quality perceptions. Store name was found to influence perceived quality, but contrary to expectations, brand origin did not influence perceived quality, supporting hypothesis 1, but rejecting hypothesis 2. The effect of brand origin was not greater for Amazon than Nordstrom on consumer's quality perception. Thus, there was no interaction effect between store name and brand origin, failing to support H3. Furthermore, the results from SEM indicated a positive influence of perceived quality on trust, trust on attitude, perceived quality and attitude, and attitude and patronage intentions, confirming hypotheses H4, H5, H6 and H7.

Study 2

The first two hypotheses for study 2 posited that both extrinsic cue brand origin and intrinsic cue bottle design would influence consumer's quality perceptions. Bottle design was found to influence perceived quality, supporting hypothesis 8. The interaction effect between the bottle design and brand origin was also predicted. However, the effect of brand origin was not greater for generic non-Asian bottle design than unique Asian bottle design on consumer's quality perception. Thus, there was no interaction effect between the bottle design and brand origin, failing to support H9. Furthermore, the SEM results from study provided consistent findings as study 1. A mediation effect of consumer's perceived uniqueness on bottle design and perceived quality was tested. Result from the Sobel Test reveals a full mediating effect between the bottle design and consumer's perceived quality, supporting hypothesis 10.

Study 3

Study 3 examined the influence of age cohorts, namely younger generation (Generation X and Y) ages 19-48, and older generation (Baby boomers and Swing) ages 49-83 respond to brand cues (from study 2) of Asian brands. Age cohort was found to have a moderating effect on brand origin but not on packaging. When the ANOVA analysis is conducted separately for younger generation and older generation, there was an influence of packaging on perceived quality for younger generation, but not for the older generation. However, when the combined ANOVA analysis was conducted with age cohort as the moderator, there was no significant difference of packaging on perceived quality for the two cohort groups. Thus, hypothesis 11 is supported while hypothesis 12 is not supported.

Chapter 5

Discussion and Conclusion

Existing brand equity models focus only on well-known Western brands, neither applying to most Asian companies nor providing practical guidance in building brand equity for unfamiliar companies in the global market. Thus, in order to fill this critical gap in brand equity literature, this study created a brand equity process model for unfamiliar Asian brands. This proposed model attempted to salvage some of the negative reputation by improving the quality perception consumers have towards Asian brands today, and to also utilize a more sustainable brand equity building method requiring relatively less financial and time investment. This chapter describes the theoretical and practical implications of the results and the contributions of this study. Limitations and future studies are also discussed.

In order to salvage the negative reputation regarding quality perception, the study specifically examined how extrinsic and intrinsic cues can be used to positively influence consumer's quality perception of an unfamiliar brand. Furthermore, in order to cater to a more sustainable method instead of heavily investing in brick and mortar stores, these brand cues were introduced in online webpages to effectively aid in building brand equity of unfamiliar Asian brands. In forming a positive impression of an unfamiliar brand online, cue utilization was deemed to be an effective method in creating a positive quality perception of the brand. The findings in this study show that both extrinsic (store name) and intrinsic (bottle design) cues have an influence on perceived quality. Consistent with the conditional results from past studies of store name in their influence on perceived quality (Grewal et al., 1998; Teas & Agarwal, 2000), the name of the store had a positive

impact on perception of quality especially in this study scenario where the brand was unfamiliar. Although Amazon (9th) ranked higher than Nordstrom (11th) in U.S. Retail Brand Ranking (Interbrand.com, 2012), Nordstrom scored higher for quality reputation and store merchandise quality than Amazon, followed by results indicating that consumers considered the unfamiliar Asian brands in Nordstrom as higher quality. This finding indicates the higher level of retail brand power Nordstrom possesses compared to Amazon in terms of quality, and thus demonstrates the importance of companies choosing the appropriate retail outlets in accordance with how the brand is positioned. These results provide empirical support for the current practice of Asian companies like Amore Pacific (Korean cosmetic brand) and Herborist (Chinese cosmetic brand) allying with high-end retail stores like Sephora and Bergdorf Goodman with high quality reputation to introduce their brands in Western countries. Thus, the researchers recommend unfamiliar brands to ally with retailers who can help position the unfamiliar brand. For companies lacking the financial and physical capacity to ally with big companies like Nordstrom, working with smaller local boutiques with high quality reputation may be a more effective than launching on Amazon to initially introduce their brand. Less established brands are expected to gain strategic advantages by partnering with well-known retailers who share similar strategic goals.

Furthermore, the findings of study 2 show that intrinsic brand cue, bottle design, had a positive impact on quality perception. Furthermore, the perfect mediating effect of perceived brand uniqueness between the bottle design and consumer's quality perception, revealed that the unique bottle design improved consumers' quality perception because it was different from the generic cosmetic bottles. However, in study 3, when the data were

pooled with both the younger and older generations, bottle design didn't have a significant anymore as it had with observing the younger generation exclusively. This contrasting result for the influence of bottle design in study 2 and 3 demonstrate that the older generations were not influenced by design cues as much as the younger generations. Thus, for Asian companies targeting younger generations, instead of trying to compensate in price for the low brand quality stereotype followed by a lack of originality, the findings suggest that intrinsic attributes of the brand's product can be used to create uniquely Asian features to alleviate negative stereotypes and create positive and long-term consumer brand perceptions. Current practice from Asian brands like Hello Kitty and Natori attest to attracting customers to their brands by using this uniqueness appeal. Thus, for Asian brands, instead of marketing on price to build brand equity, using the brand's uniqueness to attract new consumers can be a more effective marketing strategy to create positive first impressions of their unfamiliar brand, leading to higher quality perception. However, this the older generations, visual design cues did not help change brand quality perceptions. Asian brands, who want to target an older audience, should look into alternative methods to improve quality perceptions.

Surprisingly brand origin (Japan versus China) was not found as a significant indicator of perceived quality in both studies 1 and 2, nor was there an interaction effect between store name and brand origin, and bottle design and brand origin. In contrast to the results of studies 1 and 2, past literature supported the significant influence of brand origin on perceived quality (Thakor & Lavack, 2003; Wang & Gao, 2007), specifically a higher quality perception of Japanese brands over Chinese brands (Birnik et al., 2010),

and the higher sensitivity to which consumers perceived quality is influenced when a brand is unfamiliar (Jo et al., 2003).

Study 3 provided insights to help understand this discrepancy between the findings in studies 1 and 2, and past literature support. With further testing of the moderating effect on age cohorts, brand origin did not influence quality perception of the brand for the younger generations (Generation X and Y) ranging from ages 19 to 48, but influenced the older generations (Baby boomers and Swing) ages 49-83. Findings indicate that the two generational groups had similar quality perceptions towards Japan, but disparate quality perceptions towards China. This finding indicates while the older generations came of age with Japanese brands, the lack of earlier experience or stereotypes associated with Chinese brands have created their negative perception. One of the logical explanations for this discrepancy in perception among the two age groups is the different levels of exposure or experience a consumer had with Asian products while consumers “came of age.” When the older generations came of age, most of the Asian products they encountered were from Japan. Other developing Asian countries during this time when they were coming of age did not have the infrastructure or technology to produce goods for the U.S. Although Japanese brands like Honda and Shiseido struggled in their initial introduction in the US, they were able to gain acceptance from the older generational cohorts. However, this group did not come of age with Asian brands from other country origin, and thus still consider other developing Asian nations as inferior, However, with the rapid growth of free trade between the U.S. and other Asian countries since the 1970s, the younger generations are now familiar and comfortable with consuming products from Asia, even witnessing Western designer brands like Burberry

and Prada turning to China and Vietnam to produce their goods. Although these impacts have helped change the younger generations' view of Chinese and Japanese brands as equals in quality, the older generation already established a set view, and thus remained skeptical of Chinese brands.

Another explanation is the high impact of visual marketing on younger generations. When the younger consumers are asked to simply focus on the brand origin, they may reiterate their stereotypes (China with low quality and Japan with high quality), which was confirmed in literature (Birnik et al., 2010) and the pretest of this study. However, when the younger group of participants was presented with a variety of information including the brand name, descriptive texts, and product photo, brand origin may have not been an important factor impacting consumer quality perception. However, the older generations may be more skeptical, and thus less sensitive to this variety of other information presented to them (ie. the bottle design as shown in the results), and as a result were dominantly impacted by the brand origin.

Both of these explanations provide insight on how a generation's experience with foreign brands in coming of age, has an influence on the role of brand cues on quality perception. In combination of the advancement in technology, globalization, and free trade, the results indicate that U.S. consumers' attitude towards Asian brand origin is changing by passing generation, with a less resistance towards Asian brands. And, as new generations come of age, it is critical for Asian brands to break away from the "low brand quality" and "lack of originality" stereotype, and build positive experiences associated with the quality of the brand in order to build a relationship with and to invest in creating positive cues for the younger generations towards Asian brands. Although marketing to

older generations is not impossible since this group was willing to try new Asian brands, but it is a more difficult market entry because of their set attitudes towards Asian brands.

Findings in this study also imply the effectiveness of localizing both extrinsic and intrinsic cues when catering to a different set of cultural audience. Rapaille (2006) describes products and brands as having unique “cultural codes” which can hold unconscious meaning that consumers apply to any given product through the culture they are raised in. In this study, store names Amazon and Nordstrom, and brand origins China and Japan were used as extrinsic cues to cater to American consumers’ prior cultural experience. Because of their previous shopping experiences with Amazon and Nordstrom in the U.S., they already have an imprint of what these stores symbolize— Amazon for good value and Nordstrom for quality, which was supported in the perception of store quality reputation in this study. From aforementioned discussion, Asian products in the U.S are often associated with exoticism (ie. panda, dragon, and geisha). Thus, the intrinsic cue (bottle design) in this study was also used to solely attract the American consumer’s taste for the exotic Asian design, and thus would not have attracted other non-American consumers. Hence, the effectiveness of these cues is dependent on the relevancy to the consumers’ cultural upbringing. Even within the U.S, results from study 3 demonstrate that the two different age cohorts experienced and were affected by their different cultural upbringing. The older generations’ quality perception was less impacted by design, but strongly influenced by brand origin whereas the younger generation was more influenced by the exotic bottle design, but not brand origin. Thus, extrinsic and intrinsic cues are only useful in influencing consumer perceptions if they are culturally relevant to the targeted audience. The researchers suggest Asian companies to invest in

localizing both extrinsic and intrinsic cues by fully understanding their target market and their cultural upbringings before they enter the new market.

Findings from study1 and 2 from SEM provide strong empirical support for the brand equity process model in which quality perception is a gateway for brand cues to improve other crucial building blocks of brand equity, including brand association (trust) and loyalty (attitude and patronage). First, both extrinsic and intrinsic cues were found to improve consumer's quality perception instantly and effectively when introduced online. These results demonstrate the effectiveness of the theoretical integration of the cue utilization theory and the impression formation process in initially positioning the consumer's quality perception in the brand equity process model for unfamiliar companies. Although there are initiated conversations on the use of cue utilization theory and impression formation theory (Lindgaard et al., 2006; Naylor, 2007), this study provided grounded empirical support for the joint use of these theories to provide a method for unfamiliar companies to create positive consumer perceptions in an online context.

From the next section of the model, perceived brand quality and association (trust) was found to have a significant relationship, reconfirming past findings (Eisingerich & Bell, 2008; Everard & Galleta, 2005; Harris & Goode, 2004). In the past trust has been used widely as a component of brand association (Zhu & Kuo, 2010) in literature on building brand equity especially in online setting (Christodoulides et al., 2006; Delgado & Hernandez, 2008; Rios & Riquelme, 2008). However, trust has been specifically chosen as the brand association variable for unfamiliar brands in this study because, trust is strongly linked to the consumer's ultimate attitude (Kim et al., 2008; Verhagen et al.,

2006) and behavior (Ha and Perks, 2005; Karimov et al., 2011; Kim & Prabhakar, 2000; Wakefield et al., 2004) towards a brand, which was also supported in this study. Thus, the results of this study further demonstrate that gaining a positive first impression through trust of potential customers can act as an entry to initially building consumer's brand loyalty for unfamiliar brands.

In this model, attitude and patronage intentions were categorized under the umbrella of brand loyalty (Dick and Basu, 1994), defined as an attitude which eventually manifests in repeated brand patronage. Although repeated patronage for brand loyalty cannot be measured for unfamiliar companies in this study, attitude and initial patronage intention were measured for brand loyalty. In addition, Ajzen and Fishbein's (1980) Theory of Reasoned Action was used to support attitude and patronage as a continual building process of brand equity from brand association (trust). The findings of the study provide practical tool in which unfamiliar brands can introduce their brands, create positive impressions, which can ultimately lead up to initial brand loyalty.

Lastly, this model is not limited to only Asian brands, but to other less established brands that wish to expand into a new market. For all unfamiliar companies, quality perception is an important foundation in building brand associations, including trust, other brand equity variables. For unfamiliar brands with different contexts, brand association can be used to initiate in building long-term brand loyalty with potential customers. In this way, this study enhances Aaker and Keller's brand equity models and fills a critical gap in the existing literature on brand equity by giving less established brands an opportunity to successfully introduce their brands in a new market with minimal financial resources. This model is expected to also initiate more discussions on

how existing marketing models and strategies for established brands can be adapted to apply to underrepresented brands.

Limitations of the Study

There are several limitations in this study. First, this study focused on a convenience sample of Northwestern female college students. Although using a female population for this study was appropriate, this sample group may not be representative of all online shoppers, presenting results which may be a function of gender, ethnicity, age, and geographic area. Thus, the results for this study may better represent consumers with these sets of attributes. In addition, even though an adequate number of samples were collected, a larger sample size would have allowed more power in analyzing the results.

Secondly, this study was conducted under a scenario-based experimental setting. Although the researchers tried to create a setting that is as close to the actual scenario as possible, the participants are forced to think and analyze more about the webpage than they may have in a real setting. Thus, the results may have some differences in the actual setting. Further study with companies in real scenarios can be considered.

Thirdly, this study examined only soft goods, specifically cosmetics. Although the findings can be generalizable to other soft goods brands, the implications of this study was limited to this particular category. Future studies need to consider other product categories.

Fourthly, only one unfamiliar Asian cosmetic company was used in this study to examine a model to build brand equity for unfamiliar companies. Further empirical testing is needed in order to strengthen the validity of the model.

Suggestions for Future Research

Out of the four extrinsic cues, store name and brand origin were observed in this study. Although the brand name cannot be observed for an unfamiliar brand, price seems like a viable cue to test in the next study using a product page to determine its interaction with other two cues, store name and brand origin.

In this study, a soft goods industry for cosmetics was examined. In future studies, it would be important to further examine how brand equity can be built for durable goods.

Lastly, although only one unfamiliar Asian cosmetic company was used in this study, other scenarios involving unfamiliar companies can be used to test the effectiveness of the brand equity process model in future studies.

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APPENDICES

APPENDIX A

IRB APPROVAL FOR STUDY 1, 2 & 3



Institutional Review Board
Office of Research Integrity | Oregon State University
A312 Kerr Administration Building, Corvallis, OR 97331-2140
Telephone (541) 737-8008
irb@oregonstate.edu | <http://oregonstate.edu/irb/>

STUDY ID
5194

Notification Type	EXEMPTION		
Date of Notification	3/4/2013		
Study Title	Building Brand Equity through the Brand Equity Process Model for Unfamiliar Asian Companies		
Principal Investigator	Minjeong Kim, PhD		
Study Team Members	Sarah Song		
Submission Type	Project Revision		
Level	Exempt	Category(ies)	2
Number of Participants	3,500 <i>Do not exceed this number without prior IRB approval</i>		
Funding Source	None	Proposal #	N/A
PI on Grant or Contract	N/A		

The above referenced study was reviewed by the OSU Institutional Review Board (IRB) and determined to be exempt from full board review.

Expiration Date: 2/7/2017

The exemption is valid for 5 years from the date of approval.

Annual renewals will not be required. If the research extends beyond the expiration date, the Investigator must request a new exemption. Investigators should submit a final report to the IRB if the project is completed prior to the 5 year term.

Documents included in this review:

- | | | |
|---|--|--|
| <input checked="" type="checkbox"/> Protocol | <input checked="" type="checkbox"/> Recruiting tools | <input type="checkbox"/> External IRB approvals |
| <input type="checkbox"/> Consent forms | <input checked="" type="checkbox"/> Test instruments | <input type="checkbox"/> Translated documents |
| <input type="checkbox"/> Assent forms | <input type="checkbox"/> Attachment A: Radiation | <input type="checkbox"/> Attachment B: Human materials |
| <input checked="" type="checkbox"/> Alternative consent | <input type="checkbox"/> Alternative assent | <input type="checkbox"/> Grant/contract |
| <input type="checkbox"/> Letters of support | <input type="checkbox"/> Project revision(s) | <input type="checkbox"/> Other: |

Comments: Included CHAR participants as part of the subject population

Principal Investigator responsibilities:

- Amendments to this study must be submitted to the IRB for review prior to initiating the change. Amendments may include, but are not limited to, changes in funding, personnel, target enrollment, study population, study instruments, consent documents, recruitment material, sites of research, etc.
- All study team members should be kept informed of the status of the research.
- Reports of unanticipated problems involving risks to participants or others must be submitted to the IRB within three calendar days.
- The Principal Investigator is required to securely store all study related documents on the OSU campus for a minimum of three years post study termination.

APPENDIX B

MAIN STUDIES EXPLANATION OF RESEARCH FOR STUDY 1, 2 & 3

Study 1 & 2:

Explanation of Research Study

Principal Investigator: Minjeong Kim, Design and Human Environment
Co-Investigator: Sarah Song, Design and Human Environment

Dear students,

Welcome to the survey questionnaire! You are being invited to take part in this study of online shopping. We are interested in how consumers respond to cosmetics in an online setting. We are studying this in order to develop a more effective shopping experience for consumers shopping online for cosmetics. You are being invited to take part in this study because you are a female, college student and 18 years of age or older. You must be 18 years of age or older as well as OSU student. Your participation in this study is entirely voluntary and you may refuse to answer any question or stop the survey at any time.

If you choose to participate in this study, you will view an online web page for a product. After viewing the web page, you will be asked to take part in a short online survey. This survey will present several questions. If you agree to take part in this study, your participation will take approximately 7-10 minutes. Due to the nature of an online survey, accidental disclosure of information that could identify you may occur. We will do our best to keep your information confidential.

This study is not designed to benefit you directly. In the future, we hope that other people might benefit from this study because the results will help consumers and retailers learn how to improve websites for online shopping. In addition, we hope you find the study interesting. You will not be paid for participating.

The information you provide during this research study will be kept confidential to the extent permitted by law. To help protect your confidentiality, no information that can identify participants will be collected during the survey process. In addition, all information collected will be securely locked in a filing cabinet and out of view to the public. If the results of this project are published, they will be presented in an aggregate form so individual responses are not given.

Participation in this study is completely voluntary. You can stop at any time during the study and still keep the benefits and rights you had before volunteering. Choosing not to participate or withdrawing will not affect you in any way at the university. If you choose to withdraw from this project before it ends, the researchers may keep information collected from you and this information may be included in the study reports.

If you have any questions about this research project, please contact: Dr. Minjeong Kim at 541-737-3468 or by email at minjeong.kim@oregonstate.edu as well as Sarah Song at (541) 737-3797 or by email at songs@onid.orst.edu. If you have questions about your rights or welfare as a participant, please contact the Oregon State University Institutional Review Board (IRB) Office at 541-737-8008 or by email at IRB@oregonstate.edu

STUDY 3:

Explanation of Research Study

Principal Investigator: Minjeong Kim, Design and Human Environment
Co-Investigator: Sarah Song, Design and Human Environment

Dear participants,

Welcome to the survey questionnaire! You are being invited to take part in this study of online shopping. We are interested in how consumers respond to cosmetics in an online setting. We are studying this in order to develop a more effective shopping experience for consumers shopping online for cosmetics. You are being invited to take part in this study because you are a female, 40 years of age or older. Your participation in this study is entirely voluntary and you may refuse to answer any question or stop the survey at any time.

If you choose to participate in this study, you will view an online web page for a product. After viewing the web page, you will be asked to take part in a short online survey. This survey will present several questions. If you agree to take part in this study, your participation will take approximately 7-10 minutes. Due to the nature of an online survey, accidental disclosure of information that could identify you may occur. We will do our best to keep your information confidential.

This study is not designed to benefit you directly. In the future, we hope that other people might benefit from this study because the results will help consumers and retailers learn how to improve websites for online shopping. In addition, we hope you find the study interesting. You will not be paid for participating.

The information you provide during this research study will be kept confidential to the extent permitted by law. To help protect your confidentiality, no information that can identify participants will be collected during the survey process. In addition, all information collected will be securely locked in a filing cabinet and out of view to the public. If the results of this project are published, they will be presented in an aggregate form so individual responses are not given.

Participation in this study is completely voluntary. You can stop at any time during the study and still keep the benefits and rights you had before volunteering. Choosing not to participate or withdrawing will not affect you in anyway. If you choose to withdraw from this project before it ends, the researchers may keep information collected from you and this information may be included in the study reports.

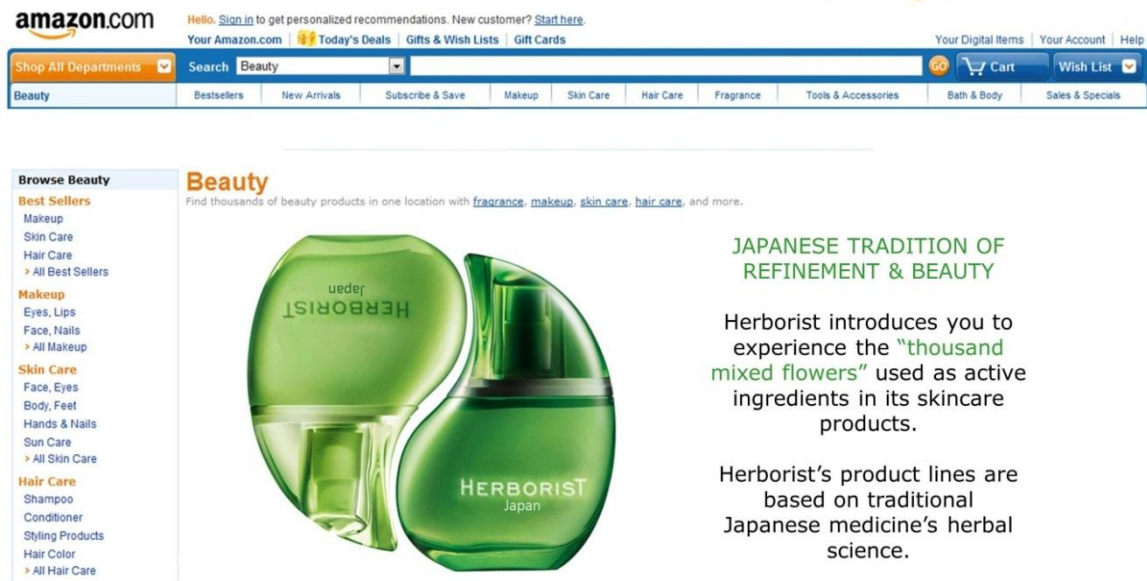
If you have any questions about this research project, please contact: Principal Investigator: Dr. Minjeong Kim at 541-737-3468 or by email at minjeong.kim@oregonstate.edu as well as Sarah Song at (541) 737-3797 or by email at songs@onid.orst.edu. If you have questions about your rights or welfare as a participant, please contact the Oregon State University Institutional Review Board (IRB) Office at 541-737-8008 or by email at IRB@oregonstate.edu

APPENDIX C

MAIN STUDIES: STUDY 1, 2 & 3

MAIN STUDIES: STUDY 1

Manipulation 1: Amazon x Japan



amazon.com Hello, [Sign in](#) to get personalized recommendations. New customer? [Start here](#).
Your Amazon.com | [Today's Deals](#) | [Gifts & Wish Lists](#) | [Gift Cards](#) | Your Digital Items | Your Account | Help

Shop All Departments | Search: Beauty | GO | Cart | Wish List

Beauty | Bestsellers | New Arrivals | Subscribe & Save | Makeup | Skin Care | Hair Care | Fragrance | Tools & Accessories | Bath & Body | Sales & Specials

Browse Beauty

Best Sellers

- Makeup
- Skin Care
- Hair Care
- > All Best Sellers

Makeup

- Eyes, Lips
- Face, Nails
- > All Makeup

Skin Care

- Face, Eyes
- Body, Feet
- Hands & Nails
- Sun Care
- > All Skin Care

Hair Care

- Shampoo
- Conditioner
- Styling Products
- Hair Color
- > All Hair Care

Beauty

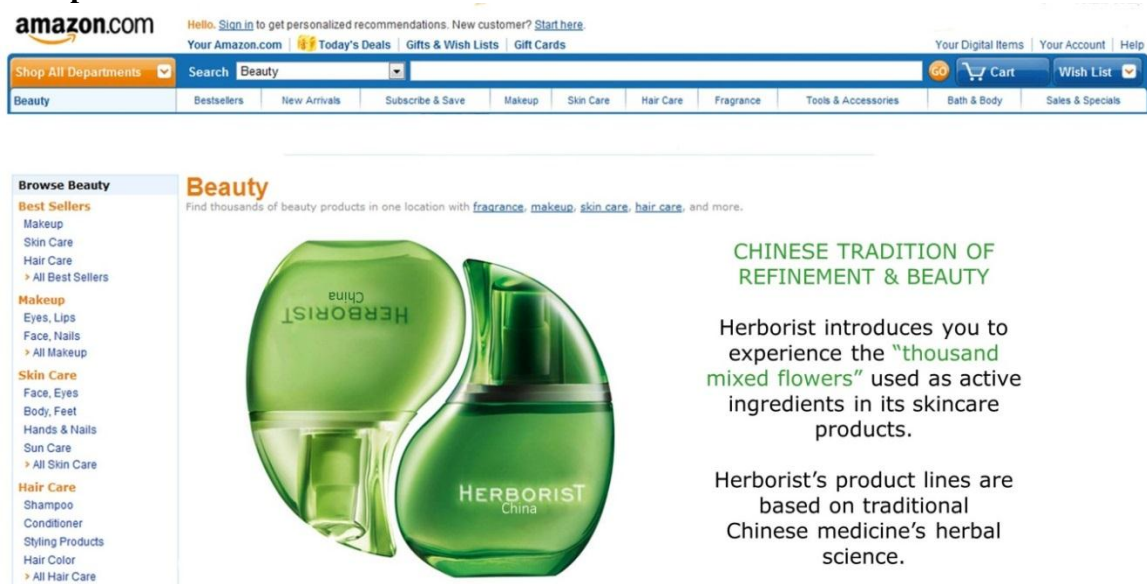
Find thousands of beauty products in one location with [fragrance](#), [makeup](#), [skin care](#), [hair care](#), and more.

JAPANESE TRADITION OF REFINEMENT & BEAUTY

Herborist introduces you to experience the "thousand mixed flowers" used as active ingredients in its skincare products.

Herborist's product lines are based on traditional Japanese medicine's herbal science.

Manipulation 2: Amazon x China



amazon.com Hello, [Sign in](#) to get personalized recommendations. New customer? [Start here](#).
Your Amazon.com | [Today's Deals](#) | [Gifts & Wish Lists](#) | [Gift Cards](#) | Your Digital Items | Your Account | Help

Shop All Departments | Search: Beauty | GO | Cart | Wish List

Beauty | Bestsellers | New Arrivals | Subscribe & Save | Makeup | Skin Care | Hair Care | Fragrance | Tools & Accessories | Bath & Body | Sales & Specials

Browse Beauty

Best Sellers

- Makeup
- Skin Care
- Hair Care
- > All Best Sellers

Makeup

- Eyes, Lips
- Face, Nails
- > All Makeup

Skin Care

- Face, Eyes
- Body, Feet
- Hands & Nails
- Sun Care
- > All Skin Care

Hair Care

- Shampoo
- Conditioner
- Styling Products
- Hair Color
- > All Hair Care

Beauty

Find thousands of beauty products in one location with [fragrance](#), [makeup](#), [skin care](#), [hair care](#), and more.

CHINESE TRADITION OF REFINEMENT & BEAUTY

Herborist introduces you to experience the "thousand mixed flowers" used as active ingredients in its skincare products.

Herborist's product lines are based on traditional Chinese medicine's herbal science.

Manipulation 3: Nordstrom x Japan

SPEND ON STYLE, NOT SHIPPING. Free shipping and returns. [See details](#)


Welcome to Nordstrom. Would you like to [sign in?](#) | [Your Account](#) | [Our Stores & Events](#) | [Get E-mail Updates](#) | [Wish List](#) | [Shopping Bag: 0 items](#)

NORDSTROM
FASHION REWARDS. Go shopping, get rewards. [See details](#)

[Search](#)

FREE Shipping. FREE Returns.
All the time. [See details](#)

SHOP BY DEPARTMENT ▶ Beauty & Fragrance ▶ [more...](#) SHOP BY BRAND ▶



JAPANESE TRADITION OF REFINEMENT & BEAUTY

Herborist introduces you to experience the "thousand mixed flowers" used as active ingredients in its skincare products.

Herborist's product lines are based on traditional Japanese medicine's herbal science.

Manipulation 4: Nordstrom x China

SPEND ON STYLE, NOT SHIPPING. Free shipping and returns. [See details](#)


Welcome to Nordstrom. Would you like to [sign in?](#) | [Your Account](#) | [Our Stores & Events](#) | [Get E-mail Updates](#) | [Wish List](#) | [Shopping Bag: 0 items](#)

NORDSTROM
FASHION REWARDS. Go shopping, get rewards. [See details](#)

[Search](#)

FREE Shipping. FREE Returns.
All the time. [See details](#)

SHOP BY DEPARTMENT ▶ Beauty & Fragrance ▶ [more...](#) SHOP BY BRAND ▶



CHINESE TRADITION OF REFINEMENT & BEAUTY

Herborist introduces you to experience the "thousand mixed flowers" used as active ingredients in its skincare products.

Herborist's product lines are based on traditional Chinese medicine's herbal science.

The cosmetic product is:

Important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unimportant
Of no concern	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Of concern to me
Irrelevant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Relevant
Means a lot to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Means nothing to me
Useless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Useful
Valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Worthelss
Trivial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fundamental
Beneficial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not beneficial
Matters to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Doesn't matter
Uninterested	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interested
Significant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Insignificant
Vital	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Superfluous
Boring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interesting
Unexciting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Exciting
Appealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unappealing
Mundane	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fascinating
Essential	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Nonessential
Undesirable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Desirable
Wanted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unwanted
Not needed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Needed

Rate the following:

	No Previous Experience (1)	2	3	4	5	6	Experience (7)
My experience with the brand, Herborist is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rate the following:

	Unfamiliar (1)	2	3	4	5	6	Familiar (7)
My familiarity of the brand, Herborist is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What country is this brand from?

- ☐ South Korea
☐ Japan
☐ Thailand
☐ China

What do you consider this brand to be?

- ☐ cosmetics brand
☐ beauty brand
☐ skincare brand

Part 3: Demographics: This section is to collect demographic information. Please answer the questions below.

What percentage of cosmetic do you browse or shop (no purchase required) for (Must sum up to 100%):

online	<input type="text" value="0"/> %
offline (physical store)	<input type="text" value="0"/> %
Other (ie. personal seller, catalog)	<input type="text" value="0"/> %
<hr/>	
Total	<input type="text" value="0"/> %

What percentage of cosmetics do you purchase (Must sum up to 100%):

online	<input type="text" value="0"/> %
offline (physical store)	<input type="text" value="0"/> %
Other (ie. personal seller, catalog)	<input type="text" value="0"/> %
<hr/>	
Total	<input type="text" value="0"/> %

How much do you spend on average per month on the following?

cosmetics online	\$ <input type="text" value="0"/>
cosmetics offline (physical store)	\$ <input type="text" value="0"/>
Other (ie. personal seller, catalog)	\$ <input type="text" value="0"/>
<hr/>	
Total	\$ <input type="text" value="0"/>

What are your favorite cosmetic brands and products? List them all.

What is your skin type?

- ☐ Dry
☐ Oily
☐ Combination
☐ × I don't know

What kind of skincare benefits (eg. pore refining, anti-aging, oil-free, organic, etc.) do you look for from your skincare?

Rate the following three online stores based on:

	Familiarity of Online Store							Shopping Experience							Quality of Merchandise in Store							
	Not Familiar (1)	2	3	4	5	6	Familiar (7)	No Experience (1)	2	3	4	5	6	Experience (7)	Low Quality (1)	2	3	4	5	6	High Quality (7)	N/A
Amazon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sephora Online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nordstrom Online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rate the following three online stores based on:

	Store Reputation							Satisfaction of Shopping Experience Online							
	Low (1)	2	3	4	5	6	High (7)	Low Satisfaction (1)	2	3	4	5	6	High Satisfaction (7)	N/A
Amazon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sephora Online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nordstrom Online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rate the following statements:

	No Experience (1)	2	3	4	5	6	Much Experience (7)
How much past experience do you have with cosmetic products from Asian brands?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rate the following statements:


	Not Willing (1)	2	3	4	5	6	Willing (7)
How likely are you willing to try Asian cosmetic brands?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you used cosmetic products from Asian brands before, please list the brand names and the type of products (eg. moisturizer):

What is your gender?

- ☐ Male
- ☐ Female

What is your age?

	0	10	20	30	40	50	60	70	80	90	100
Age											

What is your ethnicity?

- ☐ White or European American
- ☐ Black or African American
- ☐ Hispanic or Latino American
- ☐ Asian or Asian American
- ☐ Native American
- ☐ Native Hawaiian/ Pacific Islander
- ☐ Other

What is your class standing?

- ☐ Freshman
- ☐ Sophomore
- ☐ Junior
- ☐ Senior
- ☐ Post Bac
- ☐ Graduate

MAIN STUDIES: STUDY 2

Manipulation 1: Asian Bottle Design X Japan



Manipulation 2: Asian Bottle Design X China



Manipulation 3: Non-Asian Bottle Design X Japan



Manipulation 4: Non-Asian Bottle Design X China



The cosmetic product is:

Important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unimportant
Of no concern	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Of concern to me
Irrelevant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Relevant
Means a lot to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Means nothing to me
Useless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Useful
Valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Worthelss
Trivial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fundamental
Beneficial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not beneficial
Matters to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Doesn't matter
Uninterested	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interested
Significant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Insignificant
Vital	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Superfluous
Boring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interesting
Unexciting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Exciting
Appealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unappealing
Mundane	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fascinating
Essential	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Nonessential
Undesirable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Desirable
Wanted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unwanted
Not needed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Needed

Rate the following:

	No Previous Experience (1)	2	3	4	5	6	Experience (7)
My experience with the brand, Herborist is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rate the following:

	Unfamiliar (1)	2	3	4	5	6	Familiar (7)
My familiarity of the brand, Herborist is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What country is this brand from?

- ☐ South Korea
☐ Japan
☐ Thailand
☐ China

What do you consider this brand to be?

- ☐ cosmetics brand
☐ beauty brand
☐ skincare brand

Part 3: Demographics: This section is to collect demographic information. Please answer the questions below.

What percentage of cosmetic do you browse or shop (no purchase required) for (Must sum up to 100%):

online	<input type="text" value="0"/> %
offline (physical store)	<input type="text" value="0"/> %
Other (ie. personal seller, catalog)	<input type="text" value="0"/> %
<hr/>	
Total	<input type="text" value="0"/> %

What percentage of cosmetics do you purchase (Must sum up to 100%):

online	<input type="text" value="0"/> %
offline (physical store)	<input type="text" value="0"/> %
Other (ie. personal seller, catalog)	<input type="text" value="0"/> %
<hr/>	
Total	<input type="text" value="0"/> %

How much do you spend on average per month on the following?

cosmetics online	\$ <input type="text" value="0"/>
cosmetics offline (physical store)	\$ <input type="text" value="0"/>
Other (ie. personal seller, catalog)	\$ <input type="text" value="0"/>
<hr/>	
Total	\$ <input type="text" value="0"/>

What are your favorite cosmetic brands and products? List them all.

What is your skin type?

- ☐ Dry
☐ Oily
☐ Combination
☐ × I don't know

What kind of skincare benefits (eg. pore refining, anti-aging, oil-free, organic, etc.) do you look for from your skincare?

Rate the following three online stores based on:

	Familiarity of Online Store							Shopping Experience							Quality of Merchandise in Store							
	Not Familiar (1)	2	3	4	5	6	Familiar (7)	No Experience (1)	2	3	4	5	6	Experience (7)	Low Quality (1)	2	3	4	5	6	High Quality (7)	N/A
Amazon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sephora Online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nordstrom Online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rate the following three online stores based on:

	Store Reputation							Satisfaction of Shopping Experience Online							
	Low (1)	2	3	4	5	6	High (7)	Low Satisfaction (1)	2	3	4	5	6	High Satisfaction (7)	N/A
Amazon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sephora Online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nordstrom Online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rate the following statements:

	No Experience (1)	2	3	4	5	6	Much Experience (7)
How much past experience do you have with cosmetic products from Asian brands?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rate the following statements:


	Not Willing (1)	2	3	4	5	6	Willing (7)
How likely are you willing to try Asian cosmetic brands?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you used cosmetic products from Asian brands before, please list the brand names and the type of products (eg. moisturizer):

What is your gender?

- ☐ Male
- ☐ Female

What is your age?

	0	10	20	30	40	50	60	70	80	90	100
Age											

What is your ethnicity?

- ☐ White or European American
- ☐ Black or African American
- ☐ Hispanic or Latino American
- ☐ Asian or Asian American
- ☐ Native American
- ☐ Native Hawaiian/ Pacific Islander
- ☐ Other

What is your class standing?

- ☐ Freshman
- ☐ Sophomore
- ☐ Junior
- ☐ Senior
- ☐ Post Bac
- ☐ Graduate

MAIN STUDIES: STUDY 3

Manipulation 1: Asian Bottle Design X Japan



Manipulation 2: Asian Bottle Design X China



Manipulation 3: Non-Asian Bottle Design X Japan



Manipulation 4: Non-Asian Bottle Design X China



The cosmetic product is:

Important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unimportant
Of no concern	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Of concern to me
Irrelevant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Relevant
Means a lot to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Means nothing to me
Useless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Useful
Valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Worthelss
Trivial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fundamental
Beneficial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not beneficial
Matters to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Doesn't matter
Uninterested	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interested
Significant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Insignificant
Vital	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Superfluous
Boring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interesting
Unexciting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Exciting
Appealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unappealing
Mundane	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fascinating
Essential	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Nonessential
Undesirable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Desirable
Wanted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unwanted
Not needed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Needed

Rate the following:

	No Previous Experience (1)	2	3	4	5	6	Experience (7)
My experience with the brand, Herborist is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rate the following:

	Unfamiliar (1)	2	3	4	5	6	Familiar (7)
My familiarity of the brand, Herborist is:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What country is this brand from?

- ☐ South Korea
☐ Japan
☐ Thailand
☐ China

What do you consider this brand to be?

- ☐ cosmetics brand
☐ beauty brand
☐ skincare brand

Part 3: Demographics: This section is to collect demographic information. Please answer the questions below.

What percentage of cosmetic do you browse or shop (no purchase required) for (Must sum up to 100%):

online	<input type="text" value="0"/> %
offline (physical store)	<input type="text" value="0"/> %
Other (ie. personal seller, catalog)	<input type="text" value="0"/> %
<hr/>	
Total	<input type="text" value="0"/> %

What percentage of cosmetics do you purchase (Must sum up to 100%):

online	<input type="text" value="0"/> %
offline (physical store)	<input type="text" value="0"/> %
Other (ie. personal seller, catalog)	<input type="text" value="0"/> %
<hr/>	
Total	<input type="text" value="0"/> %

How much do you spend on average per month on the following?

cosmetics online	\$ <input type="text" value="0"/>
cosmetics offline (physical store)	\$ <input type="text" value="0"/>
Other (ie. personal seller, catalog)	\$ <input type="text" value="0"/>
<hr/>	
Total	\$ <input type="text" value="0"/>

What are your favorite cosmetic brands and products? List them all.

What is your skin type?

- ☐ Dry
☐ Oily
☐ Combination
☐ × I don't know

What kind of skincare benefits (eg. pore refining, anti-aging, oil-free, organic, etc.) do you look for from your skincare?

Rate the following three online stores based on:

	Familiarity of Online Store							Shopping Experience							Quality of Merchandise in Store							
	Not Familiar (1)	2	3	4	5	6	Familiar (7)	No Experience (1)	2	3	4	5	6	Experience (7)	Low Quality (1)	2	3	4	5	6	High Quality (7)	N/A
Amazon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sephora Online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nordstrom Online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rate the following three online stores based on:

	Store Reputation							Satisfaction of Shopping Experience Online							
	Low (1)	2	3	4	5	6	High (7)	Low Saisfaction (1)	2	3	4	5	6	High Satisfaction (7)	N/A
Amazon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sephora Online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nordstrom Online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rate the following statements:

	No Experience (1)	2	3	4	5	6	Much Experience (7)
How much past experience do you have with cosmetic products from Asian brands?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rate the following statements:


	Not Willing (1)	2	3	4	5	6	Willing (7)
How likely are you willing to try Asian cosmetic brands?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you used cosmetic products from Asian brands before, please list the brand names and the type of products (eg. moisturizer):

What is your gender?

- ☐ Male
- ☐ Female

What is your age?

	0	10	20	30	40	50	60	70	80	90	100
Age											

What is your ethnicity?

- ☐ White or European American
- ☐ Black or African American
- ☐ Hispanic or Latino American
- ☐ Asian or Asian American
- ☐ Native American
- ☐ Native Hawaiian/ Pacific Islander
- ☐ Other

What is your annual income range?

- ☐ Below \$20,000
- ☐ \$20,000 - \$29,999
- ☐ \$30,000 - \$39,999
- ☐ \$40,000 - \$49,999
- ☐ \$50,000 - \$59,999
- ☐ \$60,000 - \$69,999
- ☐ \$70,000 - \$79,999
- ☐ \$80,000 - \$89,999
- ☐ \$90,000 or more