

**Underdog brand biographies
and their influence on consumers' post-message engagement**

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Abstract

Underdog brand biographies and their influence on consumers' post-message engagement

Thanh Thao Nguyen

This research examines the effect of two dimensions of an underdog biography (external disadvantage, passion and determination) on consumers' engagement with the brand, brand preferences, and purchase intention. It also adds two potential mediators—narrative transportation and post-message behaviors—to the conceptual model investigating the underdog biography effect. The findings show that passion and determination create relate more strongly to purchase intention than external disadvantage, and underscore the importance of both mediators, especially with regard to post-message behaviors. Overall, this research provides a new theoretical mechanism underlying the effect of underdog brand biographies. Managerial implications, limitations and future research directions are included in the conclusion part.

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Introduction

Brands backed by large companies with ample resources (top-dog brands) appear to have many advantages compared to brands from small companies (underdog brand) and seem to be favored by consumers. Recent research shows, however, that consumers may prefer underdog brands (i.e., brands that overcome limited resources and disadvantaged origins with passion and determination) to top-dog brands (i.e., brands that has high supporting resources) (Paharia et al., 2011). An example of an underdog brand is a small and new premium chocolate maker with limited marketing and distribution budgets; even though its competitors are some powerful producers in the market, the brand founders believe their passion for chocolate would help them overcome any difficulties (Paharia et al., 2011). On the other hand, an example of a top-dog brand is a premium chocolate maker owned by an international corporation with significant experience in the gourmet food industry; and it is a trendy and well-known brand in the market. Paharia and colleagues (2011) find that consumers perceive brands with underdog biographies more favorably, especially when consumers share the underdog identification with the brand, purchase the product for themselves, or live in a culture in which underdog narratives are part of the national identity. In addition, the support for underdog brands increases when these brands are in direct competition with larger competitors (Paharia et al. 2014).

Having consumers read an underdog brand biography is the first and important part of the persuasive process in order for a brand to achieve greater preferences and purchase intentions of consumers. In this message stage, consumers may lose themselves in the story (Nell, 1988, 2002). In other words, all mental resources become focused on the events occurring in the narrative (Green & Brock, 2000); or it can be said that consumers are transported into the narrative world. As a result, according to Green and Brock (2000, 2008), people may be more likely to accept the narrative world which was created by authors. They may also experience strong emotions and motivations toward the brand narrative. For example, people may want to change the outcomes of the narrative into their desired endings.

Moreover, not only are consumers influenced by the narrative at the time they read it, they also may develop the behaviors after the narrative's ending, or post-message engagements, toward the story and the brand that is featured in the narrative. Good narratives generate multiple subsequent processes that contribute to the improvement of the narratives' persuasion (Nabi &

Green, 2015). These processes include repeated exposure, information seeking, post-narrative message elaboration, memory, and social sharing.

In sum, literature demonstrates a positive effect of underdog brand biographies on brand preferences in some contexts (Avery et al., 2010, Paharia et al., 2011, 2014). Although research has started to focus on the consequences of underdog brand biographies—such as consumers’ preferences and purchase intentions—there is a need to better understand a wider variety of effects underdog brand biographies may entail, as well as to gain more insight into the processes underlying the underdog effect. These processes may be the mediation of narrative transportation or the post-message behaviors of consumers. This thesis seeks to address these two questions. First, it focuses on consumers’ post-message engagement behaviors with the brand—an outcome that has not been considered to date, despite its managerial importance in assessing the effectiveness of an underdog brand biography communication strategy. Second, the proposed research examines narrative transportation as a theoretical mechanism underlying the effect of underdog brand biographies on consumers’ engagement behaviors, and subsequent brand preferences. The central research questions are:

- 1. To what extent do underdog brand biographies lead to stronger brand preferences? (replication of prior findings in the literature)*
- 2. To what extent and through what type of process do underdog brand biographies influence consumers’ post-message engagement with the narrative and the brand?*

From a theoretical standpoint, this thesis seeks to replicate the underdog effect and shed more light on the underlying process (narrative transportation) as well as outcomes (post-message engagement with narrative and brand preferences). Moreover, the thesis contributes to the underdog brand biography literature by providing more detailed explanations of the underdog effect as two underdog components (“passion and determination” and “external disadvantage”) are examined separately within the persuasive process on consumers’ brand preferences and purchase intentions. As for managerial implications, the research may be helpful in guiding managerial practices with regard to the creation of effective brand biographies, especially for underdog brands or any brands that use the underdog strategy, as well as communication campaigns.

This thesis is organized as follow. First, we summarize the literature review of brand biography, especially the concept of an underdog brand biography (Paharia et al. 2011), the idea of “transportation into narrative worlds” (Green & Brock, 2000), and the post-message behaviors of consumers (Nabi & Green, 2015). We then present the four hypotheses that propose and explain the positive effect of two underdog characteristics (“external disadvantage” and “passion and determination”) which are written in biography toward consumers’ preferences and purchase intentions with the mediation effects of both narrative transportation and post-message behaviors of consumers. Next, two pre-tests confirming the two main dimensions of an underdog brand, and the main experiment examining the direct effect of underdog brand and the mediation effects of narrative transportation and post-message behaviors toward consumers’ purchase intention will be presented. We conclude with a discussion of the theoretical and managerial implications of underdog brand biographies as well as the processes underlying its effect. Finally, we point out some limitations of this research and propose some ideas for future research.

Literature Review

Brand Biographies

Schank (1990, p.219) proposes that people think mostly in terms of stories. Schank and Abelson (1995) state that all knowledge consists of stories. Moreover, “Human memory is story-based” (Schank, 1999, p. 12) as people are more likely to remember a story and to relate the story to experiences already stored in memory. Particularly, these stories involve the self and the personal experiences of an individual (Kerby, 1991; Polkinghorne, 1991). Thus, “the more indices, the greater the number of comparisons with prior experiences and hence the greater the learning” (Schank, 1999, p. 11). Therefore, providing information in a narrative is one fundamental aspect of communication, and telling stories to consumers by using brand biographies is an effective approach to brand segmentation and positioning. Indeed, “what a brand means to a consumer is based in part on the narratives he or she has constructed that incorporate the brand” and “narratives help people interpret the world around them to create meaning, including meaning for brands” (Escalas, 2004, p. 168, p. 169).

In line with the creation of self-identity through stories that relate to the self (Polkinghorne, 1991), brand biographies are not just lists of facts about the brand. They are based on the stories of real people such as the brand’s founders or employees, and connect them to the life of the brand.

Indeed, the sense of being part of a story creates the meaning of a brand because a lively brand biography can express brand identity, allowing that brand to be unique and different to others and increase the chance to connect the brand to target consumers. For example, a brand biography can have a connection with consumers' life narratives which are used to describe their self-identity (Grayson & Shulman, 2000; Kleine et al., 1995). Thus, some brands may become more important and valuable than others to consumers because they connect to consumers' sense of self (Escalas, 2004). As a result, brand biographies make the brand appear more alive, providing it with tangibility and believability that makes it easier for consumer to identify with the brand (Avery et al. 2010). Since consumers often include products and brands in reporting their own lived experiences (Arnould & Wallendorf, 1994; Hirschman, 1986; Kozinets, 2002; Moore, 1985; Woodside & Chebat, 2001), they give preference to a brand if they share some same aspects of their own lives with the brand. In other words, consumers construct their self-identity and present themselves to others through their brand choices (Escalas & Bettman, 2003).

Underdog Brand Biographies

Hoch and Deighton (1989) classify brands as underdogs (vs. top-dogs) based on their weak (vs. dominant) market standing, defined as market share compared to other brands in their category. Paharia and colleagues (2011) state that external disadvantages and passion are two factors that defining underdog brands. Such brands face great external disadvantages and, at the same time, also represent high level of passion and determination with regard to overcoming these challenges. In this context, disadvantages include limited resources or minority status, whereas passion and determination relate to the brand or brand founder's passion regarding goals, fighting spirit, or strong faith and hope (Paharia et al., 2011). In contrast to underdog brands, top-dog brands are backed by well established companies, are well endowed with resources, and are favored to win in the competition (Paharia et al., 2011). Therefore, underdog brands are defined as those facing many disadvantages and expected to lose in the competition against top-dog competitors. Underdog brands, however, have some advantages over top-dog brands that are rooted in their passionate brand biographies. Particularly, when the externally disadvantaged companies demonstrate their passion and determination, consumers tend to identify with the brands and relate to their struggle. Thus, consumers show greater brand preference and purchase intentions for a brand that has an underdog biography. This effect is moderated by consumers' underdog self-

identity, the purchasing situation (i.e., purchasing for themselves vs. others), and culture (Paharia et al., 2011). Therefore, marketers use various communication strategies to inform consumers about their underdog status, and tell their underdog narratives to increase consumers' brand preference and purchase intentions.

Moreover, company size matters when it comes to the effect of underdog brand biographies (Avery et al., 2010). Indeed, the underdog effect may overcome any negative attributions associated with size or market power of a company because consumers are more likely to identify with the brand's passion and struggles rather than the company's size. For example, people are more likely to identify with large companies when these big firms have an underdog biography. Besides, people also are happier when thinking about the successes of large companies which come from underdog roots.

Furthermore, the underdog effect is affected by competitive threats as consumers' preferences for a brand may shift depending on their perception of the competitive context (Hsee et al. 1999). According to Paharia and colleagues (2014), highlighting competition helps a brand increase purchase intention and purchase frequency when it is situated within a salient competitive battle. For example, the authors find that communication strategies using the "framing the game effect" (i.e., focusing on the competition between underdog brands and other prominent competitors) increases the support for small brands (i.e., underdog brands) and decrease the support for large brands (i.e., top-dog brands). Support for small brands increases especially when they are framed as having a large competitor. In addition, rather than just supporting underdogs, consumers also punish larger brands.

In this research, we replicate the prior studies regarding underdog biography effects (Paharia et al., 2011), to answer the question "To what extent do underdog brand biographies lead to stronger brand preferences?" - one of the two central research questions of this thesis. Moreover, the current research seeks to shed more light on the underdog effect by examining the two dimensions of an underdog biography (external disadvantage, and passion and determination) independently. That leads to the following hypotheses:

H1a: Consumers show greater purchase intention for brands with a biography that expresses higher levels of passion.

H1b: Consumers show greater purchase intention for brands with a biography that expresses higher levels of external disadvantages.

Narrative Transportation

Transportation is a form of experiential response to narratives (Prentice & Gerrig, 1999). It is an integrative melding of attention, imagery, and emotion; focused on events occurring in the story (Green & Brock, 2000, 2002; Gerrig, 1993; Nell, 1988). In other word, transportation is a state of immersion into a story – the extent to which an individual becomes “lost” in a story (Green & Brock, 2000). Therefore, the more transportation is maintained, the more story-consistent beliefs and evaluations are enhanced. As a result, people may get “lost” in the real-world facts and accept the narrative world even in case that the story is labeled as fact or as fiction. For example, people may do not care about what going around in the room in which they are sitting and only keep focus on the events in the narrative (Green & Brock, 2000). Besides, people may also experience strong emotions and motivations by being transported into the narrative, even when they know the story itself is not real (Gerrig, 1993, pp.179-191). For instance, when being transported into a sad story, participants are more likely to think more actively about the things that could happen in order to change the unhappy outcomes in the story. Finally, consumers may form or change their attitudes and real-world beliefs through the story. Indeed, one of the studies of Green and Brock (2000) shows that transported readers are more likely to believe that the mall is a dangerous place than their less transported counterparts when reading a narrative about an attack on a small girl at a shopping mall.

For transportation to occur, a narrative world must be created, characters and settings must be evoked, and not merely emotions (Green & Brock, 2002). Gerrig (1993), and Green and Brock (2000, 2002) conceive of transportation as a convergent process, where all mental systems and capacities become focused on events occurring in the narrative. First, a person experiences the transportation by text quality of the narrative and situational factors. He or she is also affected by personal reading goals (with or without critical or elaborative mindset), individual differences, and prior relevant knowledge toward the narratives. These five factors then may increase the transportation level of people; making them be transported into the narrative world. Next, people form a perception of realism or plausibility, create feelings for characters in the narrative and reduce the negative cognitive responding. This leads to formation or change in attitudes and beliefs in transported readers.

Not everyone, however, experiences transportation into the story or becomes a “transported” reader. The persuasive effect of narratives may be limited to individuals who are

more receptive to narrative transportation (i.e., those with a higher dispositional likelihood of becoming transported; Mazzocco et al. 2010). Mazzocco and colleagues (2010) find that persuasive narratives were shown to be more effective among highly transportable participants, as classified by the Narrative Transportability Scale which captures chronic motivation and ability to become transported into a narrative, regardless of the specific content (Green, 1996; Dal Cin, Zanna, & Fong, 2004). Furthermore, Mazzocco and colleagues (2010) also find that this effect is mediated by emotional responses, confirming the transportation imagery model. Indeed, the model suggests that the attitudes and beliefs of the recipients of narrative information are often changed during the process (Green & Brock, 2000, 2002) and these changes tend to be based on emotional responses rather than rational responses (Slater, 2002). In other words, transportation is maintained not only by the events in the story, but also by the emotions associated with these changing events (Nabi & Green, 2015).

In short, transportation is viewed as a strong moderator and mediator of the narrative impact on people's attitudes (Green & Brock, 2000). In fact, transportation may lead to persuasion of the story receivers through three mechanisms: reduced negative cognitive responding, realism of experience, and strong feelings responses (Green & Brock, 2000, p.702). First, transportation may decrease the negative cognitive thoughts about story content as transported individuals are less likely to disbelieve the story claims. Second, transportations may make the story events look like real experiences to transported people. Finally, transportation also associated with strong feelings toward story characters; thus, the experiences and beliefs of these characters may enhance the positive thoughts of people and influence their actual beliefs.

Transportation is not limited to reading a piece of writing. In the literature of narrative transportation, research documents the effect using a variety of narratives, such as written stories (Green & Brock, 2000; Green, 2004; Mazzocco et al., 2010), print advertisements (Escalas, 2004), films (Green et al., 2008), short clips (Sestir & Green, 2010), and web reviews (Hamby et al., 2015). Therefore, "recipients of narrative information" includes readers, viewers, or listeners. Moreover, theoretically, the same processes involved in narrative transportation are expected to occur, regardless the types of narrative (Green & Brock, 2000). In this research, we focus on analyzing the narrative transportation effect using written brand stories. Specifically, the biographies of two real brands (used in pre-test 1) were based on brand stories written on brand websites and in online news articles. The biographies of two fictitious brands (used in pre-test 2,

and the main experiment) were written based on the brand biographies used in earlier academic research (study 4; Paharia et al., 2011).

Emotion and Post-Message Engagement

Emotion is a fundamental part of the narrative experience (Cupchik, 1995; Oatley, 1999). Emotion can also mediate the persuasive effects of narratives (Mazzocco et al. 2010). When a person reads a narrative, the story's emotional flow or the series of emotional shifts throughout the story can provide the motivating force for continued attention. This attention may help maintain narrative transportation and engagement during the course of a story and even in post-message engagement. As a result, this type of immersion enhances persuasive potential. In other words, "emotions are not simply a featured element of narratives, but they are strongly implicated in the process of how narratives generate persuasive outcomes" (Nabi & Green, 2015).

The emotional shifts are transferred through all stages of the narrative experience such as message selection, processing, and persuasive outcome of narratives. This research, however, only focuses on measuring consumers' post-message engagement with the brand based on the two dimensions of the underdog brand biography associated with it (i.e., passion and determination; external disadvantage). According to Nabi and Green (2015), a brand biography may evoke the following processes (mediators) that improve the effective influence of the narratives:

Information seeking. Inspiring people to search for more information about the message's topic is one of the ways that emotional shifts may promote post-message engagement. Some types of information seeking may come from a desire for emotional shift - for example, to relieve the anxiety evoked by thoughts of a disease (Murphy et al., 2011) - whereas other information seeking may arise from the curiosity piqued about the narrative's topic (Nabi & Green, 2015, p.150).

Post-narrative message elaboration. Audiences' desires for additional emotional shifts may motivate more extended narrative elaboration (Nabi & Green, 2015). For example, if people do not have a satisfying resolution after reading the narrative, they are more likely to engage in extra post-exposure processing of the narrative. This message's content elaboration is likely to influence the message individuals take away (Petty & Cacioppo, 1986).

Memory. Because emotional shifts within stories attract attention, narratives containing such shifts may also be more memorable, especially given that emotionally-arousing stories have been shown to associate with greater memory (Cahill & McGaugh, 1995).

Social sharing. Form of post-message influence linked to emotional arousal and desire for emotional shifts may come in the form of social sharing, which may enhance a message's influence for both the individual and their social network. People have an instinctive need to disclose to other people when they experience emotionally charged events (Rimé, 1995).

In this research, we predict that the concept of transportation plays an important role in the persuasive effect of underdog brand biography to consumers' brand preferences and purchase intentions. This expectation is supported by the literature of narrative transportation which suggests that narratives have the power to change attitudes, beliefs and behaviors of the recipients of narrative information (Escalas, 2004; Green, 2004; Green & Brock, 2000; Green & Fincher, 2013); transported individuals show more story-consistent beliefs and opinions than their less transported counterparts (Mazzocco et al. 2010). Moreover, we also believe that the post-message behaviors are also important mediators of the underdog biography effect as they are the factors that measure the influence of a narrative when the stories are finished. Thus, we examine the underdog brand biography effect by adding two mediators above, the narrative transportation and the post-message behaviors, to answer the question "To what extent and through what type of process do underdog brand biographies influence consumers' post-message engagement with the narrative and the brand?" – the second central research questions of this thesis. Again, to provide more insight regarding how the underdog effect operates, the mediation of the underdog effect through narrative transportation and post-message behaviors is examined in the context of the two dimensions of underdog biographies (i.e., external disadvantage; passion and determination). That leads to the following hypotheses:

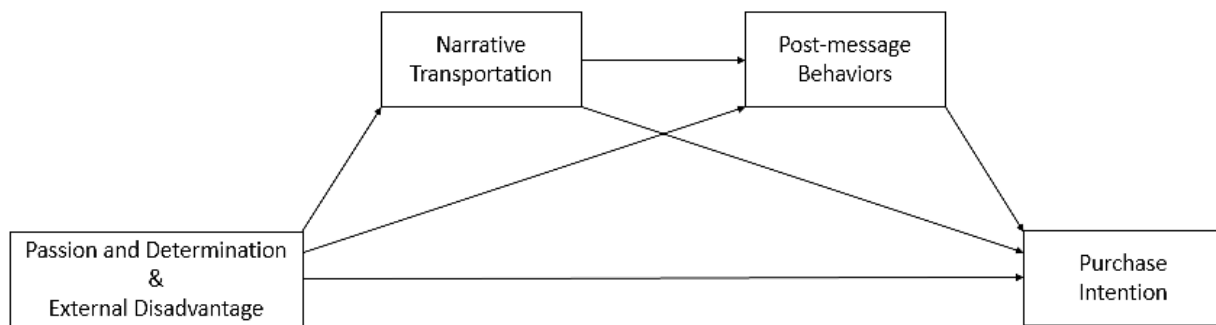
H2a: Increased purchase intention for brands with a biography that expresses higher levels of passion will be mediated by narrative transportation and consumers' post-message behaviors.

H2b: Increased purchase intention for brands with a biography that expresses higher levels of external disadvantage will be mediated by narrative transportation and consumers' post-message behaviors.

Overview of the Method

This research tests the influence of the two dimensions of an underdog brand biography (i.e., passion and determination; external disadvantage) on consumers' post-message engagement with the brand and brand purchase intention. Particularly, it examines the mediating role of information seeking, post-narrative message elaboration, and social sharing. Moreover, it investigates whether transportability as an individual variable mediates the influence of brand biographies on consumers' post-message behaviors as well as purchase intention.

FIGURE 1. The Conceptual Model



This research consists of online experiments and required a sample of 500 adult Canadian consumers, recruited through an online panel (Research Now). Particularly, we recruited 39 participants for pre-test 1, 81 participants for pre-test 2, and 380 participants for the main experiment. This research uses the same product category used in prior research (i.e., bottled juice; Paharia et al., 2011; study 2).

We first conducted a pre-test to check the effectiveness of the underdog brand biography manipulation which is measured by a scale capturing “passion and determination” and “external disadvantage” (Paharia et al. 2011). This pre-test verified that consumers perceived the underdog brand as a brand associated with both external disadvantage, and passion and determination. In pre-test 1, we used the biographies of two real brands Dose® and Tropicana®. 39 participants were randomly assigned to one of two biography conditions (i.e., underdog, top-dog brand biography of Dose® and Tropicana®). After reading brand biographies, participants rated the perceived level of external disadvantage, and passion and determination (Paharia et al., 2011) of the brands on seven-point scales. Participants then answered series of additional questions regarding their perceptions of the brand such as brand attitude, quality of product and brand, and brand familiarity. In pre-test 2, having same purpose as pre-test 1, we replicated the method of pre-

test 1 with 81 participants but using two fictitious brand biographies only (underdog and top-dog brand – Juicy Juice) because the two real brand biographies were less effective in eliciting high levels of passion and determination, and external disadvantage perceptions.

The main experiment was an online experiment with a sample of 380 participants. They were randomly assigned to one of two brand biography conditions (i.e., fictitious underdog or top-dog brand) that were successful with regard to the manipulation check questions in pre-test 2. Participants read the brand biography and rated the perceived level of external disadvantage, and passion and determination of the brands (Paharia et al., 2011). Next, they completed the 12-item Narrative Transportation Scale, measuring the degree of transportation into a given narrative (Green & Brock, 2000). Participants then indicate the level of their four post-message behaviors (Nabi & Green, 2015), brand interest and purchase likelihood (Paharia et al. 2011). All scales were measured on seven points.

Pre-Test 1

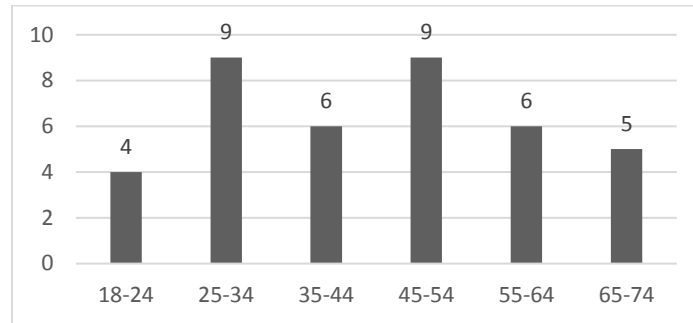
This test served as the manipulation check regarding perceptions of “passion and determinations” and “external disadvantage” elicited by two real brand biographies (i.e., underdog brand - Dose® and top-dog brand - Tropicana®). The biographies were adapted from brand stories written on the official brand websites of Tropicana® (top-dog brand) and Dose® (underdog brand), and online news articles. In short, the purpose of this test is to make sure that the underdog brand biographies were perceived to have significant more passion and determination as well as to be significant more externally disadvantaged than the top-dog brand biographies. Moreover, we also aimed to use pre-test 1 to confirm that the brand biography conditions did not influence consumers’ perceptions of brand attitude, quality of product and brand, and brand familiarity.

Method

Participants

There were 39 adult Canadian consumers recruiting through an online panel (Research Now) who were randomly assigned to two real brand conditions (n = 39, 46.15% female), including 20 participants in the Tropicana® biography (n = 20, 55% female) and 19 participants in the Dose® biography (n = 19, 36.84% female). The age of majority (76.92% participants) was between the ages of 25 and 64.

FIGURE 2. The Age Range of pre-test 1



Procedure

Participants completed an online questionnaire. They were randomly assigned to one of two fictitious brand biography conditions of two real brands (Tropicana® - top-dog brand, Dose® - underdog brand).

Please see Appendix A for full Biographies.

After reading the narratives, participants answered two questions that measure the two dimensions of the underdog brand biography (Paharia et al. 2011): “How passionate and determined is this brand?” and “How externally disadvantaged is this brand?” (1 = not at all, 7 = very much). Participants then answered a series of questions, including brand attitude strength (Priester et al., 2004), quality of product and brand (Sprott & Shimp, 2004), and brand familiarity (Simonin & Ruth, 1998). All scales were measured on seven points.

Please see Appendix B for full Pre-test Questionnaire.

Results

As expected, the two dimensions of underdog brand biographies—passion/determination and external disadvantage—did not correlate significantly ($r(39) = .016, p = .921$).

We then ran factor analyses with three scales of brand attitude strength, quality of product and brand, and brand familiarity to investigate different factors within these scales. The test revealed that there were three factors which represented the three scales correctly. Therefore, the seven brand attitude strength items, the three quality of product and brand items and the three brand familiarity items were collapsed (Cronbach’s alpha of .968, .942, and .975, respectively).

The manipulation checks on the passion and determination and external disadvantage scales did not show significant results across conditions. Specifically, the statistical t-test of passion and determination between the two brands ($M_{\text{Tropicana}} = 5.900$ vs $M_{\text{Dose}} = 5.737$, $t(39) = .402$, $p = .690$), and the statistical t-test of external disadvantage between the two brands ($M_{\text{Tropicana}} = 3.300$ vs $M_{\text{Dose}} = 4.053$, $t(39) = -1.099$, $p = .279$) were not significant.

As for other measurements, there were no significant differences between the means of brand attitude strength ($p = .214$) and the means of quality of product/brand ($p = .091$). However, there was the significantly difference between the means of brand familiarity level ($M_{\text{Tropicana}} = 6.167$ vs $M_{\text{Dose}} = 2.825$, $t(39) = 6.217$, $p = .000$). The results suggested that participants rated the brand Tropicana® to be more familiar than the brand Dose®. Therefore, this made this brand pair not appropriate for the test of the hypotheses stated in this research.

Please see Appendix D for tables of Pre-test 1 results.

Pre-Test 2

We replicated the methodology of pre-test 1 with new participants using the two fictitious brand biographies as the two real brands biographies were proved in the pre-test 1 to be not appropriate for this research context. The biographies of two fictitious brands were written based on the brand biographies used in study 4 of the article by Paharia and colleagues (2011). The brand name “Juicy Juice” was applied to both the underdog and the top-dog condition. The purpose and content of the pre-test 2 remained the same as pre-test 1 - making sure that the underdog brand biographies were perceived to have significant more passion and determination as well as to be significant more externally disadvantaged than the top-dog brand biographies; and the brand biography conditions did not influence consumers’ perceptions of brand attitude, quality of product and brand, and brand familiarity. Overall, there were a total of 81 participants were analyzed in this second pre-test.

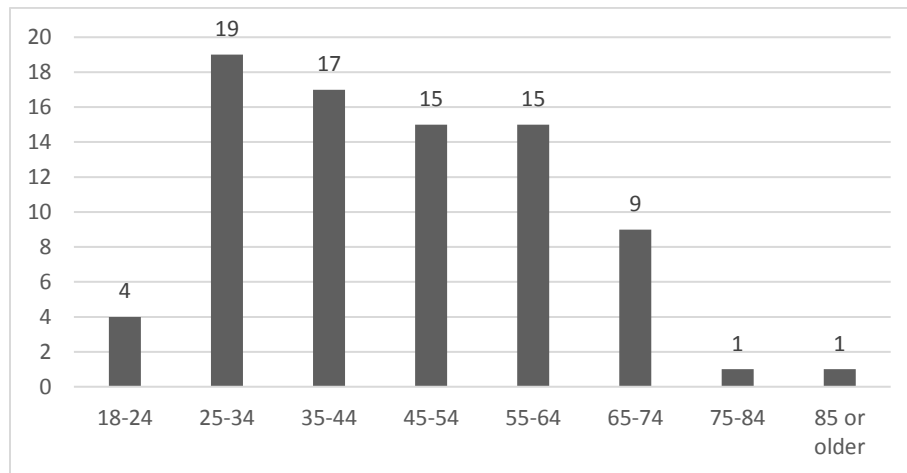
Method

Participants

There were 81 adult Canadian consumers recruiting through an online panel (Research Now) who were randomly assigned to two fictitious brand conditions ($n = 81$, 50.6% female), including 40 participants in the top-dog brand biography ($n = 40$, 42.5% female) and 41

participants in the underdog brand biography (n = 41, 58.54% female). The age of majority (81.48% participants) was between the ages of 25 and 64.

FIGURE 3. The Age Range of pre-test 2



Procedure

Participants completed an online questionnaire. We replicated the procedure of the pre-test 1 to this pre-test 2 except the type of brand biographies used in the survey. Indeed, participants were randomly assigned to one of two fictitious brand biography conditions (Juicy Juice – top-dog brand, and Juicy Juice – underdog brand).

Please see Appendix A for full Biographies.

Results

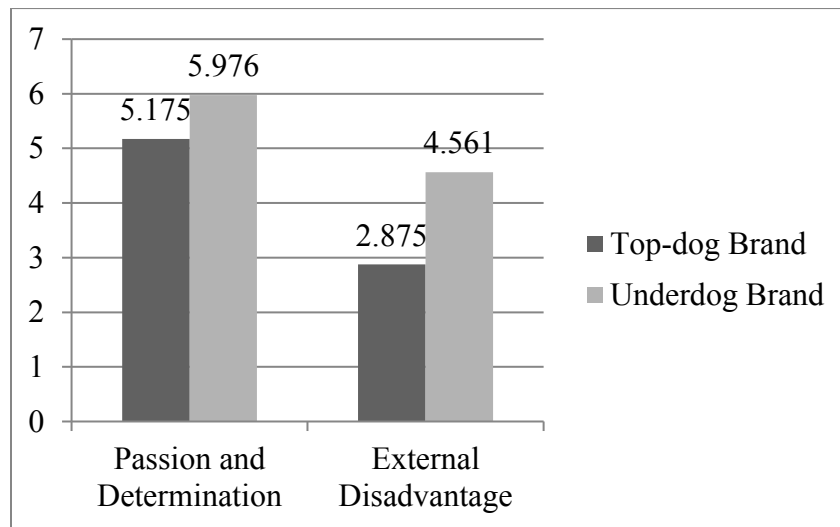
As expected, the measure of passion and determination did not correlate significantly with the measure of external disadvantage expressed in the brand biographies, $r(81) = .130, p = .247$.

We then ran factor analyses with the brand attitude strength, quality of product and brand, and brand familiarity scales to investigate different factors within these scales. The test revealed that there were two factors which represented the three scales: the first factor consisted of the brand attitude strength and product/brand quality scales; the second factor consisted of the brand familiarity scale. Because of the different sources of these scales, we followed the previous literature and created an index for each of the scales. Therefore, the seven brand attitude strength

items, the three quality of product items and the three brand familiarity items were averaged (Cronbach's alpha of .951, .955, and .962, respectively).

The manipulation checks for the passion and determination, and external disadvantage dimensions showed significant differences across brand biography conditions. Specifically, the underdog brand biography was associated with more passion and determination than the top-dog brand biography ($M_{\text{Top-dog}} = 5.175$ vs $M_{\text{Underdog}} = 5.976$, $t(81) = -2.510$, $p = .014$); the underdog brand biography was significantly more externally disadvantaged than the top-dog ($M_{\text{Top-dog}} = 2.875$ vs $M_{\text{Underdog}} = 4.561$, $t(81) = -4.348$, $p = .000$).

FIGURE 4. Manipulation Check



As for the other measures, there were no significant differences between the means of brand familiarity ($p = .858$), and product/brand quality ($p = .258$) emerged. However, there was a significant difference between the conditions with regard to brand attitude ($M_{\text{Top-dog}} = 4.729$ vs $M_{\text{Underdog}} = 5.362$, $t(81) = -2.226$, $p = .029$). These findings were consistent with the literature because, according to theoretical point of views, attitude might be influenced by the underdog status (Paharia et al. 2011). Overall, these results suggested that the biographies of the two fictitious brands were appropriate for testing the hypotheses proposed in this research.

Please see Appendix E for full tables of Pre-test 2 results.

Main Experiment

This experiment examined the effect of the two dimensions of underdog brand biographies (i.e., passion and determination, external disadvantage) on consumers' purchase intention. Moreover, the study also examined potential mediation effects through narrative transportation (Green & Brock, 2002) and post-message behaviors (Nabi & Green, 2015).

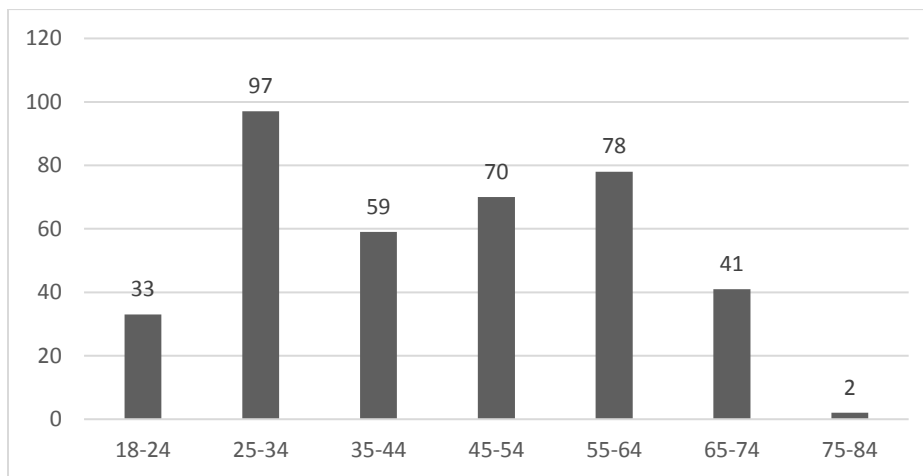
The brand biographies used in this main experiment were the two fictitious brand biographies (i.e., underdog and top-dog brand) that were associated with the successful manipulation checks in pre-test 2.

Method

Participants

There were 380 adult Canadian consumers recruiting through an online panel (Research Now) who were randomly assigned to two fictitious brand conditions (n = 380, 47% female); including 184 participants in the top-dog brand biography (n = 184, 45.1% female) and 196 participants in the underdog brand biography condition (n = 196, 49.5% female). The age of majority (80% participants) was between the ages of 25 and 64.

FIGURE 5. The Age Range of Main Experiment



Procedure

Participants completed an online questionnaire. They were randomly assigned to one of two brand biography conditions (Juicy Juice – top-dog, and Juicy Juice - underdog).

Participants read the brand biography and rated the perceived level of external disadvantage, and passion and determination of the brands on seven-point scales (Paharia et al. 2011): “How passionate and determined is this brand?” and “How externally disadvantaged is this brand?” (1 = not at all, 7 = very much). Next, they completed the 12-item Narrative Transportation Scale, a scale measuring the degree of transportation into a given narrative (Green & Brock, 2000). Participants then indicated the level of their post-message behaviors including information seeking, post-narrative message elaboration, and social sharing. For example, one of the questions on information seeking was “How likely would you be to search for more information about the brand?” (1 = not likely, 7 = very likely); the four-item scale of message elaboration from Wheeler et al. (2005); the seven-point scale question about social sharing “How likely would you be to share this brand with other people?” (1 = not likely, 7 = very likely). Finally, participants completed brand interest and purchase likelihood questions (Paharia et al. 2011). All scales were measured on seven points.

Please see Appendix C for full Main Experiment Questionnaire.

Results

Scale analyses

Factor analysis revealed that there was one factor which represented the two scales of purchase intention and brand interest. Furthermore, removal of questions about purchase intention and brand interest would have resulted in a lower Cronbach's alpha, except for the question “If this brand succeeds, I will be sad-happy.” (.946 vs. .940). Moreover, the corrected item-total correlation values of these seven items were all high (higher than .50). Thus, the four purchase intention items and three brand interest items were collapsed into a single purchase intention index with a Cronbach's alpha of .940.

Factor analysis revealed that there were three factors within narrative transportation scale; one subsumed the three reverse scored questions. Removal of the three reverse scored questions of the 12-item narrative transportation scale resulted in a higher Cronbach's alpha. Moreover, the corrected item-to-total correlation values of these items were low (all less than .50). Therefore, the three reverse scored items were removed. Removal of the nine remaining items of this scale would have resulted in a lower Cronbach's alpha. Moreover, the corrected item-to-total correlation values

of these items were all high (higher than 0.5). The remaining items were thus collapsed into a single narrative transportation index with a Cronbach's alpha of .889.

Factor analysis revealed that there were two factors within the scales of post-message behaviors: one subsumed questions about information seeking and social sharing, the other questions about message elaboration. Removal of seven questions about post-message behaviors would have resulted in a lower Cronbach's alpha, except the question "How much effort did you put into reading the brand biography?" (.880 vs. .878). Moreover, the corrected item-to-total correlation values of the six items were all high (equal or higher than .50). Therefore, the two information seeking items, the four elaboration items and the one social sharing item were collapsed into a single post-message behaviors index with a Cronbach's alpha of .878.

Main analyses

As expected, the level of passion and determination did not correlate significantly with the external disadvantage expressed in the brand biographies, $r(380) = .094$, $p = .068$. To examine whether the two dimensions of an underdog biography (i.e., passion and determination, external disadvantage) independently and directly affect consumers' purchase intention, a regression was performed. The overall model was significant ($F(2, 379) = 58.669$, $p = .000$). The analysis revealed a significant positive effect between passion and determination and consumers' purchase intention ($\beta = .505$, $p = .000$) but a non-significant effect between external disadvantage and consumers' purchase intention ($\beta = .050$, $p = .141$).

We then ran the macro process analysis (Hayes, 2013) to test the direct effect of the two dimensions of an underdog brand biography on purchase intention with two proposed mediators. The outputs indicated equivalent results to the regression analysis as there was a significant positive direct effect of passion and determination on consumers' purchase intention ($\beta = .235$, $t(376) = 6.897$, $p = .000$), and a non-significant direct effect of external disadvantage on consumers' purchase intention ($\beta = -.0175$, $t(376) = -.72$, $p = .472$).

These results illustrated the positive direct effect of passion and determination on consumers' purchase intention, supporting hypothesis H1a. However, the results failed to support hypothesis H1b, as there was no significant direct effect of external disadvantage on consumers' purchase intention.

Mediational analyses

The hypotheses suggest that the relationship between each of the two dimensions of an underdog brand biography and consumers' purchase intentions is mediated by both narrative transportation and post-message behaviors. To analyze all possible total, direct and indirect effects within the conceptual model with the presence of two proposed mediators, we used the macro process analysis (Hayes, 2013). This macro only allows for the test of one predictor in the context of two serial mediators, the results regarding the two dimensions of underdog brand biographies are thus presented individually.

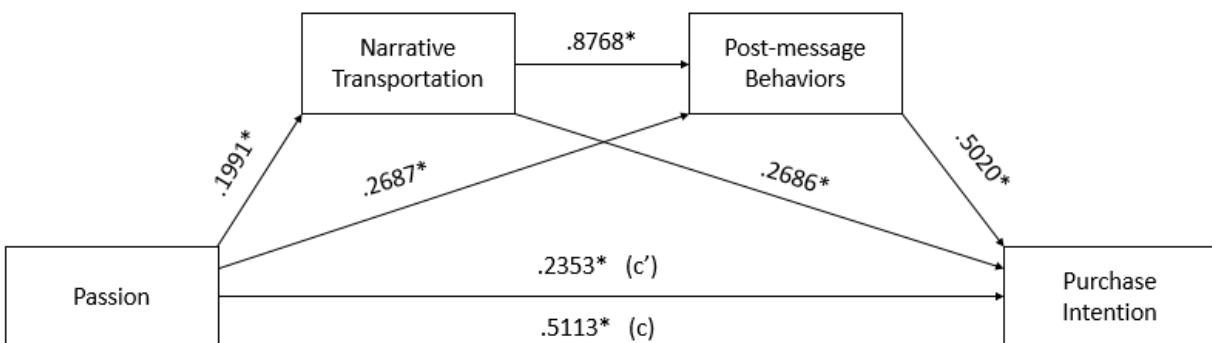
Macro Process analysis with "passion and determination" as independent variable

The results showed significant positive effects of all the direct effect, total effect and three indirect effects through two mediators (narrative transportation and post-message behaviors) of passion and determination on consumers' purchase intention as the confidence intervals did not include zero; this supported hypothesis H2a.

The coefficients and significant levels of the direct effect (c'), total effect (c) and all other indirect effects of the conceptual model with "passion and determination" as an independent variable are described in the Figure 6.

FIGURE 6.

The Conceptual Model with "Passion and Determination" as independent variable



*Indicates significance at the $p < .001$ level

Moreover, the outputs revealed that most of the effects happening in the model go through the indirect effect path of passion and determination \Rightarrow post-message behaviors \Rightarrow purchase

intention (indirect effect value = .135 vs. the total indirect effect value = .276). The results also showed that the indirect effect path of passion and determination => post-message behaviors => purchase intention is stronger than the indirect effect path of passion and determination => narrative transportation => purchase intention. This indicated that “post-message behaviors” is a stronger mediator in the model, compared to narrative transportation.

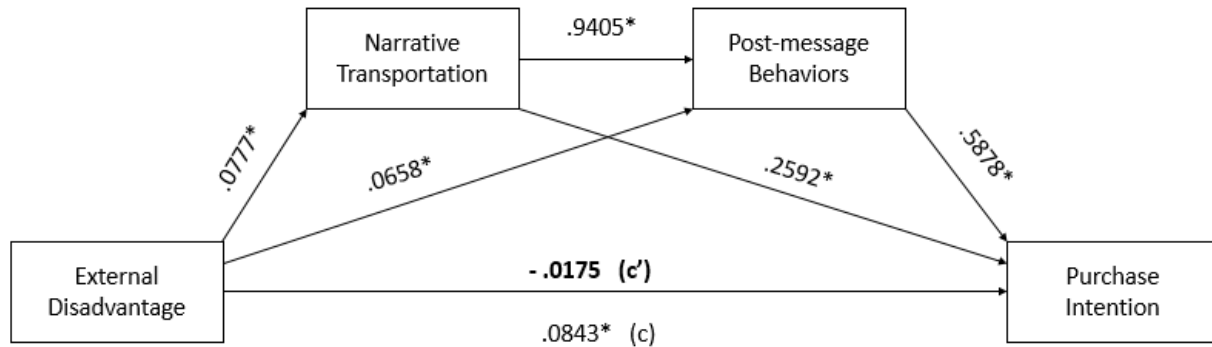
Macro Process analysis with “external disadvantage” as independent variable

The results showed significant positive effects of the total effect and three indirect effects through two mediators (narrative transportation and post-message behaviors) of external disadvantage on consumers’ purchase intention as the confidence intervals surrounding effect estimates did not include zero; this supported hypothesis H2b. There was, however, a non-significant direct effect of external disadvantage on purchase intention ($t(376) = -.719, p = .472$), a replication of the main analyses.

The coefficients and significant levels of the direct effect (c’), total effect (c) and all other indirect effects of the conceptual model with “external disadvantage” as an independent variable are described in the Figure 7.

FIGURE 7.

The Conceptual Model with “External disadvantage” as independent variable



*Indicates significance at the $p < .001$ level

Moreover, the outputs revealed that most of the effects happening in the model go through two indirect effects: the indirect effect path of external disadvantage => post-message behaviors => purchase intention” (indirect effect value = .039 vs. the total indirect effect value = .102), and the indirect effect path of external disadvantage => narrative transportation => post-message

behaviors => purchase intention (indirect effect value = .043 vs. the total indirect effect value = .102). The results also showed that the indirect effect path of external disadvantage => narrative transportation => post-message behaviors => purchase intention is stronger than the indirect effect path of external disadvantage => narrative transportation => purchase intention, indicating that “post-message behaviors” is an important mediator in the model and that narrative transportation is a strong predictor of post-message behaviors.

Please see Appendix F for full tables of the Main Experiment results.

Conclusion

Discussion

Prior research (Paharia et al., 2011) indicates that biographies of underdog brands have a positive effect on brand preferences and purchase intentions in some contexts, such as when consumers identify themselves as having underdog status or when consumers purchase the products for their own usage. Moreover, the literature on narrative transportation suggests that narratives may have power to change attitudes, beliefs and behaviors of recipients of narrative information (Escalas, 2004; Green & Brock, 2000; Green, 2004; Green & Fincher, 2013). The influence of narratives is also extended to the post-message engagements (Nabi & Green, 2015). Based on these research findings, the current research not only focuses on the consequences of underdog brand biographies, but also aims to understand a wider variety of effects underdog brand biographies may entail, as well as to gain more insight into the processes underlying the underdog effect. Particularly, this research tests the influence of the two dimensions of underdog brand biographies (passion and determination, and external disadvantage) on consumers’ post-message engagement with the brand and brand preferences. It examines the mediating role of narrative transportation level and post-message behaviors including information seeking, post-narrative message elaboration, and social sharing. Our findings show some significant results in the predicted directions.

First, we replicated the notion that underdog brand biographies are associated with higher levels of passion and determination, and external disadvantage in the pretests conducted within this research (Paharia et al., 2011).

Second, there was partial support for the hypotheses that the two dimensions of underdog brand biographies may lead to stronger brand preferences and purchase intention (Paharia et al., 2011). Hypothesis H1a was supported, whereas hypothesis H1b was not supported: The regression analysis and the process analysis revealed a significant path for passion and determination. There was, however, no significant path for external disadvantage. These findings suggested that the passion and determination level expressed in brand biographies has a stronger effect on consumers' purchase intention than the external disadvantage level.

Finally, we found evidence to support the conceptual model with significant paths of the total effect of each individual dimension of underdog brand biography on the consumers' purchase intentions, as well as the mediation effects of the narrative transportation and the post-message behaviors. In other words, hypotheses H2a and H2b were supported. In the model with passion and determination serving as the predictor, the process analysis revealed significant positive effects of all the direct effect, total effect and three indirect effects through two mediators (narrative transportation and post-message behaviors) on consumers' purchase intention. Moreover, the post-message behaviors emerged as the most important mediator in explaining the underdog effect. On the other hand, in examining the model with external disadvantage serving as predictor, the process analysis revealed significant positive effects of the total effect and three indirect effects through two mediators (narrative transportation and post-message behaviors) on consumers' purchase intention; there was, however, no significant direct effect of external disadvantage on purchase intention. In addition, the post-message behaviors were presented again to be the most important mediator in explaining the underdog effect.

Managerial implications

The research results indicate some important aspects that brand managers should take into consideration when employing an underdog brand biography strategy to enhance the consumers' connection with the brand and gain the brand interest and purchase intention.

First, the present research underscores the importance of emphasizing how passionate and determined the brand and its founders are to overcome external struggles to be successful. Since the external disadvantage factor appears less effective in the persuasive process of an underdog brand biography strategy, brand managers should put more emphasis on the passion and determination factor when writing their brand stories and in designing communication strategies.

In other words, underdog brand biographies should talk less about how externally disadvantaged the brand is, and talk more about the brand's passion and determination to succeed in the industry.

Second, besides including the two dimensions of an underdog brand biography in brand stories, the results suggest that brand managers should also care about the consumers' post-message behaviors as they have been proved to be the most important mediators of the underdog effect in this research. For example, to enhance information seeking behaviors, brand managers may make their brand biographies and other information about the brand such as news, videos, or public relation articles available to consumers. Brand managers may also want to invest more into the contents of these communications to maintain high-quality, consistent and appropriate information sources about their brand. Moreover, to enhance social sharing behaviors, brand manager may encourage consumers to share their brand narratives and brand experiences with other consumers. One of the strategies that companies used is organizing a contest in which consumers post their thoughts, stories about the brand and the products on printings or on some social network platforms.

Limitations and Future research

First, it is possible that the correlations between constructs observed in this research may be driven partly by common-method variance rather than the constructs themselves. It is important to acknowledge, however, that a measurement of the constructs within the same questionnaire was necessary to trace the hypothesized process.

Second, according Green and Brock (2000, p. 719), "the most powerful tales tends to be those that involve negative aspects, such as dilemmas to be overcome". Underdog brand biographies meets this criterion because they include mention of the external disadvantages the brand has to overcome, and the passion and commitments of brands and their founders in dealing with these odds. In this research, the two dimensions of underdog brand biographies were manipulated in brand narratives that were based on existing research (Paharia et al., 2011), where they predicted purchase intentions in an analysis that used biography type as predictor variable, and were used as two independent predictor variables in the current research to increase the insight this research has to offer. It is important to acknowledge that this quantitative approach to the measurement of consumer perceptions of brand biographies probably ignores much of the thoughts that underdog brand biographies evoke. Such thoughts may not only focus on the content of the

biographies (e.g., the level of passion and determination, and external disadvantage), but also on the brand biography's appropriateness and narrative quality. More qualitative research about the text quality would provide complementary findings on which elements should be included in an underdog biography and how to include them.

Third, the "external disadvantage" dimension of an underdog brand biography, which was measured by the question "How externally disadvantaged is this brand?" (questionnaire of pre-test and main experiment), may be somewhat ambiguous to consumers. Specifically, the term "externally disadvantaged" may have been too abstract or may not capture all the elements of disadvantage component in the brand biographies. Therefore, in the future research of this topic, there is a need to have more specific and detailed questions to measure level of "external disadvantage" more accurately. For example, we may ask "How well-resourced is this brand?", or "How much experience does this brand have?".

Fourth, we formed the narrative transportation index from nine items (removing three reversed scored items) within the 12-item scale of Green & Brock (2000). However, because the narrative transportation is an integrative melding of attention, imagery, and emotion (Green & Brock, 2000, 2002; Gerrig, 1993; Nell, 1988), research that focuses on analyzing each aspect of transportation may provide a more detailed explanation with regard to the extent to which consumers experience each effective, imagery and cognitive involvement within the transportation process. Indeed, this analysis will help to clarify which components of narrative transportation have the strongest effect on narrative persuasion.

Fifth, the present findings showed that the post-message behaviors are the most important mediators in explaining the underdog effect within the conceptual model of this research. Unfortunately, we could only analyze the quantitative scales of information seeking, post-message elaboration and social sharing. The fourth post-message behavior – memory – could be examined in future research by using the qualitative questions and analyses. Therefore, one idea for future research would be examine this element as part of the mediation effect of post-message behaviors within the underdog brand biography effect.

Finally, we only used one type of narrative—short text—to examine the effect of underdog brand biographies on consumers' purchase intention. In the literature on underdog brand biographies, such an approach is common (e.g., Paharia et al., 2010, 2011). The literature on narrative transportation, however, examines many types of narratives, such as texts, films, visual

media, and web reviews. Thus, additional future work may contribute to the literature on narratives and underdog brand biography by testing the process with other types of narratives rather than just short texts. We expect that the results would be consistent with what we did in this research because, theoretically, the same processes involved in narrative transportation are expected to occur, regardless the types of a narrative (Green & Brock, 2000). It is possible, however, that other forms of narratives trigger narrative transportation to a greater extent (e.g., through the presence of images), and this could potentially strengthen the downstream effects of such narratives.

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Appendix A – Brand Biographies

Real brands:

Top-dog brand biography (Tropicana®)

In 1947, the entrepreneur Anthony Rossi came to America and founded Tropicana® with the mission of making the goodness of the finest fruit accessible to everyone. Nowadays, from maintaining strong partnerships with more than 400 established Florida groves to pioneering new technologies, the Tropicana® brand continues to bring consumers the best, freshest tasting juices.

The Tropicana® brand was launched in Canada in 1991. Today, it is the market leader in juices and the first not-from-concentrate, refrigerated juice that can be found at most grocery stores. It is a key brand in the portfolio of PepsiCo Canada, the nation's leader in beverage refreshment, with a roster of Canada's leading brands. With a full line of great-tasting and nutritious juices, juice blends and cocktails, Tropicana® is committed to bringing the goodness of fresh fruit to your glass every day.

Underdog brand biography (Dose ®)

This independent juice company was created in Montreal in 2013 by two McGill University finance students, Genevieve Brousseau-Provencher and Raphael Hubert, who share a deep passion for healthy living. The entrepreneurial couple built Dose® Juice from the ground up and are on a mission to demonstrate to Canadians that being healthy doesn't mean disrupting their daily routine. Dose focuses on raw and organic cold-pressed juices and vegetables; and all of the Dose® products are fresh and last approximately four days. Consumers can find Dose® Juice in certain stores, cafes and pop up shop in major cities in Quebec and Ontario, or have it delivered right to their door.

Starting a startup company is not always easy. Indeed, “You not only need the passion, but also the ambition to start your own project,” says owner Genevieve Brousseau-Provencher. The founders, however, believe that people who take their wellbeing to heart will see value in their completely raw and organic products as “we sell the juices we wanted to drink ourselves,” says owner Raphael Hubert.

Fictitious brands:

Top-dog brand biography (Juicy Juice)

Juicy Juice is a premium fresh bottled juice maker that has done well in the juice market for years. This large company has more resources than the industry average due to pioneering technologies and strong partnerships with established groves, distributors, and retailers. The brand's founders have significant experience in beverages industry and are known to maintain high quality in the production process.

Juicy Juice is part of an international food corporation that was able to build the brand with a large marketing and distribution budget without compromising premium quality. Known for its dominant market position and financial performance, Juicy Juice is regarded to be a high-quality premium fresh juice available at most beverage and grocery stores.

Underdog brand biography (Juicy Juice)

Juicy Juice is a local fresh bottled juice maker that has entered the market only last year. This small company has less resources than the industry average due to limited manufacturing capacity and developing partnerships with groves, distributors, and retailers. Although the brand's founders do not have much experience in beverages industry, they strongly believe that their dedication and passion for a healthy lifestyle and fresh juice will help them overcome the odds of competing in a fierce industry to bring their high-quality juices to market.

Juicy Juice is a brand that faces a huge challenge of dealing with a limited marketing and distribution budget without comprising premium quality. Though still relatively less known compared to powerful competitors, Juicy Juice is regarded to be a high-quality premium fresh juice available at some beverage and grocery stores.

Appendix B – Pre-test Questionnaire

Two dimensions of the underdog narrative

Participants will rate the perceived level of external disadvantage, and passion and determination of the brands. (Paharia et al. 2011) (seven-point scale) (1 = not at all, 7 = very much)

- 1) How passionate and determined is this brand?
- 2) How externally disadvantaged is this brand?

Other measurements

- Brand Attitude Strength: (Priester et al. 2004) (seven-point scale)

Please indicate the extent to which you view the [brand] as:

- 1) 1 = Bad / 7 = good
- 2) 1 = Negative / 7 = Positive
- 3) 1 = Unfavorable / 7 = Favorable
- 4) 1 = Not at all important / 7 = Extremely important
- 5) 1 = Not at all self-relevant / 7 = Extremely self-relevant
- 6) 1 = Not certain at all / 7 = Extremely certain
- 7) 1 = Have not thought about it at all / 7 = Have thought about it a great deal

- Quality of product/brand: (Sprott & Shimp, 2004) (seven-point scale)

- 1) All things considered, I would say this [brand] has: 1 = poor overall quality / 7 = excellent overall quality
- 2) This product has: 1 = very poor quality / 7 = very good quality
- 3) Overall, this product is: 1 = poor / 7 = excellent

- Familiarity: (Simonin & Ruth, 1998) (seven-point scale)

Please indicate how familiar you are with the [brand] brand name.

- 1) 1 = Not at all familiar / 7 = Extremely familiar
- 2) 1 = Definitely do not recognize / 7 = Definitely recognize
- 3) 1 = Definitely have not heard of it before / 7 = Definitely have heard of it before

Appendix C – Main Experiment Questionnaire

Two dimensions of the underdog narrative

Participants will rate the perceived level of external disadvantage, and passion and determination of the brands. (Paharia et al. 2011) (seven-point scale) (1 = not at all, 7 = very much)

- 1) How passionate and determined is this brand?
- 2) How externally disadvantaged is this brand?

Narrative Transportation Scale (Measures degree of transportation into a given narrative): (Green & Brock, 2000) (1 = not at all, 7 = very much)

- 1) While I was reading the narrative, I could easily picture the events in it taking place.
- 2) While I was reading the narrative, activity going on in the room around me was on mind. ®
- 3) I could picture myself in the scene of the events described in the narrative.
- 4) I was mentally involved in the narrative while reading it.
- 5) After finishing the narrative, I found it easy to put it out of my mind. ®
- 6) I want to learn more about the narrative ended.
- 7) The narrative affected me emotionally.
- 8) I found myself thinking of ways the narrative could have turned out differently.
- 9) I found my mind wandering while reading the narrative. ®
- 10) The events in the narrative are relevant to my everyday life.
- 11) The events in the narrative have changed my life.
- 12) While reading the narrative, I had a vivid image of the brand founder.

®: *reverse-scored*

Post-message behaviors

- Information seeking: (seven-point scale)
 - 1) How curious would you be to this brand? (1 = not at all, 7 = very much)
 - 2) How likely would you be to search for more information about the industry/brand/founders? (1 = not likely, 7 = very likely)

- Post-narrative message elaboration: (Wheeler, Petty & Bizer, 2005) (seven-point scale, item 1 to 4) (1 = very little, 7 = a lot)
 - 1) To what degree did you pay attention to the message you read about the brand biography?
 - 2) Did you think deeply about the information contained in this message?
 - 3) How much effort did you put into reading the message?
 - 4) How personally involved did you feel with the issue you read about?
- Social sharing:
 - 1) How likely would you be to share this brand with other people? (seven-point scale) (1 = not likely, 7 = very likely)

Brand interest, Purchase intention

- Brand interest: (Paharia et al. 2011) (seven-point scale)
Please indicate how much you agree with the following statements:
 - 1) I am eager to check out this brand because of the story about its founders. (1 = disagree, 7 = agree)
 - 2) If this brand succeeds, I will be ... (1 = sad, 7 = happy)
 - 3) How loyal would you be to this brand? (1 = not loyal, 7 = very loyal)
- Purchase intention: (Paharia et al. 2011) (seven-point scale)
 - 1) Based on the description of this brand/company, would you like to try this brand? (1 = not at all, 7 = very much)
 - 2) Would you buy this brand if you happened to see it in the store? (1 = not likely, 7 = very likely)
 - 3) Would you actively seek out this brand in the store to purchase it? (1 = not likely, 7 = very likely)
 - 4) How likely would you be to purchase a product made by this brand? (1 = not likely, 7 = very likely)

Appendix D – Pre-test 1

Table D1: The Age Range

| Age Range | Dose | Tropicana | Grand Total |
|--------------------|-----------|-----------|-------------|
| 18-24 | 2 | 2 | 4 |
| 25-34 | 4 | 5 | 9 |
| 35-44 | 4 | 2 | 6 |
| 45-54 | 3 | 6 | 9 |
| 55-64 | 4 | 2 | 6 |
| 65-74 | 2 | 3 | 5 |
| Grand Total | 19 | 20 | 39 |

Table D2: Correlations between “passion and determination” and “external disadvantage”

| Correlations | | | |
|------------------------------|---------------------|---------------------------|------------------------------|
| | | How_passionate_determined | How_externally_disadvantaged |
| How_passionate_determined | Pearson Correlation | 1 | .016 |
| | Sig. (2-tailed) | | .921 |
| | N | 39 | 39 |
| How_externally_disadvantaged | Pearson Correlation | .016 | 1 |
| | Sig. (2-tailed) | .921 | |
| | N | 39 | 39 |

Table D3: PCA for three scales of brand attitude, quality of product, and familiarity

| | Rotated Component Matrix ^a | | |
|------------------------------|---------------------------------------|------|------|
| | Component | | |
| | 1 | 2 | 3 |
| Bad_Good | .883 | | |
| Negative_Positive | .920 | | |
| Unfavorable_Favorable | .887 | | |
| NotImportant_Important | .861 | | |
| NotSelfRelevant_SelfRelevant | .876 | | |
| NotCertain_Certain | .907 | | |
| NotThought_HaveThought | .846 | | |
| Brand_Poor_Excellent_Quality | | | .900 |
| Product_Poor_Good_Quality | | | .881 |
| Product_Poor_Excellent | | | .876 |
| NotFamiliar_Familiar | | .964 | |

| | | |
|------------------------|--|------|
| NotRecognize_Recognize | | .979 |
| NotHeard_HaveHeard | | .966 |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

Table D4 & D5: t-test of brand biographies

Group Statistics

| | Group | N | Mean | Std. Deviation | Std. Error Mean |
|------------------------------|-----------|----|--------|----------------|-----------------|
| How_passionate_determined | Tropicana | 20 | 5.900 | 1.1653 | .2606 |
| | Dose | 19 | 5.737 | 1.3680 | .3138 |
| How_externally_disadvantaged | Tropicana | 20 | 3.300 | 2.1546 | .4818 |
| | Dose | 19 | 4.053 | 2.1206 | .4865 |
| Attitude | Tropicana | 20 | 5.214 | 1.4915 | .3335 |
| | Dose | 19 | 4.541 | 1.8267 | .4191 |
| Quality_Product | Tropicana | 20 | 5.9667 | 1.11292 | .24886 |
| | Dose | 19 | 5.2281 | 1.51964 | .34863 |
| Familiarity | Tropicana | 20 | 6.167 | .9335 | .2087 |
| | Dose | 19 | 2.825 | 2.2065 | .5062 |

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|------------------------------|-----------------------------|---|------|------------------------------|--------|-----------------|-----------------|-----------------------|---|---------|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |
| How_passionate_determined | Equal variances assumed | .743 | .394 | .402 | 37 | .690 | .1632 | .4062 | -.6599 | .9862 |
| | Equal variances not assumed | | | .400 | 35.423 | .692 | .1632 | .4079 | -.6646 | .9909 |
| How_externally_disadvantaged | Equal variances assumed | .242 | .626 | -1.099 | 37 | .279 | -.7526 | .6850 | -2.1405 | .6353 |
| | Equal variances not assumed | | | -1.099 | 36.950 | .279 | -.7526 | .6847 | -2.1400 | .6347 |
| Attitude | Equal variances assumed | 1.232 | .274 | 1.263 | 37 | .214 | .6729 | .5328 | -.4066 | 1.7524 |
| | Equal variances not assumed | | | 1.256 | 34.797 | .217 | .6729 | .5356 | -.4146 | 1.7605 |
| Quality_Product | Equal variances assumed | 1.023 | .318 | 1.738 | 37 | .091 | .73860 | .42494 | -1.12242 | 1.59962 |
| | Equal variances not assumed | | | 1.724 | 32.920 | .094 | .73860 | .42834 | -1.13294 | 1.61013 |
| Familiarity | Equal variances assumed | 13.387 | .001 | 6.217 | 37 | .000 | 3.3421 | .5376 | 2.2528 | 4.4314 |
| | Equal variances not assumed | | | 6.104 | 23.984 | .000 | 3.3421 | .5476 | 2.2120 | 4.4722 |

Appendix E – Pre-test 2

Table E1: The Age Range

| Age Range | Top-dog | Underdog | Grand Total |
|--------------------|-----------|-----------|-------------|
| 18-24 | 3 | 1 | 4 |
| 25-34 | 8 | 11 | 19 |
| 35-44 | 9 | 8 | 17 |
| 45-54 | 8 | 7 | 15 |
| 55-64 | 6 | 9 | 15 |
| 65-74 | 5 | 4 | 9 |
| 75-84 | | 1 | 1 |
| 85 or older | 1 | | 1 |
| Grand Total | 40 | 41 | 81 |

Table E2: Correlations between “passion and determination” and “external disadvantage”

| Correlations | | | How_passionate_determined | How_externally_disadvantaged |
|------------------------------|---------------------|--|---------------------------|------------------------------|
| How_passionate_determined | Pearson Correlation | | 1 | .130 |
| | Sig. (2-tailed) | | | .247 |
| | N | | 81 | 81 |
| How_externally_disadvantaged | Pearson Correlation | | .130 | 1 |
| | Sig. (2-tailed) | | .247 | |
| | N | | 81 | 81 |

Table E3: PCA for three scales of brand attitude, quality of product, and familiarity

| | Rotated Component Matrix^a | |
|------------------------------|---|---|
| | Component | |
| | 1 | 2 |
| Bad_Good | .936 | |
| Negative_Positive | .919 | |
| Unfavorable_Favorable | .934 | |
| NotImportant_Important | .848 | |
| NotSelfRelevant_SelfRelevant | .852 | |
| NotCertain_Certain | .781 | |
| NotThought_HaveThought | .729 | |
| Brand_Poor_Excellent_Quality | .878 | |

| | | |
|---------------------------|------|------|
| Product_Poor_Good_Quality | .914 | |
| Product_Poor_Excellent | .867 | |
| NotFamiliar_Familiar | | .963 |
| NotRecognize_Recognize | | .957 |
| NotHeard_HaveHeard | | .945 |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Table E4 & E5: t-test of two fictitious brands

Group Statistics

| | Group | N | Mean | Std. Deviation | Std. Error Mean |
|------------------------------|----------|----|-------|----------------|-----------------|
| How_passionate_determined | Top-dog | 40 | 5.175 | 1.5002 | .2372 |
| | Underdog | 41 | 5.976 | 1.3691 | .2138 |
| How_externally_disadvantaged | Top-dog | 40 | 2.875 | 1.5882 | .2511 |
| | Underdog | 41 | 4.561 | 1.8848 | .2944 |
| Attitude | Top-dog | 40 | 4.729 | 1.3732 | .2171 |
| | Underdog | 41 | 5.362 | 1.1846 | .1850 |
| Familiarity | Top-dog | 40 | 2.675 | 1.7271 | .2731 |
| | Underdog | 41 | 2.602 | 1.9454 | .3038 |
| Quality | Top-dog | 40 | 5.225 | 1.4110 | .2231 |
| | Underdog | 41 | 5.553 | 1.1681 | .1824 |

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|------------------------------|-----------------------------|---|------|------------------------------|--------|-----------------|-----------------|-----------------------|---|--------|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |
| How_passionate_determined | Equal variances assumed | .725 | .397 | -2.510 | 79 | .014 | -.8006 | .3190 | -1.4355 | -.1657 |
| | Equal variances not assumed | | | -2.507 | 77.949 | .014 | -.8006 | .3193 | -1.4364 | -.1648 |
| How_externally_disadvantaged | Equal variances assumed | 2.267 | .136 | -4.348 | 79 | .000 | -1.6860 | .3877 | -2.4578 | -.9142 |
| | Equal variances not assumed | | | -4.357 | 77.376 | .000 | -1.6860 | .3869 | -2.4564 | -.9156 |
| Attitude | Equal variances assumed | .184 | .669 | -2.226 | 79 | .029 | -.6338 | .2847 | -1.2005 | -.0671 |
| | Equal variances not assumed | | | -2.222 | 76.744 | .029 | -.6338 | .2852 | -1.2018 | -.0658 |
| Familiarity | Equal variances assumed | .525 | .471 | .179 | 79 | .858 | .0734 | .4091 | -.7409 | .8877 |
| | Equal variances not assumed | | | .180 | 78.314 | .858 | .0734 | .4085 | -.7398 | .8866 |
| Quality | Equal variances assumed | 1.281 | .261 | -1.140 | 79 | .258 | -.3278 | .2875 | -.9001 | .2444 |
| | Equal variances not assumed | | | -1.138 | 75.626 | .259 | -.3278 | .2882 | -.9019 | .2462 |

Appendix F – Main Experiment

Table F1: The Age Range

| Age Range | Top-dog | Underdog | Grand Total |
|--------------------|------------|------------|-------------|
| 18-24 | 16 | 17 | 33 |
| 25-34 | 44 | 53 | 97 |
| 35-44 | 32 | 27 | 59 |
| 45-54 | 35 | 35 | 70 |
| 55-64 | 40 | 38 | 78 |
| 65-74 | 16 | 25 | 41 |
| 75-84 | 1 | 1 | 2 |
| Grand Total | 184 | 196 | 380 |

Table F2: Correlations between “passion and determination” and “external disadvantage”

| Correlations | | | |
|---------------------------|---------------------|---------------------------|-----------------------|
| | | Passion and Determination | External Disadvantage |
| Passion and Determination | Pearson Correlation | 1 | .094 |
| | Sig. (2-tailed) | | .068 |
| | N | 380 | 380 |
| External Disadvantage | Pearson Correlation | .094 | 1 |
| | Sig. (2-tailed) | .068 | |
| | N | 380 | 380 |

Table F3: PCA for two scales of Purchase intention and Brand interest

| Component Matrix ^a | |
|--|-----------|
| | Component |
| | 1 |
| Based on the description of this company, would you like to try this brand? | .894 |
| Would you buy this brand if you happened to see it in the store? | .906 |
| Would you actively seek out this brand in the store in order to purchase it? | .893 |
| How likely would you be to purchase a product made by this brand? | .912 |
| I am eager to check out this brand because of the story about its founders. | .853 |
| If this brand succeeds, I will be sad_happy | .685 |
| How loyal would you be to this brand? | .848 |

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table F4 & F5: Reliability analysis for the scales of Purchase intention and Brand interest

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .940 | .939 | 7 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|--|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| Based on the description of this company, would you like to try this brand? | 27.563 | 77.603 | .845 | .789 | .926 |
| Would you buy this brand if you happened to see it in the store? | 27.574 | 78.567 | .860 | .852 | .925 |
| Would you actively seek out this brand in the store in order to purchase it? | 28.316 | 75.647 | .847 | .777 | .926 |
| How likely would you be to purchase a product made by this brand? | 27.676 | 78.140 | .869 | .842 | .924 |
| I am eager to check out this brand because of the story about its founders. | 28.229 | 75.697 | .799 | .718 | .931 |
| If this brand succeeds, I will be sad_happy | 27.134 | 89.415 | .607 | .449 | .946 |
| How loyal would you be to this brand? | 27.924 | 80.050 | .796 | .680 | .931 |

Table F6: PCA for a scale of Narrative Transportation

| | Component | | |
|--|-----------|------|------|
| | 1 | 2 | 3 |
| While I was reading the brand biography, I could easily picture the events in it taking place. | | .826 | |
| R_ActivityGoingAroundMeWasOnMyMind | | | .683 |
| I could picture myself in the scene of the events described in the brand biography. | | .745 | |
| I was mentally involved in the brand biography while reading it. | | .788 | |
| R_IFoundItEasyToPutItOutOfMyMind | | | .727 |

| | | | |
|--|------|------|------|
| I want to learn how the brand biography ended. | | .580 | |
| The brand biography affected me emotionally. | .782 | | |
| I found myself thinking of ways the brand biography could have turned out differently. | .664 | | |
| R_IFoundMyMindWanderingWhileReading | | | .796 |
| The events in the brand biography are relevant to my everyday life. | .714 | | |
| The events in the brand biography have changed my life. | .812 | | |
| I have vivid mental images of settings or the brand founders in the brand biography. | .683 | | |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Table F7 & F8: Reliability analysis for the scale of Narrative Transportation

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .801 | .811 | 12 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|--|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| While I was reading the brand biography, I could easily picture the events in it taking place. | 41.8263 | 100.218 | .511 | .431 | .782 |
| R_ActivityGoingAroundMeWasOnMyMind | 41.2500 | 119.871 | -.192 | .385 | .847 |
| I could picture myself in the scene of the events described in the brand biography. | 42.2447 | 93.863 | .705 | .653 | .764 |
| I was mentally involved in the brand biography while reading it. | 41.9132 | 96.423 | .628 | .524 | .771 |
| R_IFoundItEasyToPutItOutOfMyMind | 42.4368 | 105.708 | .271 | .187 | .801 |
| I want to learn how the brand biography ended. | 41.9158 | 93.492 | .605 | .445 | .770 |
| The brand biography affected me emotionally. | 43.0421 | 92.230 | .634 | .611 | .767 |

| | | | | | |
|--|---------|---------|------|------|------|
| I found myself thinking of ways the brand biography could have turned out differently. | 42.7105 | 95.066 | .563 | .495 | .775 |
| R_IFoundMyMindWanderingWhileReading | 41.6316 | 107.415 | .141 | .387 | .816 |
| The events in the brand biography are relevant to my everyday life. | 42.6763 | 92.425 | .646 | .537 | .766 |
| The events in the brand biography have changed my life. | 43.6105 | 98.798 | .398 | .579 | .791 |
| I have vivid mental images of settings or the brand founders in the brand biography. | 42.6237 | 90.742 | .686 | .529 | .762 |

Table F9 & F10: Reliability analysis for the scale of Narrative Transportation (Removing three Reverse-Questions)

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .889 | .890 | 9 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|--|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| While I was reading the brand biography, I could easily picture the events in it taking place. | 28.632 | 92.550 | .516 | .421 | .887 |
| I could picture myself in the scene of the events described in the brand biography. | 29.050 | 85.530 | .749 | .649 | .870 |
| I was mentally involved in the brand biography while reading it. | 28.718 | 89.443 | .611 | .510 | .880 |
| I want to learn how the brand biography ended. | 28.721 | 86.318 | .601 | .428 | .881 |
| The brand biography affected me emotionally. | 29.847 | 82.372 | .730 | .603 | .870 |
| I found myself thinking of ways the brand biography could have turned out differently. | 29.516 | 85.580 | .640 | .486 | .877 |

| | | | | | |
|--|--------|--------|------|------|------|
| The events in the brand biography are relevant to my everyday life. | 29.482 | 83.607 | .704 | .535 | .872 |
| The events in the brand biography have changed my life. | 30.416 | 86.407 | .560 | .508 | .885 |
| I have vivid mental images of settings or the brand founders in the brand biography. | 29.429 | 83.180 | .700 | .508 | .872 |

Table F11: PCA for scales of Post-message behaviors

Rotated Component Matrix^a

| | Component | |
|---|-----------|------|
| | 1 | 2 |
| How curious would you be to read more information about this brand? | .872 | |
| How likely would you be to search for more information about this brand? | .918 | |
| To what degree did you pay attention to the brand biography you read about the brand Juicy Juice? | | .784 |
| Did you think deeply about the information contained in this brand biography? | | .643 |
| How much effort did you put into reading the brand biography? | | .872 |
| How personally involved did you feel with the issue you read about? | .683 | |
| How likely would you be to share this brand with other people? | .838 | |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Table F12 & F13: Reliability analysis for scales of Post-message behaviors

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .878 | .879 | 7 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|--|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| | | | | | |

| | | | | | |
|---|--------|---------|------|------|------|
| How curious would you be to read more information about this brand? | 27.326 | 96.247 | .753 | .757 | .850 |
| How likely would you be to search for more information about this brand? | 27.684 | 95.209 | .729 | .772 | .852 |
| To what degree did you pay attention to the brand biography you read about the brand Juicy Juice? | 26.474 | 99.390 | .569 | .414 | .872 |
| Did you think deeply about the information contained in this brand biography? | 27.284 | 91.650 | .697 | .507 | .855 |
| How much effort did you put into reading the brand biography? | 26.550 | 102.654 | .498 | .365 | .880 |
| How personally involved did you feel with the issue you read about? | 27.787 | 91.625 | .699 | .517 | .855 |
| How likely would you be to share this brand with other people? | 27.821 | 94.232 | .700 | .582 | .855 |

Table F14, F15 & F16: Regression of “purchase intention” with two independent variables “passion and determination” and “external disadvantage”

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .487 ^a | .237 | .233 | 1.29308 | 1.894 |

a. Predictors: (Constant), External Disadvantage, Passion and Determination

b. Dependent Variable: Purchase_Intention

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 196.195 | 2 | 98.097 | 58.669 | .000 ^b |
| | Residual | 630.364 | 377 | 1.672 | | |

| | | | | | |
|-------|---------|-----|--|--|--|
| Total | 826.559 | 379 | | | |
|-------|---------|-----|--|--|--|

- a. Dependent Variable: Purchase_Intention
- b. Predictors: (Constant), External Disadvantage, Passion and Determination

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | |
|-------|---------------------------|-----------------------------|------------|---------------------------|--------|------|---------------------------------|-------------|
| | | B | Std. Error | Beta | | | Lower Bound | Upper Bound |
| | | | | | | | Bound | Bound |
| 1 | (Constant) | 1.640 | .293 | | 5.602 | .000 | 1.064 | 2.215 |
| | Passion and Determination | .505 | .048 | .476 | 10.546 | .000 | .411 | .599 |
| | External Disadvantage | .050 | .034 | .067 | 1.473 | .141 | -.017 | .118 |

- a. Dependent Variable: Purchase_Intention

SPSS Macro Process

Independent Variable: "Passion and Determination"

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Release 2.16.3 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
 Documentation available in Hayes (2013). www.guilford.com/p/hayes3

Model = 6
 Y = Purchase
 X = Passiona
 M1 = Narrativ
 M2 = Post_Mes

Sample size
 380

Outcome: Narrativ

Model Summary

| R | R-sq | MSE | F | df1 | df2 | p |
|-------|-------|--------|---------|--------|----------|-------|
| .2409 | .0580 | 1.2534 | 23.2943 | 1.0000 | 378.0000 | .0000 |

Model

| | coeff | se | t | p | LLCI | ULCI |
|----------|--------|-------|---------|-------|--------|--------|
| constant | 2.5622 | .2354 | 10.8841 | .0000 | 2.0993 | 3.0251 |

Passiona .1991 .0413 4.8264 .0000 .1180 .2802

 Outcome: Post_Mes

Model Summary

| | R | R-sq | MSE | F | df1 | df2 | p |
|--|-------|-------|--------|----------|--------|----------|-------|
| | .7173 | .5146 | 1.2734 | 199.8255 | 2.0000 | 377.0000 | .0000 |

Model

| | coeff | se | t | p | LLCI | ULCI |
|----------|--------|-------|---------|-------|--------|-------|
| constant | -.1537 | .2719 | -.5651 | .5724 | -.6884 | .3810 |
| Narrativ | .8768 | .0518 | 16.9120 | .0000 | .7749 | .9787 |
| Passiona | .2687 | .0428 | 6.2714 | .0000 | .1844 | .3529 |

 Outcome: Purchase

Model Summary

| | R | R-sq | MSE | F | df1 | df2 | p |
|--|-------|-------|-------|----------|--------|----------|-------|
| | .8169 | .6673 | .7315 | 251.3278 | 3.0000 | 376.0000 | .0000 |

Model

| | coeff | se | t | p | LLCI | ULCI |
|----------|-------|-------|---------|-------|--------|-------|
| constant | .0604 | .2062 | .2930 | .7697 | -.3450 | .4658 |
| Narrativ | .2686 | .0521 | 5.1554 | .0000 | .1662 | .3711 |
| Post_Mes | .5020 | .0390 | 12.8597 | .0000 | .4252 | .5787 |
| Passiona | .2353 | .0341 | 6.8969 | .0000 | .1682 | .3024 |

***** TOTAL EFFECT MODEL *****
 Outcome: Purchase

Model Summary

| | R | R-sq | MSE | F | df1 | df2 | p |
|--|-------|-------|--------|----------|--------|----------|-------|
| | .4827 | .2330 | 1.6772 | 114.8110 | 1.0000 | 378.0000 | .0000 |

Model

| | coeff | se | t | p | LLCI | ULCI |
|----------|--------|-------|---------|-------|--------|--------|
| constant | 1.7992 | .2723 | 6.6072 | .0000 | 1.2638 | 2.3347 |
| Passiona | .5113 | .0477 | 10.7150 | .0000 | .4175 | .6051 |

***** TOTAL, DIRECT, AND INDIRECT EFFECTS *****

Total effect of X on Y

| Effect | SE | t | p | LLCI | ULCI |
|--------|-------|---------|-------|-------|-------|
| .5113 | .0477 | 10.7150 | .0000 | .4175 | .6051 |

Direct effect of X on Y

| Effect | SE | t | p | LLCI | ULCI |
|--------|-------|--------|-------|-------|-------|
| .2353 | .0341 | 6.8969 | .0000 | .1682 | .3024 |

Indirect effect(s) of X on Y

| | Effect | Boot SE | BootLLCI | BootULCI |
|--------|--------|---------|----------|----------|
| Total: | .2760 | .0390 | .2039 | .3593 |
| Ind1 : | .0535 | .0158 | .0271 | .0902 |
| Ind2 : | .0876 | .0191 | .0521 | .1284 |
| Ind3 : | .1349 | .0265 | .0867 | .1922 |

| | | | | |
|------|--------|-------|--------|--------|
| (C1) | -.0341 | .0187 | -.0782 | -.0028 |
| (C2) | -.0814 | .0342 | -.1515 | -.0179 |
| (C3) | -.0472 | .0303 | -.1098 | .0106 |

Partially standardized indirect effect of X on Y

| | Effect | Boot SE | BootLLCI | BootULCI |
|--------|--------|---------|----------|----------|
| Total: | .1869 | .0243 | .1397 | .2372 |
| Ind1 : | .0362 | .0103 | .0187 | .0601 |
| Ind2 : | .0593 | .0122 | .0364 | .0850 |
| Ind3 : | .0913 | .0179 | .0585 | .1293 |

Completely standardized indirect effect of X on Y

| | Effect | Boot SE | BootLLCI | BootULCI |
|--------|--------|---------|----------|----------|
| Total: | .2605 | .0341 | .1949 | .3295 |
| Ind1 : | .0505 | .0147 | .0256 | .0847 |
| Ind2 : | .0827 | .0175 | .0503 | .1204 |
| Ind3 : | .1273 | .0239 | .0832 | .1775 |

Ratio of indirect to total effect of X on Y

| | Effect | Boot SE | BootLLCI | BootULCI |
|--------|--------|---------|----------|----------|
| Total: | .5397 | .0580 | .4347 | .6664 |
| Ind1 : | .1046 | .0281 | .0558 | .1672 |
| Ind2 : | .1714 | .0327 | .1127 | .2427 |
| Ind3 : | .2638 | .0499 | .1754 | .3710 |

Ratio of indirect to direct effect of X on Y

| | Effect | Boot SE | BootLLCI | BootULCI |
|--------|--------|---------|----------|----------|
| Total: | 1.1727 | .3027 | .7691 | 1.9972 |
| Ind1 : | .2273 | .0772 | .1144 | .4341 |
| Ind2 : | .3723 | .1167 | .2097 | .7009 |
| Ind3 : | .5731 | .1788 | .3334 | 1.0472 |

Indirect effect key

| | | | | |
|--------|-------------|-------------|-------------|----------|
| Ind1 : | Passiona -> | Narrativ -> | Purchase | |
| Ind2 : | Passiona -> | Narrativ -> | Post_Mes -> | Purchase |
| Ind3 : | Passiona -> | Post_Mes -> | Purchase | |

Specific indirect effect contrast definitions

| | | | |
|------|------|-------|------|
| (C1) | Ind1 | minus | Ind2 |
| (C2) | Ind1 | minus | Ind3 |
| (C3) | Ind2 | minus | Ind3 |

***** ANALYSIS NOTES AND WARNINGS *****

Number of bootstrap samples for bias corrected bootstrap confidence intervals:

5000

Level of confidence for all confidence intervals in output:

95.00

----- END MATRIX -----

Independent Variable: "External Disadvantage"

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Release 2.16.3 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
 Documentation available in Hayes (2013). www.guilford.com/p/hayes3

Model = 6
 Y = Purchase
 X = External
 M1 = Narrativ
 M2 = Post_Mes

Sample size
 380

Outcome: Narrativ

Model Summary

| | R | R-sq | MSE | F | df1 | df2 | p |
|--|-------|-------|--------|--------|--------|----------|-------|
| | .1314 | .0173 | 1.3077 | 6.6383 | 1.0000 | 378.0000 | .0104 |

Model

| | coeff | se | t | p | LLCI | ULCI |
|----------|--------|-------|---------|-------|--------|--------|
| constant | 3.3620 | .1311 | 25.6461 | .0000 | 3.1042 | 3.6197 |
| External | .0777 | .0301 | 2.5765 | .0104 | .0184 | .1369 |

Outcome: Post_Mes

Model Summary

| | R | R-sq | MSE | F | df1 | df2 | p |
|--|-------|-------|--------|----------|--------|----------|-------|
| | .6857 | .4701 | 1.3901 | 167.2454 | 2.0000 | 377.0000 | .0000 |

Model

| | coeff | se | t | p | LLCI | ULCI |
|----------|-------|-------|---------|-------|-------|--------|
| constant | .8440 | .2237 | 3.7725 | .0002 | .4041 | 1.2839 |
| Narrativ | .9405 | .0530 | 17.7353 | .0000 | .8362 | 1.0448 |
| External | .0658 | .0313 | 2.0978 | .0366 | .0041 | .1274 |

Outcome: Purchase

Model Summary

| | R | R-sq | MSE | F | df1 | df2 | p |
|--|-------|-------|-------|----------|--------|----------|-------|
| | .7910 | .6257 | .8229 | 209.4887 | 3.0000 | 376.0000 | .0000 |

Model

| | coeff | se | t | p | LLCI | ULCI |
|----------|--------|-------|---------|-------|-------|--------|
| constant | 1.0753 | .1754 | 6.1321 | .0000 | .7305 | 1.4201 |
| Narrativ | .2592 | .0553 | 4.6900 | .0000 | .1505 | .3678 |
| Post_Mes | .5878 | .0396 | 14.8329 | .0000 | .5099 | .6657 |

External -.0175 .0243 -.7195 .4723 -.0652 .0302

***** TOTAL EFFECT MODEL *****

Outcome: Purchase

Model Summary

| | R | R-sq | MSE | F | df1 | df2 | p |
|--|-------|-------|--------|--------|--------|----------|-------|
| | .1112 | .0124 | 2.1596 | 4.7313 | 1.0000 | 378.0000 | .0302 |

Model

| | coeff | se | t | p | LLCI | ULCI |
|----------|--------|-------|---------|-------|--------|--------|
| constant | 4.3012 | .1685 | 25.5315 | .0000 | 3.9700 | 4.6325 |
| External | .0843 | .0387 | 2.1752 | .0302 | .0081 | .1604 |

***** TOTAL, DIRECT, AND INDIRECT EFFECTS *****

Total effect of X on Y

| Effect | SE | t | p | LLCI | ULCI |
|--------|-------|--------|-------|-------|-------|
| .0843 | .0387 | 2.1752 | .0302 | .0081 | .1604 |

Direct effect of X on Y

| Effect | SE | t | p | LLCI | ULCI |
|--------|-------|--------|-------|--------|-------|
| -.0175 | .0243 | -.7195 | .4723 | -.0652 | .0302 |

Indirect effect(s) of X on Y

| | Effect | Boot SE | BootLLCI | BootULCI |
|--------|--------|---------|----------|----------|
| Total: | .1017 | .0323 | .0391 | .1654 |
| Ind1 : | .0201 | .0099 | .0041 | .0434 |
| Ind2 : | .0429 | .0186 | .0073 | .0804 |
| Ind3 : | .0387 | .0196 | .0009 | .0770 |
| (C1) | -.0228 | .0126 | -.0552 | -.0038 |
| (C2) | -.0185 | .0225 | -.0633 | .0247 |
| (C3) | .0043 | .0279 | -.0491 | .0591 |

Partially standardized indirect effect of X on Y

| | Effect | Boot SE | BootLLCI | BootULCI |
|--------|--------|---------|----------|----------|
| Total: | .0689 | .0214 | .0263 | .1100 |
| Ind1 : | .0136 | .0066 | .0028 | .0291 |
| Ind2 : | .0291 | .0124 | .0050 | .0541 |
| Ind3 : | .0262 | .0133 | .0006 | .0519 |

Completely standardized indirect effect of X on Y

| | Effect | Boot SE | BootLLCI | BootULCI |
|--------|--------|---------|----------|----------|
| Total: | .1342 | .0419 | .0514 | .2159 |
| Ind1 : | .0266 | .0129 | .0055 | .0566 |
| Ind2 : | .0567 | .0242 | .0094 | .1054 |
| Ind3 : | .0510 | .0258 | .0019 | .1012 |

Ratio of indirect to total effect of X on Y

| | Effect | Boot SE | BootLLCI | BootULCI |
|--------|--------|---------|----------|----------|
| Total: | 1.2072 | 62.8501 | .6673 | 5.0750 |
| Ind1 : | .2389 | 13.1485 | .0503 | 1.1139 |
| Ind2 : | .5095 | 24.8232 | .0577 | 2.0173 |
| Ind3 : | .4588 | 27.3048 | -.0408 | 2.6073 |

Ratio of indirect to direct effect of X on Y

| Effect | Boot SE | BootLLCI | BootULCI |
|--------|---------|----------|----------|
|--------|---------|----------|----------|

| | | | | |
|--------|---------|----------|------------|--------|
| Total: | -5.8271 | 471.0218 | -15728.224 | -.8777 |
| Ind1 : | -1.1531 | 95.5011 | -2451.7603 | -.0710 |
| Ind2 : | -2.4595 | 171.8519 | -4547.9878 | -.1106 |
| Ind3 : | -2.2145 | 212.7523 | -9007.9895 | -.0633 |

Indirect effect key

| | | | | |
|--------|-------------|-------------|-------------|----------|
| Ind1 : | External -> | Narrativ -> | Purchase | |
| Ind2 : | External -> | Narrativ -> | Post_Mes -> | Purchase |
| Ind3 : | External -> | Post_Mes -> | Purchase | |

Specific indirect effect contrast definitions

| | | | |
|------|------|-------|------|
| (C1) | Ind1 | minus | Ind2 |
| (C2) | Ind1 | minus | Ind3 |
| (C3) | Ind2 | minus | Ind3 |

***** ANALYSIS NOTES AND WARNINGS *****

Number of bootstrap samples for bias corrected bootstrap confidence intervals:
5000

Level of confidence for all confidence intervals in output:
95.00

----- END MATRIX -----