Measuring the Perceived Boundary between Consumers and Brands

Xiu Wu

A Thesis

in the John Molson School of Business

Presented in Partial Fulfillment of the Requirements for the Degree of Master of Science (Administration) at Concordia University Montreal, Quebec, Canada

August 2019

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CONCORDIA UNIVERSITY

School of Graduate Studies

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Master of Science in Administration (Marketing Option)

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Signed by the final Examining Committee:

Dr.

Examiner

Dr. Kamila Sobol

Dr. Onur Bodur

_Supervisor

Examiner

Chair

Dr. Bianca Grohmann

Approved by

Chair of Department or Graduate Program Director

Dean of Faculty

Date

Abstract

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This study develops and validates a measure that captures the perceived psychological boundary between consumers and brands, which is defined as consumers' perceived demarcation between themselves and a brand. This construct captures both consumers' separateness from and relatedness to a brand. A seven-point Venn diagram, which has been proved effective and valid in interpersonal relationship and other self-expansion studies, is applied to measure consumers' perceived boundary with various brands. The reliability and validity of the boundary measure are assessed with 44 brands. This study finds that consumers' boundary with brands is significantly correlated with brand-related consumer responses. The discriminant validity and convergent validity between the boundary and self-brand connection, self-brand attachment, and BESC scales are validated. Masculinity incongruence and femininity incongruence between consumers and brands are shown to have a significantly negative relationship with boundary, thus supporting the concurrent validity. In a nomological network, a significant mediation effect of boundary on the relationship between brand-consumer gender identity incongruence and brand-related consumer responses is observed.

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Acknowledgment

First of all, I would like to thank my supervisor Dr. Bianca Grohmann, who has always been so supportive, patient, and perspicacious from the idea proposition to the finishing touches on my paper. She got excited by the interesting ideas I proposed and helped me to put the ideas into practice step by step. I would not have gone so far without her guidance and expertise.

Secondly, I would like to thank Dr. Zeynep Arsel who encouraged me to apply for the Ph.D. program and gave me so much support in the M.Sc. program. With the earnest and responsible attitude, she always shows great concern for her students' learning process and discovers their advantages and progress. I also want to thank Dr. Caroline Roux and Dr. SunAh Kim for their supports and advice during this extraordinary year. I would also like to thank Dr. Kamila Sobol and Dr. Onur Bodur for their feedbacks as the committee members of my thesis.

Last but not least, I would love to thank my family (my mom, my stepfather, my dad, and my brother) and friends (Xiaotien, Yuan, and Huiting) in China for always standing behind me and caring about me. Also, a lot of thanks to my friends Jie, Ruochen, Zhuola, Yimeng, Yubo, Sarah, and Tiến who accompanied me through the hardest but happiest past two years in Canada.

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Introduction

The sense of autonomy (Laing, 1965) is viewed as an important feature of the sense of mental self (Strawson, 1997), which enable the individuals to experience oneself as unique and autonomous from others. To enhance their ability to achieve personal goals, individuals try to expand themselves psychologically or physically to acquire resources (Bandura, 1977; Deci & Ryan, 2000), which is defined as self-expansion (Aron & Aron, 1986). One of the most important ways people expand themselves is to include close others in their self-concept (Aron et al., 1992). Self-expansion theories posit that close relationships strongly affect individuals' selfexpansion behaviors, such as resource allocation (Aron et al., 1991). To measure the relationship between self and others, many social psychologists have applied a Venn diagram to examine the closeness between the self and various others. For example, Aron, Aron, and Smollan (1992) developed an inclusion of other in the self scale (IOS), which has been used to explore friendship and romantic relationships (Lin & Rusbult, 1995) and cooperative behaviors (De Cremer & Stouten, 2003). The experienced self and other scale (E-SOS) was developed by Shvil, Krauss, and Midlarsky (2013) to examine the relationship between individuals' perception of self and their perception of all kinds of potential other entities, such as negative emotions, view of self, persons, objects, and family.

Interpersonal relationship theories have inspired many consumer psychologists to study consumer-brand relationships. When consumers treat a brand as a person or interact with a humanized brand (e.g., Aggarwal & McGill, 2012; Kim & Kramer, 2015), they perceive the brand as having human features (e.g., Haley & Fessler, 2015), human qualities (e.g., Epley & Waytz, 2010a, 2010b), or human identity (e.g., Grohmann, 2009). As in interpersonal relationships, individuals interweave and connect to brands (e.g., Liu, Li, Mizerski, & Soh,

2012), and build a relationship with brands (e.g., Fournier, 1998; Long, Yoon, & Friedman, 2015) to acquire more resources to achieve their personal goals. In the field of branding and consumer-brand relationships, the *brand engagement in self-concept scale* (BESC) was developed by Sprott, Czellar, and Spangenberg (2009) to study how individuals expand their self-concepts through brands or how brands are incorporated in one's self-concept.

Both social psychologists and consumer psychologists focus on the perceived relatedness of self and others (including brands) but neglect the perceived separateness of self and others. However, the sense of autonomy or the sense of mental self (Laing, 1965; Strawson, 1997, 1999) emphasizes not only the relatedness and connection to others, but also the separateness and uniqueness from others. If an individual does not feel autonomous, he or she can neither perceive separateness from nor relatedness to others. This study, therefore, focuses on the perception of separateness in the relationship between self and brands, while also considering relatedness. More specifically, it investigates the extent to which consumers perceive a psychological boundary with regard to various brands. This study uses the self-brand connection scale, selfbrand attachment scale, and various previously validated measures of brand-related consumer responses to explore the validity of a measure of the perceived boundary between consumers and brands.

This study first reviews the literature on consumer-brand relationships, self-expansion, and interpersonal boundary to construct the definition of consumer-brand boundary. The boundary between consumers and brands is then assessed with a 7-point Venn diagram consisting of seven pairs of circles. In the first study, the reliability of the boundary measure is examined with forty-four existing brands of consumer products and services. A correlation analysis explores the relationship between boundary and brand-related consumer responses (e.g.,

brand trust, brand affect, brand attitude, brand preference, purchase intention, attitudinal brand loyalty, behavioral brand loyalty, likelihood of recommendation, WOM), and a discriminant validity and convergent validity of boundary and self-brand connection, self-brand attachment, and BESC scales was conducted. This study also examined to what extent femininity and masculinity incongruence between consumers and brands can predict perceived boundary. Study 2 investigates whether anthropomorphism decreases consumers' boundary with brands and whether masculinity and femininity incongruence consistently affect the boundary and brandrelated responses. The mediating effect of boundary on the relationship between masculinity/femininity incongruence and brand-related consumer responses was also examined. Finally, the theoretical contribution and managerial implications, as well as limitations of this research and potential future research are discussed.

Literature Review

Brand Relationship

The metaphor of human relationships has inspired many consumer psychologists to study how the consumer-brand relationship resembles the interpersonal relationship (Blackston, 1992; Fournier, 1998). When individuals interact with a humanized object or treats an object as a person (Aggarwal & McGill, 2007, 2012; Kim & Kramer, 2015), he or she perceives brands as having human-like features (Haley & Fessler, 2015; Kim & McGill, 2011; Hur, Koo, & Hofmann, 2015; Kim, Chen, & Zhang, 2016), qualities (e.g., Epley & Waytz, 2010; Weiss & Johar, 2013; Puzakova et al., 2013; Waytz et al., 2014) and capacities (e.g., Kwak, Puzakova, & Rocereto, 2015; Chen, Nelson, & Hsu, 2015); consumers connect to brands (e.g., Chaplin & John, 2005; Fennis & Pruyn, 2007; Grohmann, 2009; Liu, Li, Mizerski, & Soh, 2012) and build relationships with brands (Fournier, 1998, 2009; Thomson, et al., 2005; Aggarwal & McGill,

2012; Long, Yoon, & Friedman, 2015), as brands are imbued with human intentions and feelings (Waytz, Cacioppo, et al., 2010; Waytz, Epley, et al., 2010).

Consumer-brand relationship can be characterized by positive consumer responses, such as brand attachment (Park et al., 2010, 2013a, 2013b; Thomson, MacInnis, & Park, 2005; Debenedetti, Oppewal, & Arsel, 2013), brand connection (e.g., Shimp & Madden, 1988), brand love (Park et al., 2013a, 2013b), and brand affection (Albert, Merunka, & Valette-Florence, 2008); negative responses, such as brand aversion (Fournier, 1998, 2009; Wiggin & Yalch, 2015) and brand betrayal (Gregoire & Fisher, 2008; Johnson, Matear & Thomson, 2010); or ambivalent responses, such as approach-avoidance conflict (MacInnis, Deborah, & Folkes, 2017). Power balance differences (Fournier & Alvarez, 2012; Kim & Kramer, 2015; Miller, Fournier, & Allen, 2012), individual factors (e.g., loneliness; Long, 2015), or brand personality (Aaker, Fournier, & Brasel, 2004; Smit, Bronner, & Tolboom, 2007; Grohmann, 2009) give rise to different types of consumer-brand relationships.

There are two main concepts in the field of brand relationship, self-brand attachment and self-brand connection. Different from brand love (Carroll & Ahuvia, 2006; Batra, Ahuvia, & Bagozzi, 2012; Park et al., 2013a, 2013b), *brand attachment*, which is described as the strength of bond, is related with high brand-self closeness and high brand prominence (Park et al., 2010). It predicts consumers' pro-brand behaviors, such as the willingness to invest (Thomson et al., 2005; Orth, Limon, & Rose, 2010), brand loyalty (Park et al., 2010, 2013a), brand advocacy, and desires to be part of brand communities (Schau, Muniz & Arnould, 2009). *Brand-self connections* are defined from different perspectives, such as identity resonance (Escalas & Bettman, 2003, 2005), goal resonance (Fournier, 1998; Keller, 2001), brand-self closeness, and brand-self overlap (Park et al., 2010, 2013a). In the perspective of self-concept and self-identity,

some researchers argue that consumers include brands as part of the self (Belk, 1988) and that brands are engaged in consumers' self-concept (Sprott, Czellar, & Spangenberg, 2009).

The antecedences of brand attachment and self-brand connection are sociality motivation, such as self-esteem, social exclusion (Dommer et al., 2013), fear (Dunn & Hoegg, 2014), and loneliness (Pieters, 2013); effectance motivation, which means that a brand can enable, entice, and enrich the self (Park et al., 2013a; Proksch, Orth, and Cornwell, 2015); their combination (e.g., celebrities; Thomson, 2006); and brand personality and self-concept congruity (e.g., Aaker et al., 2004; Grohmann, 2009; Orth et al., 2010; Ghuman et al., 2015).

Overall, self-concept and self-identity influence what kind of consumer-brand relationships are formed and how consumers interact with brands.

Self-expansion

A sense of mental self was first proposed by Strawson (1997), based on a sense of autonomy (Laing, 1965). According to theories of the self, individuals start to realize that they are separate from others when they realize mental representations are unobservable by others (Strawson, 1997) and they have the capacity to experience oneself as autonomous (Laing, 1965). People expand themselves psychologically or physically to enhance their ability to achieve personal goals, which is defined as *self-expansion* (Aron & Aron, 1986). Exploration, effectance, curiosity, competence, and self-improvement are described as the central human motives of the desire to expand the self, which individuals acquire resources and enhance ability (Bandura, 1977; Deci & Ryan, 2000). Self-expansion theories propose that one of the most important ways people expand themselves is to include close others in their self-concept (Aron et al., 1992) and that close relationships strongly affect people's resource allocation decisions (Aron et al., 1991). Pipp, Shaver, Jennings, Lamborn, and Fischer (1985) were the first to use Venn diagrams to measure interpersonal closeness. The *Inclusion of Other in the Self* (IOS) scale developed by Aron, Aron, and Smollan (1992) is widely used to study romantic and friend relationships (Aron & Aron, 1986; Lin & Rusbult, 1995), cultural differences in individualism and collectivism (Li & Aksoy, 2001), and cooperative behaviors (De Cremer & Stouten, 2003). Shvil, Krauss, and Midlarsky (2013) designed the *Experienced Self and Other* (E-SOS) scale to measure the relationship between one's perception of self and one's perception of all kinds of potential other people or other entities. In their study, a four-point Venn diagram was used to assess the relationship between an individual's self and negative emotion (e.g., sadness, stress, anxiety), view of self (e.g., optimism, self-control, physical body, fantasies), persons (e.g., acquaintances, class friends, and those over whom I have power), objects (e.g., drugs, alcohol), and family (e.g., mother, father, sibling). An exploratory factor analysis yielded a five-factor solution: the experience of positive sensation, the experience of challenges, the experience of temptations, the experience of a higher power, and the experience of family.

In the field of brand and brand relationship, the *brand engagement in self-concept* scale (BESC; Sprott, Czellar, & Spangenberg, 2009) touches on the theories of self and self-expansion and uses a Likert-type measure. While no other research in marketing uses Venn diagrams to capture the relationship between consumers and brands, the successful practices in the social and psychological field lay a solid foundation of its potential practice in the consumer and brand relationship. This research, therefore, develops a measure of perceived separateness or boundary between consumers and an individual brand by using Venn diagrams. To develop and validate this measure , this research relies on the context of perceived congruence between the consumers' and the brands' gender, although the measure is of general nature and could be applied to consumer-brand boundaries in other contexts.

Gender aspect of self. Through lifelong development, individuals learn about social norms and expectations regarding gender traits, and about how men and women should behave (Eagly, 2013; Cross & Madson, 1997; Wood, Christensen, Hebl, & Rothgerber, 1997; Deaux & Major, 1987). Much research is devoted to how consumers' gender identity affects behaviors (Palan, 2001), such as product choice (Funk & Ndubisi, 2006; Neale, Robbie, & Martin, 2016), eco-friendly behavior (Brough et al., 2016), consumption of advertising (Hogg & Garrow, 2003; Feiereisen, Broderick, & Douglas, 2009), brand-related behaviors (Grohmann, 2009), and information search behaviors (Ramkissoon & Nunkoo, 2012). This research focuses on consumers' perceptions of the incongruence between the consumer's own and the brand's masculinity and femininity (i.e., masculinity and femininity incongruence between brands and consumers), because of the importance of gender identity on an individual's whole self-identity.

Boundary

As mentioned earlier, the sense of mental self is viewed as a sense of autonomy (Laing, 1965; Strawson, 1997, 1999), the capacity to experience oneself as unique and autonomous from others. Previous research suggests that neither one's separateness from nor one's relatedness to others can be experienced by an individual who does not feel autonomous. However, most researchers focus on relatedness while ignoring perceived separateness from the self. For example, while there exists an *inclusion of other in the self scale* (Aron, Aron, & Smollan, 1992), the exclusion of others from the self has not been studied.

Psychological concepts such as the boundary of mind, personal boundary, or psychological boundary may provide some insights to interpret the interpersonal or consumerbrand relationships from a perspective of separateness. Hartmann and his colleagues (1991, 1998) developed a boundary questionnaire that consists of 145 five-point scales covering 12

areas based on their research on life-long nightmares. They define thin versus thick boundaries as the boundary between any two entities, processes, or functions in the mind. The connection (thinness) and separation (thickness) amongst entities, such as id, ego, superego; feelings, thoughts, and memories; or different processing units, can be regarded as existing in separate but apparently connected units (Hartmann, 1984). The dimensions of the boundary questionnaire cover many aspects of personality, mental states, cognitive styles, and personal opinions about organizations, groups, nations, truth, and beauty. Psychology researchers (e.g., Zborowski et al., 2003; Beaulieu-Prevost & Zadra, 2007) conducted their research based on the definition of the boundary of minds by Hartmann, Elkin, and Garg (1991). Although their focus of boundary is mostly in the domain of psychotherapy, their definition of thick versus thin boundaries between any two entities provides a fundamental notion of what boundary is. Richmond (1997) proposed that boundary marks a limit, which is created by individuals to identify a safe and permissible way for others to behave. Brown (2006) defined it as "the internal and unconscious demarcation points or lines that define where 'I' begin and 'other' end" (p. 44) and proposed four types of boundary: soft, spongy, rigid, and flexible. Both Richmond (1997) and Brown (2006) considered the importance of personal space, which is conceptually closer to the definition of personal boundary. Although Brown (2006) mentioned two categories of boundaries (physical and psychological), her proposition of four types of boundaries is not based on these two categories, and no measurement scale was developed to support them.

Construct Definition

Based on the definitions of boundary and the theories of self, this research adopts the boundary concept defined as "where I begin and other ends" by Brown (2006, p. 44). This definition includes the idea of self and other proposed in self-expansion theory, while also

considering where various other entities end in relation to the self. In this research, the *consumer-brand boundary* is defined as the perceived demarcation between where the consumers' self begins and a specific brand ends. This construct is measured by the means of Venn diagrams, which have been used and validated in studies of interpersonal relationship (e.g., *Inclusion of Other in the Self* scale; Aron, Aron and Smollan, 1992) and self-object relationship (e.g., *the Experienced Self and Other* scale; Shvil, Krauss, and Midlarsky, 2013). Both self-expansion theories and the boundary concept emphasize the relationship between self (or "*T*") and others. This conceptual relation between self-expansion and boundary theories and the successful practices of using Venn diagrams to study the relationship between two entities provide a solid foundation for application in the context of consumer-brand relationships.

This study uses a 7-point Venn diagram to examine the consumer-brand boundary, which is defined as the perceived demarcation lines between the consumer's self and other brands.

Methodology Overview

This research consists of two studies that report the development and initial validation of a consumer-brand boundary measure and demonstrate its role in consumers' responses to brands. Study 1 includes 44 existing brands and provides initial evidence for the reliability of the boundary measure. It also maps the correlation between boundary and brand-related variables (e.g., brand awareness, brand trust, brand affect, preference). Study 1 also assesses the discriminant validity and convergent validity between boundary and self-brand connection (Escalas & Bettman, 2003), self-brand attachment (Thomson, MacInnis, & Park, 2005), and brand engagement in self-concept (BESC; Sprott, Czellar, & Spangenberg, 2009). Furthermore, Study 1 examines the concurrent validity of the boundary measure by exploring the relationship between boundary and gender identity incongruence between consumers and brands.

Study 2 assesses the nomological validity of the boundary measure by exploring (1) if anthropomorphizing a brand's package design can decrease the perceived boundary between consumers and the brand, and (2) the mediation effect of boundary on the relationship between gender identity incongruence and brand-related responses.

Study1

The development of the boundary measure consists of construct definition (which is addressed in the literature review), reliability tests, scale validation (discriminant, convergent, and concurrent validities), and nomological validation (in study 2). First, the reliability of the measure was assessed with 44 brands that are symbolic, utilitarian, or both. The correlation between boundary and brand-related consumer responses was also established. Secondly, discriminant and convergent validities between boundary and self-brand connection (Escalas & Bettman, 2003), self-brand attachment (Thomson, MacInnis, & Park, 2005), and brand engagement in self-concept (BESC, Sprott, Czellar, & Spangenberg, 2009) were assessed. Thirdly, the concurrent validity of the boundary measure was examined by studying the relationship between boundary and gender-identity incongruence between consumers and brands.

Participants

Four hundred and sixty-one participants were recruited using Amazon's Mechanical Turk (MTurk) and four hundred and fifty-one responses (51.2% male; $M_{age} = 40.54$; SD = 12.67) were valid. Prior decision-making research (e.g., Goodman et al., 2013) has provided evidence that MTurk workers produce reliable results by replicating previous findings. MTurk workers were rewarded (1.5 USD) for their time (15 to 20 minutes) to complete the questionnaire. All participants were from the United States or Canada. Their approval rates were greater than .95 and the number of HITs approved was greater than 50. Preliminary data cleaning removed

eleven responses based on incorrect answers to an attention check question. The MTurk platform was also used for the data collection of study 2.

Procedure

Participants were asked to read the following instruction: "Below there are 7 pairs of circles. Each pair represents a kind of relationship between yourself and a brand, which means that one circle represents you and another circle represents a brand. You will be asked to choose the one pair of circles that best represents the relationship between vourself and the brand. The diagram at the very left means that you are completely independent of this brand, while the diagram on the very right means that there is no separation between yourself and the brand, it feels as if both of you are one." Next, all participants completed practice questions to better understand how to use the 7-point Venn diagram boundary measure (see Figure 1). The practice block included six brands represented by their logos (Google, Amazon, Coca-cola, WWF, Walmart, and Government Canada). Participants were then randomly assigned to two brands out of the forty-four brands (see Appendix 1), which included utilitarian (e.g., toilet paper, stomach medicine), symbolic (e.g., jeans, cosmetics), and symbolic-utilitarian brands (e.g., automobiles, shoes). These brands had at least 50% familiarity rating and had been used as target brands in previous research on brand gender (Grohmann, 2009). The participants were then asked to complete control variables (awareness, affordability), masculine brand personality and feminine brand personality (MBP & FBP; Grohmann, 2009), self-brand connection (Escalas & Bettman, 2003), self-brand attachment (Thomson, MacInnis, & Park, 2005), and other brand-related variables (brand trust, brand affect, global attitude, preference, purchase intention, attitudinal brand loyalty, behavioral brand loyalty, likelihood of recommendation, word-of-mouth; see Table 1). Participants then completed the brand engagement in self-concept scale (BESC; Sprott,

Czellar, & Spangenberg, 2009) and personal gender identity scale (FTI & MTI; Stern, Barak, & Gould, 1987). Finally, an attention check question and demographic questions were asked. All scales related to one brand were randomized, as were the items within each scale.

1 2 3 4 5 6 7 OO OO OO OO OO OO OO OO Completely Independent

Figure 1: Boundary Measure with a 7-point Venn Diagram

Measures & Methods

Prior research used a four-anchor diagram or nine-anchor Venn diagram scale. In this research, we use a seven-point Venn diagram to measure the boundary between consumers and brands (anchored 1= "Completely Independent" to 7= "No Separation"). Of each of the 7 pairs of circles, one circle represents consumers' self, and the other the brand. The left anchor (labelled 1) means that the self and brand are completely independent and separated, the second (labelled 2) means that the self has contact with the brand but does not connect or overlap, and the extreme right pair (labelled 7) represents a relationship that there is no separation between self of consumers and brands.

Awareness, affordability, and purchase history of the brands were measured on one- or two-item, 7-point Likert scales. Table 1 listed all the measures used in study 1 along with coefficient alpha: brand trust (Cronbach's Alpha =. 86), brand affect (Cronbach's Alpha = .95), global attitude (Cronbach's Alpha = .97), brand preference (Cronbach's Alpha = .97), purchase intention (Cronbach's Alpha = .98), attitudinal brand loyalty (Cronbach's Alpha = .90), behavioral brand loyalty (Cronbach's Alpha = .94), likelihood of recommendation (Cronbach's Alpha = .98), word-of-mouth (Cronbach's Alpha = .94), MBP (Cronbach's Alpha = .89), FBP (Cronbach's Alpha = .93), self-brand connection (Cronbach's Alpha = .97), self-brand attachment (Cronbach's Alpha = .98), BESC (Cronbach's Alpha = .92), MTI (Cronbach's Alpha = .91), and FTI (Cronbach's Alpha = .94).

A principal component analysis was conducted for each of the multi-time scales to ensure that all the items loaded on one principal factor (see Appendix 2). After confirming that all the items loaded on only one principal factor and had high reliability, an average score was calculated for each scale. A Pearson correlation analysis was then applied to explore the relationship between boundary and theoretically related variables.

Results

Correlation Analysis

The results of the principal factor analysis confirmed that only one factor was extracted for each scale included in this study, and all the items loaded on the principal factor (see Appendix 2). Coefficient alpha of all variables amounted to around .90 (see Table 1), which confirmed scale reliability.

The correlation between the boundary (see Appendix 1 for mean boundary scores by brand) and all other scales was significant (see Table 2). Awareness (Pearson correlation r = .243, p < .001) and affordability (Pearson correlation r = .241, p < .001) had a minor positive correlation with boundary. Purchase history had a moderately positive correlation (Pearson correlation r = .426, p < .001) with boundary. In terms of other brand-related consumer responses, all had significant and moderate (e.g., brand trust, Pearson correlation r = .49, p < .001; brand preference, Pearson correlation r = .45, p < .001) or strong correlations (e.g., attitudinal brand loyalty, Pearson correlation r = .65, p < .001; WOM, Pearson correlation r = .63, p < .001)

Measure	Anchors	Source	Cronbach's Alpha
Awareness	Strongly disagree/Strongly agree		0.92
know this brand.			
'm familiar with this brand.			
Affordability	Strongly disagree/Strongly agree		
can afford the product/service of this brand.			
Purchase history			
purchased this product/service of this brand before.			
Brand Trust	Strongly disagree/Strongly agree	Chaudhuri and	0.86
trust this brand.		Holbrook	
rely on this brand.		(2001)	
This is an honest brand.			
This brand is safe.			
Brand Affect	Strongly disagree/Strongly agree	Chaudhuri and	0.95
feel good when I use this brand.		Holbrook	
This brand makes me happy.		(2001)	
This brand gives me pleasure.			
Attitude Toward the Brand	Negative/positive		0.97
What is your global evaluation of the brand?	Dislike/like		
	Favorable/unfavorable		
Brand Preference	Very poor/very good	Sirgy et al.	0.97
ndicate your degree of liking or preference for [brand] relative to other brands in the same	Very unsatisfactory/very satisfactory	(1997)	
product category.	Very unfavorable/very favorable		
Purchase Intention	Unlikely/likely Improbable/probable		0.98
How likely are you to purchase this brand in the near future?			
Attitudinal Brand Loyalty	Strongly disagree/strongly agree	Chaudhuri and	0.90
am committed to this brand.	Subligity disagree, subligity agree	Holbrook	0.90
would be willing to pay a higher price for this brand over other brands		(2001)	
	~		
Sehavioral Brand Loyalty	Strongly disagree/strongly agree	Chaudhuri and	0.94
will buy this brand next time I buy (the product category).		Holbrook	
intend to keep purchasing this brand.		(2001)	
	Unlikely/likely Improbable/probable		0.98

Table 1: Brand-related Consumer Responses Measured (7-point Likert Scale)

How likely are you to recommend this brand to a friend?

<i>Word-of-Mouth Communication</i> I recommend to other people that the brand should be theirs as soon as possible. I recommend the brand to other people. I talked directly about my experience with this brand with them.	Strongly disagree/strongly agree	Kim, Han, and Park (2001)	0.94
MBP Adventurous/ Aggressive/ Brave/ Daring/ Dominant/ Study FBP Expresses tender feelings / fragile / graceful/ sensitive/ sweet/ tender	Not at all descriptive/ Extremely descriptive	Grohmann, 2009	0.89 0.93
 Self-brand connection This brand reflects who I am. I can identify with this brand. I feel a personal connection to this brand. I (can) use this brand to communicate who I am to other people. I think this brand (could) help(s) me become the type of person I want to be. I consider this brand to be "me" (it reflects who I consider myself to be or the way that I want to present myself to others) This brand suits me well. 	Strongly disagree/ Strongly agree	Escalas & Bettman, 2003	0.97
<i>Self-brand attachment</i> Affectionate/ Friendly/ Loved/ Peaceful/ Passionate/ Delighted/ Captivated/ Connected/ Bonded/ Attached	Not at all/ Very well	Thomson, MacInnis, & Park, 2005	0.98
Brand engagement in self-concept (BESC) I have a special bond with the brands that I like. I consider my favorite brands to be a part of myself. I often feel a personal connection between my brands and me. Part of me is defined by important brands in my life. I feel as if I have a close personal connection with the brands I most prefer. I can identify with important brands in my life. There are links between the brands that I prefer and how I view myself. My favorite brands are an important indication of who I am.	Strongly disagree/ Strongly agree	Sprott, Czellar, & Spangenberg, 2009	0.92
MTI Have leadership abilities/ Willing to take a stand/ Ambitious/ Competitive/ Dominant/ Assertive/ A strong personality/ Forceful/ Act like a leader/ Aggressive	Never or almost never true/ Always or almost always true	Stern, Barak, & Gould, 1987	0.91
<i>FTI</i> Affectionate/ Loyal/ Tender/ Sensitive to others' needs/ Sympathetic/ Compassionate/ Eager to soothe hurt feelings/ Understanding/ Gentle/ Warm			0.94

with boundary. (See Appendix 3 for the full correlation matrix.) This result indicates that the consumer's relatedness with brands is closely related with their affection and loyalty to the brands rather than simple awareness and affordability.

		tv	history	Brand trust	Brand affect	Global attitude
earson relation	.243**	.241**	.426**	.491**	.579**	.401**
ŀ	Brand preference	Purchase intention	Attitudinal brand loyalty	Behavioral brand loyalty	Likelihood of recommendat ion	Word-of- mouth
	.447**	.553**	.646**	.587**	.506**	.638**
n	901	901	901	901	901	901
	relation <i>I</i> earson relation	relation Brand preference earson .447** relation	relation Brand Purchase preference intention earson .447** .553** relation	relation Brand Purchase Attitudinal preference intention brand loyalty earson .447** .553** .646** relation	relation Brand Purchase Attitudinal Behavioral preference intention brand brand loyalty loyalty earson .447** .553** .646** .587** relation	relation Brand Purchase Attitudinal Behavioral Likelihood of preference intention brand brand recommendat loyalty loyalty ion relation earson .447** .553** .646** .587** .506**

Table 2: Correlations between Boundary and Brand-related Responses

Discriminant Validity & Convergent Validity

Pearson correlation analysis was also applied to verify discriminant validity and convergent validity of boundary and the self-brand connection (Cronbach's Alpha = .97), self-brand attachment (Cronbach's Alpha = .98), and BESC scales (Cronbach's Alpha = .92).

The discriminant and convergent validity between boundary and all three constructs were evaluated based on correlations (see Table 3). There was a significant and moderate correlation between boundary and self-brand connection (Pearson correlation r = .68, p < .001) and selfbrand attachment (Pearson correlation r = .63, p < .001), and a significant and lower correlation between boundary and BESC (Pearson correlation r = .24, p < .001). Compared to the very strong correlation (Pearson correlation r = .83, p < .001) between self-brand connection and selfbrand attachment, the correlations between boundary and these two scales were much lower, which shows that the boundary construct is to some extent related with self-brand connection and self-brand attachment, but also discriminant from these two constructs. The significantly, but relatively weaker correlation (Pearson correlation r = .24, p < .001) confirmed the discriminant validity between boundary and BESC. The results show a significantly minor correlation with BESC scale but moderate correlations with self-brand connection and self-brand attachment construct, indicating that the consumers' boundary with a specific brand is more related with identity-related features of the brand and their affection towards the brand.

		Self-brand connection	Self-brand attachment	BESC scale
Boundary	Pearson correlation	.682**	.635**	.238**
2	n	901	901	901

Table 3: Correlations between Boundary and other Scales

Concurrent Validity & the Interaction between Masculinity and Femininity Incongruence

Two distance scores between MBP/FBP and MTI/FTI were generated for each of the participants, and the absolute values of these two distance scores were used as predictors. |MBP-MTI| and |FBP-FTI| represented masculinity incongruence and femininity incongruence between the consumer and the target brand, respectively. The higher values are, the more incongruent are consumer-brand gender identities. A correlation analysis between MBP, FBP, MTI, and FTI, and a correlation analysis between the femininity incongruence and masculinity incongruence values was conducted to ensure that there was no multi-collinearity problem. The results show that there is a minor or moderate correlation between MBP, FBP, MTI, and FTI (see Appendix 4) and there is a minor positive correlation (Pearson correlation r = .26, p < .001) between masculinity incongruence of the absence of a multi-collinearity problem.

	Coefficient	SE	t	р	LLCI	ULCI
Constant	3.9974	.1351	29.5902	.0000	3.7323	4.2625
Masculinity	5217	.0965	-5.4049	.0000	7111	3322
incongruence Femininity incongruence	4797	.0481	-9.9646	.0000	5742	3852
Interaction	.1189	.0295	4.0362	.0001	.0611	.1767

Table 4: Regression Analysis of Two Distance Scores on the Boundary Value

To examine the effect of masculinity incongruence and femininity incongruence on consumers' boundary with a brand, a regression analysis was conducted. Both masculinity incongruence and femininity incongruence have a significant negative effect of the boundary (see Table 4). Every one-unit increase of masculinity/femininity incongruence decreased the boundary value by .52 / .48 unit. The results also revealed a significant interaction (F(1, 897) =16.29, p < .001, $r^2 = .015$) between masculinity incongruence and femininity incongruence (see Appendix 5 for full results). A process (model 1; Hayes, 2017) was conducted to examine how different level of femininity incongruence interacts with masculinity incongruence. When the value of femininity incongruence is low (low score = .6), higher values of masculinity incongruence (low score = .26, high score = 2.40) result in lower boundary value (i.e., more separation); when the value of femininity incongruence is high (high score = 4.4), higher value of masculinity incongruence does not significantly affect the boundary value (see Figure 2). The results validate that the more incongruent the gender identity between consumers and brands, the lower boundary value would be (i.e., lower relatedness) and when the femininity incongruence is high, a lower masculinity incongruence does not decrease the consumers' separateness to brands (i.e., higher boundary value).

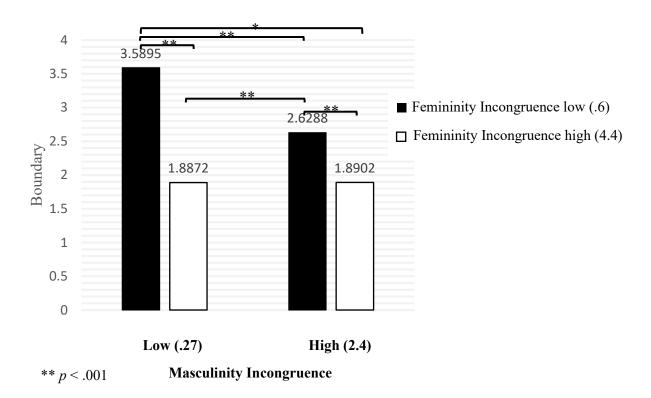


Figure 2: The Moderation Effect of Femininity Incongruence (Study 1)

Discussion

Study 1 provides initial evidence for the reliability of the seven-point Venn diagram boundary measure applied to 44 symbolic, utilitarian, or symbolic-utilitarian existing brands. Correlations between boundary and brand awareness, brand trust, brand affect, brand attitude, brand preference, purchase intention, brand loyalty, likelihood of recommendation, and WOM suggest important antecedents and consequences of boundary that could be explored further. The discriminant and convergent validities between self-brand boundary and self-brand connection, self-brand attachment, and BESC scale are also supported. Furthermore, Study 1 shows that self-brand gender identity incongruence predicts consumers' perceptions of the boundary, thus supporting the concurrent validity of boundary measure : When both the masculinity and femininity incongruence is low, the value of self-brand boundary is the highest. When masculinity incongruence is high while femininity incongruence remains low, the selfbrand boundary value will become lower (i.e., less relatedness). However, when femininity incongruence becomes high and prominent, the self-brand boundary value stays at the lowest level (i.e., less relatedness) regardless of whether masculinity incongruence is high or low.

In terms of why the boundary value stays at a low level (i.e., more separateness between self and brand) when femininity incongruence is high (Mean = 4.4) regardless of the level of masculinity incongruence, one possible explanation is that men usually feel more negatively about being perceived as feminine, whereas women do not feel as negatively about being perceived as more masculine (e.g., Gal & Wilkie, 2010; Rothgerber, 2013). At the same time, women still face gender stereotypes and social judgment if they display a perceived lack of femininity. Therefore, when there is a relatively high femininity incongruence between consumers and brands, a lower masculinity incongruence does not significantly decrease an individual's boundary with this brand. The possibility of a predominance of femininity incongruence in determining boundary needs to be further tested empirically, however.

Based on the results of Study 1, Study 2 uses an experimental design to validate the boundary measure, explores the mediating role of boundary, and again examines the interaction between masculinity incongruence and femininity incongruence in influencing boundary, to replicate the initial results.

Study 2

The purpose of Study 2 is to build a nomological network for the boundary construct. It examines (1) to what extent anthropomorphizing a brand's package decreases the boundary between consumer and the brand (higher boundary value), (2) if the interaction between the masculinity and femininity incongruences consistently affects consumers' boundary, and (3) the

mediation effect of boundary on the relationship between anthropomorphism and brand-related consumer responses, and on the relationship between masculinity and femininity incongruence and the consumer responses.

Before to the main experiment, a pre-test was conducted to identify the most effective stimuli to manipulate gender perception and anthropomorphism in the study.

Pretest

Participants

For the pre-test, one hundred and twenty participants were recruited from MTurk. After eliminating the responses that did not correctly respond to the attention check question, one hundred and sixteen responses (50.86% female; $M_{age} = 40.84$; SD = 11.45) were valid and used in the analysis. MTurk participants were rewarded (0.5 USD) for their time (10 – 15 minutes). All participants were from the United States or Canada, whose approval rates were greater than .95 and the number of HITs approved was greater than 50.

Procedure

The pre-test examined the effectiveness of the experimental manipulations. To find the most effective stimuli, packaging of four categories of branded products (i.e., iced tea, body soap, deodorant, and moisturizer) were designed to activate consumer's perception of masculine / feminine brand gender and anthropomorphism. There were forty product stimuli in total: twelve for iced tea, six for body soap, twelve for deodorant, and ten for moisturizer (see Appendix 6). In line with prior research (Fugate & Phillips, 2010; Van Tilburg et al., 2015), for each category, different package colors were used to elicit brand gender perceptions, whereas anthropomorphism was manipulated by humanizing the package with the shape of the human

body. The font used in all the stimuli is Arial, which is perceived as gender-neutral (Grohmann, 2016). In each category, half of the packages were anthropomorphized (i.e., straight vs. curved/body-shaped). Participants were randomly assigned to one of the four product categories and answered two questions related to perceived gender evoked by a specific package, and one question about their global evaluation of the product. The order of packages and questions was randomized to avoid order effect bias. Demographics were collected after the attention check question.

Measures & Methods

The effectiveness of was verified with two measures: (1) please indicate how feminine or masculine this product looks to you ("Not at all feminine" to "Very feminine"; "Not at all masculine" to "Very masculine"); and (2) to what extent do you think this product is used by women or men ("Definitely NOT by women" to "Definitely by women"; "Definitely NOT by men" to "Definitely by men"). Global evaluation of the product was also measured ("Negative" to "Positive"; "Dislike" to "Like"; "Unfavorable" to "Favorable"). All measures were on 7-point bipolar scales. Unfortunately, we did not add a manipulation check question that assessed if the anthropomorphized designs were perceived more humanized, which may have contributed to the failure of the anthropomorphism manipulation in the main experiment. One sample t-tests (Mean = 4) were used to find the most masculine, feminine, and neutral design for each category. The pairs of products selected had to be perceived as both significantly "very masculine" ("very feminine") and "definitely by men" ("definitely by women"). In terms of neutral gender designs, the values of "very masculine" ("very feminine") and "definitely by men" ("definitely by women") had to be not significantly different from the mean value 4 or not different in terms of masculinity and femininity perceptions (see Appendix 7). Independent T-tests were applied to

ensure that there was no significantly different gender perception of products between male and female participants.

Results

The pre-test results showed that the anthropomorphized design (curved vs. straight packaging) of iced tea and deodorant showed clear results in terms of masculinity and femininity, compared to the anthropomorphized design (human shape vs. no human shape) of body soap and moisturizer. The anthropomorphized design using human shape (vs. only a curved line) may be perceived as more feminine, thus precluding masculinity perceptions. We, therefore, chose iced tea and deodorant as stimuli in the main experiment. Based on the onesample t-tests (see Appendix 7), products in colors black, pink, and green were chosen to represent masculine, feminine, and neutral brand designs, respectively. The products in colors black, pink, and white were chosen to represent masculine, feminine, and neutral brand designs in the deodorant category. In total, there were six product images (three pairs) for each category. Overall, the independent sample T-tests showed no significantly different gender perceptions between male and female participants, although women perceived the black colored nonanthropomorphized iced tea package more for men (Mean female = 6.07, SD = 1.21; Mean male = 4.77, SD = 1.92; F(1, 25) = 2.714, p = .04, $r^2 = .15$), while both of them perceive it as a product for men based on the one-sample T-tests (see Appendix 7). The results of pretest helped to identify twelve effective stimuli to manipulate the gender perception of brands, which were used in the main experiment.

Discussion

Based on the results of the pre-test, twelve product images (six brand designs in the iced tea and deodorant categories; see Table 5) that showed significant masculine, feminine, or

neutral gender identity, and whose global evaluation did not significantly different within each pair, were selected. Although female participants perceived the black colored iced tea package more for men, both male and female participants think it is a product for men and the effect size of this difference is medium. In the main experiment, these twelve images were used to manipulate anthropomorphism and brand gender.

Main experiment

Participants

For the main experiment, three hundred and sixteen participants were recruited from MTurk. Two hundred and ninety-seven responses (52.19% male; $M_{age} = 36.51$; SD = 11.50) were valid after eliminating the responses that did not pass the attention check question. The participants were rewarded (1.0 USD) for their time (10 – 15 minutes) to complete the survey. All the participants were from the United States or Canada. Their approval ratings were greater than .95 and the number of HITs approved greater than 50. MTurk workers who had already participated in the pre-test could not participate in the main experiment.

Procedure

In the main experiment, participants received instructions regarding measure use (as in Study 1) and completed practice trials based on product images regarding four brands (Google doc, Amazon TV cast, Coca-Cola Zero, and WWF shampoo). Next, all the participants were randomly assigned to one of the twelve brand designs (six brand designs for iced tea and deodorant; see Table 5) and asked about their boundary with the brand, perceived masculine/feminine brand personality (MBP & FBP scale; Grohmann, 2009), manipulation check questions used in the pre-test (i.e., " how feminine or masculine this products looks to you"), awareness of this product, self-brand connection (Escalas & Bettman, 2003), self-brand

attachment (Thomson, MacInnis, & Park, 2005), and nine brand-related consumer responses used in study 1 (i.e., brand trust, brand affect, brand attitude, brand preference, purchase intention, attitudinal brand loyalty, behavioral brand loyalty, likelihood of recommendation, and WOM). Finally, the participants were asked to answer their masculine and feminine identity with the FTI&MTI scale (Stern, Barak, & Gould, 1987). Demographic information as obtained as well.

Anthropomorphism	Anthrop	omorphized	group	Un-anthro	pomorphize	d group
Gender identity	Masculine	Feminine	Neutral	Masculine	Feminine	Neutral
Iced tea	iced Tea Martin H H H H H H H H H H H H H H H H H H H	Leed Tea With Tea With Tea Wit	St Lead Tea Manual Market Market Market Market Market Market Market	Leed Tea Minim H H Minim Minim Minim Minim	Leed Tea Martin	The second secon
Deodorant	An and a second se		a contract of the second	and the second s	andro (The first object of the fi

Table 5: Gender Identities of the Twelve Pretested stimuli

Measures & Methods

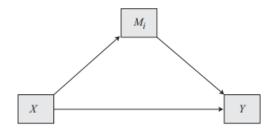
The results of reliability tests and principal factor analyses of all multi-item measures supported adequate reliability and validity (see Appendix 8 for the coefficient alphas and results of the factor analysis), thus the averaged scale score was computed to represent each construct. A correlation analysis between MBP, FBP, and the manipulation check questions ensured that the manipulation of masculine and feminine brand identities was successful. An independent sample T-tests was used to make sure that there are no significant differences in perceived brand gender identity between male and female participants. Secondly, a 2 (between: anthropomorphized vs. non-anthropomorphized) × 3 (between: masculine, feminine, or neutral) mixed MANOVA analysis assessed if the independent variables and their interaction significantly affected the

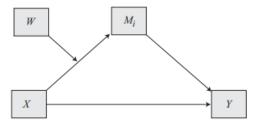
consumers' perception of brand gender identities (MBP & FBP), which served as the two dependent variables. Next, a 2 (between: anthropomorphized vs. Non-anthropomorphized) × 3 (between: masculine, feminine, or neutral) × 2 (sex of participants: male vs. female) MANOVA and a 3 (between: masculine, feminine, or neutral) × 2 (sex of participants: male vs. female) MANOVA were conducted to check if the sex of participants affected their perception of brands' gender identities.

Finally, the mediation effect of boundary on the relationship between consumer responses and the two predictors was assessed. More specifically, the mediation effect (model 4; Hayes, 2017) was tested in the relationship between brand-related consumer responses (criteria) and anthropomorphism (vs. non-anthropomorphism), which is treated as the predictor (see Figure 3). Next, a moderated mediation model (model 7; Hayes, 2017) was tested on the relationship between masculinity and femininity incongruences, boundary, and consumer responses (see Figure 4). As in study 1, masculinity incongruence and femininity incongruence were generated from the absolute values of two "distance scores" between MBP/FBP and MTI/FTI. The masculinity incongruence (X1) and femininity incongruence (X2) was respectively treated as the predictor and the moderator of the relationship between masculinity incongruence (X1) and boundary (M), and the roles of X1 and X2 were exchanged to explore if the results remained consistent.









Results

Overall, the correlation of gender-related variables shows that there are significantly positive correlations among MBP, "by men", and "masculine", significantly positive correlations among FBP, "by women", and "feminine", and mostly significantly negative correlations between genders (all r > -.510; see Appendix 9). The results of independent sample T-tests (see Appendix 9) show that (1) male participants tend to think that the anthropomorphized iced tea in black (labelled as 01) is more "for men" than female participants do (Mean male = 4.64, Mean $f_{emale} = 2.73; F(1,20) = 3.10, p = .024, r^2 = .23);$ (2) female participants think that the anthropomorphized deodorant in black (labelled 07) is more "masculine" than male participants think (Mean male = 4.71, Mean female = 6.00; F(1,26) = .008, p = .030, $r^2 = .17$); (3) male participants think that the anthropomorphized deodorant in pink (labelled 08) is more "masculine" than female participants perceived (Mean male = 2.85, Mean female = 1.53; F(1,30) =10.184, p = .039, $r^2 = .26$), while both men and women perceived it as low in masculinity; (4) male participants think that the non-anthropomorphized deodorant in black (labelled as 10) has higher feminine identities (FBP) (*Mean* $_{male} = 3.41$, *Mean* $_{female} = 1.47$; F(1,17) = 2.704, p = .001, $r^2 = .49$), is more "used by women" (Mean male = 4.78, Mean female = 3.10; F(1,17) = .043, p = .043.027, $r^2 = .26$), and is more "feminine" (Mean male = 4.33, Mean female = 2.20; F(1,17) = .145, p = .145.002, $r^2 = .44$) than female participants perceived, while female participants perceived the nonanthropomorphized deodorant in black (labelled 10) more "used by men" (Mean male = 4.33, *Mean* $_{female} = 6.00$; F(1,17) = .025, p = .03, $r^2 = .25$) and more "masculine" (*Mean* $_{male} = 4.00$, *Mean* $_{female} = 6.10$; F(1,17) = .307, p = .003, $r^2 = .40$) than male participants; and (5) male participants perceived the non-anthropomorphized deodorant in white (labelled 12) as more feminine (FBP) (Mean male = 3.04, Mean female = 1.53; $F(1, 23) = 8.269, p = .01, r^2 = .32$), more "used by women" (Mean male = 4.57, Mean female = 2.73; F(1, 23) = .72, p = .03, $r^2 = .19$), and

more "feminine" (*Mean* $_{male} = 4.14$, *Mean* $_{female} = 2.00$; F(1, 23) = 2.865, p = .008, $r^2 = .27$) than female participants.

The results of the 2 (between: anthropomorphized vs. non-anthropomorphized) $\times 3$ (between: masculine, feminine, or neutral) MANOVA analysis indicates that there are significant between-subjects medium effects of brand designs $(F(2, 292)_{MBP} = 7.72, p = .001, partial \eta^2 =$.051; $F(2, 292)_{FBP} = 12.60$, p < .001, partial $\eta^2 = .08$) on MBP and FBP, while no significant between-subjects effects of anthropomorphism $(F(1, 293)_{MBP} = .151, p = .698, partial \eta^2 = .001;$ $F(1, 293)_{FBP} = 2.131, p = .145, partial \eta^2 = .007)$, or interaction between brand designs and anthropomorphism $(F(2, 292)_{MBP} = .063, p = .939, partial \eta^2 < .001; F(2, 292)_{FBP} = .685, p = .685$.505, partial $\eta^2 = .005$) is shown. The 2 (between: anthropomorphized vs. nonanthropomorphized) \times 3 (between: masculine, feminine, or neutral) \times 2 (sex of participants: male vs. female) multivariate analysis indicates a consistent result: anthropomorphism did not affect the MBP and FBP levels, and there is no significant interaction between anthropomorphism and sex of participants. To examine the possible interaction between the brand designs identity and the sex of participants, a 3 (between: masculine, feminine, or neutral) \times 2 (sex of participants: male vs. female) multivariate analysis was conducted. The results indicate that (1) brand designs identity had a significant effect on MBP & FBP; (2) the sex of participants affects FBP (F(1, $(293) = 5.444, p = .020, partial \eta^2 = .018; Mean_{male} = 3.495, Mean_{female} = 3.076)$ but not MBP $(F(1, 293) = .626, p = .429, partial \eta^2 = .002; Mean_{male} = 2.994, Mean_{female} = 2.860); and (3) the$ interaction between brand design and sex of participants has a significant effect on FBP (F(2, $(292) = 3.192, p = .043, partial \eta^2 = .022)$, but not on MBP ($F(2, 292) = 2.118, p = .122, partial \eta^2$ = .014). These results are consistent with the results of the independent T-tests conducted before MANOVA analysis: men tend to think that the black colored non-anthropomorphized deodorant (labelled 10) and white colored non-anthropomorphized deodorant (labelled 12) are more

feminine than women do. While female participants perceived the designed masculine package low on FBP (*Mean* $_{12_female} = 1.53$), male participants perceived it higher on FBP (*Mean* $_{12_male} = 3.04$), both groups, however, perceived it at a low FBP level (lower than 4). The same results are shown for the designed neutral package (see Appendix 10 for the full results).

The Effect of Anthropomorphism

The mediation effect of boundary (M) on the relationship between anthropomorphism (X) and brand-related consumer responses (Ys) (model 4; Hayes, 2017) were tested. Anthropomorphism is a two-dimensional categorical predictor, and boundary and the brandrelated consumer responses are continuous variables measured on 7-point scales. Most of the total effects of X on Ys, direct effects of X on Ys, or the indirect effects of X on Ys are not significant, but we do see some significantly direct effect of anthropomorphism on word-ofmouth (coefficient $\beta = .4098$, p = .0084) and likelihood of recommendation (coefficient $\beta =$.3573, p = .0417), the total effect of anthropomorphism on these two criteria, however, are not significant (for WOM, F(1, 293) = 3.84, p = .051, $r^2 = .013$; for likelihood of recommendation, $F(1, 293) = 2.19, p = .14, r^2 = .0074$). The result showed that anthropomorphism did not significantly affect consumers' boundaries with different brands (coefficient $\beta = -.0384$, F (1, (293) = .0426, p = .8366, $r^2 = .0001$; see Appendix 11 for the full results.) Overall, the results indicate nonsignificant effect of anthropomorphism on neither boundary nor brand-related consumers, which are inconsistent with prior research. The outcomes can be thus explained by the weak manipulation design of anthropomorphism.

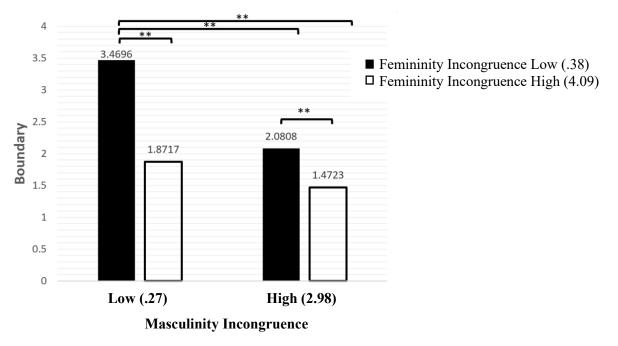
The Effect of Masculinity and Femininity Incongruence

The moderated mediation effect of boundary (M) on the relationship between the two distance scores (X1 = |MBP-MTI|, X2 = |FBP-FTI|) and brand-related consumer responses

(eleven Ys) are tested. First of all, masculinity incongruence ($\beta_{XI} = -.55$, p < .001), femininity incongruence ($\beta_{X2} = -.46$, p < .001), and their interaction ($\beta_{XI*X2} = .099$, p = .011) have significant effects on the level of boundary (M). Secondly, all of the results show very strong mediation effects of boundary, no matter whether masculinity incongruence (X1) or femininity incongruence (X2) is treated as moderator (see Table 6). For example, when X1 is the predictor (X2 is the moderator), the coefficient β varies from 0.33 (p < .001, Y = global attitude) to 0.68 (p< .001, Y = likelihood of recommendation); and when X2 is the predictor (X1 is the moderator), the coefficient β varies from .29 (p < .001, Y = brand preference) to .67 (p < .001, Y = likelihood of recommendation).

The negative relationships between masculinity and femininity incongruence, and boundary arise again in Study 2; and the significant positive relationship ($\beta = .0985$, p = .01) between boundary and the interaction between the two incongruence scores suggests that the effect of masculinity incongruence depends on the level of femininity incongruence. In other words, masculinity incongruence is less powerful when the femininity incongruence is high (when X2 = 4.088, *Mean boundary1* = 1.87, *Mean boundary2* = 1.4723, p = .11), compared to when femininity incongruence is low (when X2 = 0.3787, *Mean boundary1_lowX1* = 3.4696, *Mean boundary2_highX1* = 2.0808, p < .001; see Figure 5). The positive interaction effect indicates that the lower femininity incongruence is, the less the effect of masculinity incongruence on boundary will be (when X1 = .27, *Mean boundary_highX2* = 1.8717, *Mean boundary2_lowX2* = 3.4696, p < .001; and when X1 = 2.98, *Mean boundary1* = 1.4723, *Mean boundary2* = 2.0808, p = .03).

In terms of the moderated mediation effect, all indices of moderated mediation show that the confidence intervals do not include 0 (see Table 6), which means that there is a significant moderated mediation effect in the models.





Finally, we compared the model (see Figure 6) in which masculinity incongruence (X1) is treated as the predictor (X2 as moderator) and the model in which femininity incongruence (X2) is treated as the predictor (X1 as moderator). The results show that the mediation of boundary holds regardless of whether masculinity incongruence or femininity incongruence serves as the predictor (see B path in Table 6). In terms of the direct effect of predictor X on Y, the effects are relatively consistent regardless of which variable is X and W (the moderator), although the path coefficients (see C' path in Table 6) tend to be greater when femininity incongruence served as the predictor. For example, the path coefficient β of the direct effect of femininity incongruence (X1) on brand trust (Y1) is -.04 (p = .41); the path coefficient β of the direct effect of femininity incongruence (Y4) is -.11 (p = .02), while the path coefficient β of the direct effect of femininity incongruence (X1) on brand preference (Y4) is -.02 (p = .73); and the path coefficient β of the direct effect of (Y4) is -.02 (p = .73); and the path coefficient β of the direct effect of femininity incongruence (X1) on brand preference (Y4) is -.02 (p = .73); and the path coefficient β of the direct effect of femininity incongruence (X1) on brand preference (Y4) is -.02 (p = .73); and the path coefficient β of the direct effect of femininity incongruence (X1) on brand preference (Y4) is -.02 (p = .73); and the path coefficient β of the direct effect of feet of feet of feet of feet of feet of the direct effect of the d

DVs	Μ	В	C'	C1 (low)	C2 (average)	C3 (high)	Index of moderated
		path	path				mediation
Brand trust	X2	.36**	04	18, <i>CI</i> (26,11)	13, <i>CI</i> (18,08)	05, <i>CI</i> = (11, .001)	.03, <i>CI</i> = (.01, .06)
(Y1)	X1	.33**	11*	14, <i>CI</i> = (20,08)	11, <i>CI</i> = (16,07)	05, <i>CI</i> = (10,01)	.03, <i>CI</i> = (.01, .05)
Brand affect	X2	.48**	13*	25, <i>CI</i> = (34,15)	18, <i>CI</i> = (24,11)	07, <i>CI</i> = (15, .002)	.04, <i>CI</i> = (.01, .08)
(Y2)	X1	.44**	21**	19, <i>CI</i> = (26,12)	15, <i>CI</i> = (21,10)	07, <i>CI</i> = (13,02)	.03, <i>CI</i> = (.01, .05)
Brand attitude	X2	.33**	07	17, <i>CI</i> = (24,09)	12, <i>CI</i> = (17,07)	05, <i>CI</i> = (10, .002)	.03, <i>CI</i> = (.01, .06)
(Y3)	X1	.31**	09	13, <i>CI</i> = (19,08)	11, <i>CI</i> = (15,06)	05, <i>CI</i> = (09,01)	.03, <i>CI</i> = (.01, .05)
Preference	X2	.33**	02	17, <i>CI</i> = (25,10)	12, <i>CI</i> = (18,07)	05, <i>CI</i> = (11, .002)	.03, <i>CI</i> = (.01, .06)
(Y4)	X1	.29**	11*	13, <i>CI</i> = (18,07)	10, <i>CI</i> = (15,06)	05, <i>CI</i> = (09,01)	.03, <i>CI</i> = (.01, .05)
Purchase intention	X2	.71**	12	36, <i>CI</i> = (49,23)	26, <i>CI</i> = (35,17)	11, <i>CI</i> = (21, .01)	.07, <i>CI</i> = (.02, .12)
(Y5)	X1	.66**	22**	28, <i>CI</i> = (40,18)	23, <i>CI</i> = (32,15)	11, <i>CI</i> = (19,02)	.06, <i>CI</i> = (.02, .11)
Attitudinal brand loyalty	X2	.60**	23**	31, <i>CI</i> = (43,19)	22, <i>CI</i> = (31,14)	08, <i>CI</i> = (18, .003)	.06, CI = (.02, .10)
(Y6)	X1	.59**	18**	25, <i>CI</i> = (37,16)	20, <i>CI</i> = (28,13)	09, <i>CI</i> = (17,02)	.06, <i>CI</i> = (.01, .10)
Behavioral brand loyalty	X2	.61**	15*	31, <i>CI</i> = (43,19)	22, <i>CI</i> = (31,14)	07, <i>CI</i> = (18, .008)	.06, <i>CI</i> = (.02, .10)
(Y7)	X1	.57**	22**	24, <i>CI</i> = (34,15)	19, <i>CI</i> = (27,12)	09, <i>CI</i> = (16,02)	.05, <i>CI</i> = (.01, .09)
Likelihood of	X2	.68**	19*	34, <i>CI</i> = (47,22)	24, <i>CI</i> = (34,16)	10, <i>CI</i> = (20, .008)	.06, <i>CI</i> = (.02, .11)
recommendation (Y8)	X1	.67**	17*	28, <i>CI</i> = (38,18)	22, <i>CI</i> = (31,15)	11, <i>CI</i> = (19,02)	.06, <i>CI</i> = (.02, .11)
Word-of-mouth	X2	.60**	15*	31, <i>CI</i> = (43,19)	22, <i>CI</i> = (30,14)	08, <i>CI</i> = (18, .006)	.06, CI = (.02, .10)
(Y9)	X1	.55**	25**	23, <i>CI</i> = (33,14)	18, <i>CI</i> = (26,11)	09, <i>CI</i> = (16,02)	.05, CI = (.02, .09)
Self-brand connection	X2	.59**	17*	30, <i>CI</i> = (42,18)	21, <i>CI</i> = (29,14)	08, <i>CI</i> = (17, .004)	.06, <i>CI</i> = (.02, .10)
(Y10)	X1	.55**	23**	24, <i>CI</i> = (33,15)	18, <i>CI</i> = (26,12)	09, <i>CI</i> = (16,02)	.05, <i>CI</i> = (.01, .09)
Self-brand attachment	X2	.58**	28**	29, <i>CI</i> = (42,18)	21, <i>CI</i> = (29,14)	08, <i>CI</i> = (17, .005)	.06, <i>CI</i> = (.02, .10)
(Y11)	X1	.49**	40**	21, <i>CI</i> = (31,13)	17, <i>CI</i> = (24,11)	08, <i>CI</i> = (15,02)	.05, <i>CI</i> = (.01, .08)

Table 6: The Summary of Model Parameters in Study 2 (Model 7)

Note: ** *p* < .001, * *p* < .05;

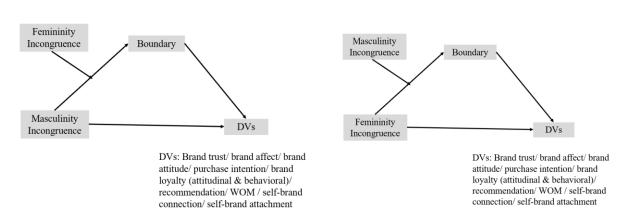
X1 = masculinity incongruence, X2 = femininity incongruence; M = "moderator", B path = M \rightarrow Y, C' path = X \rightarrow Y (direct effect);

When X2 is the moderator, X2 (low) = .38, X2 (average) = 1.87, X2 (high) = 4.09;

When X1 is the moderator, X1 (low) = .26, X1 (average) = 1.17, X1 (high) = 2.98.

femininity incongruence (X2) on purchase intention (Y5) is -.22 (p < .001), while the path coefficient β of the direct effect of masculinity incongruence (X1) on purchase intention (Y5) is -.12 (p = .09).

Overall, the negative relationship between boundary and gender identity incongruences between consumers and brands are supported again in study 2 and there is a significant interaction between femininity incongruence and masculinity incongruence on the boundary value. Also, the mediation effect of boundary on the relationship between gender identity incongruences and brand-related consumer responses is validated. The moderated mediation effect sustained regardless which gender incongruence served as the predictor.





Discussion

Although prior studies showed a strong effect of anthropomorphism on consumer perceptions of and attitudes towards brands, because the design of anthropomorphism in this study may not have been prominent enough, the relationship between anthropomorphism and boundary could not be verified. However, Study 2 uses an experimental manipulation of brand designs to elicit masculine and feminine brand perceptions and shows that the negative relationship between masculinity/femininity consumer-brand incongruence and boundary are again validated. A significant positive relationship between boundary and the interaction between the two incongruence scores also suggests that the effect of masculinity incongruence depends on the level of femininity incongruence. In other words, masculinity incongruence has less effect when the femininity incongruence is high, compared to the effect of masculinity incongruence when femininity incongruence is low. The positive interaction effect indicates that at lower levels of femininity incongruence, there is less of an effect of masculinity incongruence on boundary. In terms of the direct effect of predictor X on Y, the effects are consistent regardless of which variable is X and W (the moderator), although the path coefficients of direct effect tend to be greater when femininity incongruence served as the predictor. Finally, the mediation effects of boundary on the relationship between the masculinity and femininity incongruences and brand-related consumer responses are proved regardless of which incongruence value serves as the predictor.

General Discussion

Prior research on self-expansion and interpersonal or brand relationships mostly concentrates on the relatedness of self and others, but rarely focus on the separateness of self from others. However, individuals' feeling of autonomy is constructed by their perception of separateness and independence from other entities, including persons, emotions, and objects. In this research, we examine consumers' perceived distancing with regard to brands. Based on prior research using Venn diagram scales, which were validated by social psychologists in the study the interpersonal relationships (Lin & Rusbult, 1995) and the closeness between self and various others (Shvil, Krauss, & Midlarsky, 2013), this research applies a seven-point Venn diagram to capture the perceived psychological boundary between consumers and brands. The main objectives of this research were to validate the boundary measure, examine its correlations with

related concepts, differentiate it from other closely related brand constructs validated by prior research, and explore its potential effect on consumer responses to brands. The first study provides insights with regard to how boundary relates to other constructs. The second study moves forward to probe potential mediation effect of boundary in the relation between perceived gender incongruence between brands and consumers, and a range of brand-related consumer responses.

To summarize, the reliability and validity of the boundary measure are strongly supported by the findings. Awareness, affordability, and purchase history are related to consumers' boundary with brands. Brand-related consumer responses are significantly correlated with boundary level, especially brand loyalty and word-of-mouth. In terms of the discriminant and convergent validity, a significantly moderate correlation between boundary and self-brand connection or self-brand attachment emerged, while a significant but lower correlation between boundary and BESC is observed. Since the boundary measure assesses the relationship between consumer's self and one specific brand and the brand engagement in self-concept scale (BESC) examines the relationship between consumer's self and their favorite brands in a broad sense, the significantly minor correlation between boundary and BESC is as expected.

As an important part of self, consumers' masculine and feminine gender identities are used as the predictor to assess the concurrent validity of the boundary construct. The significantly negative relationship between masculinity/femininity incongruence and boundary level indicates that the more incongruent the consumer and brand's gender identity is, the lower the boundary value is (i.e., more perceived distance). The concurrent validity test also indicated that the interaction between masculinity incongruence and femininity incongruence has a positive relationship with boundary. When femininity incongruence is low, the boundary value

will be higher (i.e., more relatedness) if the masculinity incongruence decreases; when feminine incongruence is high, the boundary does not change significantly as a function of masculinity incongruence.

A nomological network of the boundary construct is built by validating its mediation effect on the relationship between anthropomorphism and brand-related consumer responses, and the relationship between masculinity/femininity incongruence and consumer responses. Results show the relationship between anthropomorphism and boundary is not significant. However, prior research has shown that anthropomorphizing a brand's image does enhance consumers' responses to brands. The non-significant effect of anthropomorphized brand design may be explained by the failure of the brand design to elicit strong anthropomorphism perceptions.

In the mediation analyses, the interaction between masculinity and femininity incongruence is consistent with the finding in study 1. The masculinity/femininity incongruences are negatively related to boundary and their interaction is positively related to boundary. More importantly, the mediation effect of boundary on the relationship between masculinity/femininity incongruence is supported regardless of masculinity incongruence or femininity incongruence serves as the predictor. Overall, the moderated mediation model is supported, and the effects of masculinity and femininity incongruences on consumers responses are consistent, although the direct effect of femininity incongruence.

Theoretical Contributions

Research on the consumer-brand relationship in consumer psychology field has been inspired by the theories of interpersonal relationship in social psychology research. For example, the relational-interdependent self-construal scale (Cross, Bacon, & Morris, 1999) has inspired the

development of brand engagement in self-concept scale (BESC; Sprott, Czellar, & Spangenberg, 2009). These two scales have a lot in common except that the former scale focuses on how close relationship form individual's self-construal, while the BESC scale emphasizes how individuals' favorite brands are incorporated in one's self-concept. Although the two scales seem different, they measure important methods of self-expansion—expanding the self to close relationships and expanding the self to various objects (brands, in this case), respectively.

In social psychology, self-expansion theories focus mainly on the relatedness of self, although the sense of mental self and the sense of autonomy (Laing, 1965; Strawson, 1997, 1999) theories emphasizes both the self's relatedness to and separateness from others. If a person does not feel autonomous, she or he cannot perceive relatedness to nor separateness from others. The insufficient study on separateness in self-expansion in social psychology to some extent explains the negligence regarding boundaries in consumer-brand relationships. Thus, the introduction of consumer and brand boundary measure in this study to some extent fills the gap in the brand relationship studies.

Secondly, although Venn diagrams have been used as a measurement tool in interpersonal relationship studies, research in branding has not widely applied this approach. This research provides consumer psychologists with a new measure to examine the relation and separation between consumers and brands. Thirdly, this study also provides evidence of the reliability and validity of this measure, clarifies the relationship between boundary and various consumer responses, and other commonly used scales. Fourthly, a nomological network is built for the boundary concept, and the theoretically negative relationship between boundary and masculinity/femininity incongruences is supported empirically. Finally, the mediation effect of

boundary between brand-consumer gender identity incongruences and various consumer responses are validated.

Managerial Implications

Managerially, this study provides a simple and time-efficient measure to evaluate the relationship between consumers and their brands. More specifically, the boundary measure is a tool to (1) evaluate consumers' overall attitudes and boundary towards the brands; (2) predict consumers' responses to a new brand; and (3) explore the potential consumers for a newly developed product category. For example, because of the significant correlation between boundary and other consumer responses, managers can use this measure to predict consumers' reaction to a new brand in a brand extension context. More specifically, managers can use this tool to evaluate the influence of brand extension of sub-brands on parent brands. Furthermore, entrepreneurs can use this measure to identify and target potential consumers for a newly developed product category. As a graphic tool, the boundary measure not only captures consumer's relation to a brand or product category. For example, compared to baby boomers, the millennial generation may perceive a lower level of boundary toward technology brands.

In addition, when brand managers evaluate a brand's product packages or logos, they may need to avoid violating their target consumers' gender identity, especially with regard to feminine gender identity. If their target consumers have a low level of feminine identity, managers should make sure that their logo or packages are not in a high feminine brand personality (FBP); if their target consumers have a high level of feminine identity, it is important for managers to make sure that their logo or packages are perceived in high feminine brand personality. In gender-identity sensitive product categories (such as skin-care, make-up, and

clothing), the boundary measure can be used together with the brand gender scale (Grohmann, 2009) to ascertain gender congruence between the brands or products and the consumers.

Limitations

Firstly, results show that in this research the anthropomorphism manipulation may not have been strong enough to examine whether anthropomorphizing a brand affects consumers' boundary with that brand. However, prior studies showed a strong effect of anthropomorphism on consumer perceptions of and attitudes towards brands. Because the design of anthropomorphism in this study may not have been prominent enough, the relationship between anthropomorphism and boundary could not be verified. Secondly, although the stimuli were successfully designed to represent masculine, feminine, and neutral gender perception, female participants perceived some black colored brands more for men than male participants. Finally, the number of participants assigned to each of the twelve brand's images could be larger to increase the representativeness for each condition. Also, this research recruited only American and Canadian participants, but it would provide more insights to include participants from other cultures, such as Eastern and Middle Eastern ones. As a single-item scale, boundary measure may not be able to adequately address the construct of boundary, which is a complex theoretical concept. It may also have limited capability to offer sufficient points of discrimination and variances, which means that larger sample size will be needed. The internal-consistency reliability is unable to be measured because of the single-item feature. Instead, a test-retest reliability could have been assessed in the study.

Future Research

First of all, the effect of anthropomorphism on the boundary should be tested again with other anthropomorphism manipulations. For example, instead of humanizing the packages by

using human shapes, a humanized introduction of a brand can be applied. Secondly, based on the findings in this research, the development of a Likert-type scale of boundary is a possibility. This could include a consideration of boundary as a multi-dimensional construct and thus clarify what boundary is, what it measures, and how many dimensions there are. The relatively higher correlation between boundary and self-brand connection, self-brand attachment, brand affect, and brand loyalty may give future researchers some hints about potential constructs to explore. Also, a comparison between the consumer-brand boundaries of Western and Eastern participants can be conducted to explore if different cultures (e.g., independent self-construal vs. relational self-construal) influence the boundary between consumers and brands. Furthermore, future research can explore how these dimensions of boundary are constructed, the different weights of each dimension for various consumers, and factors that make a difference.

From the practical perspective, the boundary measure can be applied to study (1) whether consumers have different boundaries with different product category; (2) whether specific groups of consumers perceive greater boundaries toward some brands; (3) if consumers' boundary with parent brands affect perceived boundaries with brand extensions and vice versa and how brand's betrayal and transgression behaviors influence consumers' boundary with brands. Furthermore, this boundary measure can be applied to study the relationship between users and various technological and digital brands, such as Google, Amazon, Facebook, and Instagram. It can also be applied to study whether consumer feel more bounded or related with online stores or physical stores (e.g., Best Buy website vs. Best Buy offline; Sephora website/ application vs. Sephora stores), and whether having both online and offline stores (e.g., Amazon).

Finally, the moderated mediation effects indicate that femininity incongruence may show a possible predominance on consumers' attitudes and decision making. However, this possible predominance of femininity incongruence was not empirically tested in this study. Future research can directly focus on the possible different power of brand gender identities and how they affect consumers' responses.

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Brand set 1	Brand set 2
Best Western hotels	Marriott hotels
Cover Girl cosmetics	Revlon cosmetics
Aquafresh toothpaste	Sensodyne toothpaste
Staples stores	Best Buy stores
Lexus automobiles	Porsche automobiles
Reebok athletic shoes	Nike athletic shoes
Tylenol pain reliever	Advil pain reliever
AT&T phone service	Bell phone service
Panasonic televisions	Sony televisions
Apple computers	Dell computers
Wrangler jeans	American Express credit card
BP gas stations	Shell gas stations
Gatorade sports drink	Aquafina water
Budweiser beer	Heineken beer
Absolut vodka	Bacardi rum
Starbucks coffee	Haagen-Dazs ice cream
Lysol cleaner	Pine Sol cleaner
Kleenex facial tissue	Scotties facial tissue
Scott toilet paper	Charmin toilet paper
Cheer laundry detergent	Arm & Hammer laundry detergent
Benadryl allergy medicine	Claritin allergy medicine
Tums Ex stomach medicine	Pepcid AC stomach medicine

Appendix 1: Symbolic and Utilitarian Brands Used in Study 1

	Descrip	tive Stati	stics		
	N	Minimum	Maximum	Mean	Std. Deviation
401 google	451	1	7	4.50	1.584
102 amazon	451	1	7	4.68	1.473
- IO3_cocacola	451	1	7	3.28	1.808
04_wwf	451	1	7	2.84	1.636
105_walmart	449	1	7	3.42	1.671
106_Canada government	451	1	7	1.80	1.388
1_Best western	25	1	6	2.80	1.871
2_covergril	22	1	7	1.82	1.532
3_Aquafresh	21	1	7	2.57	1.832
4_Staples	12	1	6	2.58	1.730
5_Lexus	17	1	6	2.18	1.741
6_Reebok	16	1	6	2.00	1.414
7_Tylenol	19	1	7	3.63	1.978
3_AT&T	18	1	5	2.50	1.383
Panasonic	20	1	6	2.15	1.387
)_Apple	25	1	7	3.60	2.121
1_Wrangler	15	1	5	2.20	1.207
2_BP	19	1	5	1.89	1.197
3_Gatorade	17	1	6	2.88	1.536
4_Budweised	24	1	5	2.00	1.383
5_Absolut	25	1	6	1.92	1.352
6_Starbucks	25	1	7	3.60	1.979
7_Lysol	22	1	7	3.09	1.411
3_Kleenex	15	1	6	2.80	1.474
9_Scott	29	1	7	3.52	1.957
0_Cheer	19	1	6	1.95	1.433
1_Benadry	20	1	6	2.85	1.843
2_Tums	22	1	7	2.45	1.711

Marriott	15	1	7	3.40	2.197
Revion	19	1	6	2.05	1.433
Sensodyne	26	1	6	2.27	1.538
Best Buy	28	1	6	2.89	1.771
Porsche	20	1	5	1.80	1.281
Nike	15	1	6	3.93	1.751
_Advil	19	1	7	3.42	1.502
Bell	36	1	5	1.69	1.283
Sony	15	1	6	2.67	1.589
Dell	19	1	5	2.11	1.197
American express	20	1	7	2.10	1.586
Shell	21	1	5	2.48	1.365
Aquafina	25	1	7	2.88	1.563
Heineken	23	1	7	2.74	1.888
Bacardi	24	1	6	2.13	1.361
Haagen-Dazes	18	1	5	2.61	1.539
Pinesol	18	1	7	2.28	1.776
Scotties	27	1	6	2.04	1.372
Charmin	14	1	5	3.43	1.399
Arm&Hammer	20	1	6	2.80	1.765
Claritin	23	1	7	2.52	1.780
Pepcid	10	1	4	1.80	1.033

Scale name	Number of	Average	* Pattern matri			BP and M	ΓI & F	
	principal	variance		Compo			1	2
	component	extracted		1	2	FTI&MTI_1	.799	.123
	-		MBP & amp; FBP_1	.222	.731	FTI&MTI_2	.528	.172
	extracted	(Cumulative %)	MBP & amp; FBP_2	093	.811	FTI&MTI_3	.806	.021
Brand trust	1	74.030	MBP & amp; FBP_3	.352	.657	FTI&MTI_4	.870	091
Brand affect	1	91.228	MBP & amp; FBP_4	.216	.754	FTI&MTI_5 FTI&MTI_6	.872	034
	1		MBP & amp; FBP_5	089	.861	FTI&MTI_7	.785	041
Brand attitude	1	94.088	MBP & amp; FBP_6	073	.730	FTI&MTI_8	.811	042
Brand	1	84.589	MBP & amp; FBP 7	.920	004	FTI&MTI_9	.822	094
preference			MBP & amp; FBP_8	.743	.006	FTI&MTI_10 FTI&MTI_11	.853	.041
Purchase	1	98.411	MBP & amp; FBP_9	.761	.172	FTI&MTI_12	.215	.594
intention	1	201111	MBP & amp; FBP_10	.901	042	FTI&MTI_13	.148	.647
		00.000	MBP & amp; FBP_11	.890	.002	FTI&MTI_14	036	.690
Attitudinal	1	90.938	MBP & amp; FBP_12	.930	044	FTI&MTI_15	042 001	.844
brand loyalty						FTI&MTI_16 FTI&MTI_17	.062	.769
Behavioral	1	94.764				FTI&MTI_18	186	.709
	1	91.701				FTI&MTI_19	.058	.783
brand loyalty						FTI&MTI_20	180	.731
Likelihood of	1	98.113						
recommendation								
Word-of-mouth	1	89.078						
Self-brand	1	84.623						
	1	84.025						
connection								
Self-brand	1	82.168						
attachment								
BESC	1	64.645						
MBP / FBP	2	71.322						
MTI / FTI	3	61.209						

Appendix 2: Factor Analysis of Multi-items Scale in Study 1

Appendix 3: Correlation between Boundary and Brand-related Responses

			С	orrelations					
		Boundary	Awareness	Affordability	purchase history	authority	monopoly	approachabili ty (downtoearth)	approachabili ty (high-end)
Boundary	Pearson Correlation	1	.243	.241**	.426**	.301**	.296	.301**	.309
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	902	901	901	901	901	901	901	901
Awareness	Pearson Correlation	.243	1	.324**	.540	.293	.086	.164	.124
	Sig. (2-tailed)	.000		.000	.000	.000	.010	.000	.00
	N	901	901	901	901	901	901	901	901
Affordability	Pearson Correlation	.241	.324	1	.447**	.053	025	.423	182
	Sig. (2-tailed)	.000	.000		.000	.114	.459	.000	.00
	N	901	901	901	901	901	901	901	90
purchase history	Pearson Correlation	.426	.540	.447**	1	.241	.146	.253	.109
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.00
	N	901	901	901	901	901	901	901	90
authority	Pearson Correlation	.301**	.293	.053	.241	1	.451	.147**	.375
	Sig. (2-tailed)	.000	.000	.114	.000		.000	.000	.00
	N	901	901	901	901	901	901	901	90
monopoly	Pearson Correlation	.296	.086	025	.146**	.451**	1	.080	.303
	Sig. (2-tailed)	.000	.010	.459	.000	.000		.016	.00
	N	901	901	901	901	901	901	901	90
approachability	Pearson Correlation	.301**	.164	.423**	.253	.147**	.080	1	04
(downtoearth)	Sig. (2-tailed)	.000	.000	.000	.000	.000	.016		.15
	N	901	901	901	901	901	901	901	90
approachability (high-	Pearson Correlation	.309**	.124	182	.109	.375	.303""	048	
end)	Sig. (2-tailed)	.000	.000	.000	.001	.000	.000	.151	
	N	901	901	901	901	901	901	901	90

				Correlatio	ns									
		Boundary	Brand trust	Brand affect	Global Attitude	Brand Preference	Purchase Intention	Attitudi Brand Loyalty	Behavi Brand Loyalty	Likeliho of Reccomendat ion	Word of mouth	connection	Brand attachment	BESC
Boundary	Pearson Correlation	1	.491	.579	.401	.447	.553	.646	.587	.506	.628	.682	.635	.238
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	902	901	901	901	901	901	901	901	901	901	901	900	901
Brand trust	Pearson Correlation	.491	1	.753	.765	.745	.708	.674	.734	.738**	.629	.642	.574	.214
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	901	901	901	901	901	901	901	901	901	901	901	900	901
Brand affect	Pearson Correlation	.579	.753	1	.733	.750	.745	.765	.767	.768	.730	.765	.713	.266
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	901	901	901	901	901	901	901	901	901	901	901	900	901
Global Attitude	Pearson Correlation	.401	.765	.733	1	.830	.650	.606	.647	.752	.579	.600	.546	.209
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	901	901	901	901	901	901	901	901	901	901	901	900	901
Brand Preference	Pearson Correlation	.447"	.745	.750	.830	1	.720	.666	.720	.780	.616	.630	.577**	.164
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	901	901	901	901	901	901	901	901	901	901	901	900	901
Purchase Intention	Pearson Correlation	.553	.708	.745	.650	.720	1	.739	.870	.789	.706	.695	.609	.175
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	901	901	901	901	901	901	901	901	901	901	901	900	901
Attitudi Brand Loyalty	Pearson Correlation	.646	674	.765	.606	666	.739	1	.821	.753	.808	845	.758	.296
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	901	901	901	901	901	901	901	901	901	901	901	900	901
Behavi Brand Lovalty	Pearson Correlation	.587	.734	.767	.647	.720	.870	.821	1	.792	.764	.758	.659	.197**
Contain Charles Coyony	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	901	901	901	901	901	901	901	901	901	901	901	900	901
Likeliho of	Pearson Correlation	.506	.738	.768	.752	.780	.789	.753"	.792	1	.768	.716	.654	.254
Reccomendation	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	901	901	901	901	901	901	901	901	901	901	901	900	901
Word of mouth	Pearson Correlation	.628	.629	.730	.579	.616	.706	808"	.764	.768	1	.823	.736	.282
from of model	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	901	901	901	901	901	901	901	901	901	901	901	900	901
connection	Pearson Correlation	.682	.642	.765	.600	.630	.695	.845	.758	.716	.823	1	.830	.321
connection	Sig. (2-tailed)	.002	.000	.705	.000	.000	.000	.000	.000	.000	.023		.000	.000
					901		901			901		901	.000	901
Brand attachment	N Pearson Correlation	901 .635	901	901 .713	.546	901	.609	901	901	.654	901 .736	.830	900	.330
orano acaciment													1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	0.00	.000
0500	N Deserve Constantion	.238	900	900	900	900	900	900	900	900	900	900	900	900
BESC	Pearson Correlation													1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	901	901	901	901	901	901	901	901	901	901	901	900	90

**. Correlation is significant at the 0.01 level (2-tailed).

Appendix 4: The Correlation Matrix among MBP, FBP, MTI, and FTI; Two Distance Scores

		Correlatio	ns		
		MBP	FBP	MTI	FTI
MBP	Pearson Correlation	1	.551	.390""	.263
	Sig. (2-tailed)		.000	.000	.000
	N	901	901	901	901
FBP	Pearson Correlation	.551	1	.341""	.227***
	Sig. (2-tailed)	.000		.000	.000
	N	901	901	901	901
MTI	Pearson Correlation	.390""	.341**	1	.144**
	Sig. (2-tailed)	.000	.000		.000
	N	901	901	901	901
FTI	Pearson Correlation	.263	.227**	.144***	1
	Sig. (2-tailed)	.000	.000	.000	
	N	901	901	901	901

**. Correlation is significant at the 0.01 level (2-tailed).

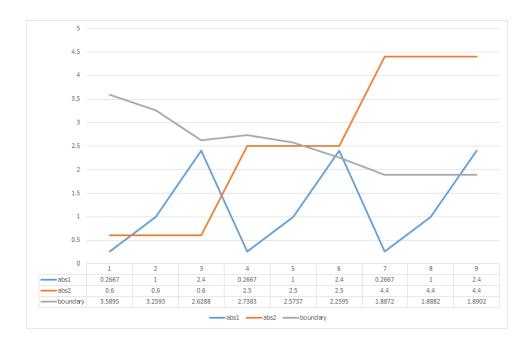
Correlations ABS(MBP-MTI) ABS(FBP-FTI) .260"" ABS(MBP-MTI) Pearson Correlation 1 Sig. (2-tailed) .000. Ν 901 901 ABS(FBP-FTI) Pearson Correlation .260"" 1 Sig. (2-tailed) .000 Ν 901 901

**. Correlation is significant at the 0.01 level (2-tailed).

Appendix 5: The Regression of Two Distance Scores on the Boundary Value (Study 1)

Matrix

Run MATRIX procedure: Written by Andrew F. Hayes, Ph.D. www.afhayes.com Documentation available in Hayes (2018). www.guilford.com/p/hayes3 ********************* Model : 1 Y : Boundary X : abs1 W : abs2 Sample Size: 901 *********** OUTCOME VARIABLE: Boundary Model Summary F R R-sq MSE df1 df2 p 2.3788 56.3887 3.0000 897.0000 .3983 .1587 .0000 Model coeff se t LLCI ULCI p constant 3.9974 .1351 29.5902 .0000 3.7323 4.2625 abs1 -.5217 .0965 -5.4049 .0000 -.7111 -.3322 -.4797 abs2 .0481 -9.9646 .0000 -.5742 -.3852 Int_1 .1189 .0295 4.0362 .0001 .0611 .1767 Product terms key: abs1 Int_1 : x abs2 Test(s) of highest order unconditional interaction(s): df1 df2 1.0000 897.0000 R2-chng F df2 p 16.2905 x*w .0153 .0001 Focal predict: abs1 (X) Mod var: abs2 (W) Conditional effects of the focal predictor at values of the moderator(s): abs2 Effect t LLCI ULCI se -5.4966 .0819 .0000 -.2895 .6000 -.4503 -.6111 2.5000 -.2245 -4.4097 .0509 .0000 -.3244 -.1246 -.1336 4.4000 .0014 .0688 .0208 .9834 .1365 Data for visualizing the conditional effect of the focal predictor: Paste text below into a SPSS syntax window and execute to produce plot. DATA LIST FREE/ abs2 abs1 Boundary . BEGIN DATA. .2667 .6000 3.5895 1.0000 .6000 3.2593 2.4000 .6000 2.6288 .2667 2.5000 2.7383 1.0000 2.5000 2.5737 2,4000 2.5000 2.2595 4.4000 .2667 1.8872 4.4000 1.0000 1.8882 2.4000 4.4000 1.8902 END DATA. GRAPH/SCATTERPLOT= abs1 WITH Boundary BY abs2 Level of confidence for all confidence intervals in output: 95.0000 W values in conditional tables are the 16th, 50th, and 84th percentiles. ----- END MATRIX -----



Appendix 6: The Forty Packages Designs in the Pre-test (Study 2)

s Iced Tea unim V V V V V V V V V V V V V V V V V V V	Sinced Tea Without Wit	Ced Tea States S	loed Tea Y	iced Tea W	Leed Tea W	e Leed Tea V V M manuse manuse manuse	s Iced Tea Minime V Minime Minime Minime
⊘ A_anthr01	⊘ A_anthr02	⊘ A_anthr03	⊘ A_anthr04	⊘ A_anthr05	⊘ A_anthr06	⊘ A_unanthr01	⊘ A_unanthr02
The second secon	iced Tea T [*]	Loed Tea Y	Tea Tea Martine Martin	-		COMPANY MICH	Constant
⊘ A_unanthr03	⊘ A_unanthr04	⊘ A_unanthr05	⊘ A_unanthr06	⊘ B_anthr01	⊘ B_anthr02	⊘ B_anthr03	⊘ B_unanthr01
₿_unanthr02	B_unanthr03	€ C_anthr01	€ C_anthr02	© C_anthr03	⊘ C_anthr04	€ C_anthr05	
€ C_unanthr01	C_unanthr02	♥ C_unanthr03	♥ C_unanthr04	⊙ C_unanthr05	○ C_unanthr06	© D_anthro01	© D_anthro02
All Annual Annua		Republic Rep	Alter Cardinal Cardinal Cardinal Cardinal Cardinal Cardinal	Alter Annual Martiner Martiner Martiner Martiner	All of Facility And Facility And Hand States And Hand States Hand Hand Hand States Hand Hand Hand Hand Hand Hand Hand Hand		Ab Strand Strand Strand Strand Strand Strand Strand Strand
⊘ D_anthro03	⊘ D_anthro04	⊘ D_anthro05	⊘ D_unanthro01	⊘ D_unanthro02	⊘ D_unanthro03	⊘ D_unanthro04	⊘ D_unanthro05

Appendix 7: The Results of the One Sample T-tests in Pre-test (Study 3)

T. T.									·· 1 · ·					C = = 1	- · · J -	,	
		sample mean	SD	n	t value	p value	p < 0.05	mean >4 (Sig ~)	more of Isla NOT 20	Preceived as feminine	Preceived as NOT fem	Preceived as masculine	Prerceived as NOT mas		Preceived NOT for women	Preceived for men	
A_Anthr01	feminine	3.740740741		27		0.435411	p<0.03	mean >4 (3iR)	mean <4 (sig NOT ~)	restance.	NOT IEIII	/	/	/ /	/	/	for men /
1_1_2	masculine	4.851851852		27		0.023112	Y	Y		/	/	1		1	1	1	/
1_2_1	women	4	1.709701	27	0	1				/	/	/	/			/	/
1_2_2	men	4.888888889		27		0.014412	Y	Y		/	0	/	/	/	/	1	
A_Anthr02	Global attitude feminine	5.160493827	1.783999	27	3.380104	0.002297	Y	Y		0	0	1	0	0	0	1	0
2_1_2	masculine	4.296296296		27		0.368657				/	/	,	/	1	/	1	/
2_2_1	women	4.555555556		27		0.06566				1	/	/	/			/	/
2_2_2	men	4.666666667	1.519109	27	2.280351	0.031027	Y	Y		/	/	/	/	/	/	1	
	Global attitude	5.432098765		27		8.67E-05	Y	Y		0	0	0	0	0	0	1	0
A_Anthr03	feminine	4.555555556		27		0.061366						/	/	/	/	/	/
3_1_2 3_2_1	women	3.851851852 4.851851852		27		0.614861 0.008763	Y	×		/	/	/	1	1	/		/
3_2_2	men	4.703703704		27		0.013622	Ý	Y		1	/	1	1	/	1	1	/
	Global attitude	5.296296296		27	4.58661	0.0001	Y	Y		0	0	0	0	1	0	1	0
A_Anthr04	feminine	3.888888889	1.450022	27	-0.39817	0.693758						/	/	/	/	/	/
4_1_2	masculine	4.481481481		27		0.152059				/	/			/	/	/	/
4_2_1	women	4.111111111		27		0.717261				/	/	/	/	1	,	/	/
4_2_2	men Global attitude	4.77777778 4.987654321		27		0.022942 0.004879	Y	Y		0	0	0	0	0	0	1	0
A_Anthr05	feminine	5.259259259		27		6.38E-05	Ý	Y		1	0	/	/	/	1	1	/
5_1_2	masculine	3.296296296	1.4888	27	-2.45604	0.021043	Y		Y	/	/	,	1	1	. /	1	,
5_2_1	women	5.481481481	1.220667	27	6.30639	1.12E-06	Y	Y		/	/	/	/	1		/	/
5_2_2	men	3.925925926		27		0.804896				/	/	/	/	/	/		
	Global attitude			27		7.42E-06	Y	Y		1	0	0	1	1	0	0	0
A_Anthr06	feminine masculine	6.592592593 1.62962963		27		1.53E-15 8.86E-11	Y	1	v	1	1	/	/	/	/	/	/
6_1_2 6_2_1	women	1.62962963 6.592592593		27		8.86E-11 6.37E-18	Y	Y		/	1	1	1	1	/	/	1
6_2_2	men	1.77777778		27		1.29E-11	Ý		Y	1	/	1	1	/	/		1
	Global attitude	5.012345679		27		0.005463	Ŷ	Y		1	0	0	1	1	0	0	1
A_Unanthr01	feminine	2.592592593		27		5.10E-06	Y		Y		1	/	/	/	/	/	/
7_1_2	masculine	5.44444444	210-10-04	27		0.000109	Y	Y		/	/	1		/	/	/	/
7_2_1	women	3.814814815		27		0.588154				/	/	/	/			/	/
7_2_2	men Global attitude	5,44444444		27		0.000152	Ŷ.	T V		0	/ 1	,	0	0	0	1	0
A_Unanthr02	feminine	3.592592593		27		0.133305				0	1	1	/	/	6	1	/
8_1_2	masculine	4.925925926		27		0.001507	Y	Y		/	/	1	,	1	,	1	/
8_2_1	women	4.185185185		27		0.545226				/	1	/	/			/	/
8_2_2	men	5.259259259		27		1.41E-05	Y	Y		/	/	/	/	/	/	1	
	Global attitude	4.975308642		27		0.002684	Y	Y		0	0	1	0	0	0	1	0
A_Unanthr03	feminine		1.310705	27		0.663224						/	/	/	/	/	/
9_1_2 9_2_1	women	4.518518519 4.407407407		27		0.064759				/	/	/	1	/	/	/	/
9_2_2	men	4.925925926		27	3.792167		Y	Y		1	/	1	1	/	/	1	,
	Global attitude	5.382716049	1.42236	27	5.051325	2.94E-05	Y	Y		0	0	0	0	0	0	1	0
A_Unanthr04	feminine	3.259259259		27		0.008301	Y		Y		1	/	/	/	/	/	/
10_1_2	masculine	5.074074074		27	3.807887		Y	Y		/	/	1		/	/	/	/
10_2_1	women	4.037037037 5.148148148		27		0.902528	Y	2		/	/	- /	/		1	/	/
10_2_2	men Global attitude	4.851851852		27		0.011303	Y	Y		0	1	1	0	0	0	1	0
A_Unanthr05	feminine	4.851851852		27		0.010725	Y	Y		1	-	/	/	1	/	1	/
11_1_2	masculine	3.814814815		27	-0.66724					/	/			/	1	/	/
11_2_1	women	5.296296296		27	5.323185	1.43E-05	Y	Y		/	/	/	/	1		/	/
11_2_2	men	4	1.54422	27	0	1				/	/	/	/	/	/		
A Unanthr06	Global attitude feminine	5.209876543 6.62962963		27	4.690867 18.42686		Y	Y U		1	0	0	0	1	0	0	0
12_1_2	masculine	1.592592593		27		3.26E-13	Y		Y	1	/	/	1	/	/	/	/
12_2_1	women	6.703703704		27		7.57E-19	Ŷ	Y		1	/	/	/	1	,	/	/
12_2_2	men	1.518518519		27		1.82E-13	Y		Y	1	. /	1	1	/	/		1
	Global attitude	4.740740741	1.677741	27	2.294157	0.030109	Y	Y		1	0	0	1	1	0	0	1
B_Anthr01	feminine	6.424242424	0.969223	33	14.36842	1.66E-15	Y	Y		1		/	/	/	/	/	/
1_4_2	masculine	1.787878788		33	-9.47872		Y		Y	1	/		1	/	/	1	1
1_5_1	women	6.121212121		33	7.454088		Y	Y		/	/	/	/	1		/	/
1_5_2	men		1.414214	33	-8.12404		Y		Y	/	/	/	/	/	/	ć	1
B_Anthr02	Global attitude feminine	3.797979798 2.151515152		33 33	-0.65363 -6.70573		Y		v	1	0	0	1	1	0	0	1 /
2_4_2	masculine	5.93939393939		33	8.144445		Y	Y	1	1	1	1	/	/	/	1	/
2_4_2 2_5_1	women	2.484848485		33	-5.5663		Y		Y	/	/	- /	/	,	1	1	/
2_5_2	men		1.47966	33	6.117647		Y	Y		1	/	/	/	/	/	1	
	Global attitude		1.918697	33	-0.48388					0	1	1	0	0	1	1	0
B_Anthr03	feminine	4.363636364		33	1.613502							/	/	1	/	1	/
3_4_2	masculine		1.58831	33		0.744451		M.		/	/	,	1	/	/	1	/
3_5_1 3_5_2	women	4.787878788 3.878787879	1.243925 1.494941	33 33	3.638499		Y	Y		/	1	/	/	1	/	/	/
5_5_2	Global attitude			33	2.341157		Y	Y		0	0	0	0	1	0	0	0
B_Unanthr01	feminine	6.121212121		33		2.27E-11	Y	Y		1		/	/	/	/	1	/
4_4_2	masculine	1.909090909		33		3.95E-10	Y		Y	/	/		1	/	/	1	/
4_5_1	women	6.181818182		33	10.57994		Y	γ		/	/	/	/	1		/	/
4_5_2	men Clahal attituda	2.090909091		33	-7.59463		Y		Y	/	/	/	/ 1	/	/	0	1
B_Unanthr02	Global attitude feminine	4.525252525 2.242424242		33 33	1.817166 -7.13593		Y		Y	1	0	/	1 /	1 /	/	/	1 /
5_4_2	masculine	5.848484848		33	8.648351		Y	Y		1	- /	1	/	1	1	1	/
	women	2.72727272727		33	-4.44575		Y		Y	/	/	/	/		1	1	. /
5_5_1		5.696969697		33	8.615385	7.61E-10	Y	Υ		/	/	/	/	/	/	1	
5_5_1 5_5_2	men									0	1	1	0	0	1		0
5_5_2	men Global attitude	4.161616162	1.812612	33	0.512197					0	-				1	1	0
5_5_2 B_Unanthr03	men Global attitude feminine	4.161616162 3.575757576	1.812612 1.601373	33	-1.52187	0.137862						/	/	1	/	1 /	/
5_5_2 B_Unanthr03 6_4_2	men Global attitude feminine masculine	4.161616162 3.575757576 4.212121212	1.812612 1.601373 1.515701	33 33	-1.52187 0.803947	0.137862 0.42736				/	/	1	/	/	/	/	/
5_5_2 B_Unanthr03	men Global attitude feminine	4.161616162 3.575757576	1.812612 1.601373 1.515701 1.446652	33	-1.52187	0.137862 0.42736 0.237682				/ /	/ / /	/	/	/	/ /	1 / / /	/ /

C_Anthr01 1_7_2																	
1 7 2	feminine	2.931034483		29		0.000497	Y		Y		1	/	/	/	/	/	/
	masculine	5.206896552		29	4.341216		Y	Y		/	/	1		/	/	/	/
1_8_1	women	3.448275862		29	-2.01012					/	/	/	/			/	/
1_8_2	men	5.310344828	1.5143	29	4.659859		Y	Y		/	/	/	/	/	/	1	
	Global attitude	4.459770115		29	1.574911					0	1	1	0	0	0	1	0
C_Anthr02	feminine	4.655172414		29	2.625824		Y	Y		1		/	/	/	/	/	/
2_7_2	masculine	3.275862069		29	-3.78043		Y		Y	/	/		1	/	/	/	/
2_8_1	women	4.724137931		29	3.049294		Y	Y		/	/	/	/	1		/	/
2_8_2	men	3.896551724		29	-0.40611					/	/	/	/	/	/		
	Global attitude	4.781609195		29	3.381035		Y	Y		1	0	0	1	1	0	0	0
C_Anthr03	feminine	3.517241379		29	-1.85087							/	/	/	/	/	/
3_7_2	masculine	4.551724138		29	2.116601		Y	Y		/	/	1		/	/	/	/
3_8_1	women	3.689655172		29	-1.20114					/	/	/	/			/	/
3_8_2	men	4.827586207		29	3.092869		Y	Y		/	/	/	/	/	/	1	
	Global attitude	4.379310345		29	1.553909					0	0	1	0	0	0	1	0
C_Anthr04	feminine	6	1.035098	29	10.40513		Y	Y		1		/	/	/	/	/	/
4_7_2	masculine	1.862068966		29	-12.581		Y		Y	/	/		1	/	/	/	/
4_8_1	women	6.206896552		29	11.33905		Y	Y		/	/	/	/	1		/	/
4_8_2	men	2	1.336306	29	-8.05978		Y		Y	/	/	/	/	/	/		1
	Global attitude	4.632183908		29	2.551348		Y	Y		1	0	0	1	1	0	0	1
C_Anthr05	feminine	4.034482759		29	0.146535							/	/	/	/	/	/
5_7_2	masculine	4	1.164965	29	0	1				/	/			/	/	/	/
5_8_1	women	4.413793103		29	1.485156					/	/	/	/			/	/
5_8_2	men	4.344827586		29	1.284133					/	/	/	/	/	/		
	Global attitude	4.471264368		29	2.080311		Y	Y		0	0	0	0	0	0	0	0
C_Anthr06	feminine	5.517241379		29	6.427836		Y	Y		1		/	/	/	/	/	/
6_7_2	masculine	2.448275862		29	-7.25241		Y		Ŷ	/	/		1	/	/	/	/
6_8_1	women	5.551724138		29	6.305678		Y	Y		/	/	/	/	1		/	/
6_8_2	men	2.689655172		29	-5.26965		Y		Ŷ	/	/	/	/	/	/		1
	Global attitude	4.505747126		29	2.017494					1	0	0	1	1	0	0	1
C_Unanthr01		2.172413793		29		3.04E-10	Y		Ŷ		1	/	/	/	/	/	/
7_7_2	masculine	5.793103448		29	9.877601		Y	r		/	/	1		/	/	1	/
7_8_1	women	2.551724138		29		8.62E-07	Y		т	/	/	/	/		1	/	/
7_8_2	men Clabal attituda	5.724137931		29		1.05E-08	Y	1		/	/	/	/	/	/	1	
	Global attitude	4.471264368		29	1.789143					0	1	1	0	0	1	1	0
C_Unanthr02	feminine	4.206896552		29	0.691177							/	/	/	/	1	/
8_7_2	masculine	3.689655172		29		0.22234				/	/			/	/	/	/
8_8_1	women	4.517241379		29		0.057246				/	/	/	/			/	/
8_8_2	men	3.827586207		29		0.538156	_			/	/	/	/	/	/		
	Global attitude	4.804597701		29		0.001707	Y	Y		0	0	0	0	0	0	0	0
C_Unanthr03	feminine	3.068965517		29	-3.31988		Y		Y		1	/	/	/	/	/	/
9_7_2	masculine	4.931034483		29		0.000803	Y	Y		/	/	1		/	/	/	/
9_8_1	women	3.172413793		29		0.005734	Y		Y	/	/	/	/		1	/	/
9_8_2	men	5.103448276		29	4.506212		Y	Y		/	/	/	/	/	/	1	
	Global attitude	4.459770115		29		0.059031				0	1	1	0	0	1	1	0
C_Unanthr04	feminine	6.034482759		29		3.87E-11	Y	Y		1		/	/	/	/	/	/
10_7_2	masculine	1.931034483		29		7.21E-11	Y		Y	/	/		1	/	/	/	/
10_8_1	women	6.103448276		29		1.64E-11	Y	Y		/	/	/	/	1		/	/
10_8_2	men	2.034482759		29	-8.97252		Y		Y	/	/	/	/	/	/		1
	Global attitude	4.609195402		29	2.36198	0.025365	Y	Y		1	0	0	1	1	0	0	1
C_Unanthr05	feminine	4.034482759		29		0.900753						/	/	/	/	/	/
11_7_2	masculine	3.965517241		29		0.899094				/	/			/	/	/	/
11_8_1	women	4.413793103		29	1.561322					/	/	/	/			/	/
11_8_2	men	4.275862069		29	0.969125					/	/	/	/	/	/		
	Global attitude	4.701149425		29	2.922328		Y	Y		0	0	0	0	0	0	0	0
C_Unanthr06	feminine	5.172413793		29	4.918468		Y	Y		1		/	/	/	/	/	/
12_7_2	masculine	2.793103448		29		9.64E-06	Y		Y	/	/		1	/	/	/	/
12_8_1	women	5.379310345		29	6.476694		Y	Y		/	/	/	/	1		/	/
12_8_2	men	3.068965517		29		0.000974	Y		Y	/	/	/	/	/	/		1
	Global attitude	4.609195402	1.351275	29	2.427794	0.021872	Y	Y		1	0	0	1	1	0	0	1
D_Anthr01	feminine	3.464285714		28		0.070026						/	/	/	/	/	/
1_10_2	masculine	4.571428571		28		0.061513				/	/			/	/	/	/
1_11_1	women	4.571428571		28	1.726068					/	/	/	/			/	/
1_11_2	men	4.214285714		28	0.625543					/	/	/	/	/	/		
	Global attitude	5.011904762		28	4.369147		Y	¥.		0	0	0	0	0	0	0	0
D_Anthr02	feminine	4.857142857		28	2.713602		Y	Ŷ		1		/	/	/	/	/	/
2_10_2	masculine	2.928571429		28	-3.57624		Y		Ŷ	/	/		1	/	/	/	/
2_11_1	women	4.785714286		28	2.434999		Y	Y			/	1	1	1		/	/
2_11_2	men Global attitudo	3.357142857				0.053205		v			/	1	/	/			0
0.4-11-12	Global attitude	4.821428571		28	2.991634		Ŷ	Y		1	0				1		
D_Anthr03	feminine	3.785714286		28	-0.71077						÷	0	1	1	0	0	
3_10_2	masculine	4.285714286		28	0.879883							0 /	1 /	1 /	0	0	/
3_11_1	women	4.285714286		28		0.424174				1	1	0 /	1 /	1 / /) 0 / /	0 / /	/
3_11_2	men	4.035714286	1.775929			0.424174				1	1	0 / /	1 /	1 //	/ / /	0 / / /	/ /
	Global attitude	4 20305 74 65		28	0.106533	0.915947				/ / /	/ /	/	1 /	1 / / / /	/ /	/ / /	/ /
D Anthrot		4.392857143	1.625551	28	0.106533	0.915947 0.21184		v		/ / / / 0	/ / / / 0	0 / / / 0	1 / / / 0	1 / / / / 0	/ / /	0 / / / 0	/ / / 0
D_Anthr04 4 10 2	feminine	6.464285714	1.625551 1.373887	28 28	0.106533 1.278831 9.491153	0.915947 0.21184 4.30E-10	Y	Y	Y	/ / / / / 0 1 1 / /	/ /	/	1 / / / 0 /	1 / / / 0 /	/ /	/ / /	/ /
4_10_2	feminine masculine	6.464285714 1.535714286	1.625551 1.373887 1.373887	28 28 28	0.106533 1.278831 9.491153 -9.49115	0.915947 0.21184 4.30E-10 4.30E-10	Y	Y	Y		/ /	/	1 / / / / / 1	1 / / / / / /	/ /	/ / /	/ /
4_10_2 4_11_1	feminine masculine women	6.464285714 1.535714286 6.285714286	1.625551 1.373887 1.373887 1.436486	28 28 28 28	0.106533 1.278831 9.491153 -9.49115 8.419757	0.915947 0.21184 4.30E-10 4.30E-10 4.96E-09	Y Y Y	Y Y	Y		/ /	/	1 / / / / / 1 /	1 / / / / / / 1	/ /	/ / /	/ /
4_10_2	feminine masculine women men	6.464285714 1.535714286 6.285714286 2.142857143	1.625551 1.373887 1.373887 1.436486 1.556689	28 28 28 28 28 28 28	0.106533 1.278831 9.491153 -9.49115 8.419757 -6.31281	0.915947 0.21184 4.30E-10 4.30E-10 4.96E-09 9.32E-07	Y Y Y Y	Y Y	Y Y	1 / / /	/ / / / /	/	1 / / / / / / /	1 / / / / / / / / /	/ / / / /	/ / /	/ /
4_10_2 4_11_1 4_11_2	feminine masculine women	6.464285714 1.535714286 6.285714286	1.625551 1.373887 1.373887 1.436486 1.556689 1.557821	28 28 28 28	0.106533 1.278831 9.491153 -9.49115 8.419757	0.915947 0.21184 4.30E-10 4.30E-10 4.96E-09 9.32E-07 0.015355	Y Y Y	Y Y Y	Y Y		/ /	/ / / / /	1 / / / / 1 / / /	1 / / 0 / / 1 / 1	/ /	/ / / / / /	/ /
4_10_2 4_11_1 4_11_2 D_Anthr05	feminine masculine women men Global attitude	6.464285714 1.535714286 6.285714286 2.142857143 4.761904762 4.821428571	1.625551 1.373887 1.373887 1.436486 1.556689 1.557821 1.722478	28 28 28 28 28 28 28 28 28	0.106533 1.278831 9.491153 -9.49115 8.419757 -6.31281 2.587987 2.523452	0.915947 0.21184 4.30E-10 4.30E-10 4.96E-09 9.32E-07 0.015355 0.017814	Y Y Y	Y	Y Y	1 / / / 1	/ / / / /	/ / / / /	1 / / / / 1 / / 1 /	1 / / 0 / / 1 / 1 / /	/ / / / /	/ / / / / /	/ /
4_10_2 4_11_1 4_11_2 D_Anthr05 5_10_2	feminine masculine women men Global attitude feminine	6.464285714 1.535714286 6.285714286 2.142857143 4.761904762	1.625551 1.373887 1.373887 1.436486 1.556689 1.557821 1.722478 1.571909	28 28 28 28 28 28 28 28 28 28	0.106533 1.278831 9.491153 -9.49115 8.419757 -6.31281 2.587987	0.915947 0.21184 4.30E-10 4.30E-10 4.96E-09 9.32E-07 0.015355 0.017814 0.013451	Y Y Y Y	Y	Å Å	1 / / / 1	/ / / / /	/ / / / /	1 / / / / / / / / / / / /	1 / / 0 / / 1 1 / 1 / 1	/ / / / /	/ / / / / /	/ /
4_10_2 4_11_1 4_11_2 D_Anthr05 5_10_2 5_11_1	feminine masculine women men Global attitude feminine masculine	6,464285714 1.535714286 6,285714286 2,142857143 4,761904762 4,821428571 3,214285714 5,107142857	1.625551 1.373887 1.373887 1.436486 1.556689 1.557821 1.722478 1.571909 1.594883	28 28 28 28 28 28 28 28 28 28 28 28	0.106533 1.278831 9.491153 -9.49115 8.419757 -6.31281 2.587987 2.523452 -2.64494	0.915947 0.21184 4.306-10 4.306-10 4.968-09 9.328-07 0.015355 0.017814 0.013451 0.001043	Y Y Y Y	Y	Å	1 / / / 1	/ / / / /	/ / / / /	1 / / / / 1 / / 1 / / 1 / /	1 / / 0 / / 1 / / 1 / / 1 / /	/ / / / /	/ / / / / /	/ /
4_10_2 4_11_1 4_11_2 D_Anthr05 5_10_2	feminine masculine women men Global attitude feminine masculine women	6.464285714 1.535714286 6.285714286 2.142857143 4.761904762 4.821428571 3.214285714 5.107142857 3.785714286	1.625551 1.373887 1.373887 1.436486 1.556689 1.557821 1.722478 1.571909 1.594883 1.548168	28 28 28 28 28 28 28 28 28 28 28 28 28	0.106533 1.278831 9.491153 -9.49115 8.419757 -6.31281 2.587987 2.523452 -2.64494 3.673279 -0.73241	0.915947 0.21184 4.30E-10 4.30E-10 4.36E-09 9.32E-07 0.015355 0.017814 0.013451 0.001043 0.470229	Y Y Y Y	Y	Υ Υ	1 / / / 1	/ / / / /	/ / / / /	1 / / / 1 / / 1 / / 1 / /	1 / / / / / 1 / / / / / / / / / / / /	/ / / / /	/ / / / / /	/ /
4_10_2 4_11_1 4_11_2 D_Anthr05 5_10_2 5_11_1 5_11_2	feminine masculine women men Global attitude feminine masculine women men Global attitude	6.464285714 1.535714286 6.285714286 2.142857143 4.761904762 4.821428571 3.21428571 3.21428571 3.785714286 4.630952381	1.625551 1.373887 1.373887 1.436486 1.556689 1.557821 1.722478 1.571909 1.594883 1.548168 1.722137	28 28 28 28 28 28 28 28 28 28 28 28 28 2	0.106533 1.278831 9.491153 -9.49115 8.419757 -6.31281 2.523452 -2.64494 3.673279 -0.73241 1.938688	0.915947 0.21184 4.30E-10 4.30E-10 4.36E-09 9.32E-07 0.015355 0.017814 0.0013451 0.001043 0.470229 0.063058	Y Y Y Y Y Y	Y	Y Y	1 / / 1 1 / /	/ / / / / / / / / / /	/ / / / / / / / / /	/ 1 / / 1 / 1 / /	/ 1 / 1 / / 1 / 1	/ / / / / / / / /	/ / / / / / / / /	/ / / / / 1 1 / / /
4_10_2 4_11_1 4_11_2 D_Anthr05 5_10_2 5_11_1 5_11_2 D_Unanthr01	feminine masculine women men Global attitude feminine women men Global attitude feminine	6.464285714 1.535714286 6.285714286 2.142857143 4.761904762 4.8214285714 3.214285714 5.107142857 3.785714286 4.630952381 2.928571429	1.625551 1.373887 1.373887 1.436486 1.556689 1.557821 1.722478 1.571909 1.594883 1.548168 1.722137 1.513607	28 28 28 28 28 28 28 28 28 28 28 28 28 2	0.106533 1.278831 9.491153 -9.49115 8.419757 -6.31281 2.587987 -2.26494 3.673279 -0.73241 1.938688 -3.74567	0.915947 0.21184 4.306-10 4.306-10 4.966-09 9.32E-07 0.015355 0.017814 0.013451 0.00143 0.001043 0.470229 0.063058 0.000864	4 4 4 4 4 4 4 4	Y	A A A	1 / / 1 1 / /	/ / / / / / / / / / /	/ / / / / / / / / /	/ 1 / / 1 / 1 / /	/ 1 / 1 / / 1 / 1	/ / / / / / / / /	/ / / / / / / / /	/ / / / / 1 1 / / /
4_10_2 4_11_1 4_11_2 D_Anthr05 5_10_2 5_11_1 5_11_2 D_Unanthr01 6_10_2	feminine masculine women Global atitude feminine masculine women Global atitude feminine masculine	6.464285714 1.535714286 6.285714286 2.1428571438 4.761904762 4.8214285714 3.214285714 3.214285714286 4.630952381 2.928571429 5.142857143	1.625551 1.373887 1.373887 1.436486 1.556689 1.557821 1.722478 1.571909 1.594883 1.548168 1.722137 1.513607 1.757825	28 28 28 28 28 28 28 28 28 28 28 28 28 2	0.106533 1.278831 9.491153 -9.49115 8.419757 -6.31281 2.587987 2.523452 -2.64494 3.673279 -0.73241 1.938688 -3.74567 3.440293	0.915947 0.21184 4.306-10 4.306-10 4.966-09 9.32E-07 0.015355 0.017814 0.013451 0.00143 0.470229 0.063058 0.000864 0.000904	Y Y Y Y Y Y	Y	Å Å Å	1 / / 1 1 / /	/ / / / / / / / / / /	/ / / / / / / / / /	/ 1 / / 1 / 1 / /	/ 1 / 1 / / 1 / 1	/ / / / / / / / /	/ / / / / / / / /	/ / / / / 1 1 / / /
4_10_2 4_11_1 4_11_2 D_Anthr05 5_10_2 5_11_1 5_11_2 D_Unanthr01 6_10_2 6_11_1	feminine masculine women Global attitude feminine women Global attitude feminine masculine women	6.464285714 1.535714286 6.285714286 2.142857143 4.761904762 4.821428571 3.214285714 5.107142857 3.785714286 4.630952381 2.928571429 5.142857143 3.75	1.625551 1.373887 1.373887 1.436486 1.556689 1.557821 1.722478 1.571909 1.594883 1.594883 1.548168 1.722137 1.513607 1.757825 2.011541	28 28 28 28 28 28 28 28 28 28 28 28 28 2	0.106533 1.278831 9.491153 -9.49115 8.419757 -6.51281 2.587987 2.523452 -2.64494 3.673279 -0.73241 1.9386867 -3.74567 3.440293 -0.65764	0.915947 0.21184 4.306-10 4.306-10 4.366-09 9.32E-07 0.015355 0.017814 0.0013451 0.001043 0.470229 0.063058 0.000964 0.516336	4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	Y Y Y	А А А А	1 / / 1 1 / /	/ / / / / / / / / / /	/ / / / / / / / / /	/ 1 / / 1 / 1 / /	/ 1 / 1 / / 1 / 1	/ / / / / / / / /	/ / / / / / / / /	/ / / / / 1 1 / / /
4_10_2 4_11_1 4_11_2 D_Anthr05 5_10_2 5_11_1 5_11_2 D_Unanthr01 6_10_2	feminine masculine women Global attitude feminine women Global attitude feminine masculine women men	6.464285714 1.535714286 6.285714286 4.2142857143 4.761904762 4.8214285714 3.214285714 3.214285714 3.785714285 4.630952381 2.928571429 5.14285714 3.75 5.071428571	1.625551 1.373887 1.373887 1.436486 1.556689 1.557821 1.557821 1.557821 1.557821 1.557821 1.557821 1.54868 1.722478 1.513607 1.513607 1.757825 2.011541 1.824292	28 28 28 28 28 28 28 28 28 28 28 28 28 2	0.106533 1.278831 9.491153 9.49115 8.419757 6.31281 2.587987 2.523452 2.523452 2.523452 3.673279 0.73241 1.938688 -3.74267 3.440267 4.107762	0.915947 0.21184 4.306-10 4.306-10 9.32E-07 0.015355 0.017814 0.01345 0.001043 0.470229 0.063058 0.000864 0.001904 0.516336 0.004405	4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	ү Ү Ү Ү	A A A	1 // // 1 // // 1 // //	/ / / / / / / / / / /	/ / / / / / / / / /	/ 1 / / 1 / / / / / / /	/ / 1 / / / 1 / 1 / / 1 / / /	/ / / / / / / / / / / / /	/ / / / / / / / /	/ / / / / / / / / / / / / / / / / / /
4_10_2 4_11_1 4_11_2 D_Anthr05 5_10_2 5_11_2 5_11_2 D_Unanthr01 6_10_2 6_11_1 6_11_2	feminine masculine women men Global attitude feminine men Global attitude feminine masculine women Global attitude	6.464285714 1.535714286 6.285714286 6.285714286 4.8214285714 3.14285714 5.107142857 3.785714286 4.630952381 2.928571428 5.142857143 3.75 5.071428571 4.964285714	1.625551 1.373887 1.373887 1.436486 1.55689 1.557821 1.722478 1.57109 1.554813 1.548168 1.722137 1.513607 1.757825 2.011541 1.824292 1.785491	28 28 28 28 28 28 28 28 28 28 28 28 28 2	0.106533 1.278831 9.491153 9.49115 8.419757 6.31281 2.587987 2.523452 -2.6494 3.673279 0.73241 1.938688 -3.74567 3.440293 -0.65764 3.107762 2.857769	0.915947 0.21184 4.30E-10 4.30E-10 4.30E-0 9.32E-07 0.015352 0.017814 0.017814 0.013451 0.001043 0.470229 0.063058 0.000864 0.001904 0.516336 0.004405 0.004405 0.004415 0.0045 0.00	A A A A A A A A A A A A A A A A A A A	Y Y Y Y	А А А А	1 // // 1 // // // // // // 0	/ / / / / / / / / / /	/ / / / / / / / / /	/ 1 / / 1 / 1 / /	/ 1 / 1 / / 1 / 1	/ / / / / / / / /	/ / / / / / / / /	/ / / / / 1 1 / / /
4_10_2 4_11_1 4_11_2 D_Anthr05 5_10_2 5_11_1 5_11_2 D_Unanthr01 6_10_2 6_11_1 6_11_2 D_Unanthr02	feminine masculine women men Global attitude feminine masculine women masculine masculine diobal attitude feminine global attitude feminine	6.464285714 1.535714286 6.285714286 2.142857143 4.761904762 4.821428571 3.214285714 5.107142857 3.785714286 4.630952381 2.928571429 5.142857143 3.75 5.0714285714 4.964285714 4.142857143	1.625551 1.373887 1.373887 1.373887 1.436486 1.556689 1.557821 1.722478 1.5594883 1.548168 1.722137 1.513607 1.757825 2.011541 1.824292 1.725491 1.6249114	28 28 28 28 28 28 28 28 28 28 28 28 28 2	0.106533 1.278831 9.491153 -9.49115 8.419757 -6.31281 2.523452 -2.64494 3.673279 -0.73241 1.938688 -3.74567 3.440293 -0.65764 3.107762 2.857769 -2.75031	0.915947 0.21184 4.306-10 4.966-09 9.32E-07 0.015355 0.017814 0.013451 0.0010435 0.0010435 0.000164 0.001640 0.004186 0.008118 0.008118 0.001849	4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	ү Ү Ү Ү	Ч Ч Ч	1 // // 1 // // 1 // //	/ / / / / / / / / / /	/ / / / / / / / / /	/ 1 / / 1 / / / / / / /	/ / 1 / / / 1 / 1 / / 1 / / /	/ / / / / / / / / / / / /	/ / / / / / / / /	/ / / / / / / / / / / / / / /
4_10_2 4_11_1 4_11_2 D_Anthr05 5_10_2 5_11_1 5_11_2 D_Unanthr01 6_10_2 6_11_1 6_11_2 D_Unanthr02 7_10_2	feminine masculine women men Giobal attitude feminine masculine women Giobal attitude feminine men Giobal attitude feminine masculine	6.464285714 1.535714286 6.285714286 2.142857143 4.761904762 4.821428571 3.21428571 3.214285714 4.530952381 2.928571428 5.42857143 3.75 5.0714285714 4.964285714 4.142857143	1.625551 1.373887 1.373887 1.373887 1.436486 1.556689 1.557821 1.524883 1.5248188 1.722137 1.513607 1.573825 2.011541 1.824292 1.757825 2.011541 1.824292 1.7584591 1.649114 1.527092	28 28 28 28 28 28 28 28 28 28 28 28 28 2	0.106533 1.278831 9.491153 -9.49115 8.419757 -6.587287 2.523452 -2.64494 3.673279 -0.73241 1.938688 -3.74567 3.4405764 3.107762 2.857769 -2.857769 -2.660879	0.915947 0.21184 4.30E-10 4.30E-10 4.30E-0 9.32E-07 0.015355 0.015355 0.015355 0.015345 0.001043 0.001043 0.001043 0.0010440 0.056336 0.000864 0.001904 0.0516336 0.004405 0.001818 0.0119294	A A A A A A A A A A A A A A A A A A A	Y Y Y Y	Υ Υ Υ	1 // // 1 // // // // // // 0	/ / / / / / / / / / /	/ / / / / / / / / /	/ 1 / / 1 / / / / / / /	/ / 1 / / / 1 / 1 / / 1 / / /	/ / / / / / / / / / / / /	/ / / / / / / / /	/ / / / / / / / / / / / / / / / / / /
4_10_2 4_11_1 4_11_2 D_Anthr05 5_10_2 5_11_1 5_11_2 D_Unanthr01 6_10_2 6_11_2 0_Unanthr02 7_10_2 7_11_1	feminine masculine wormen men Global attitude feminine masculine wormen men Global attitude feminine men Global attitude feminine masculine masculine wormen	6.464285714 1.535714286 6.285714286 2.142857143 4.761904762 4.821428571 3.214285714 3.214285714286 4.50952381 2.928571429 5.142857143 4.50952387 4.9642857143 4.542857143 4.542857143 4.542857143 4.542857143 4.542857143 5.535714286 5.535714286 5.535714286 5.535714285 5.535714286 5.535714286 5.535714286 5.535714286 5.535714286 5.535714285 5.535714286 5.535714285 5.55714285 5.5571	1.625551 1.373887 1.373887 1.436486 1.556689 1.557821 1.571909 1.594883 1.548168 1.572478 1.573807 1.722137 1.513607 1.757825 2.011541 1.824292 1.785491 1.649114 1.649114 1.627092 1.70705	28 28 28 28 28 28 28 28 28 28 28 28 28 2	0.106533 1.278831 9.491153 -9.491153 -9.49115 8.419757 -6.31281 2.523452 -2.64494 3.673279 -0.73241 1.938688 -3.74567 3.440293 -0.73241 1.938688 -3.74567 3.440293 -0.75764 2.857769 -2.75031 -1.60879 1.882017	0.915947 0.21184 4.306-10 4.306-10 0.015355 0.015355 0.017814 0.013451 0.001043 0.001043 0.001043 0.000864 0.000864 0.001904 0.516336 0.0008614 0.004005 0.004818 0.004405 0.004818	A A A A A A A A A A A A A A A A A A A	Y Y Y Y	Y Y Y	1 // // 1 // // // // // // 0	/ / / / / / / / / / /	/ / / / / / / / / /	/ 1 / / 1 / / / / / / /	/ / 1 / / / 1 / 1 / / 1 / / /	/ / / / / / / / / / / / /	/ / / / / / / / /	/ / / / / / / / / / / / / / / / / / /
4_10_2 4_11_1 4_11_2 D_Anthr05 5_10_2 5_11_1 5_11_2 D_Unanthr01 6_10_2 6_11_1 6_11_2 D_Unanthr02 7_10_2	feminine masculine women men Global attitude feminine masculine women men Global attitude feminine men Global attitude feminine feminine feminine feminine masculine women men	6.464285714 1.553714286 6.28571428 6.28571428 2.142857143 4.761904762 4.8214285714 3.2142857143 3.785714285 5.071428571 3.785714285 5.0714285714 4.42857143 3.535714285 4.6071428571 3.535714286 4.6071428571 3.535714286 4.6071428571 3.535714286 4.6071428571 3.535714285 4.6071428571 4.5371428571 4.53714285 4.5371485	1.625551 1.373887 1.436486 1.55689 1.557821 1.722478 1.57981 1.57981 1.548168 1.722137 1.548168 1.722137 1.548168 1.757825 2.011541 1.824292 1.679825 2.011541 1.824292 1.679825 1.649114 1.52992 1.707055	28 28 28 28 28 28 28 28 28 28 28 28 28 2	0.106533 1.278831 9-931153 8-419757 6-31281 2.587987 2.523452 2.6494 3.673279 0.73241 1.938688 3.673279 0.73241 1.938688 3.740293 0.65764 3.107762 2.857769 -2.75031 1.60879 1.82017 1.533598	0.915947 0.21184 4.306-10 4.306-10 0.9326-07 0.015355 0.017814 0.001043 0.013451 0.001043 0.001043 0.003058 0.000864 0.001904 0.516336 0.000405 0.0018418 0.001049 0.010495 0.00145 0.001	* * * * * * * * * * * * * * * * * * *	Y Y Y Y	Υ Υ Υ	1 ////////////////////////////////////	/ / / / / / / / / / / / / / / / / / /	/ / / / / / / / / / / / / / / / / / /	/ 1 / / / 1 / 1 / 1 / / / 1 / / / / / /	/ / 1 / / / / 1 / / 1 / / / / / / / / /	/ / / / / / / / / / / / / / / / / /	/ / / / / / / / / / / / / / / / /	/ / / / / / / / / / / / / / / / / /
4 10 2 4 11 1 4 11 2 0_Anthrois 5_10 2 5_11 1 5_11 2 D_Unanthroit 6_10 2 6_11 2 D_Unanthroit 6_11 2 D_Unanthroit 7_10 2 7_11 2	feminine masculine women Global attitude feminine masculine women feminine masculine dlobal attitude feminine men Global attitude feminine masculine distattitude	6.464285714 1.535714286 6.28571428 2.142857143 4.761904762 3.24285714 3.24285714 3.24285714 3.24285714 3.24285714 3.75 5.1074285714 4.50052381 4.5074285714 4.535714285714 3.535714285713 3.535714285713 3.535714285713 3.5371428715 3.547157128 3.547157157 3.547157157 3.547157157 3.5471575757 3.54715757575757575757	1.625551 1.373887 1.436486 1.55689 1.557821 1.722478 1.722478 1.722478 1.722478 1.7224383 1.548168 1.722137 1.548168 1.722137 1.5481607 1.757825 2.011541 1.824292 1.7857825 2.011541 1.649114 1.527092 1.70705 1.476466	28 28 28 28 28 28 28 28 28 28 28 28 28 2	0.106533 1.278831 9.49153 9.49153 9.49115 8.419757 6.51281 2.587987 2.523452 2.543987 0.73241 1.938688 3.74567 3.440293 0.65764 2.75031 1.60879 1.82017 -1.53598	0.915947 0.21184 4.306-10 4.306-10 0.9326-07 0.015355 0.017814 0.001043 0.001043 0.001043 0.0003058 0.000864 0.000864 0.0004005 0.0004405 0.0004405 0.0004405 0.0004054 0.119294 0.019294 0.019294	A A A A A A A A A A A A A A A A A A A	Y Y Y Y	х У У У У	1 // // 1 // // // // // // 0	/ / / / / / / / / / / / / / / / / / /	/ / / / / / / / / /	/ 1 / / 1 / / / / / / /	/ / 1 / / / 1 / 1 / / 1 / / /	/ / / / / / / / / / / / /	/ / / / / / / / /	/ / / / / / / / / / / / / / /
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	mas	fem	netural	androgyny
A_an_01	2	0		
A_an_02	1	0		
A_an_03	1	1		Y
A_an_04	1	0		
A_an_05	0	3		
A_an_06	0	4		
A_un_01	3	0		
A_un_02	2	0		
A_un_03	1	0		
A_un_04	3	0		
A_un_05	0	2		
A_un_06	0	4		
B_an_01	0	4		
B_an_02	4	0		
B_an_03	0	1		
B_un_01	0	4		
B_un_02	4	0		
B_un_03	0	0	Y	
C_an_01	3	0		
C_an_02	0	3		
C_an_03	2	0		
C_an_04	0	4		
C_an_05	0	0	Y	
C_an_06	0	4		
C_un_01	4	0		
C_un_02	0	0	Y	
C_un_03	4	0		
C_un_04	0	4		
C_un_05	0	0	Y	
C_un_06	0	4		
D an 01	0	0	Y	
D_an_02	0	3		
 D_an_03	0	0	Y	
 D_an_04	0	4		
D_an_05	0	3		
D_un_01	3	0		
D_un_02	0	1		
D_un_03	2	0		
D_un_04	0	4		
D un 05	0	0	Y	

Appendix 8: Mean Values of Boundary; Coefficient Alphas & Factor Analysis (Study 2)

		D	escriptiv	e Statistic	s		
						Std.	
	Ν	Minimum	Maximum	Me	an	Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
1_google doc	297	1	7	3.63	0.099	1.714	2.937
2_amazon tvcast	297	1	7	3.13	0.111	1.908	3.639
3_cocacol a zero	297	1	7	3.15	0.100	1.715	2.942
4_wwf shampoo	297	1	7	2.35	0.096	1.656	2.741
1_bounda ry	23	1	5	1.87	0.262	1.254	1.573
2_bounda ry	19	1	5	2.84	0.369	1.608	2.585
3_bounda ry	32	1	6	2.22	0.279	1.581	2.499
4_bounda ry	24	1	5	2.58	0.335	1.640	2.688
5_bounda ry	18	1	7	2.61	0.413	1.754	3.075
6_bounda ry	23	1	6	2.52	0.366	1.755	3.079
7_bounda ry	28	1	6	2.46	0.298	1.575	2.480
8_bounda ry	32	1	5	2.06	0.224	1.268	1.609
9_bounda ry	24	1	6	2.71	0.383	1.876	3.520
10_bound ary	19	1	5	2.05	0.337	1.471	2.164
11_bound ary	30	1	5	2.53	0.278	1.525	2.326
12_bound ary	25	1	6	1.88	0.343	1.716	2.943
Valid N (listwise)	0						

Reliability S	tatistics		
		Cronbach' s Alpha Based on	
	Cronbach'	Standardiz	
	s Alpha	ed Items	N of Items
MBP	0.915	0.914	6
FBP	0.937	0.936	6
Brand trust	0.843	0.855	4
Brand affect	0.938	0.938	3
Global attitude	0.924	0.924	3
Preference	0.923	0.923	3
Purchase intention	0.949	0.949	2
Attitudinal brand loyalty	0.896	0.897	2
Behavioral brand loyalty	0.910	0.910	2
Likelihood of recomm	0.950	0.950	2
WOM	0.934	0.934	3
Connection	0.962	0.963	7
Attachment	0.972	0.972	10
FTI	0.925	0.925	10
MTI	0.925	0.925	10

Factor Ana	lysis of Mult	i-items Scale
	in Study 2	
Scale name	Number of	Average
	principal	variance
	component	extracted
	extracted	(Cumulative %)
Brand trust	1	69.834
Brand affect	1	88.988
Brand attitude	1	86.821
Brand	1	86.731
preference		
Purchase	1	95.109
intention		
Attitudinal	1	90.626
brand loyalty		
Behavioral	1	91.741
brand loyalty		
Likelihood of	1	95.279
recommendation		
Word-of-mouth	1	88.350
Self-brand	1	81.696
connection		
Self-brand	1	80.127
attachment		
MBP / FBP	2	73.800
MTI / FTI	3	64.170

* Pattern matrix of MBP & FBP and MTI & FTI

				Compo	nent
				1	2
			FTI_1	.748	.084
	Compo	onent	FTI_2	.541	.202
	1	2	FTI_3	.785	050
MBP&FBP 1	.220	.689	FTI_4	.834	026
			FTI_5	.815	073
IBP&FBP_2	140	.858	FTI_6	.830	021
BP&FBP_3	.057	.867	FTI_7	.713	056
/IBP&FBP_4	.109	.826	FTI_8	.757	.061
			FTI_9	.802	076
BP&FBP_5	109	.910	FTI_10	.846	.046
BP&FBP_6	.090	.762	MTI_1	.088	.791
3P&FBP_7	.852	.070	MTI_2 MTI_3	.299	.609
BP&FBP_8	.709	.060	MTI_4	.049	.701
	000	0.40	MTI_5	185	.787
BP&FBP_9	.860	.043	MTI_6	.063	.753
IBP&FBP_10	.927	079	MTI_7	.058	.788
/IBP&FBP_11	.900	036	MTI_8	339	.700
			MTI_9	.063	.819
/IBP&FBP_12	.939	.008	MTI_10	377	.669

Appendix 9: The Correlation among Gender-related Variables; Independent T-tests (Study 2)

		C	orrelatio	ns			
		MBP	FBP	by women	by men	feminine	masculine
MBP	Pearson Correlation	1	.484**	079	.263**	032	.397**
	Sig. (2-tailed)		.000	.177	.000	.581	.000
	N	297	297	297	297	297	297
FBP	Pearson Correlation	.484**	1	.339 ^{**}	155**	.422**	098
	Sig. (2-tailed)	.000		.000	.007	.000	.092
	N	297	297	297	297	297	297
by women	Pearson Correlation	079	.339 ^{**}	1	522**	.638**	493**
	Sig. (2-tailed)	.177	.000		.000	.000	.000
	N	297	297	297	297	297	297
by men	Pearson Correlation	.263**	155 ^{**}	522***	1	510 ^{**}	.686**
	Sig. (2-tailed)	.000	.007	.000		.000	.000
	N	297	297	297	297	297	297
feminine	Pearson Correlation	032	.422***	.638 ^{**}	510	1	509
	Sig. (2-tailed)	.581	.000	.000	.000		.000
	N	297	297	297	297	297	297
masculine	Pearson Correlation	.397**	098	493 ***	.686**	509**	1
	Sig. (2-tailed)	.000	.092	.000	.000	.000	
	N	297	297	297	297	297	297

**. Correlation is significant at the 0.01 level (2-tailed).

			Independent Sa	amples Test											95% Confidence Inter	val of the Difference
1_sex		N	Mean	Std. Deviation	Std. Error Mean			F	Sig.	t	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	Lower	Upper
	1		2.6061		0.482665540384970	1_M8P	Equal variances assumed	2.061	0.167	0.633	20		0.3787878787878787879		-0.869049402979969	
	2	11	2.2273		0.353391023930018		Equal variances not assumed			0.633	18.328			0.598206686413167		
	1	11	2.8333	1.754359648925440	0.528959336620482	1_FBP	Equal variances assumed	0.616	0.442	0.737	20	0.469	0.53030303030303031	0.719082672442580	-0.969677139974380	2.030283200580440
	2	11	2.3030	1.615580703679330	0.487115910240245		Equal variances not assumed			0.737	19.866	0.469	0.530303030303031	0.719082672442580	-0.970327510936759	2.030933571542820
women	1	11	5.4545	1.368		1_,by women	Equal variances assumed	0.674	0.421	0.285	20		0.182	0.639	-1.151	1.515
	2	11	5.2727	1.618			Equal variances not assumed			0.285	19.464	0.779	0.182	0.639	-1.153	
1_by men		11	4.6364	2.063	0.622	1_by men	variances assumed	3.102	0.094	2.451	20	0.024	1.909	0.779	0.284	
	2	11	2.7273	1.555	0.469		Equal variances not assumed			2.451	18.592	0.024	1.909	0.779	0.277	3.542
1_feminine		11	4.3636	1.963	0.592	1_feminine	Equal variances assumed	0.038	0.847	0.964	20	0.347	0.818	0.849	-0.953	2.589
	2	11	3.5455	2.018	0.608		Equal variances not assumed			0.964	19.985	0.347	0.818	0.849	-0.953	2.589
1_masculi ne		11	3.3636	1.963		1_masculi ne	variances assumed	0.008	0.928	0.442	20	0.663	0.364	0.823	-1.354	
	2	11	3.0000	1.897	0.572		Equal variances not assumed			0.442	19.977	0.663	0.364	0.823	-1.354	2.081

			Group Sta	tistics				1	1	1		Sig. (2-			95% Confidence Inter	val of the Difference
2_86X		N	Mean	Std. Deviation	Std. Error Mean			F	Sig.	t	df	tailed)	Mean Difference	Std. Error Difference	Lower	Upper
2_MBP	1	8	2.9583		0.466911075453295	2_MBP	Equal variances assumed	0.752	0.398	0.116		0.909	0.079545454545455		-1.368745289261300	
	2	11	2.8788	1.577781334467470	0.475718971604984		Equal variances not assumed			0.119	16.574	0.905	0.079545454545455	0.666569195452247	-1.329550474317270	1.488641383408180
2_FBP	1	8	4.4375	1.479858154935860	0.523208868274679	2_FBP	Equal variances assumed	0.000	0.998	0.105	17	0.918	0.07386363636363637	0.706669639854797	-1.417078978183840	1.564806250911110
	2	11	4.3636	1.548887295474310	0.467001060830983		Equal variances not assumed			0.105	15.645	0.917	0.07386363636363637	0.701311279431989	-1.415593402797730	1.563320675525010
2_by women	5	8	5.3750	1.685	0.596	2_by women	Equal variances assumed	2.232	0.154	-0.982	17		-0.625	0.636	-1.967	0.717
	2	11	6.0000	1.095	0.330		Equal variances not assumed			-0.918	11.222	0.378	-0.625	0.681	-2.121	0.871
2_by me	n 1	8	2.3750	0.916	0.324	2_by men	Equal variances assumed	0.130	0.723	-1.135	17	0.272	-0.625	0.551	-1.787	0.537
	2	11	3.0000	1.342	0.405		Equal variances not assumed			-1.206	16.969	0.244	-0.625	0.518	-1.718	0.468
2_femini		8	5.2500		0.648	2_feminine	Equal variances assumed	0.170	0.685	-0.246	17		-0.205	0.830	-1.955	1.546
	2	11	5.4545		0.529		Equal variances not assumed			-0.245	14.823	0.810	-0.205	0.836	-1.988	1.579
2_masci ne		8	2.2500	0.886	0.313	2_masculi ne	variances assumed	4.262	0.055	-0.386	17	0.705	-0.295	0.766	-1.912	1.321
	2	11	2.5455	2.018	0.608		Equal variances not assumed			-0.432	14.547	0.672	-0.295	0.684	-1.758	1.167

			Group Sta	tistics								Sig. (2-			95% Confidence Inter	val of the Difference
3_sex		N	Mean	Std. Deviation	Std. Error Mean			F	Sig.	t	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	Lower	Upper
3_MBP	1	21	3.0556	1.583187127752590	0.345479754866950	3_MBP	Equal variances assumed	0.090	0.766	1.241	30	0.224	0.752525252525252		-0.486223749141498	1.99127425419200
	2	11			0.518261556863244		Equal variances not assumed			1.208	18.987		0.752525252525252			
3_F8P	٦	21	4.0556	1.667777407654120	0.363938867281534	3_FBP	Equal variances assumed	0.176	0.678	1.416	30	0.167	0.904040404040404	0.638417933709971	-0.399782957584082	2.20786376566489
	2	11			0.544696442870736		Equal variances not assumed			1.380	19.026				-0.466958427951136	
3_by women	5	21	5.4762	1.123		3_by women	Equal variances assumed	2.098	0.158	-1.090	30		-0.433		-1.244	0.37
	2	11	5.9091	0.944	0.285		Equal variances not assumed			-1.153	23.794	0.261	-0.433	0.376	-1.208	0.34
3_by men		21	4.3810	1.746	0.381	3_by men	Equal variances assumed	0.028	0.868	0.861	30	0.396	0.563	0.654	-0.773	1.89
	2	11	3.8182	1.779	0.536		Equal variances not assumed			0.856	20.082	0.402	0.563	0.658	-0.809	1.93
3_feminin		21	5.1429	1.711	0.373	3_feminine	Equal variances assumed	3.764	0.062	0.254	30	0.801	0.143	0.563	-1.006	1.29
	2	11	5.0000	1.000	0.302		Equal variances not assumed			0.298	29.501	0.768	0.143	0.480	-0.838	1.12
3_mascul ne		21	3.4762	1.632		3_masculi ne	variances assumed	0.000	0.990	0.336	30				-1.033	1.44
	2	11	3.2727	1.618	0.488		Equal variances not assumed			0.337	20.570	0.740	0.203	0.604	-1.054	1.46

			Group Sta	tistics											95% Confidence Inter	val of the Difference
4 sex		N	Mean	Std. Deviation	Std. Error Mean				Sig.		df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	Lower	Upper
4_MBP	1	11	3.2879	1.738599227173210	0.524207390666854	4_MBP	Equal variances assumed	0.140	0.711	-0.063	22			0.726132821442684	-1.551361847565600	1.460452756656520
	2	13	3.3333	1.800205749557740	0.499287241262732		Equal variances not assumed			-0.063	21.576	0.951	-0.04545454545454545	0.723934484409675	-1.548514566510780	1.457605475601690
4_FBP	1	11	3.2879	1.857553512151140	0.560073457073839	4_FBP	Equal variances assumed	0.385	0.541	0.685	22	0.500	0.480186480186481	0.700539271867854	-0.972643048749276	1.933016009122240
	2	13	2.8077	1.576514782803780	0.437246529686617		Equal variances not assumed			0.676	19.781			0.710539798351669	-1.003026193561520	1.963399153934480
4_by women	1	11	5.6364	1.206	0.364	4_by women	Equal variances assumed	0.508	0.483	1.020	22	0.319	0.559	0.549		1.697
	2	13	5.0769	1.441	0.400		Equal variances not assumed			1.035	22.000	0.312	0.559	0.540	-0.561	1.680
4_by me		11	4.7273	1.794	0.541	4_by men	Equal variances assumed	0.000	0.988	1.847	22	0.078	1.343	0.727	-0.165	2.850
	5	13	3.3846	1.758	0.488		Equal variances not assumed			1.844	21.192	0.079	1.343	0.728	-0.171	2.856
4_femini		11	4.7273	1.737	0.524	4_feminine	e Equal variances assumed	0.591	0.450	0.827	22	0.417	0.650	0.787	-0.901	2.282
	2	13	4.0769	2.060	0.571		Equal variances not assumed			0.839	22.000	0.410	0.650	0.775	-0.957	2.258
4_mascu ne		11	3.7273	1.618	0.488	4_masculi ne	variances assumed	0.549	0.466	0.146	22	0.885	0.112	0.768	-1.480	1.704
	2	13	3.6154	2.063	0.572		Equal variances not assumed			0.149	21.900	0.883	0.112	0.752	-1.448	1.672

5_sex		N	Group Sta Mean	tistics Std. Deviation	Std. Error Mean			.	~	. [df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	95% Confidence Inter	al of the Difference Upper
5_MBP	1	12	2.5000	1.182789034016590	0.341441783592008	5_MBP	Equal variances assumed	1.550	Sig. 0.232	-0.760	15	0.459	-0.56666666666667	0.745488488455558	-2.155637766605300	1.022304433271960
	2	5	3.0667	1.873054546278170	0.837655458208604		Equal variances not			-0.626	5.386	0.557	-0.566666666666667	0.904571256590192	-2.842750931235800	1.709417597902460
5_F8P	1	12	3.9861	1.356723499169470	0.391652338730692	5_FBP	assumed Equal variances assumed	0.273	0.609	0.554	15	0.588	0.41944444444445	0.757676421482668	-1.195504619806130	2.034393508695020
	2	5	3.5667	1.592517224745500	0.712195353974050		Equal variances not			0.516	6.567	0.623	0.41944444444445	0.812781506098314	-1.528484430734200	2.367373319623090
5_by	5	12	5.3333	1.670	0.482	5_by	assumed Equal variances	0.278	0.606	-0.081	15	0.937	-0.067	0.823	-1.821	1.688
	5	5	5.4000	1.140	0.510		assumed Equal variances			-0.095	11.115	0.926	-0.067	0.702	-1.609	1.476
5_by men	5	12	3.3333	1.231	0.355	5_by mer	assumed Equal	0.003	0.959	0.200	15	0.844	0.133	0.666	-1.286	1.552
	5	5	3.2000	1.304	0.583		variances assumed Equal			0.195	7.163	0.851	0.133	0.683	-1.474	1.741
5 feminine	.5	12	5.8333	0.937	0.271	6. famini	variances not assumed	0.086	0.773	-0.756	15	0.462	-0.367	0.485	-1.401	0.668
0_1011110	5	5	6.2000	0.837	0.271	0_10100	e Equal variances assumed Equal	0.000	0.113	-0.794	8.439	0.402	-0.367	0.462	-1.422	0.689
							variances not assumed									
5_masculi ne	1 2	12	2.6667	0.837	0.414	5_mascu ne	Equal variances assumed Equal	2.073	0.171	1.250	15	0.231	0.867	0.694	-0.612 -0.341	2.345
	2	2	1.8000	0.63/	0.374		variances not assumed			1.552	12.010	0.145	0.867	0.558	-0.341	2.0/5
										, '				,		
6_sex 6_MBP	7	N 11	Group Sta Mean 3.2727	Std. Deviation 1.711517726841570	Std. Error Mean 0.516042011088679	6_MBP	Equal	F	Sig. 0.265	t 1.588	df	Sig. (2- tailed)	Mean Difference 7 0.9810606060606	Std. Error Difference 6 0.61794596653589	95% Confidence In Lower 0 -0.3040283812409	Upper 2.266149593362210
	2	12	2.2917	1.233220715579060	0.356000156054897		variances assumed Equal			1.565	18.06	6 0.13	5 0.98106060606060	6 0.62692540889611	4 -0.3357272407080	2 2.297848452829230
6_FBP	5	11	3.5606	1 509732734391400	0.455201546699414	6_FBP	variances not assumed Equal	0.621	0.431	1.181	2	1 0.25	1 0 7411616161616	8 0.62732355315794	5 -0.5634291301093	2 045752362432580
0_104	2	11	2.8194			0_000	variances assumed Equal	0.62	0.43)	1.101	_				-0.0001201001000	
							variances not assumed									
6_by women	1	11	5.8182	0.982	0.295	6_by women	Equal variances assumed	0.03	0.845							
	2	12	5.5833	0.996	0.288		Equal variances not assumed			0.569	20.87	8 0.57	5 0.2	15 0.41	3 -0.6	24 1.093
6_by men		11	4.2727	1.618		6_by m	an Equal variances assumed	0.09	0.764	0.393	2					
	2	12	4.0000	1.706	0.492		Equal variances not			0.393	20.96	0.65	6 0.2	3 0.69	3 -1.1	59 1.714
6_feminine	e " 1	11	5.7273	1.009	0.304	6_femi	assumed ine Equal variances assumed	1.67	0.210	1.687	2	1 0.10	6 0.8	4 0.53	0 -0.2	1.996
	2	12	4.8333	1.467	0.423		assumed Equal variances not			1.715	19.55	5 0.10	2 0.8	4 0.52	1 -0.1	95 1.983
6_masculi	1	11	3.2727	1.671	0.505	6_mas	assumed uli Equal	0.03	8 0.847	-0.451	2	0.65	6 -0.3	1 0.68	8 -1.7	1.121
ne	2	12	3.5833	1.621	0.468	ile	variances assumed Equal			-0.451	20.67	2 0.65	7 -0.3	1 0.68	9 -1.7	1.124
							variances									
			Group Sta	tistics			variances not assumed								95% Confidence Int	inval of the Difference
7_sex 7_MBP	5	N 17	Group Sta Mean 3.8922	tistics Std. Deviation 1.667646770642390	Std. Error Mean 0.404463751857574	7_MBP	Equal	F 1.709	Sig. 0.203	t -0.920	df 26	Sig. (2- tailed) 0.36	Mean Difference	Std. Error Difference 0.578581305886518	Lower	upper 0.657205345400750
7_sex 7_MBP	1 2	N 17	Mean	Std. Deviation 1.667646770642390		7_MBP	Equal variances assumed Equal variances	F 1.709	Sig. 0.203	t -0.920 -0.992				0.578581305886518	Lower	Upper 0.657205345400750
		17	Mean 3.8922	Std. Deviation 1.667646770642390	0.404463751857574	7_MBP	Equal variances assumed Equal variances not assumed	F 1.709	Sig. 0.203		26	0.36	-0.53208556149732	0.578581305886516	Lower -1.72137646839540 -1.63475142809710	Upper 0 0.657205345400750 0 0.570580305102449
	2	17	Mean 3.8922 4.4242	Std. Deviation 1.667646770642390 1.167532146508740	0.404463751857574		Equal variances assumed Equal variances not assumed Equal variances assumed Equal			-0.992	25.766	0.36	-0.53208556149732 -0.53208556149732	0.578581305886516 0.536201412748221 0.572195717046562	Lower -1.72137646839540 -1.63475142809710 -1.87759110600992	Upper 0.657205345400750 0.570580305102449 0.474739116099043
7_F8P	5	17 11 17 11	Mean 3.8922 4.4242 2.9804 3.6818	Std. Deviation 1.867546770842390 1.167532146508740 1.348716407445400 1.665757327688360	0.404463751857574 0.352024187331614 0.327111776876527 0.502244731611581	7_F8P	Equal variances assumed Equal variances not assumed Equal variances assumed Equal variances assumed	0.336	0.567	-0.992 -1.226 -1.170	25.766 25.766 26 18.233	0.38	-0.53208556149732 -0.53208556149732 -0.70142802495543 -0.70142802495543	0.578581305886516 0.536201412748221 0.572195717046562 0.599376246612182	Lower -1.72137646839540 -1.63475142809710 -1.87759118800992 -1.95951765418784	Upper 0 0.557205345400750 0 0.570580305102449 0 0.474739118099043 0 0.556665604276966
7_F8P	5	17	Mean 3.8922 4.4242 2.9804	Std. Deviation 1.667646770642390 1.167532146508740 1.348716407445400	0.404463751857574 0.352024187331614 0.327111776876527		essumed Equal variances assumed Equal variances not assumed Equal variances assumed Equal variances assumed Equal variances assumed Equal Equal variances assumed Equal			-0.992 -1.226	25.766	0.38	-0.53208556149732 -0.53208556149732 -0.70142802495543	0.578581305886516 0.536201412748221 0.572195717046562 0.599376246612182	Lower -1.72137646839540 -1.63475142809710 -1.87759116600992	Upper 0 0.657205345400750 0 0.570580305102449 0 0.474739116099043 0 0.556665604276966 7 1.580
7_FBP 7_by women	5 5 5 5 5	17 11 17 11 17 11 17 17 11	Mean 3.8922 4.4242 2.9804 3.6618 4.3529 4.1818	Sid. Deviation 1.667646770642390 1.167532146508740 1.348716407445400 1.66575732768360 1.579 2.040	0.404483751857574 0.352024187331614 0.327111776876527 0.502244731611581 0.383 0.615	7_FBP 7_by women	assumed Equal variances assumed Equal variances assumed Equal variances assumed Equal variances assumed Equal variances assumed Equal variances assumed Equal variances assumed	0.336	0.567	-0.992 -1.226 -1.170 0.250 0.236	26 25.766 26 18.233 26 17.596	0.39	-0.53208556149732 -0.53208556149732 -0.70142802495543 -0.70142802495543 -0.70142802495543 0.177 0.17	0.578581305886516 0.536201412748221 0.536201412748221 0.572196717046562 0.599376246612162 0.886 0.886 0.721	Lower -1.72137646839540 -1.83475142809710 -1.87759116800982 -1.8795116800982 -1.35951765418784 -1.23 -1.25	Upper 0.65720534540750 0.5720534540750 0.570580305102449 0.6474730116099043 0.55666604276966 7.1580 4.1.696
7_F8P 7_by women 7_by men	5 5 5 5 5 5 5 5 5 5 7	17 11 17 17 19 17 11 11 17	Mean 3.0922 4.4242 2.9804 3.0818 4.3529 4.3529 4.1818 4.1765	58. Devation 1.667646770642390 1.167532146508740 1.348716407445400 1.66575732768380 1.579 2.040 1.845	0.404463751857574 0.352024187331614 0.327111776878527 0.562244731611581 0.383 0.615	7_F8P	assumed Equal variances assumed Equal variances not assumed Equal variances assumed Equal variances assumed Equal variances assumed Equal variances assumed Equal variances assumed Equal variances assumed as	0.336	0.567	-0.992 -1.228 -1.170 0.250 0.236 -1.411	26 25.766 26 18.233 26 17.596 26	0.38	-0.53208558149732 -0.53208558149732 -0.70142802495543 -0.70142802495543 0.17 0.17 -1.00	0.578581305886516 0.538201412748221 0.538201412748221 0.5372196717046562 0.599376246612182 0.688 0.722 0.599376246612182 0.688 0.722	Lower -1.72137646039540 -1.63475142809710 -1.83759116800982 -1.35951785418784 -1.35951785418784 -1.25 -1.35951785418784 -1.25 -2.47	Upper 0.857205345400750 0.57205345400750 0.57205305102449 0.0474739116099043 0.055065804276966 0.55065804276966 1.580 0.0459
7_FBP 7_by women 7_by men	5 7 5 7 5 7 5 7 5	17 11 17 11 17 11 17 17 11	Mean 3.8922 4.4242 2.9804 3.6618 4.3529 4.1818	Sid. Deviation 1.667646770642390 1.167532146508740 1.348716407445400 1.66575732768360 1.579 2.040	0.404483751857574 0.352024187331614 0.327111776876527 0.502244731611581 0.383 0.615	7_FBP 7_by women	assumed Equal variances assumed Equal variances assumed Equal variances assumed Equal variances assumed Equal variances assumed equal variances assumed Equal variances assumed Equal	0.336	0.567	-0.992 -1.226 -1.170 0.250 0.236	26 25.766 26 18.233 26 17.596	0.39	-0.53208556149732 -0.53208556149732 -0.70142802495543 -0.70142802495543 -0.70142802495543 0.177 0.17	0.578581305886516 0.538201412748221 0.538201412748221 0.5372196717046562 0.599376246612182 0.688 0.722 0.599376246612182 0.688 0.722	Lower -1.72137646839540 -1.83475142809710 -1.87759116800982 -1.8795116800982 -1.35951765418784 -1.23 -1.25	Upper 0.857205345400750 0.57205345400750 0.57205305102449 0.0474739116099043 0.055065804276966 0.55065804276966 1.580 0.0459
7_F8P 7_by women 7_by men 7_feminine	5 5 5 5 5 7 5 7 5	17 11 17 17 15 15 17 15 17 15 17 15	Hean 1,0922 2,0004 2,0004 3,0819 4,4542 4,4542 4,000 4,1559 4,1516 5,1610 4,0000	580 Develon 168746770642550 1.167532145508740 1.3675732788550 1.36575722788550 1.36575722788550 1.365 1.365 1.365 1.359	0.484433751857574 0.352924187331614 0.327111776876527 0.582244731611581 0.383 0.015 0.440 0.553	7_FBP 7_Ey women 7_by m	assumed Equal variances assumed Equal variances not essumed Equal variances assumed estatumentes assumed estatumentes assumed estatumentes assume	0.336	0.567	-0.992 -1.226 -1.170 0.250 0.236 -1.411 -1.413 0.122	26 25.766 28 18.233 26 17.598 21.598 21.598 21.598	0.39 0.33 0.23 0.25 0.80 0.80 0.81 0.177 0.177	4 3 3208658 149722 - 4 5 3208658 149722 - 4 7 9 142082 149563 - 4 7 9 14063 - 4 7 9 1	b.3786132688516 b.3786132688516 b.3520141274822 b.572185717046562 b.572185717046562 c.593578244012182 c.59357824401218 c.59357824401218 c.5955 c.5955 c.595	Lever - 1/213764635864 - 1.8247514200710 - 1.8775110600902 - 1.95951705418764 - 1.233 - 1.23 - 2.43 - 2.44 - 1.644	Upper Upper 0 0.572535460530 0 0.572535460530 0 0.572535460530 0 0.572535110009043 0 0.55065604270960 2 0.55065604270960 2 0.459 2 0.472 5 1.627
7_F8P 7_by women 7_by men 7_feminine	5 7 5 7 5 7 5 7 5	17 19 17 17 17 19 17 17 19	Hean 2,0822 4,4542 2,9604 3,0615 4,1555 4,1555 4,1555 5,1816	58. Devation 1. 86764770642390 1. 367764770642390 1. 3677640746400 1. 368757327683500 1. 569 2. 640 1. 579 2. 640 1. 579 1. 579 2. 640 1. 579 1. 579 2. 640 1. 579 1. 579 2. 640 1. 579 1.	0.484483751857574 0.352024187331614 0.327111776876527 0.582244731611581 0.383 0.815 0.448 0.553	7_FBP 7_Ey women 7_by m	assumed Equal variances assumed Equal variances not assumed Equal variances assumed e Equal variances assumed e equal variances assumed e equal variances assumed e equal variances assumed e equal variances assumed e equal variances assumed assumed assumed variances assumed variances assumed variances assumed variances assumed variances variances assumed variances assumed variances variances assumed variances variances assumed variances vari	0.338	0.567	-0.992 -1.228 -1.170 0.250 0.236 -1.411 -1.413	26 25.766 26 18.233 26 17.596 27.596 21.596	0.39 0.33 0.23 0.25 0.80 0.80 0.81 0.177 0.177	-0.53208558149732 -0.53208558149732 -0.53208558149732 -0.70142802465543 -0.70142802465543 -0.70142802465543 -0.77142802465543 -0.77 -0	b.3786132688516 b.3786132688516 b.3520141274822 b.572185717046562 b.572185717046562 c.593578244012182 c.59357824401218 c.59357824401218 c.5955 c.5955 c.595	Lower -1.7213764839540 -1.83475142809710 -1.83475142809710 -1.83951765418764 -1.83951765418764 -1.23 -1.23 -2.45	Upper Upper 0 0.572535460530 0 0.572535460530 0 0.572535460530 0 0.572535110009043 0 0.55065604270960 2 0.55065604270960 2 0.459 2 0.472 5 1.627
7_F8P 7_by women 7_by men 7_feminine	5 7 5 7 5 7 5 7 5 7	17 11 17 17 15 15 17 15 17 15 17 15	Hean 1,0922 2,0004 2,0004 3,0819 4,4542 4,4542 4,000 4,1559 4,1516 5,1610 4,0000	580 Develon 168746770642550 1.167532145508740 1.3675732788550 1.36575722788550 1.36575722788550 1.365 1.365 1.365 1.359	0.46446375187572 0.352824187331644 0.327111776876527 0.552244731611681 0.555 0.665 0.665 0.665	7_FBP 7_Ey women 7_by m	assumed Equal variances assumed Equal variances equal variances assumed Equal equal variances assumed Equal eq	0.338	0.567	-0.992 -1.226 -1.170 0.250 0.236 -1.411 -1.413 0.122 0.113	26 25.766 28 18.233 26 17.598 21.598 21.598 21.598	0.39 0.33 0.23 0.25 0.80 0.80 0.80 0.81 0.17 0.17 0.59 0.91	4 3 3208658 149722 - 4 5 3208658 149722 - 4 7 9 142082 149563 - 4 7 9 14063 -	b.37868120688514 b.37868120688514 b.37216177064866 b.372169777064866 b.372169777064866 b.39712466712 b.39712466712 b.39712466712 b.3971246717064866 b.397124671	Lever - 1/213764635864 - 1.8247514200710 - 1.8775110600902 - 1.95951705418764 - 1.233 - 1.23 - 2.43 - 2.44 - 1.644	Upper Upper </td
7_FBP 7_by women 7_by men 7_feminine	5 7 5 7 5 7 5 7 5 7 5 7 5	17 11 17 17 15 17 15 15 17 15 15 17 15 15	Hean 1,8922 2,9604 3,8818 4,4242 2,9604 4,4242 2,9604 4,4242 4,4442 4,4444 4,4444 4,4442 4,4444 4,4444 4,4442 4,4444 4,4444 4,4444 4,4444	580 Chrysten 1057847746294 1 1677522146508745 1 16875727486300 1 166975727988300 1 165975727988300 1 1659 1 1559 2 2040 1 1659 1 1559 2 2040 1 1659 1 1659 2 2040	0.46446375187572 0.352824187331644 0.327111776876527 0.552244731611681 0.555 0.665 0.665 0.665	7_FBP 7_by momen 7_by m	assumed Equal Second	0.336 0.585 0.138 2.409	0.567	-0.992 -1.226 -1.170 0.250 0.236 -1.411 -1.413 0.122 0.113	28 25,766 28 18,233 26 27,590 21,590 21,590 21,590 21,590 21,590	0.38 0.33 0.23 0.25 0.80 0.80 0.81 0.177 0.177	4 3520856149722 4 3520856149722 4 3520856149722 4 7914282249545 4 791428249545 4 79142824 4 79142824 4 79142824 4 79142824 4 79144824 4 79144824 4 79144824 4 79144824 4 79144824 4 7914484 4 791	E 3786132686516 E 3786132686516 E 3786132686516 E 37219577048562 E 37219577048562 E 37219577048562 E 377219577048562 E 37721957704856 E 37721957704856 E 37721957704856 E 37721957704856 E 3771 E 37721957704856 E 3771 E 377	Lever - 1-7213746835864 - 1-7213746835864 - 1-53475142109719 - 1-53775110000922 - 1-59051705418744 - 1-252 - 1-359 - 1-359 - 1-544 - 1-540 - 1-5400 - 1-540 - 1-540 - 1-540 - 1-540 - 1-540 - 1-540 - 1-5400 -	Upper Upper Upper 0 1 0 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
7_FBP 7_by women 7_by men 7_feminine	5 7 5 7 5 7 5 7 5 7	17 55 57 57 55 55 55 55 55 55 55 55 55 55	Hean 3.8022 2.5054 4.4342 2.5054 3.6615 4.4342 4.4342 4.4342 4.4342 4.4342 4.4342 4.4342 4.1615 4.4342 4.1765 5.1615 5.1615 4.0000 3.9991 4.7659 6.0000	580 Chrvelen 150 Chrvelen 1 167532146508745 1 34871642746560 1 34871642746560 1 365757327488340 1 3575 2 549 1 3575 1 3575 1 3575 2 350 1 3575 2 35755 2 357555 2 357555 2 35755555 2 35755555555555555555555555555555555555	0.454453751875767 0.352824187331644 0.327111776876527 0.5222417311161 0.5224473161161 0.5625 0.6655 0.665 0.665 0.665	7_FBP 7_by momen 7_by m	assumed Equal variances of the second	0.336 0.585 0.138 2.409	0.567	-0.992 -1.228 -1.170 0.250 0.256 0.256 -1.411 -1.413 0.122 0.113 -2.288	24 25,766 28 18,233 28 21,596 24 21,596 28 28 28 28 28 28	0.39 0.33 0.23 0.25 0.80 0.80 0.80 0.81 0.17 0.17 0.59 0.91	4 5320856149722 4 5320856149722 4 5320856149722 4 7914282249540 4 7914282249540 4 7914282249540 4 7914282249540 4 0.17 1 0.17	E 3786132686516 E 3786132686516 E 3786132686516 E 37219577048562 E 37219577048562 E 37219577048562 E 377219577048562 E 37721957704856 E 37721957704856 E 37721957704856 E 37721957704856 E 3771 E 37721957704856 E 3771 E 377	Lever - Lever - 1.71374635554 - 1.713746315545 - 1.8547514280970 - 1.85951765418564 - 1.95951765418574 - 2.455 - 2.455 - 2.465 -	Upper Upper 0.87558345951624-0 6.87558345951624-0 0.87558345951624-0 8.874736116099633 0.8595664276996 8.5596564276996 7 1.580 6 1.659 2 6.472 5 1.659 2 6.472 4 1.699 5 1.427 6 1.427 9 -4.123 0 -4.133
7_FBP 7_by women 7_by men 7_feminice 7_mascut	5 7 5 7 5 7 5 7 5 7 5 7 5 7 5 7 5 7 5 7	17 55 57 57 55 55 55 55 55 55 55 55 55 55	Usean 3.8922 1.8922 2.9604 2.9604 3.6815 4.4322 4.4322 4.4324 4.4324 4.1515 4.1515 4.1515 5.1515 4.0000 3.9091 4.7559 6.0000 Groop Sta Maan	580 Develor 1 05752746506745 1 15752746506745 1 05757274650674 1 057572746650 1 057572746650 1 057572746650 1 057572746650 1 057572746650 1 057572746650 1 057572746650 1 057572746650 1 057572746650 1 057572746550 1 05757274650 1 05757274 1 0575727 1 05757727 1 057577 1 0575777 1 057577 1 057577 1 057577 1 057577 1 057577 1 0575777 1 0575777 1 0575777 1 0575777 1 0575777 1 0575777 1 0575777 1 0575777 1 05757777 1 05757777 1 05757777 1 05757777 1 05757777 1 057577777 1 05757777 1 05757777 1 0575777777 1 057577777777 1 05757777777777777777777777777777777777	0.46443373827374 0.352244873231614 0.35214177381645 0.52244733411681 0.5234473411681 0.5453 0.6455 0.6445 0.64550000000000000000000000000000000000	7_78P 7_8y m 7_8y m 7_9y m 7_6m	Equil Equil versiones Equil versiones Equil versiones Equil example Equil example Equil example Equil example Equil versiones example Equil versiones example Equil versiones example Equil versiones example Equil versiones example	0.336 0.555 0.138 0.000	0.567	-0.992 -1.226 -1.170 0.250 0.256 0.256 -1.411 -1.413 0.122 0.113 -2.280 -2.400	24 25,766 28 18,233 28 21,596 24 21,596 28 28 28 28 28 28	0.39 0.33 0.23 0.25 0.00 0.01 0.01 0.01 0.01 0.01 0.02 0.01 0.01	4 5.30055614972 4 5.30055614972 - 3.7916202249565 - 3.7916202249565 - 4.7916202249565 - 4.7916202249565 - 4.791 - 4.90 - 4.90	E.37840132688516 E.538201412748271 E.53820141274827 E.52719571546852 E.599378246812182 O.568 O.722 O.571 O.771 O.77	Lever - 1.71374635545 - 1.8147514200970 - 1.8347514200970 - 1.9951785418764 - 1.9951785418764 - 1.9951785418764 - 1.505 - 2.47 - 2.48 - 2.49 - 2.49	Upper 0 0.000 0 0.5755643055102449 0 0.5755643055102449 0 0.5755643055102449 0 0.5755643055102449 0 0.5755643055102449 0 5.555655642476896 0 0.555655642476896 0 0.6499 0 0.472 0 0.472 0 0.472 0 0.472 0 0.472 0 0.472 0 0.472 0 0.472 0 0.472 0 0.472 0 0.472 0 0.472 0 0.472 0 0.472 0 0.4132 0 0.4132 0 0.1639 0 0.1639
7_F8P 7_by romen 7_by men 7_femnine	5 7 5 7 5 7 5 7 5 7		Usean 3.8022 3.8022 4.4342 2.9604 3.6615 4.4342 4.4342 4.4342 4.4342 4.4342 4.4342 4.4342 4.4342 4.4342 4.1515 4.4342 4.1515 4.4342 4.1515 4.4342 4.1515 4.4342 4.1515 4.4342 4.1515 4.4765 4.1515 4.0000 3.0991 6.0000 Goroup State Mean 3.0395	380 Develop	0.44443373387374 0.35224187331614 0.352111778878527 0.552244731411581 0.352 0.655 0.645 0.645 0.645 0.645 0.645 0.645 0.645 0.551	7_FBP 7_by momen 7_by m	same support control contro control control control control contr	0.336 0.585 0.138 2.409	0.567	-0.992 -1.228 -1.170 0.250 0.256 0.256 -1.411 -1.413 0.122 0.113 -2.288	28 25,766 28 18,233 28 21,596 28 21,596 28 28,515 28 28,515 20 28,515 20 28,515 20 29,215 20 20,215 20,210,215 20,	0.39 0.33 0.23 0.25 0.80 0.80 0.80 0.80 0.81 0.177 0.177 0.177 0.197 0.50 0.91 0.02 55p. (2-	4 5.30856914972 4 5.30856914972 4 7.914282249545 4 7.914282249545 4 7.914282249545 4 7.914282249545 4 7.914282249545 4 7.91428249545 4 7.9142824954 4 7.914284954 4 7.914284 4 7.914484 4 7.9144844 4 7.914484 4 7.914484 4 7.9144844 4 7.914484	L 57545 13268051 L 57545 13268051 L 53451 13274627 L 57219571744652 L 5393742461 17152 L 5393742461 L 5393742461 L 5393742461 L 539374 L 5393742461 L 539374 L 5393742461 L 539374 L 5393742461 L 539374 L 53937 L 5393 L 539 L 53	Lever - 1.71374635554 - 1.71374635554 - 1.759116800902 - 1.9591785418754 - 1.9591785418754 - 1.9591785418754 - 1.9591785418754 - 2.47 - 2.47 - 2.48 - 2.48 - 2.48 - 2.49 - 2.49	Upper 0 0.075554.0504.05 0 0.75558.05551024-0 0 0.75558.05551024-0 0 0.75558.05551024-0 0 0.77291.1009643.0 0 0.65555.0524-0 0 0.655551024-0 0 0.655551024-0 0 0.655551024-0 0 0.655551024-0 0 0.6595642-0 0 0.6595642-0 0 0.6595642-0 0 0.6595642-0 0 0.6195 0 0.6195 0 0.6195 0 0.6195 0 0.6195 0 0.6195 0 0.6195 0 0.6195
7_FBP 7_by women 7_by men 7_feminie 7_mascut	5 7 5 7 5 7 5 7 5 7 5 7 5 7 5	07 11 07 11 07 11 07 11 07 11 17 11 17 11 17 11 17 11 17 11 12 19	Hean 3.8022 4.4242 2.9864 3.818 4.529 4.1912 4.1915 4.1915 4.1915 4.1915 4.1915 4.1916 5.1919 4.0000 3.9991 4.7099 6.0000 Groog State Mean 3.0395 2.4474	150 Develor 150 Develor 1575274600740 1575274600740 15657572746650 16557572746650 1655 2046 1655 2046 1555 2046 1555 2046 1555 2046 1555 2046 1555 2046 1555 2046 1555 2046 1555 2046 1555 2046 1555 2046 1555 2046 1555 2046 1555 2046 1555 2046 1555 2046 1555 2046 1555 2046 1555 2046 1555 15	0.44443375187574 0.35224187331614 0.35224187331614 0.352141734815827 0.362244731611581 0.352 0.655 0.465 0.465 0.655 0.655 0.664 0.351 0.3566 0.356 0.356 0.3566 0.3566 0.356	7_FBP 7_5y m 7_5y m 7_5mm 7_mac	Assumed A	0.336 0.565 0.138 0.000 0.000	0.507 0.451 0.133 0.932 5.90 0.837	-0.992 -1.228 0.256 0.256 -1.411 -1.413 0.122 0.113 -2.288 -2.288 -2.2400 -1.2288 -2.400 -1.2288 -2.400 -1.2288 -1.228 -1.228 -1.228 -1.228 -1.228 -1.228 -1.228 -1.228 -1.228 -1.228 -1.228 -1.228 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.171 -1.228 -1.171 -1.228 -1.171 -1.228 -1.171 -1.228 -1.171 -1.228 -1.171 -1.228 -1.171 -1.228 -1.171 -1.228 -1.171 -1.228 -1.228 -1.129 -1.228 -1.129 -1.228 -1.129 -1.129 -1.129 -1.129 -1.129 -1.129 -1.129 -1.129 -1.129 -1.129 -1.129 -1.129 -1.129 -1.129 -1.129 -1.129 -1.139 -1	28.766 24.766 24.7596 21.596 21.596 24.610 24.610 24.610 24.610 24.610	0.58 0.33 0.23 0.25 0.25 0.25 0.25 0.25 0.25 0.25 0.25	4 5.50055614972 4 5.50055614972 4 5.50055614972 4 7.7014282349545 4 7.7014282349545 6 7.714282349545 6 7.7 6 7.7	L 57849 1298851 L 57849 1298851 L 57849 1298851 L 578491294825 L 5982742489 L 598274249	Lever - 1.53/514289750 - 1.53/514289750 - 1.53/514289750 - 1.55/514860892 - 1.595178541254 - 2.55 - 2.60 - 2.46 - 2.4	Upper 0 0.000 0 0.57558355515240 0 0.5755835515240 0 0.5755835515240 0 0.4713111000643 1 0.5505585516240 0 0.4713111000643 0 0.451210544 0 0.442 0 0.442 0 0.432 1 1.6564146140161017100 1 1.466414616017100 1 1.4662110446200
7_FBP 7_by women 7_by men 7_feminise 7_mascut	5 F 5 F 5 F 5 F 5 F 5 F 5 F	07 11 11 17 17 11 17 11 17 11 17 11 17 11 17 11 17 11 17 11 17 11 17 17	Usen 3.8022 1.8022 4.4342 2.9064 3.818 3.818 4.559 4.1915 4.1915 4.1915 5.1818 4.1916 5.1818 4.0000 3.0091 4.7099 6.0000 Group State 3.0091 4.7099 2.474 3.0395 2.4744	150 Develor 150 Develor 1 16753214600742 1 15753214600742 1 16753214600742 1 1675732768536 1 6557532768536 1 655 2 046 1 1655 2 046 1 1655 2 046 1 1655 2 046 1 127660044223160 1 000198442811600 1 10091525535500	0.44443371897874 0.350244187331614 0.350244187331614 0.35214173481453 0.352344731611581 0.352344734811581 0.446 0.5453 0.6453 0.6453 0.6453 0.6453 0.6453 0.5553 0.6453 0.55530 0.55530 0.55530 0.55530 0.555300 0.55530000000000	7_78P 7_8y m 7_8y m 7_9y m 7_6m	Assumed A	0.336 0.555 0.138 0.000	0.567	-0.992 -1.228 0.250 0.256 0.25	28,766 28,766 28,766 28,233 28,233 28,233 28,233 28,233 28,233 28,233 28,233 28,233 28,233 28,233 28,24,610 24,610 24,610 24,610 22,235 22,235 22,235 22,235 22,235 22,235 22,235 22,235 22,235 24,2355 24,23555 24,23555 24,23555 24,23555 24,235555 24,23555555 24,2355555555555555555555555555555555555	0.58 0.33 0.23 0.25 0.25 0.25 0.25 0.25 0.25 0.25 0.25	4 5.50055614972 4 5.50055614972 4 7.7014282349545 4 7.7014282349545 4 7.7014282349545 6 7.714282349545 6 7.7 6 7.7	E 5754913296851 E 5734913296851 E 5342141274827 E 5721957794685 E 599378246917794695 E 599378246917784 E 57519192547 E 4384445797827 E 438444579782727 E 432641997982727 E 5755391925642	Lever - 1.53/5142809750 - 1.53/5142809750 - 1.53/5142809750 - 1.53/5142809750 - 1.55/514280420 - 1.55/514284254 - 2.450 -	Upper 0 0 0 0.57558355515240 0 0.57558355152440 0 0.57558355152440 1 0.55565355152440 1 0.55565355152440 1 0.55565355152440 1 0.55565356244270806 1 0.555651562440 1 0.6459 1 0.6459 1 0.6459 1 0.6459 1 0.6459 1 0.6459 1 0.6459 1 0.6459 1 0.6459 1 0.6459 1 0.6459 1 0.6459 1 0.6459 1 0.6599 1 0.65997390
7_FBP 7_by women 7_by men 7_feminie 7_mascut	5 7 5 7 5 7 5 7 5 7 5 7 5 7 5	07 11 07 11 07 11 07 11 07 11 17 11 17 11 17 11 17 11 17 11 12 19	Hean 3.8022 4.4242 2.9864 3.818 4.529 4.1912 4.1915 4.1915 4.1915 4.1915 4.1915 4.1916 5.1919 4.0000 3.9991 4.7099 6.0000 Groog State Mean 3.0395 2.4474	150 Develor 150 Develor 1 16753214600742 1 15753214600742 1 16753214600742 1 1675732768536 1 6557532768536 1 655 2 046 1 1655 2 046 1 1655 2 046 1 1655 2 046 1 127660044223160 1 000198442811600 1 10091525535500	0.44443375187574 0.35224187331614 0.35224187331614 0.352141734815827 0.362244731611581 0.352 0.655 0.465 0.465 0.655 0.655 0.664 0.351 0.3566 0.356 0.356 0.3566 0.3566 0.356	7_FBP 7_5y m 7_5y m 7_5mm 7_mac	Assumed Capital C	0.336 0.565 0.138 0.000 0.000	0.507 0.451 0.133 0.932 5.90 0.837	-0.992 -1.228 0.256 0.256 -1.411 -1.413 0.122 0.113 -2.288 -2.288 -2.2400 -1.2288 -2.400 -1.2288 -2.400 -1.2288 -1.228 -1.228 -1.228 -1.228 -1.228 -1.228 -1.228 -1.228 -1.228 -1.228 -1.228 -1.228 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.170 -1.228 -1.171 -1.228 -1.171 -1.228 -1.171 -1.228 -1.171 -1.228 -1.171 -1.228 -1.171 -1.228 -1.171 -1.228 -1.171 -1.228 -1.171 -1.228 -1.228 -1.129 -1.228 -1.129 -1.228 -1.129 -1.129 -1.129 -1.129 -1.129 -1.129 -1.129 -1.129 -1.129 -1.129 -1.129 -1.129 -1.129 -1.129 -1.129 -1.129 -1.139 -1	28.766 24.766 24.7596 21.596 21.596 24.610 24.610 24.610 24.610 24.610	0.58 0.33 0.23 0.25 0.25 0.25 0.25 0.25 0.25 0.25 0.25	4 5.50856814972 4 5.50856814972 4 5.50856814972 4 7514282349560 4 7514282349560 6 77 6 77 7 787 6 77 6 77	E 5754913296851 E 5734913296851 E 5342141274827 E 5721957794685 E 599378246917794695 E 599378246917784 E 57519192547 E 4384445797827 E 438444579782727 E 432641997982727 E 5755391925642	Lever - 1.53/5142809750 - 1.53/5142809750 - 1.53/5142809750 - 1.53/5142809750 - 1.55/514280420 - 1.55/514284254 - 2.450 -	Upper 0 0.000 0 0.57558355515240 0 0.5755835515240 0 0.5755835515240 0 0.4713111000643 1 0.5505585516240 0 0.4713111000643 0 0.451210544 0 0.442 0 0.442 0 0.432 1 1.6564146140161017100 1 1.466414616017100 1 1.4662110446200
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7_YBP 7_by women 7_by men 7_feminies 7_mascul	5 1 5 1 5 1 5 1 5 1 5 1 5 1 5 1 5	07 11 11 17 11 17 11 17 11 17 11 17 11 17 11 17 11 17 17	Usen 3.8922 3.8922 4.4342 2.9004 3.8918 3.8918 4.3529 4.3529 4.1818 4.3529 4.1818 4.0000 3.0911 4.0000 3.0911 4.7059 6.0000 Group Sta 2.0395 1.8295 2.4474 2.8795 2.4776	Bu Develor To Develor To Start Feb To St	6.44443751827574 6.352244873731614 6.352741773816427 6.35224473731614 6.352744734811681 6.353 6.453 6.454 6.553 6.454 6.553 6.454 6.553 6.454 6.553 6.454 6.553 6.457 6.3547 6.354 6.35	7,78P 7,397 w 7,397 m 7,398 m 7,398 m 7,398 m 7,398 m 7,398 m 7,398 m 7,398 m 7,398 m 7,398 m 7,399 m 7,399 m 7,399 m 7,399 m 7,397 m	Assemble Capital	0.336 0.565 2.409 0.000 0.000	0.557 0.451 0.713 0.123 0.932 0.932	-0.992 -1.228 -1.170 0.250 0.238 -1.411 -1.411 -1.413 -2.288 -2.4000 -2.40000 -2.40000 -2.4000 -2.40000 -2.40000 -2.4000 -2.40000 -2.40	24.610 22.99.61 22.90 24.610 24.610 22.95 30 29.651	0.58 0.23 0.25 0.80 0.61 0.77 0.77 0.77 0.77 0.77 0.77 0.77 0.7	4 5.308568149722 4 5.308568149722 4 7.914282249545 4 7.914282249545 4 7.914282249545 4 7.914282249545 4 7.914282249545 4 7.914282249545 4 7.914282249545 4 7.914282 4 7.91428249545 4 7.914282 4 7.9142824 4 7.914282 4 7.91428 4 7.91428	E 37549132949519 E 37249132949519 E 353421412748221 E 352119571744682 E 3521129512468 E 3531129512468 E 3531129512464 E 3531129512464 E 3531129512464 E 3551129512464	Lever - 1.71374635545 - 1.8147514200910 - 1.8347514200910 - 1.9951785418764 - 1.9951785418764 - 1.9951785418764 - 1.9951785418764 - 2.40 - 2.	Upper 0 0 0 0.75554354510249 0 0.7555435510249 0 0.7555435510249 0 0.7555435510249 0 0.7555435510249 0 0.7555435510249 0 0.7555435510249 0 0.755545510249 0 0.7555455024 0 0.459 0 0.459 1 0.459545502100 1 0.4592212842200 1 0.55565109075700 0 0.5556510917918 0 0.4675
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9 sex		N	Group Sta Mean	tistics Std. Deviation	Std. Error Mean			F	Sig.	,	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	95% Confidence Inter Lower	val of the Difference Upper
9_sex 9_MBP	4	12	2.2083	1.087404936051650	0.313906766273774	9_MBP	Equal variances	2.039	5ig. 0.167	-0.563	22	talled) 0.579	-0.291666666666666	0.518238485589528	-1.366427504682100	0.783094171348764
	2	12	2.5000	1.428427121138510	0.412351391453539		assumed Equal variances			-0.563	20.544	0.580	-0.291666666666666	0.518238485589529	-1.370860748388410	0.787527415055080
							not assumed									
9_FBP	1	12	3.0278	1.979482298064360	0.571427318821779	9_FBP	Equal variances assumed	0.332	0.570	0.628	22	0.537	0.4861111111111110	0.774422325525036	-1.119942492978780	2.092164715201000
	2	12	2.5417	1.810637758059050	0.522686098510146		Equal variances not			0.628	21.827	0.537	0.486111111111110	0.774422325525036	-1.120679085585900	2.092901307808120
9_by	5	12	4.5000	1.243	0.359	9_by	assumed Equal	0.367	0.551	0.277	22	0.784	0.167	0.601	-1.080	1.413
women	5	12	4.3333	1.670	0.482	women	variances assumed Equal			0.277	20.329	0.784	0.167	0.601	-1.086	1,419
	2	14	4.5555	1.670	0.462		variances not assumed			0.277	20.329	0.764	0.107	0.001	-1.000	1,419
9_by mer	1	12	4.0000	1.279	0.369	9_by men	Equal variances	0.013	0.911	0.150	22	0.882	0.083	0.557	-1.071	1.238
	2	12	3.9167	1.443	0.417		assumed Equal variances			0.150	21.687	0.882	0.083	0.557	-1.072	1.239
							not assumed									
9_feminir	ie "1	12	4.7500	1.422	0.411	9_feminin	e Equal variances assumed	0.252	0.620	2.062	22	0.051	1.333	0.646	-0.007	2.674
	2	12	3.4167	1.730	0.499		Equal variances			2.062	21.207	0.052	1.333	0.646	-0.010	2.677
9_mascu	. 5	12	3.5000	1.168	0.337	0 magni	not assumed i Equal	1.568	0.224	-0.261	22	0.796	-0.167	0.638	-1.489	1.156
ne						9_mascul ne	variances assumed		U.LL.Y							
	2	12	3.6667	1.875	0.541		Equal variances not			-0.261	18.418	0.797	-0.167	0.638	-1.504	1.171
			Group Sta	tistics			assumed			_		Sig. (2-			95% Confidence Inter	val of the Difference
10_sex 10_MBP	4	N 9	Mean 3.2778	Std. Deviation 1.333333333333333333	Std. Error Mean 0.44444444444444	10_MBP	Equal	F 0.039	Sig. 0.845	t -1.192	df 17	tailed) 0.249	Mean Difference	Std. Error Difference 0.689552705682681	Lower -2.277051262408620	Upper 0.632606817964180
	2	10	4.1000	1 030300030000000	0.517114501254227		variances assumed Equal			-1.206	16.858	0.245	-0.82222222222222222222			0.617305289653631
	2	10	4.1000	1.033239033403334	0.011114001204221		variances not			-1.200	10.030	0.245	-0.022222222222222222222222222222222222	0.001003021091034	12.201748134080010	0.017 00 020 00 000 01
10_F8P	٦	9	3.4074	1.121479402121460	0.373826467373821	10_F8P	Equal variances	2.704	0.118	4.118	17	0.001	1.940740740740740	0.471262427570323	0.946463929805349	2.935017551676130
	2	10	1.4667	0.932274531706801	0.294811092476036		Equal			4.076	15.661	0.001	1.940740740740740	0.476088025428181	0.929699859108503	2.951781622372960
							variances not assumed									
10_by women	1	9	4.7778	1.641	0.547	10_by women	Equal variances	0.043	0.839	2.428	17	0.027	1.678	0.691	0.220	3.136
	5	10	3.1000	1.370	0.433		assumed Equal variances			2.404	15.694	0.029	1.678	0.698	0.196	3.160
10_by me		0	4.3333	1.581	0.527	10_by me	not assumed	0.025	0.876	-2.365	17	0.030	-1.667	0.705	-3.154	-0.180
oy me		2				no_oy me	assumed	0.025	9.070							
	2	10	6.0000	1.491	0.471		Equal variances not			-2.357	16.521	0.031	-1.667	0.707	-3.162	-0.172
10_femin	n 1	9	4.3333	1.118	0.373	10_femini	assumed	0.145	0.708	3.644	17	0.002	2.133	0.585	0.898	3.369
0	5	10	2.2000	1.398	0.442	e	variances assumed Equal			3.689	16.794	0.002	2.133	0.578	0.912	3 355
							variances not assumed									
10_masc ine	ul "I	9	4.0000	1.414	0.471	10_mascu ine	ul Equal variances	0.307	0.587	-3.390	17	0.003	-2.100	0.619	-3.407	-0.793
	2	10	6.1000	1.287	0.407		Equal variances			-3.372	16.312	0.004	-2.100	0.623	-3.418	-0.782
							not assumed									
11_sex		N	Group Sta Mean	Std. Deviation	Std. Error Mean			F	Sig.	,	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	95% Confidence Inter Lower	val of the Difference Upper
11_M8P	1	16	2.6979	1.421030859518440	0.355257714879609	11_MBP	Equal variances	0.008	0.931	-1.056	28	0.300	-0.599702380952380	0.568069863531243	-1.763340746448320	0.563935984543561
	2	14	3.2976	1.691075836483240	0.451959028226602		Equal variances			-1.043	25.568	0.307	-0.599702380952380	0.574869556662219	-1.782336321814190	0.582931559909426
11_FBP	5	16	3.6667	1.623895636128450	0.405973909032114	11_F8P	not assumed Equal	0.003	0.957	-1.050	28	0.303	0.642067142067142	0.612514998527217	-1.897537240296880	0.611822954582597
	2						variances assumed	0.000								
	2	14	4.3095	1.729405241937960	0.462202992730196		Equal variances not			-1.045	26.913	0.305	-0.642857142857143	0.615179990981147	-1.905292333219900	0.619578047505610
11_by	5	16	5.8125	1.109	0.277	11_by	assumed Equal variances	0.318	0.578	-0.842	28	0.407	-0.330	0.392	-1.134	0.473
er under	2	14	6.1429	1.027	0.275		assumed Equal			-0.847	27.893	0.404	-0.330	0.390	-1.130	0.469
							variances not assumed									
11_by m	in ^r 1	16	2.8125	1.601	0.400	11_by me		0.356	0.556	-0.070	28	0.945	-0.045	0.642	-1.360	1.270
	2	14	2.8571	1.916	0.512		Equal variances			-0.069	25.490	0.946	-0.045	0.650	-1.382	1.292
11_femin	-	16	5.6250	1.204	0.301	11_femini	not assumed	1.769	0.194	-0.883	28	0.385	-0.375	0.425	-1.245	0.495
e		10	5.6250	1.204	0.301	e	variances assumed	1.762	0.154	-0.003	20	0.365	-0.575	0.425	-1.240	0.435
	2	14	6.0000	1,109	0.296		Equal variances not			-0.887	27.911	0.382	-0.375	0.423	-1.241	0.491
11_masc	ul M	16	2.8750	1.784	0.446	11_maso	assumed	0.028	0.868	0.139	28	0.890	0.089	0.642	-1.225	1.404
ine	2	14	2.7857	1.718	0.459	ne	variances assumed Equal			0.139	27.720	0.890	0.089	0.640	-1.222	1.401
							variances not assumed									
						_										
12_sex	_	N	Group Sta Mean	std. Deviation	Std. Error Mean				Sig.		df	Sig. (2		Std. Error Differen		Interval of the Difference Upper
12_56X 12_MBP	1	14	2.8929			12_MBR	P Equal variances	4.76	5 0.03	1.83	8	23 0.0		290 0.568101147778	092 -0.130834468466	
	2	11	1.8485	0.93230462789365	0.281100421912286		assumed Equal variances			1.96	5 20.9	150 0.0	1.0443722943722	290 0.531506802438	541 -0.061117568974	199 2.14986215771879
							not assumed									
12_FBP	٦	14	3.0357	1.86302136215573	0.497913402959117	12_FBP	Equal variances assumed	8.26	9 0.00	2.55	4	23 0.0	1.5054112554112	0.590085797997	902 0.284725778583	2.72609673223974
	2	11	1.5303	0.64900856790347	0.195683445951066		Equal variances			2.81	4 16.8	905 0.0	1.5054112554112	0.534985764170	984 0.375690284584	2.63513222623829
	1	14	4.5714	2.13	0.571	12_by	not assumed Equal	0.72	0 0.40	2.29		23 0.0	24	544 0.	804 0	181 3.50
Will Bear	1	14				women	variances assumed	0.72	0 0.40							
12_by women				1.79	0.541		Equal variances not			2.34	4 22.8	987 0.0	128 1.1	544 0.	787 0	216 3.4
12_by women	2	11	2.7273				assumed		0 0.86-	-1.82	9	23 0.0	180 -1.3	331 0.	728 -2	837 0.17
women		11	4.2143	1.84	0.494	12_bv r	men Equal	0.03								
12_by women 12_by me	in "1	14	4.2143			12_by r	variances assumed	0.03	0.004							
women						12_by r	variances assumed Equal variances not	0.03	0.00-	-1.84	1 22.1	113 0.0	179 – 1.:			831 0.16
women	n 1 2	14	4.2143	1.75	0.529		variances assumed Equal variances not assumed inin Equal	2.86		-1.84		23 0.0		331 0.	723 -2	
12_by me	n 1 2	14	4.2143 5.5455	1.75	0.529		variances assumed Equal variances not assumed inin Equal variances assumed Equal	2.86		-1.84	1	23 0.0	108 2.	143 0.	723 -2	.631 3.65
12_by me	n 1 2 n 1	14	4.2143 5.5455 4.1429	2.10	0.529		variances assumed Equal variances not assumed equal variances assumed Equal variances not	2.86		-1.84	1	23 0.0	108 2.	143 0.	723 -2	.631 3.65
12_by me	n 1 2 n 1 2	14	4.2143 5.5455 4.1429	1.75 2.10 1.34	0.529	12_fem e	variances assumed Equal variances not assumed Equal variances assumed Equal variances not assumed Equal variances not assumed Equal	2.86	5 0.10	-1.84 2.93 3.09	1 22.1	23 0.0	106 2. 105 2.	143 0. 143 0.	723 -2 731 0 693 0	631 3.65
12_by me 12_femini 6	n 1 2 n 1 2	14	4.2143 5.5455 4.1429 2.0000	1.75 2.10 1.34	0.529	12_fem e	variances assumed Equal variances not assumed Equal variances not assumed	2.86	5 0.10	-1.84 2.93 3.09	1 22.1	23 0.0 195 0.0 23 0.1	108 2. 105 2. 110 -1.	143 0. 143 0. 143 0.	723 -2 731 0 693 0 734 -2	631 3.65

Appendix 10: The Results of the Three MANOVA Analysis (Study 2)

* 2 (between: anthropomorphism vs. non-anthropomorphism) × 3 (between: masculine, feminine, or neutral)

Multivariate Tests												
Effect	Value	F	Error df	Sig.	Partial Eta Squared	Observed Power						
Intercept	.163	738.407	288	.000	.837	1.000						
Anthropomorphism	.986	2.084	288	.126	.014	.427						
Gender of brand Anthropomorphism * Gender of brand	.800 .995	17.020 .392	576 576	.000 .814	.106 .003	1.000 .141						

* Wilks' Lambda is present.

Tests of Between-Subjects Effects	
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Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^c
Corrected Model	MBP	35.511ª	5	7.102	3.120	.009	.051	15.598	.874
	FBP	75.715 ^b	5	15.143	5.661	.000	.089	28.304	.992
Intercept	MBP	2545.480	1	2545.480	1118.118	.000	.795	1118.118	1.000
	FBP	3158.675	1	3158.675	1180.780	.000	.803	1180.780	1.000
Anthropomorphism	MBP	.344	1	.344	.151	.698	.001	.151	.067
	FBP	5.701	1	5.701	2.131	.145	.007	2.131	.307
gender	MBP	35.152	2	17.576	7.720	.001	.051	15.441	.948
	FBP	67.430	2	33.715	12.603	.000	.080	25.207	.996
Anthropomorphism *	MBP	.287	2	.143	.063	.939	.000	.126	.059
gender	FBP	3.663	2	1.832	.685	.505	.005	1.369	.165
Error	MBP	657.930	289	2.277					
	FBP	773.097	289	2.675					
Total	MBP	3225.889	295						
	FBP	4053.667	295						
Corrected Total	MBP	693.441	294						
	FBP	848.812	294						

a. R Squared = .051 (Adjusted R Squared = .035)

b. R Squared = .089 (Adjusted R Squared = .073)

c. Computed using alpha = .05

* 2 (between: anthropomorphism vs. non-anthropomorphism) × 3 (between: masculine, feminine, or neutral) × 2 (sex of participants: male vs. female)

Multivariate Tests									
Effect	Value	F	Error	Sig.	Partial Eta	Observed			
			df		Squared	Power			
Intercept	.160	737.698	282	.000	.840	1.000			
Anthropomorphism	.988	1.707	282	.183	.012	.358			
Gender of brand	.801	16.577	564	.000	.105	1.000			
Sex of participants	.980	2.857	282	.059	.020	.557			
Anthropomorphism * Gender	.995	.350	574	.844	.002	.130			
Anthropomorphism * Sex	.988	1.736	282	.178	.012	.363			
Gender * Sex	.969	2.204	564	.067	.015	.649			
Anthropomorphism*Gender*Sex	.971	2.105	564	.079	.015	.626			

* Wilks' Lambda is present.

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^c
Corrected Model	MBP	56.627 ^a	11	5.148	2.288	.011	.082	25.165	.942
	FBP	113.533 ^b	11	10.321	3.973	.000	.134	43.698	.999
Intercept	MBP	2502.990	1	2502.990	1112.328	.000	.797	1112.328	1.000
	FBP	3087.958	1	3087.958	1188.518	.000	.808	1188.518	1.000
Anthropomorphism	MBP	.423	1	.423	.188	.665	.001	.188	.072
	FBP	4.102	1	4.102	1.579	.210	.006	1.579	.240
gender	MBP	34.931	2	17.466	7.762	.001	.052	15.523	.949
	FBP	68.389	2	34.194	13.161	.000	.085	26.322	.997
sex	MBP	1.209	1	1.209	.537	.464	.002	.537	.113
	FBP	13.784	1	13.784	5.305	.022	.018	5.305	.631
Anthropomorphism *	MBP	.258	2	.129	.057	.944	.000	.115	.059
gender	FBP	3.275	2	1.638	.630	.533	.004	1.261	.155
Anthropomorphism * sex	MBP	1.381	1	1.381	.614	.434	.002	.614	.122
	FBP	2.468	1	2.468	.950	.331	.003	.950	.163
gender*sex	MBP	10.462	2	5.231	2.325	.100	.016	4.649	.469
	FBP	15.592	2	7.796	3.001	.051	.021	6.001	.579
Anthropomorphism *	MBP	8.796	2	4.398	1.954	.144	.014	3.909	.403
gender*sex	FBP	6.542	2	3.271	1.259	.286	.009	2.518	.273
Error	MBP	636.814	283	2.250					
	FBP	735.279	283	2.598					
Total	MBP	3225.889	295						
	FBP	4053.667	295						
Corrected Total	MBP	693.441	294						
	FBP	848.812	294						

Tests of Between-Subjects Effects

a. R Squared = .082 (Adjusted R Squared = .046)

b. R Squared = .134 (Adjusted R Squared = .100)

c. Computed using alpha = .05

* 3 (between: masculine, feminine, or neutral) \times 2 (sex of participants: male vs. female)

Multivariate Tests									
Effect	Value	F	Error df	Sig.	Partial Eta Squared	Observed Power			
Intercept	.160	753.709	288	.000	.840	1.000			
Sex of participants	.980	2.872	288	.058	.020	.560			
Gender of brand	.795	17.500	576	.000	.108	1.000			
Sex of participants * Gender of brand	.970	2.214	576	.066	.015	.651			

* Wilks' Lambda is present.

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^c
Corrected Model	MBP	46.076 ^a	5	9.215	4.114	.001	.066	20.569	.954
	FBP	97.326 ^b	5	19.465	7.486	.000	.115	37.429	.999
Intercept	MBP	2521.784	1	2521.784	1125.788	.000	.796	1125.788	1.000
	FBP	3136.513	1	3136.513	1206.213	.000	.807	1206.213	1.000
sex	MBP	1.403	1	1.403	.626	.429	.002	.626	.124
	FBP	14.155	1	14.155	5.444	.020	.018	5.444	.643
gender	MBP	37.571	2	18.785	8.386	.000	.055	16.772	.963
	FBP	69.489	2	34.745	13.362	.000	.085	26.724	.998
sex * gender	MBP	9.488	2	4.744	2.118	.122	.014	4.236	.433
	FBP	16.602	2	8.301	3.192	.043	.022	6.385	.608
Error	MBP	647.365	289	2.240					
	FBP	751.486	289	2.600					
Total	MBP	3225.889	295						
	FBP	4053.667	295						
Corrected Total	MBP	693.441	294						
	FBP	848.812	294						

a. R Squared = .066 (Adjusted R Squared = .050)

b. R Squared = .115 (Adjusted R Squared = .099)

c. Computed using alpha = .05

Appendix 11: The Results of Model 4 of Study 2

A. Y = "Word-of-mouth", X = "anthropomorphism", M = "boundary" ******* Model : 4 Y : WOM X : Anthropo M : boundary Sample Size: 295 ****** OUTCOME VARIABLE: boundary Model Summary F MSE R R-sq df1 df2 р .0121 .0001 2.5356 .0426 1.0000 293.0000 .8366 Model t coeff se LLCI ULCI р .0000 constant 2.3696 .1356 17.4811 2.1028 2.6363 -.0384 .1858 -.2064 -.4040 .3273 .8366 Anthropo Standardized coefficients coeff Anthropo -.0241 ******* OUTCOME VARIABLE: WOM Model Summary R F df1 df2 R-sq MSE p .3912 1.7508 93.8008 2.0000 292.0000 .6254 .0000 Model coeff t LLCI ULCI se р 1.2720 .1610 7.9009 .0000 .9551 1.5888 constant .4098 .1544 2.6538 .0084 Anthropo .1059 .7137 .0485 13.4682 .6538 .0000 .5583 .7494 boundary Standardized coefficients coeff .2425 Anthropo boundary .6150

OUTCOME VARIABLE: WOM Model Summary R R-sq MSE F df1 df2 p .1138 .0129 2.8287 3.8422 1.0000 293.0000 .0509 Model
 coeff
 se
 t
 p
 LLCI
 ULCI

 constant
 2.8213
 .1432
 19.7054
 .0000
 2.5395
 3.1030

 Anthropo
 .3847
 .1963
 1.9602
 .0509
 -.0016
 .7709
 Standardized coefficients coeff Anthropo .2276 Total effect of X on Y Effect se t p .3847 .1963 1.9602 .0509 p LLCI 0509 -.0016 Effect se ULCI c ps .7709 .2276 Direct effect of X on Y Effect se t p LLCI ULCI .4098 .1544 2.6538 .0084 .1059 .7137 c'ps .2425 Indirect effect(s) of X on Y: Effect BootSE BootLLCI BootULCI boundary -.0251 .1213 -.2720 .2137 Partially standardized indirect effect(s) of X on Y: Effect BootSE BootLLCI BootULCI boundary -.0148 .0719 -.1610 .1250

B. Y = "Likelihood of recommendation", X = "anthropomorphism", M = "boundary"

Model : 4 Y : Likeliho X : Anthropo M : boundary Sample Size: 295 *********** OUTCOME VARIABLE: boundary Model Summary R R-sq MSE F dfl df2 p .0001 2.5356 .0426 1.0000 293.0000 .8366 .0121 Model P
 coeff
 se
 t
 p
 LLCI
 ULCI

 constant
 2.3696
 .1356
 17.4811
 .0000
 2.1028
 2.6363

 Anthropo
 -.0384
 .1858
 -.2064
 .8366
 -.4040
 .3273
 Standardized coefficients coeff Anthropo -.0241

******* OUTCOME VARIABLE: Likeliho Model Summary
 R
 R-sq
 MSE
 F
 dfl
 df2
 p

 .6237
 .3890
 2.2395
 92.9418
 2.0000
 292.0000
 .0000
 Model
 coeff
 se
 t
 p
 LLCI
 ULCI

 constant
 1.5259
 .1821
 8.3801
 .0000
 1.1675
 1.8842

 Anthropo
 .3573
 .1746
 2.0459
 .0417
 .0136
 .7010

 boundary
 .7414
 .0549
 13.5032
 .0000
 .6333
 .8494
 Standardized coefficients coeff Anthropo .1873 boundary .6177 OUTCOME VARIABLE: Likeliho Model Summary R R-sq MSE F df1 df2 p .0861 .0074 3.6255 2.1908 1.0000 293.0000 .1399 .0861 Model
 coeff
 se
 t
 p
 LLCI
 ULCI

 constant
 3.2826
 .1621
 20.2523
 .0000
 2.9636
 3.6016

 Anthropo
 .3289
 .2222
 1.4801
 .1399
 -.1084
 .7661
 ULCI Standardized coefficients coeff .1724 Anthropo Total effect of X on Y Effect se t p LLCI ULCI c_ps .3289 .2222 1.4801 .1399 -.1084 .7661 .1724 Direct effect of X on Y Effect se t Effect se t p LLCI ULCI .3573 .1746 2.0459 .0417 .0136 .7010 c'_ps .1873 Indirect effect(s) of X on Y: Effect BootSE BootLLCI BootULCI boundary -.0284 .1398 -.3027 .2400 Partially standardized indirect effect(s) of X on Y: Effect BootSE BootLLCI BootULCI

boundary -.0149 .0734 -.1594 .1263