



5th ACR Doctoral Symposium

Doing Exemplary Consumer Research

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Win-Win Research Strategies

- Examine Consumer Behavior Problems With Marketing Relevance
- Test Competing Theories
- Counter-Intuitive Findings
- Use Real Stimuli (lots of pretesting)
- Multi-Study Approach
- Wonderful Co-Authors



Two Project Examples

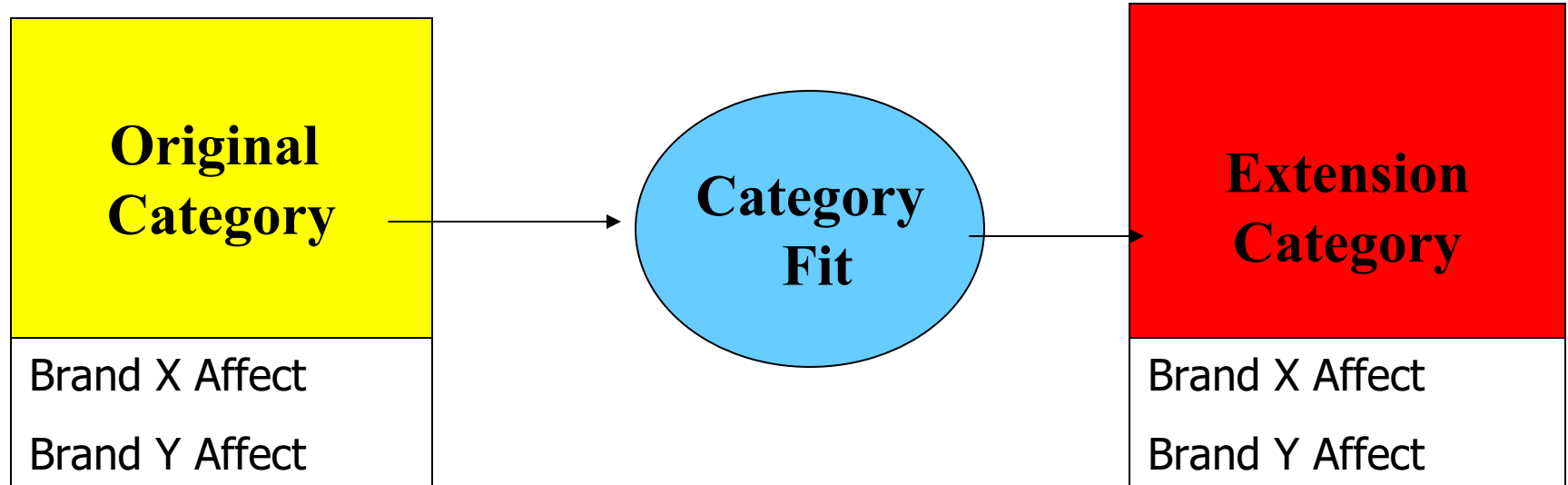
- **Role of Brand in Brand Extension**
 - With Joe Alba
 - Journal of Marketing Research (1994)
 - AMA Howard Dissertation Award
- **Assortment Perceptions**
 - With Wayne Hoyer and Leigh McAlister
 - Journal of Marketing Research (1998)
 - AMA O'Dell Award



Types of Brand Extensions

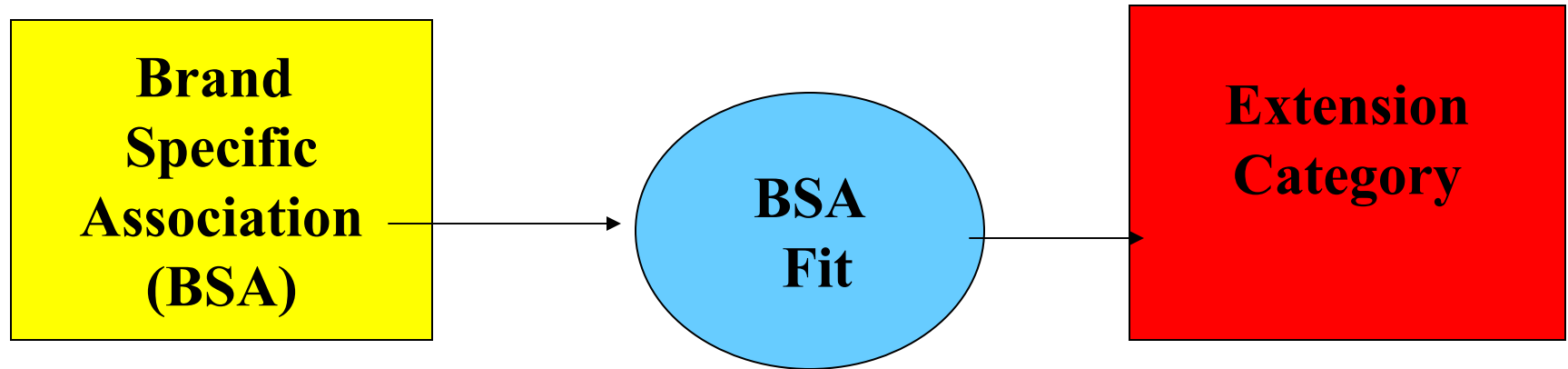
- **Different Form:** *Jello-Pudding Pops*
- **Distinct Ingredient:** *Arm & Hammer Toothpaste*
- **Complementary Product:** *Kodak Film*
- **User:** *Gerber Insurance*
- **Manufacturing Expertise:** *Honda Lawnmowers*
- **Brand's Strong Association:** *Lysol Deodorizing*
- **Prestige:** *Ralph Lauren Perfume*

Category-Based Affect Transfer: If "Fit" Between Original and Extension Category Then Brand Affect Transfer



Attribute Similarity
Benefit Similarity
Usage Similarity

Competing Theory: Inference Process Based on Brand-Specific Association



Relevancy of Brand-Specific
Association in New Category



Brand Extensions

			Extension	Category
Original Category	Preference in Original	Brand Association	Oatmeal	Lollipops
Cheerios	5.10	Healthy Grains	6.08	3.84
Fruit Loops	6.48	Sweet, Flavor	3.26	6.52

*Ratings on 9 Pt Scale: 1=Dislike 9=Like



Pretests

- Pretests 1 & 2: Identify Brand Specific-Associations in 119 Categories
- Pretest 3: Identify Brands Varying in Affect
- Pretest 4: Identify New Extension Categories Varying Relevance
- Pretest 5: Identify Extension Categories Varying In Similarity



3 Experiments

- Experiment 1: Affect & Extension Relevance
- Experiment 2: Similarity & Extension Relevance
- Experiment 3: Moderating Expertise Factor

CATEGORY	BRAND	AFFECT	BSA	EXTENSION CATEGORY
Toothpaste	Close-Up	5.97	Breath Freshening	Mouthwash Breath Mints
	Crest	7.07	Dental Protect	Dental Floss Toothbrush
Cereal	Cheerios	5.10	Healthy Grain	Oatmeal Waffles
	Froot Loops	6.48	Sweet Flavor	Lollipop Toasted Pastry
Soap	Camay	4.24	Skin Soft	Moisturizer Cleansing Cream
	Irish Spring	5.14	Scent	Deodorant Cologne
Computer	Apple	6.52	User Friendly Kids	Video Games Instructional Tapes
	IBM	8.14	Technology	Stereo Cell Phone
Beer	Coors	5.58	Spring Water	Wine Cooler Bottled Water
	Budweiser	6.84	Alcohol, Logo	Beer Mug Scotch



3 Experiments

- Experiment 1: Affect & Extension Relevance
- Experiment 2: Similarity & Extension Relevance
- Experiment 3: Moderating Expertise Factor

Category	Brand	BSA	High Similar	Mid Similar	Dissimilar
Cereal	Froot Loops	Sweet Flavor	Hot Cereal	Waffles	Lollipop Popsicle
	Cheerios	Healthy Grain			
Soap	Irish Spring	Scent	Liquid Hand Soap	Bubble Bath	Shoe Deodorizer Room Freshener
	Camay	Skin Soft		Scent	Deodorant Cologne
Gym Shoe	Nike	Athletic	Canvas Gyms	Wingtips	Pain Rub Thirst Quencher
	LA Gear	Female Aerobics			
Watch	Timex	Durability Reliability	Pocket Watch	Bracelet	Alarm System Outdoor Thermostat
	Seiko				



Counter-Intuitive Findings

- Extension Success Based On Relevancy of Salient Brand Association in New Category
 - More Important than Attribute Similarity of Original & New Category
 - More Important than Brand Affect
- Brands With Low Market Share Can Have More Extension Success Than Market Leader



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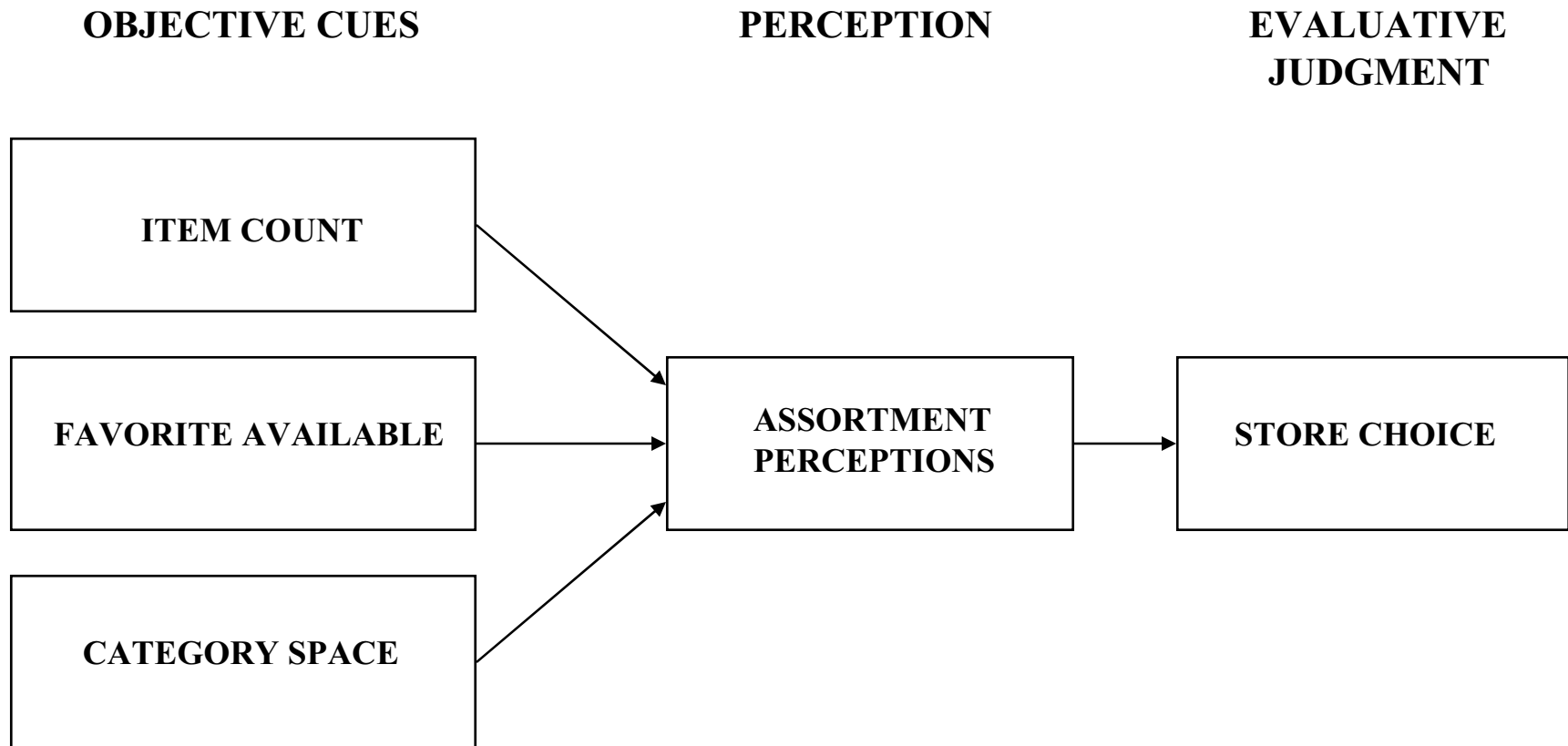
- Examine Consumer Behavior Problems With Marketing Relevance
- Theory Development: **High Risk, Later Career**
- Counter-Intuitive Findings
- Use Real Stimuli (lots of pretesting)
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Assortment Perceptions

- Perception of “Variety” Offered By A Retailer Within A Product Category Drives Store Choice (Arnold, Oum & Tigert 1983; Craig, Ghosh & Lafferty 1984;)
- Assumption: $f(\text{Number of Items Offered})$
- Conventional Wisdom: Retailers Increasing # of Items Offered Per Category

TWO-STAGE MODEL OF ASSORTMENT PERCEPTIONS



Theoretical Basis: Brunswik's Lens Model



Assortment Perceptions Studies

- Study 1: Lab
- Study 2: Mock Supermarket
- Study 3: Field: Convenience Store



Study 2 Mock Shelf Display

- Popcorn Choice at 2 Stores: Base & Test
- 3 (Item Reduction) X 2(Shelf Space)
 - Base Store: 48 Popcorn Items
 - Test Store
 - 25% Reduction: 36 Popcorn Items
 - 50% Reduction: 24 Popcorn Items
 - 75% Reduction: 12 Popcorn Items
- Surprise Comparative Assortment Rating
- Receive Popcorn Choice



Mock Shelf Study

9 Pt. Variety Scale: -4 = Base Store Higher Variety
0 = Same Variety At Stores
+4 = Test Store Higher Variety

Item Reduction	Constant Shelf	Reduced Shelf	Total
25%	+.36	-.33	+0.01
50%	-.60	-1.17	-0.89
75%	-1.07	-1.99	-1.53

Overall Means Adjusted for Availability of Favorite Product

Field Study: Convenience Stores

Test Stores (54% Item Reduction) Vs. Matched Control Stores

	Initial # SKUs	Revised #SKUs	Reduce #SKUs
Candy	342	153	189
Soda	139	49	90
Cigarette	208	129	79
Beer	227	108	119
Snacks	241	99	142
TOTAL	1157	538 (46%)	619 (54%)



Convenience Field Study Results

Retailer

- Slight Sales Increase
- Profit Increase
- Inventories Reduced
- Customer Count Up

Consumer

- Noticed No Change In Assortment
- Easier to Shop
- Important That Favorite Available



Counter-Intuitive Findings

- Assortment Perceptions Are A Function of More Than # of Items
 - **Size of Shelf Space**
 - **Availability of Favorites**
 - **Ease of Shopping**
- Modest Item Reduction Can Lead To Increased Assortment Perceptions
- Item Reduction Can Increase Consumer Satisfaction With Shopping Experience



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