

Backup

1. Number of observations per focal brand

Study 1: Automotive industry		Study 2: Electricity industry	
Brand	Observations	Brand	Observations
1 Volkswagen	382	1 RWE	158
2 Audi	184	2 E.ON	139
3 BMW	158	3 EnBW	71
4 Opel	190	4 Vattenfall	201
5 Skoda	173	5 Eprimo	223
6 Mercedes-Benz	159	6 E wie Einfach	130
7 Ford	212	7 Yello Strom	154
8 Hyundai	138	8 Lekker	52
9 Kia	116	9 EWE	50
10 Toyota	112	10 Örtliche Stadtwerke	544
11 Dacia	109		
12 Renault	126		
13 Citroen	81		
14 Mazda	110		
15 Peugeot	88		
Total	2,338	Total	1,722

Backup Table 1: Number of observations per focal brand (automotive and electricity)

Source: Own illustration

2. Research questionnaire

Illustration for the automotive industry (Study 1). The online survey was fielded in Germany in January 2014. The original German questionnaire is shown, hereafter. The focus is on the questions that are relevant for the thesis' investigation.

1. EINFÜHRUNG

Vielen Dank für die Teilnahme an dieser Befragung. Bitte beantworten Sie die Fragen auf jeder Seite offen und ehrlich. Ihre Antworten werden vertraulich behandelt und nur in zusammengefasster Form, niemals individuell, analysiert.

Bitte scrollen Sie immer nach unten, um sicherzustellen, dass Sie alle angezeigten Fragen beantwortet haben. Wenn Sie so weit sind und auf die nächste Seite gehen möchten, klicken Sie bitte auf die Schaltfläche "Weiter", die sich am unteren Seitenende befindet.

Bitte verwenden Sie nicht die Browserbuttons, um von einer Seite zur nächsten zu gelangen - verwenden Sie immer die Schaltfläche ">>".

2. SCREENER

S1: Wie alt sind Sie?

1	Unter 18 Jahre	
2	18 - 29 Jahre	
3	30 - 49 Jahre	
4	50 - 65 Jahre	
5	66 Jahre oder älter	

S2: Sind Sie...?

1	männlich	
2	weiblich	

S3: Arbeiten Sie oder jemand in Ihrem Haushalt in einer der folgenden Branchen? Bitte wählen Sie alle zutreffenden aus.

[PROGR: LISTE ZUFÄLLIG ANORDNEN, "KEINE DER GENANNTEN" AM ENDE]

1	Werbung	
2	Bankwesen & Finanzen	
3	Marketing oder Marktforschung	
4	Energieversorgung	
5	Einzelhandel	
6	Journalismus, Medien oder PR	
7	Automobilherstellung oder -zulieferung	
8	Versicherung	
9	Keine der Genannten	

S4: Bei welchen der folgenden Produkte waren Sie in den letzten 12 Monaten am Kaufentscheidungsprozess beteiligt? Bitte wählen Sie alle zutreffenden aus.

[PROGR: LISTE ZUFÄLLIG ANORDNEN, "KEINES DER GENANNTEN" AM ENDE]

1	Einen neuen Vertrag oder eine Vertragsverlängerung mit einem Stromversorger	
2	Einen neuen (nicht gebrauchten) Computer (Desktop, Laptop, Notebook, Tablet, Netbook oder Mini-Notebook)	
3	Einen neuen (nicht gebrauchten) Flatscreen HD-Fernseher	
4	Ein neues Mobiltelefon	
5	Ein Giro-Konto bei einer Bank oder einem anderen Finanzdienstleister	
6	Eine Versicherung für ein Haustier	
7	Solarzellen für Ihr Haus	
8	Ein neues (nicht gebrauchtes) Fahrzeug oder Tageszulassung (Kleinwagen oder Mittelklasse)	
9	Keines der Genannten	

S4a: Um welche Art Fahrzeug handelt es sich bei dem zuletzt gekauften Auto, bei dem Sie am Entscheidungsprozess beteiligt waren?

[PROGR: S4A NUR FRAGEN, WENN S4=8]

1	Neuwagen	
2	Gebrauchtwagen	
3	Tageszulassung	
99	Weiß nicht	

S4b: Handelt es sich dabei um einen Dienst- oder einen Privatwagen?

[PROGR: S4B NUR FRAGEN, WENN S4=8]

1	Privatwagen	
2	Dienstwagen	
99	Weiß nicht	

S4c: Konnten Sie bei Ihrem Dienstwagen die Marke selbst bestimmen?

[PROGR: S4C NUR FRAGEN, WENN S4B=2]

1	Ja	
2	Nein	

S5: Planen Sie in den nächsten 2 Wochen ein Auto zu kaufen?

1	Ja	
2	Nein	

3. BRAND PURCHASE FUNNEL

Bitte lesen Sie sich zunächst die folgenden Definitionen durch.

- Mit „Neuwagen“ meinen wir Autos, die vor dem Kauf gar nicht oder nur für wenige Tage zugelassen waren. Wir meinen keine Gebrauchtwagen.
- Um die Ergebnisse vergleichbar zu gestalten, denken Sie bitte an Fahrzeuge wie den VW Golf oder Passat, Audi A3 oder A4, BMW 1er oder 3er, Mercedes-Benz A-Klasse oder C-Klasse, Opel Astra oder Insignia, Ford Focus oder Mondeo, oder andere vergleichbare Modelle (siehe auch Beispiele hiernach). Diese Klasse von Fahrzeugen nennen wir im Folgenden „allgemeine Mittelklasse“.

[Brand awareness (for navigation only, not shown to respondents)]: Welche der folgenden Hersteller von allgemeinen Mittelklassewagen kennen Sie zumindest dem Namen nach?

[PROGR: MEHRERE NENNUNGEN, MARKEN ROTIEREN AUSSER „KEINEN DER GENANNTEN“]

VW (z.B. Golf, Passat, Golf Plus, Touran, Tiguan)	
Audi (z.B. A3, A4, Q3, Q4)	
BMW (z.B. 1er, 3er, X1, X3)	
Opel (z.B. Astra, Insignia, Mokka)	
Skoda (z.B. Octavia, Superb)	
Mercedes-Benz (z.B. A-Klasse, B-Klasse, C-Klasse, GLK)	
Ford (z.B. Focus, Mondeo, Kuga)	
Hyundai (z.B. i30, i40, ix35)	
Kia (z.B. Rio, Optima, Sportage)	
Toyota (z.B. Corolla, Auris, Verso)	
Dacia (z.B. Sandero, Logan, Duster)	
Renault (z.B. Mégane, Espace)	
Citroën (z.B. C4)	
Mazda (z.B. 3, 5)	
Peugeot (z.B. 208, 308, 3008)	
Keinen der Genannten	

[Brand familiarity]: Bei welchen Herstellern haben Sie eine genauere Vorstellung ihres Angebots von allgemeinen Mittelklassewagen?

[PROGR: MEHRERE NENNUNGEN, MARKENLISTE UND ROTATION WIE ZUVOR]

Bei den folgenden Fragen erinnern Sie sich bitte an das letzte Mal, als Sie einen allgemeinen Mittelklassewagen gekauft haben.

[Brand purchase]: Für welchen der folgenden Hersteller haben Sie sich bei Ihrem letzten Kauf entschieden?

[PROGR: EINE NENNUNG, SELBE MARKENLISTE UND ROTATION WIE ZUVOR]

	<i>[PROGR: MARKENLISTE WIE UNTER BRAND AWARENESS]</i>	
97	Einen anderen Hersteller: _____	
99	Ich kann mich nicht erinnern	

[Brand purchase, supplement]: Wie gut können Sie sich an diesen Kauf erinnern?

1	2	3	4	5	6
Kann mich überhaupt nicht erinnern					Kann mich sehr gut erinnern

[Brand purchase, supplement]: War dies der erste allgemeine Mittelklassewagen, bei dem Sie die Kaufentscheidung getroffen haben?

1	Ja	
2	Nein	

[Brand consideration]: Welche anderen Hersteller haben Sie neben *[PROGR: BRAND PURCHASED]* zu irgendeinem Zeitpunkt während Ihres Suchprozesses in Erwägung gezogen? Bitte wählen Sie alle betreffenden Hersteller aus, auch solche, die Sie nur für kurze Zeit für einen Kauf in Erwägung gezogen haben.

[PROGR: MEHRERE NENNUNGEN, AUßER "ICH HABE KEINEN ANDEREN HERSTELLER FÜR EINEN KAUF IN ERWÄGUNG GEZOGEN" UND "ICH KANN MICH NICHT ERINNERN"; ROTATION WIE ZUVOR]

	<i>[PROGR: MARKENLISTE WIE UNTER BRAND AWARENESS]</i>	
97	Einen anderen Hersteller: _____	
98	Ich habe keinen anderen Hersteller als <i>[PROGR: BRAND PURCHASED]</i> für einen Kauf in Erwägung gezogen	
99	Ich kann mich nicht erinnern	

[Consideration set differentiator]: Nachfolgend sehen Sie alle Hersteller, die Sie zu irgendeinem Zeitpunkt für einen Kauf in Erwägung gezogen haben. Bitte geben Sie für diese Hersteller an, in welcher Phase dies jeweils geschah.

[PROGR: FRAGE NUR STELLEN, WENN BRAND CONSIDERATION ≠ 99]

- **Phase 1:** Welche Hersteller haben Sie in Erwägung gezogen als Sie zum ersten Mal über einen Kauf nachdachten? Die Hersteller auf dieser Liste sollten diejenigen sein, an die Sie sofort gedacht haben, bevor Sie aktiv nach Informationen gesucht haben.
- **Phase 2:** Welche Hersteller haben Sie erst während ihres Suchprozesses in Erwägung gezogen (d.h. weil Sie sich erkundigt haben, mit anderen sprachen, eine Anzeige sahen, usw.)?

Bitte wählen Sie für jeden Hersteller den zutreffenden Zeitpunkt.

	Phase 1	Phase 2
	Hersteller auf meiner ursprünglichen Liste, bevor ich aktiv nach Informationen gesucht habe	Hersteller, die ich während meines Suchprozesses dazu gefügt habe
<i>[PROGR: ZEIGE MARKEN, DIE UNTER BRAND PURCHASE UND BRAND CONSIDERATION AUSGEWÄHLT WURDEN. MEHRERE NENNUNGEN JE SPALTE MÖGLICH, ABER NUR EINE PRO REIHE. ROTATION WIE ZUVOR]</i>		

[Attitudinal loyalty component, Question 1]: Welche der folgenden Hersteller würden Sie Freunden oder Ihrer Familie empfehlen?

[PROGR: MEHRERE NENNUNGEN, AUßER „KEINEN DER GENANNTEN“ UND „ICH KANN MICH NICHT ERINNERN“; MARKENLISTE UND ROTATION WIE ZUVOR]

	<i>[PROGR: MARKENLISTE WIE ZUVOR, INKL. ERGÄNZUNGEN UNTER BRAND PURCHASE UND BRAND CONSIDERATION]</i>	
98	Keinen der Genannten	
99	Ich kann mich nicht erinnern	

[Attitudinal loyalty component, Question 2]: Bei welchen der folgenden Herstellern könnten Sie sich vorstellen, in Zukunft ein Fahrzeug zu kaufen?

	<i>[PROGR: MARKENLISTE WIE ZUVOR, INKL. ERGÄNZUNGEN UNTER BRAND PURCHASE UND BRAND CONSIDERATION]</i>	
98	Keinen der Genannten	
99	Ich kann mich nicht erinnern	

[Behavioral loyalty component]: Bitte denken Sie jetzt an Ihren vorletzten Kauf eines allgemeinen Mittelklassewagens – den Kauf vor dem aktuellen. Für welchen Hersteller hatten Sie sich damals entschieden?

[PROGR: FRAGE NUR STELLEN, WENN BRAND PURCHASE NICHT DER ERSTE KAUF WAR. EINE NENNUNG, MARKENLISTE UND ROTATION WIE ZUVOR]

	<i>[PROGR: MARKENLISTE WIE ZUVOR, INKL. ERGÄNZUNGEN UNTER BRAND PURCHASE UND BRAND CONSIDERATION]</i>	
97	Einen anderen Hersteller: _____	
99	Ich kann mich nicht erinnern	

4. BRAND IMAGE

Im Folgenden zeigen wir Ihnen eine Reihe von Aussagen über allgemeine Mittelklassewagen. Bitte geben Sie an, wie sehr diese Eigenschaften Ihrer Meinung nach auf die zwei gezeigten Hersteller [PROGR: BEI 1 MARKE „AUF DIESEN HERSTELLER“] zutreffen. Selbst wenn Sie noch kein Fahrzeug bei einem der [„DEM“] gezeigten Hersteller gekauft haben, geben Sie bitte an, welche Antwort am besten Ihren Eindruck vom einem Wagen des Hersteller beschreibt.

[PROGR: BIS ZU ZWEI MARKEN. WENN BRAND PURCHASED FOKUSMARKE IST, IST DIESE MARKE A. MARKE B IST EINE ZUFÄLLIG AUSGEWÄHLTE MARKE AUS BRAND FAMILIARITY. WENN BRAND PURCHASED KEINE FOKUSMARKE IST, WÄHLE ZUFÄLLIG AUS BRAND FAMILIARITY AUS. STATEMENTS ROTIEREN]

[NOTE: ITEMS STRUCTURED ACCORDING TO BRAND IMAGE CONSTRUCT, HEREAFTER. SEPARATION NOT APPARENT FOR RESPONDENTS.]

Marke A						Marke B					
1	2	3	4	5	6	1	2	3	4	5	6
Stimme über- haupt nicht zu					Stimme voll und ganz zu	Stimme über- haupt nicht zu					Stimme voll und ganz zu
Hat einen leistungsstarken Motor											
Enthält die neuesten technologischen Trends											
Ist sicher											
Ist umweltfreundlich											
Ist einfach und intuitiv zu bedienen											
Ist praktisch											
Ist ein gutes Familienauto											
Der Händler bietet guten Service auch nach dem Kauf											
Bietet ein gutes Preis-Leistungs-Verhältnis											
Hat einen geringen Verbrauch											
Hat einen guten Wiederverkaufswert											
Hat attraktives äußeres Styling											
Wirkt hochwertig											
Macht Spaß zu fahren											
Ist ein Auto, das ich stolz vorzeigen kann											
Hebt mich von der Masse ab											
Wird von meinen Freunden und Bekannten empfohlen											
Ist vertrauenswürdig											

5. DEMOGRAPHISCHE ANGABEN

Abschließend folgen einige Fragen, die ausschließlich der statistischen Einordnung dienen.

X1: Wie viele Personen leben in Ihrem Haushalt, einschließlich Ihnen selbst?

___ [PROGR: NUR GANZE ZAHLEN, MAXIMUM 19]

X2: Wo in Deutschland wohnen Sie? Bitte geben Sie Ihre Postleitzahl an.

_____ (5stellige PLZ)

X3: Wie hoch ist Ihr monatliches Haushalts-Nettoeinkommen, also das gesamte Einkommen aller Haushaltsmitglieder nach Abzug aller Steuern und Abgaben?

1	Unter €1.000	
2	€1.000 - €1.999	
3	€2.000 - €2.999	
4	€3.000 - €3.999	
5	€4.000 - €4.999	
6	€5.000 oder mehr	
99	Ich möchte diese Frage nicht beantworten	

Sie haben das Ende dieser Befragung erreicht. Vielen Dank für Ihre Teilnahme!

3. Item loadings of the brand image constructs

Study 1: Automotive industry

Non-functional brand image construct (A_biNF) as formative, second-order construct with three reflective, first-order constructs.

	A_biA	A_biH	A_biS	A_biNF ¹
A_biA1	0.89	0.71	0.48	0.80
A_biA2	0.89	0.68	0.50	0.80
A_biH1	0.72	0.89	0.43	0.79
A_biH2	0.69	0.90	0.55	0.83
A_biS1	0.48	0.49	0.84	0.68
A_biS2	0.42	0.41	0.79	0.61

Bold characters indicate each indicator's highest loading.

1 For complete illustration, only A_biNF is a second-order construct that is modeled based on the repeated indicator approach with Mode B and the path weighting scheme.

Backup Table 2: Brand image item loadings (automotive)

Source: Own illustration

Study 2: Electricity industry

Functional brand image construct (E_biF) as formative, second-order construct with two reflective, first-order constructs.

	E_biU	E_biE	E_biF ¹
E_biU1	0.91	0.57	0.83
E_biU2	0.90	0.48	0.77
E_biE1	0.59	0.94	0.86
E_biE2	0.51	0.93	0.81

Bold characters indicate each indicator's highest loading.

1 For complete illustration, only E_biF is a second-order construct that is modeled based on the repeated indicator approach with Mode B and the path weighting scheme.

Backup Table 3: Brand image item loadings (electricity)

Source: Own illustration

4. Vehicle population in Germany in January 2013

Manufacturer (ordered alphabetically)	German vehicle population in focal segments (January 2013)¹	Market share (January 2013)
Audi	1,877,193	9.2%
BMW	1,829,370	9.0%
Citroen	271,363	1.3%
Dacia	244,846	1.2%
Ford	1,532,325	7.5%
Hyundai	301,598	1.5%
Kia	162,499	0.8%
Mazda	552,154	2.7%
Mercedes-Benz	1,986,945	9.8%
Opel	2,291,171	11.3%
Peugeot	369,118	1.8%
Renault	511,538	2.5%
Skoda	638,171	3.1%
Toyota	685,086	3.4%
Volkswagen	5,275,835	26.0%
Sub-Total	18,529,212	91.3%
Other	1,768,202	8.7%
Total	20,297,414	100.0%

¹ According to classification by the KRAFTFAHRT-BUNDESAMT, this corresponds to segments compact cars, medium-sized cars, and SUVs.

Backup Table 4: Vehicle population in Germany in January 2013 by manufacturer brand

Source:

Own calculation based on publicly available data from the KRAFTFAHRT-BUNDESAMT, retrieved on August 3, 2016 (see http://www.kba.de/DE/Statistik/Fahrzeuge/Bestand/MarkenHersteller/2014/2014_marke_n_hersteller_node.html)

5. Variance inflation factors

Study 1: Automotive industry

VIF (threshold: <5 (<10))	Base model	CSD model	CLS model	Full model	Re-estimated full model	
					DUM_IN_CONS = 0	DUM_IN_CONS = 1
Mean VIF	1.55	2.31	1.48	2.18	1.48	1.49
Main variable						
biF	2.61	3.59	2.62	3.61	2.60	2.63
biNF	2.55	3.64	2.55	3.64	2.55	2.52
Loyalty			1.04	1.26	1.04	1.02
DUM_IN_CONS		2.42		2.50		
biF x DUM_IN_CONS		3.63		3.65		
biNF x DUM_IN_CONS		3.63		3.63		
Loyalty				1.28		
x DUM_IN_CONS						
Control variable						
Gender	1.02	1.43	1.02	1.43	1.01	1.04
Age	1.08	1.52	1.09	1.55	1.09	1.12
Household size	1.04	1.51	1.04	1.51	1.03	1.05
Market share	1.01	1.36	1.02	1.36	1.01	1.02
Gender x DUM_IN_CONS		2.73		2.74		
Age x DUM_IN_CONS		1.58		1.59		
Household size		1.53		1.53		
x DUM_IN_CONS						
Market share		1.40		1.40		
x DUM_IN_CONS						
DUM_IN_CONS: 0 initial consideration set, 1 later brand entry. Loyalty: 0 non-loyal, 1 composite loyal.						
Gender: 0 female, 1 male. biF/biNF ((non-)functional brand image), household size (number), age (all mean centered).						
Market share based on German vehicle population in survey's focal segments in January 2013 (standardized).						

Backup Table 5: Variable-specific variance inflation factors (automotive)

Source:

Own illustration

Study 2: Electricity industry

VIF (threshold: <5 (<10))	Base model	CSD model	CLS model	Full model	Re-estimated full model	
					DUM_IN_CONS = 0	DUM_IN_CONS = 1
Mean VIF	1.58	2.73	1.51	2.57	1.58	1.42
Main variable						
biF	2.67	4.37	2.68	4.37	2.92	2.34
biNF	2.68	4.34	2.70	4.38	2.95	2.33
Loyalty			1.05	1.35	1.05	1.05
DUM_IN_CONS		3.79		3.84		
biF x DUM_IN_CONS		3.77		3.78		
biNF x DUM_IN_CONS		3.74		3.75		
Loyalty x DUM_IN_CONS				1.39		
Control variable						
Gender	1.05	1.63	1.05	1.63	1.05	1.05
Age	1.07	1.61	1.07	1.61	1.06	1.08
Household size	1.01	1.65	1.01	1.65	1.01	1.03
Brand type	1.02	1.80	1.03	1.81	1.03	1.03
Gender x DUM_IN_CONS		2.72		2.73		
Age x DUM_IN_CONS		1.62		1.62		
Household size x DUM_IN_CONS		1.67		1.67		
Brand type x DUM_IN_CONS		2.84		2.90		
DUM_IN_CONS: 0 initial consideration set, 1 later brand entry. Loyalty: 0 non-loyal, 1 composite loyal.						
Gender: 0 female, 1 male. biF/biNF ((non-)functional brand image), household size (number), age (all mean centered).						

Backup Table 6: Variable-specific variance inflation factors (electricity)

Source: Own illustration

6. Bootstrap estimation

Purchase (Yes [1] or No [0])	Coefficient/ Wald statistic	Study 1:	Study 2:
		Automotive industry Bootstrapped full model	Electricity industry Bootstrapped full model
Main variable			
biF (functional brand image)	β Wald statistic	0.314 *** 2.70	0.763 *** 6.35
biNF (non-functional brand image)	β Wald statistic	0.175 (*) 1.64	-0.176 -1.60
Loyalty (composite loyalty status)	β Wald statistic	0.942 *** 3.82	0.522 *** 2.60
DUM_IN_CONS (consideration set differentiator)	β Wald statistic	-0.307 * -1.72	0.779 *** 3.62
biF x DUM_IN_CONS	β Wald statistic	-0.462 ** -2.09	0.308 1.52
biNF x DUM_IN_CONS	β Wald statistic	0.188 1.02	-0.386 ** -2.06
Loyalty x DUM_IN_CONS	β Wald statistic	-0.413 -0.88	-0.471 -1.02
Control variable			
Gender	β Wald statistic	0.052 0.47	-0.173 -1.31
Age	β Wald statistic	-0.003 -0.80	-0.004 -0.76
Household size	β Wald statistic	0.023 0.50	-0.152 ** -2.56
Market share	β Wald statistic	0.756 *** 8.88	
Brand type	β Wald statistic		1.406 *** 8.95
Gender x DUM_IN_CONS	β Wald statistic	-0.286 -1.27	-0.198 -0.82
Age x DUM_IN_CONS	β Wald statistic	-0.004 -0.51	0.000 0.02
Household size x DUM_IN_CONS	β Wald statistic	-0.209 ** -2.21	0.133 1.31
Market share x DUM_IN_CONS	β Wald statistic	-0.250 * -1.76	
Brand type x DUM_IN_CONS	β Wald statistic		-0.635 ** -2.53
const	β Wald statistic	1.213 *** 13.12	-0.288 ** -2.01
Criterion			
Number of observations	-	2,338	1,722
Mean VIF	<5 (<10)	2.18	2.57
Model-level Wald χ^2	Sig. if p<0.05	195.3 ***	218.4 ***
Nagelkerke's Pseudo-R ²	>10%	15.5%	20.3%
AUC	≥ 0.7 (≥ 0.6)	0.71	0.74
AIC	Minimum	2,458.7	1,982.1

DUM_IN_CONS: 0 initial consideration set, 1 later brand entry. Loyalty: 0 non-loyal, 1 composite loyal. Gender: 0 female, 1 male. biF (functional brand image), biNF (non-functional brand image), household size (as number), age (in years) (all mean centered). For automotive: Market share based on German vehicle population in survey's focal segments in January 2013 (standardized). β : logistic regression coefficient, Wald statistic: $\beta/(s.e.(\beta))$. 5,000 bootstrap replications based on clusters by respondent. (*) p=0.1, * p<0.1, ** p<0.05, *** p<0.01.

Backup Table 7: Full model bootstrap estimation (automotive and electricity)

Source: Own illustration

7. Alternative brand image specification

Purchase (Yes [1] or No [0])	Coefficient/ Wald statistic	Study 1: Automotive industry		Study 2: Electricity industry	
		Full model (standard)	Full model (alt. image) ¹	Full model (standard)	Full model (alt. image) ¹
Main variable					
biF (functional brand image)	β Wald statistic	0.314 *** 2.72	0.381 *** 3.29	0.763 *** 6.50	0.730 *** 6.70
biNF (non-functional brand image)	β Wald statistic	0.175 * 1.66	0.120 1.16	-0.176 -1.64	-0.122 -1.22
Loyalty (composite loyalty status)	β Wald statistic	0.942 *** 3.87	0.942 *** 3.87	0.522 *** 2.68	0.507 *** 2.59
DUM_IN_CONS (consideration set differentiator)	β Wald statistic	-0.307 * -1.74	-0.313 * -1.77	0.779 *** 3.65	0.748 *** 3.48
biF x DUM_IN_CONS	β Wald statistic	-0.462 ** -2.14	-0.380 * -1.75	0.308 1.58	0.275 1.55
biNF x DUM_IN_CONS	β Wald statistic	0.188 1.03	0.132 0.73	-0.386 ** -2.13	-0.369 ** -2.26
Loyalty x DUM_IN_CONS	β Wald statistic	-0.413 -0.93	-0.425 -0.96	-0.471 -1.07	-0.445 -1.02
Control variable					
Gender	β	0.052	0.050	-0.173	-0.169
	Wald statistic	0.49	0.46	1.32	-1.28
Age	β	-0.003	-0.003	-0.004	-0.004
	Wald statistic	-0.80	-0.74	-0.78	-0.80
Household size	β	0.023	0.020	-0.152 ***	-0.153 ***
	Wald statistic	0.50	0.45	-2.61	-2.62
Market share	β	0.756 ***	0.754 ***		
	Wald statistic	8.98	8.93		
Brand type	β			1.406 ***	1.426 ***
	Wald statistic			9.20	9.19
Gender x DUM_IN_CONS	β	-0.286	-0.277	-0.198	-0.205
	Wald statistic	-1.31	-1.27	-0.82	-0.84
Age x DUM_IN_CONS	β	-0.004	-0.005	0.000	0.001
	Wald statistic	-0.51	-0.63	0.02	0.08
Household size x DUM_IN_CONS	β	-0.209 **	-0.203 **	0.133	0.137
	Wald statistic	-2.29	-2.23	1.32	1.35
Market share x DUM_IN_CONS	β	-0.250 *	-0.243 *		
	Wald statistic	-1.80	-1.74		
Brand type x DUM_IN_CONS	β			-0.635 ***	-0.607 **
	Wald statistic			-2.58	-2.43
const	β	1.213 ***	1.217 ***	-0.288 **	-0.296 **
	Wald statistic	13.38	13.37	-2.05	-2.09
Criterion					
Threshold					
Number of observations	-	2,338	2,338	1,722	1,722
Mean VIF	<5 (<10)	2.18	2.15	2.57	2.44
Model-level Wald χ^2	Sig. if $p < 0.05$	201.1	201.0	236.7	241.3
Nagelkerke's Pseudo-R ²	>10%	15.5%	15.5%	20.3%	20.7%
AUC	≥ 0.7 (≥ 0.6)	0.71	0.71	0.74	0.74

¹ Calculation: Lower-order (higher-order) construct score computed as unweighted average of indicator (lower-order construct) scores.
DUM_IN_CONS: 0 initial consideration set, 1 later brand entry. Loyalty: 0 non-loyal, 1 composite loyal. Gender: 0 female, 1 male.
biF (functional brand image), biNF (non-functional brand image), household size (as number), age (in years) (all mean centered).
For automotive: Market share based on German vehicle population in survey's focal segments in January 2013 (standardized).
 β : logistic regression coefficient, Wald statistic: $\beta/(s.e.(\beta))$. Robust standard errors (s.e.) are clustered by respondent.
* $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$.

Backup Table 8: Estimation results for alternative brand image specification (automotive and electricity)

Source: Own illustration

8. Electricity survey full model split by brand type dummy

Purchase (Yes [1] or No [0])	Coefficient/ Wald statistic	Full model, DUM_IN_CONS = 0		Full model, DUM_IN_CONS = 1	
		Brand type = 0 ¹	Brand type = 1 ¹	Brand type = 0 ¹	Brand type = 1 ¹
Main variable					
biF (functional brand image)	β Wald statistic	0.926 *** 4.18	0.656 *** 4.59	1.706 *** 6.60	0.559 *** 3.09
biNF (non-functional brand image)	β Wald statistic	-0.147 -0.78	-0.148 -1.10	-1.098 *** -4.50	-0.161 -0.99
Loyalty (composite loyalty status)	β Wald statistic	-0.958 ** -2.27	1.245 *** 4.22	-1.042 -1.33	0.339 0.73
Control variable					
Gender	β Wald statistic	0.081 0.32	-0.260 -1.57	-0.443 * -1.69	-0.309 -1.16
Age	β Wald statistic	-0.007 -0.81	-0.005 -0.86	0.001 0.07	-0.006 -0.65
Household size	β Wald statistic	-0.194 * -1.87	-0.108 -1.42	-0.049 -0.40	0.036 0.35
const	β Wald statistic	-0.268 -1.39	1.056 *** 8.28	0.529 *** 3.00	1.140 *** 5.66
Criterion					
Threshold					
Number of observations	-	310	802	299	311
Mean VIF	<5 (<10)	1.60	1.73	1.50	1.48
Model-level Wald Chi ²	Sig. if p<0.05 (d.f.: #predictors)	33.2 ***	70.3 ***	48.8 ***	15.8 **
Nagelkerke's Pseudo-R ²	>10%	21.4%	14.0%	27.1%	7.0%
AUC	≥ 0.7 (≥ 0.6)	0.75	0.71	0.77	0.65

1 Brand Type: 1 for established brands, "Big Four" (ENBW, E.ON, RWE, Vattenfall) and Stadtwerke, 0 otherwise
DUM_IN_CONS: 0 initial consideration set, 1 later brand entry. Loyalty: 0 non-loyal, 1 composite loyal. Gender: 0 female, 1 male.
biF (functional brand image), biNF (non-functional brand image), household size (as number), age (in years) (all mean centered).
 β : logistic regression coefficient, Wald statistic: $\beta/(s.e.(\beta))$. Robust standard errors (s.e.) are clustered by respondent.
* p<0.1, ** p<0.05, *** p<0.01.

Backup Table 9: Estimation results for full model split by brand type dummy (electricity)

Source: Own illustration

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