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Empowering fashion luxury brands

- A marketing communications application

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Executive Summary

This research takes into consideration the relationship between consumer brand equity and marketing communication. In particular, it will provide Italian high-fashion brands, seeking to improve their brand equity, with a framework that can guide their choice of communication channel. More specifically, the research question is formulated as follows: "*How can the Italian fashion industry most effectively build their brands on the Italian market by using Keller's CBBE model to the brands' target group?".*

A deductive approach was used to give an answer to the research question. Previous researches about CBBE, marketing communication, and the relationship between the two were used as the starting point. Keller's CBBE model played a key role in the research, as it was used as the main framework in the different parts of the thesis. With the help of the model, the theory was tested with a quantitative method. A questionnaire was given to the sample, which consisted of Northern Italian women belonging to this industry's target. Two Italian luxury brands were chosen as examples for the whole industry and they were investigated in the questionnaire and then compared. The two brands were tested according to the dimensions suggested by the CBBE model. Additionally, the survey explored different marketing communication techniques on the target. For this purpose, the exposures to different medias were tested and not the media themselves. The collected data were then analysed both with descriptive statistics and with logistic regressions. The former were used to describe the sample, the brands' position, and consumers' exposure to communication. The latter were used to evaluate the relationship between the exposures and the brand equity levels. The findings pointed out the most effective marketing communication techniques to be used to increase each brand equity stage. Moreover, three guidelines can be pinpointed, namely engagement, interactivity, and communication quality. Findings and guidelines can hence become useful tools for the industry. However, these should be considered together with the research's limitations, which limit the usability of the thesis and provide suggestions for further research

Taking into account the theoretical framework, results, guidelines, and limitations, the thesis offers a reliable, generalizable and valid answer to the research question. Moreover, the relationship between consumer brand equity and marketing communication was verified for the Italian luxury fashion industry, and the findings, due to the practicality of the

communication model, can be easily applied by managers.

Introduction

Fashion was transformed into an industry in the middle of 19th century revolutionising not only a product category, but also consumers' life. With the legitimisation of the industry, clothing was no longer considered as just a primary necessity. It became a values' vehicle able to "talk" about the person it dresses. By acquiring this new role in the society, the industry expanded globally. Moreover, it experienced a big growth also in its internal structure including in its system beside fashion designer magazines, artists, photographers, critics, and nowadays fashion bloggers. Fashion, therefore, by becoming an industry, started also being influenced by the managerial trends driving the consumer goods' industries. The aim of the work is therefore to apply a theory that has already been established for the convenience goods market to the luxury goods one, focusing on luxury fashion products.

The marketing point of view is the one selected for the analysis. Evidence demonstrated that not only the major luxury firms still spend huge percentages of their revenues in marketing and communication, but they also increase the percentage year by year. Marketing is a key component of the fashion industry. Fashion magazines are the most prominent demonstration of marketing importance in the industry since they are both a passive media tool and an active key player of the industry.

Two marketing aspects will be taken in consideration and the relationship between the two of them will be analysed and applied to a real life case in the fashion industry. Marketing communication will be analysed as the cause of the relationship, while the consequences will be studied in terms of brand equity. The latter has been chosen as the effect to analyse because it is one of the main aspects that can justify premium prices: "*Brand equity stems from the greater confidence that consumers place in a brand than they do in its competitors. This confidence translates into consumers loyalty and their willingness to pay a premium for the brand*" (Keller, 2009). Premiums in fact are key aspects of luxury fashion brands' marketing plans.

Brand equity will then be analysed on a consumer perspective since, as Keller stated, "*the source of brand equity is customer's perceptions*" (Keller, 2009) and because communication is based on building relationships with customers. CBBE is considered

relevant because it is at the roots of a firm's financial gain: "*customer-based brand equity is the driving force for incremental financial gains to the firm*" (Keller, 2009). Moreover, it is interesting to study this point of view because it is the one sometimes missed by the firm itself (Keller, 2009).

Consumer Based Brand Equity (CBBE) derives from brand equity theories. Brand equity can be analysed from two perspectives: financial and consumers' one. The financial perspective is represented by the financial value the brand has and hence it can be easily found in the brand's balance sheet. The consumer perspective on the other hand, cannot be found in the financial documents, but it still has a monetary value since it is the one creating the financial brand equity. Consumer Based Brand Equity is defined as "*The differential effect that brand knowledge has on consumer response to the marketing of that brand.*" (Keller, 2009). The concept of CBBE is based on the fact that the power of the brand is created by consumers' perceptions, rather than by marketers. Therefore the latter, with their marketing communication strategies, should focus on modifying or creating the right perceptions.

i. Problem Formulation

Hence, the research question the paper wants to answer is:

"*How can the Italian fashion industry most effectively build their brands on the Italian market by using Keller's CBBE model to the brands' target group?"*

Three marketing variables can influence brand equity: price, market position, and marketing communication. Due to the peculiarity of the market, price and position are already well established. The only missing variable is therefore communication. Keller (2008) identifies four main communication ways to build brand knowledge using the communication mix. These should be used if the market position and price of the brand have already been decided. Four forms of communication are identified: advertising and sales promotion, online marketing, events and sponsorship and mobile marketing. These media have to be mixed with the right proportion in order to effectively influence the brand.

I, as a researcher, will try to find out which communication techniques that most effectively affect CBBE in each of its stages in the Italian luxury market. The research will consider

two different brands of luxury leather goods. By benchmarking them in the Italian market it will be possible to develop a trend. The choice goes on luxury “soft” accessories (i.e. bags) since it’s the product category with the highest sales, in 2012 they counted 27% of the total luxury sales (212 Billion Euro) followed by apparel (26%), hard luxury (22%), perfume and cosmetics (20%).

The research’s aim can hence be defined as “descripto-explanatory”. It will describe first the current situation, then it will explain the result through a cause-effect relationship i.e. the one between marketing communication and brand equity. The research question can be defined as a normality research problem since it tries to adopt a critical stance towards a phenomenon that has been verified already. Several studies have demonstrated the influence of communication on CBBE. However several are also the reasons that make this problem statement still relevant to study. First, former studies are based on the convenience goods’ category; the latter have different characteristics compared to luxury goods, hence these differences may lead to different results. Moreover, none of these researches studied the effect of the communication mix all together, as the studies usually consider only advertising and sales promotion and, the latter, in the luxury fashion industry is not a component of the communication mix.

The market in which the research will be investigated is the Italian market, with a particular focus on the Northern regions. The Northern area is selected over the South because it is the region with the highest income (with a median of 186.500 Euro against 112.000 Euro in the South) with the Centre (Banca D’Italia, 2010). This kind of limitation is imposed in order to make the research more accurate and relevant. In particular the Italian market is selected because of its relevance in the worldwide fashion industry. Even if fashion was born in France, Italy, thanks to raw materials and creativity skills, was rapidly able to demonstrate to the world its potential. France and Italy became brands themselves for quality and style. The choice of Italy, in particular, can be justified by the fact that even though the country is still struggling to recover from the 2007 financial crisis, the luxury goods sector is experiencing a growth. That might mean that the power of these brands goes beyond their premium prices and therefore it becomes a relevant aspect to study, considering the theoretical issues the work is aimed to analyse. Moreover, the focus is on the Northern region because, due to cultural differences between North, Centre, and

South, considering the whole country would have been beyond this thesis means, therefore the necessity of narrowing down the geography was evident. In conclusion, the North was chosen over the other regions because it's the richest area of the country; hence it seems to better satisfy the requirement for the analysis.

In the following chapter it will be given a short introduction of the industry, that will try also to outline the key distinguishing characteristics that separate this industry from the convenience goods' one. The literature review will follow the industry frame. This will be built around the CBBE model created by Keller, which will be the key path of all the analysis. This chapter will be closed by a short analysis of the main different marketing communication techniques used to enhance brand equity and a presentation of the main communication techniques that are currently used by the two brands chosen: Prada, and Fontana Milano 1915. The methodology part moreover, is placed to conceive coherency and provide a motivation to the choices of the paper. This section will also present the data collection techniques that are used in order to gather the results. The results section and its discussion will follow this part to try to give an answer to the research question. From these last sections it will be possible to elaborate suggestions for the two cases considered, and also extend them to the whole industry if the limitations are taken in consideration.

ii. Definitions

Fashion Industry = Luxury Fashion Industry – a system of firms selling at a premium price exclusive, exceptional, innovative, and creative apparels.

Brand Equity = Consumer Brand Equity – "*The differential effect of brand knowledge on consumer response to the marketing of the brand.*" (Keller, 1993)

Advertising - "*A paid form of non-personal presentation of ideas, goods or services by an identified sponsor.*" (Kotler, et al. 2009)

Sales Promotion – "*A collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular market offerings by consumers or trade*" (Kotler, et al. 2009). Samples, coupons, discounts, and free trials are example of this communication technique.

Online/Interactive Marketing- Communication techniques that address the message to the consumer using digital tools (e.g. email, Internet, social networks…)

Experience and Event Marketing – The aim of this communication technique is to meet the consumer in personally relevant part of his life that may not be directly related to the brand. It includes either sponsoring another firm's event, or create a brand's own event.
Mobile Marketing – All the marketing activities that deliver the message (e.g. advertising message, promotion message) using a mobile device.

1 Industry Framework

1.1. Creative Industries

As it can be understood by the limitations, the analysis will be focused exclusively in the fashion industry. This industry can be considered detached from the other "ordinary" industries because of the products it produces. These don't have to be tangible as convenience goods to become part of the firm's offer, but they can also be intangible. Their value, in fact, resides in the experience they create, in the values they evoke, and in the meaning they communicate. Fashion goods are part of this product category, hence the fashion industry is part of the creative industries. All the firms whose competitive advantage is based on creativity form this particular industry in fact. Other than fashion, advertising firms, museums, theatres, radio, cinema firms, just to quote some examples, take part of this industry.

All those firms share the same characteristics that are grouped by Caves (2000) in seven economic properties: 1) *Nobody knows principle*: the demand is uncertain since the tastes of the consumers are unpredictable for the experience goods. 2) *Art for art's sake*: the producers are extremely involved in their creations and hence their tastes and their willing strongly affect the production with no regards for the economic result. 3) *Motley crew principle*: some creative products require different skills. Being all the different skills under the "art for art's sake" property, coordination in these situations might become difficult. 4) *Infinite variety*: no product can be the same of another one. This goes beyond differentiation, becoming uniqueness. By combining the different input e.g. producer, consumer, place, friends, weather etc., it can be obtained a totally different experience and hence a different consumption. 5) *A list / B list*: artists are ranked in different scales. According to the scale they belong (A list or B list) the economic value of their productions changes. 6) *Time flies*: time is crucial under the "Motley crew" effect. Delays have a high

impact on production's costs. 7) *Ars longa*: even if some of these products like theatre performances have a brief life for the consumer, for the producer is the opposite. Intellectual property law instruments (e.g. copyright) make the life of these products last longer time.

The importance of aesthetics and creativity, the characteristics of experientialism and intangibility, the social value the consumption creates, and the involvement of both consumer and producer are what separate the creative firms from the convenience goods' one. All these differences, in terms of product's characteristics, also lead to differences in the product consumption. Hence, due to the different dynamics that occur in this industry, the relationship between advertising and brand equity has to be analyzed in this new perspective. In order to have a better comprehension about the role of these two dimensions in the fashion industry, a brief introduction of this particular industry is provided before conceptualizing the two main theoretical areas of study.

1.1.1 Fashion industry

Fashion as we know it today appeared for the first time in France between the end of 1800 and the beginning of 1900 during the period commonly named "Belle Epoque". More specifically it was born in Paris in 1857 when Charles Frederik Worth quitted being a simple tailor and became a couturier. This event is remarkable because it represents the change of the sector. Goods that until this moment were considered useful and functional acquired symbolic meaning, making the fashion products enter the category of creative goods.

The birth of the fashion industry, however, occurred few years later when clothing stopped being customized and started being produced by machines, conferring the industry one of its most prominent characteristic i.e. volatility. The World's Fair's pavilion - Pavillon de l'Elegance - that in 1900 was entirely dedicated to fashion can be seen as the final event that legitimized fashion as an industry. After these years the fashion industry evolved including goods other than clothing, but the most important event in the industry occurred in the mid-1990s when consumers started using fashion as a way to communicate with the society. Nowadays the fashion industry evolved in the experiential direction, abandoning the category of convenience goods while joining both the categories of so-called luxury goods and experiential goods. "The luxury brand experience" became therefore the key of

this industry (Corbellini and Saviolo, 2009). It is therefore relevant to list and analyse as follows what influences this experience in order to understand why fashion is part of the creative industry and also to have a clear idea of the industry framework of this thesis.

Six variables create the luxury brand experience: 1) *Innovation and creativity:* the brands are trendsetter; 2) *Uniqueness and exceptionality*: brands are able to stimulate consumers' minds; 3) *High price*: premium price to preserve the image and to make the good harder to obtain and hence more desirable; 4) *Imaginary and storytelling (the "dream factor")*: the mysterious and unknown formula behind the brand that catches the attention of the consumer; 5) *Tradition and heritage*: superior quality is the source, a luxury product has to be immortal; 6) *Exclusive communication*: it helps the brand to create and communicate the dream it produces. Everything has to be coherent from the store to the print advertisement on the magazine, superior service, and selective distribution, like price selective distribution makes the product more desirable.

The research will focus on this last tool i.e. communication. Communication has always played a key role in the luxury brand experience; fashion shows with their runways and advertising are the most common example of the central role of communication. However, with the increasing competition, the arrival of new media, and the recent economic crisis that particularly touched Italy, even the luxury market was obliged to change. Luxury brands in fact can no longer rely only on what they built in the past, the focus should therefore shift to values, relationships, quality, and brand legacy, "*A key element to luxury industry becomes providing values to customers in every way possible."* (Kim and Ko, 2010). Therefore more recent communication tools like experience and online marketing gained new relevancy also in this industry heavily rooted on traditional communication techniques.

2 Theoretical Framework

2.1 Customer-Based Brand Equity

Customer-based brand equity (CBBE) is the perspective adopted to analyse the concept of brand equity. Being brand related topics relevant in this industry that is completely based on symbolic consumption, brand equity is chosen over the other topics for several

reasons. CBBE is in fact an important indicator of brand success (Buil et al., 2013). By being a differentiation factor, in fact, CBBE is a great source of competitive advantage that, other than justifying price premium and differentiate the brand, creates a real barrier to competition (Aaker, 1991). Hence, as Cobb-Walgren et al. (1995) stated, "*strong brand value translates into market shares and profitability*". For these reasons, luxury fashion brands heavily invest in the brand making the brand become an important asset in the firms' balance sheet (Corbellini and Saviolo, 2009), which supports and justifies their premium prices (Aaker, 1991). Moreover, CBBE influences consumers' perceptions affecting their buying behaviours (Reynolds and Philips, 2005 and Buil et al., 2013) and provides consistency. The latter is usually relevant in humdrum industries because it gives support to growth through brand extension (Aaker, 1991). It is even more important in the fashion industry since the changes of products are more frequent.

There are many different ways to measure brand, but two are the most important: the firm perspective and the consumer perspective. The firm perspective is commonly called also financial perspective and it is based on the financial value of the firm (Simon and Sullivan, 1993). In this case brand equity is defined as "*the incremental cash flows which accrue to branded products over unbranded products.*" (Simon and Sullivan, 1993). The consumer perspective is usually called consumer-based brand equity. The consumer perspective is the one chosen for this thesis. The consumer, in fact, is at the base of all the other brand equity's perspectives, the financial one included, as "*there is value to the investor, the manufacturer and the retailer only if there is value to the consumer*" (Cobb-Walgren et al., 1995). Additionally, the consumer plays a key role in this experiential industry by e.g. interacting with the brand.

Two are the main frameworks that conceptualize the CBBE concept and constitute the basis of more recent frameworks for the subject. Aaker defines CBBE as "*a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers*" (Aaker, 1991). The assets and liabilities that are named in the definitions can usually be grouped in five categories. These are brand loyalty, brand awareness, perceived quality, brand associations, and other proprietary brand assets. Keller, on the other hand, described brand equity as strictly related to brand knowledge, which is created by two components

namely brand awareness and brand image. Even though the two models may appear extremely different, they can be somehow related.

As a matter of fact both the theories take in consideration common elements as fundamental sources of brand equity: brand awareness and brand associations. To these two components all the other “missing” concepts can be linked. To brand associations both brand image and its components can be easily linked i.e. associations themselves and perceived quality, which is part of the associations’ category. Although it can seem that Keller’s method misses the brand loyalty dimension, considered of great importance in the other method, the latter can be actually found also in this model. Brand loyalty in fact is created by brand awareness, perceived quality and brand associations, all components already existing in Keller’s model. The same observation can be done with brand knowledge in Aaker’s model. Being brand knowledge created by brand awareness and brand image, it’s easy to understand that even this dimension can be found in the first model. Therefore, the real difference between the two methods lays in how they weight the different components. Aaker, on one hand, considers brand association and perceived quality at the same level of brand awareness and he positions brand loyalty on a superior level. Keller, on the other hand, not only seems to give more importance to brand awareness than to the other components, but he doesn’t even consider explicitly brand loyalty, “core” element in Aaker’s method. Since the paper is based on the CBBE model, the theoretical methods will be linked to the model below in order to provide a complete theoretical framework.

2.2 CBBE Model

Several models able to analyze CBBE exist, but only six of them will be taken in consideration here. Even though they are all aimed to study how CBBE is created, most of them do it with a static approach i.e. tracking only the current position, without showing any possibility of change. Therefore they can’t be used in this analysis, as they would not be helpful to answer the research question.

These are the Equity Engine Model by Research International which explains CBBE as a function of affinity and performance, the Equity Builder Model which measures brand’s health focusing only on emotional dimensions, and the Winning Brands by ACNielsen that

measures CBBE according to brand loyalty and price premium showing a focus on the consumer instead of on the brand.

The other three models, on the other hand, offer a more dynamic overview of the brand position. By showing not only how to create the brand, but also how to manage it afterwards, they become the more appropriate models to use to answer the research question. These are the BrandAsset Valuator Model, by Young and Roubicam; the BrandDynamics Model by Millward Brown; and the Consumer-Based Brand Equity Model by Keller. The former considers the brand as a relationship and hence its aim is to investigate how the relationship is built. However, even if, by creating a map of the brand's life stage, it is able to provide guidelines to both the brand's creation and its management, it forgets to place the brand's position on a hierarchical scale, making difficult to see how the brand could grow. Using the BrandDynamics Model can solve this problem. However, Millward Brown places at the top of the hierarchy the brand relationship dimension, that is considered as the second last stage of the last model considered. Keller's brand equity model by using a pyramid approach and by going further than the BrandDynamics Model is therefore the one preferred for this analysis.

2.2.1 Consumer-Based Brand Equity Model

The model suggested by Keller offers guidelines to build and manage brand equity. Through this model, marketing efforts can be measured and evaluated and new strategies can be elaborated. The model was developed focusing on the consumer, "*the power of the brand lies in what customers have learnt, felt, seen, and heard about the brand over time*." (Keller, 2001). Therefore the model provides a tool for marketers to build a brand able to deliver the right experience to the customer. This model was chosen over the others for three main reasons. First it provides with an easy map of the brand's position. Second it takes in consideration both cognitive dimensions and emotional ones. Third, by not stopping at brand loyalty like the other models do, it is able to go further explaining and analysing the maximal relationship that can occur between a consumer and a brand.

The model suggests a four steps process that starts with brand identity and ends with brand relationships. The steps are a sequence that should be accomplished in the correct order; it has been therefore defined "Branding ladder".

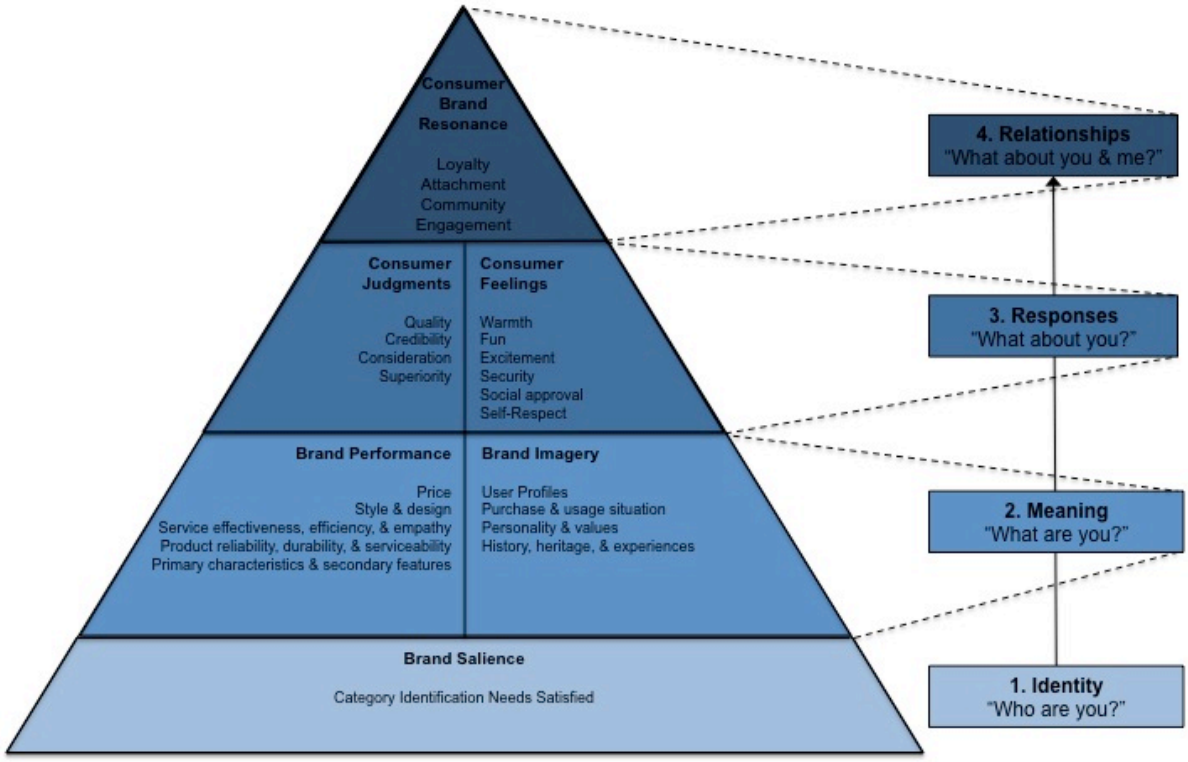

Image 1: Keller's Costumer-Based Brand Equity Model

1. Brand Identity: "*Who are you?"*

   Brand identity can be reached only trough the creation of brand salience which is a consequence of brand awareness. In fact a highly salient brand is a brand that owns high levels of brand awareness both in terms of depth i.e. easiness with which consumers recall and recognize the brand, and breadth i.e. how many purchases and consumption situations the brand comes to the consumer mind. Therefore a salient brand not only has to be top-of-mind, but it also has to be remembered at the right time and place. Brand salience works in three ways: 1) it shapes brand associations which, as stated above, are key components of brand image and provides meaning to the brand; 2) It influences purchase intentions and consumption opportunity. Through brand awareness, brand salience not only enables brand recognition and brand recall, making the brand enter the consideration set, but also it creates a link to the product category and hence it shows consumers the potential usage of the brand; 3) If the product has "low involvement", brand salience becomes the only driver for the purchase decision.

2. Brand Meaning: "*What are you?"*

Brand meaning is based on brand image and it can be created both directly i.e. from the personal experience of the consumer or indirectly i.e. through advertisement or other communication tools. Brand Image is defined as "*Perceptions about a brand as reflected by the brand associations held in consumer memory*" (Keller, 1993). From Keller's definition it can be understood that in order to create brand image, brand associations are fundamental. Aaker states that associations are "*anything "linked" in memory to a brand*." (Aaker, 1991). Brand associations create value by summarizing a set of information that otherwise would be different to be communicated and to be received; by being differentiation factors, by increasing the purchase intention; by being a base for brand extension as perceived quality; and by stimulate positive feelings towards the brand.

Associations can be divided in three main categories (Keller, 1993): 1) Attributes which are "*descriptive features that characterize a product or service*" (Keller, 1993) and can be product related or non-product related; 2) Benefits which are "*personal values consumer attach to the product*" (Keller, 1993) and can be divided in functional, experiential, and symbolic; 3) Attitudes that are "*consumers' overall evaluations of a brand*" (Keller, 1993). As brand meaning can exist only if brand image is formed, the latter can exist only if associations are strong, favourable and unique. The strength of brand associations is defined both in terms of quantity i.e. how many times the consumer thinks about the brand and quality i.e. which is the attitude the consumer has when thinking about the brand (Keller, 1993). Brand associations are considered favourable when they are relevant i.e. when they satisfy consumers' needs, by making the consumer at the same time see the attributes in a positive way and consider them important. Uniqueness of brand associations is the real differentiation factor and hence the source of competitive advantage. This can drive the consumer's purchase decision and make him choose the brand over another one. Strength, favourability, and uniqueness have to be reached in this order to create the brand image. Additionally, it is important that brand associations, other than being strong, favourable, and unique, communicate the same message in a cohesive way, focusing on the abstract dimensions. Consumers in fact tend to recall more easily a cohesive brand focused on a more holistic dimension and abstract associations since the

latter are usually more durable and accessible in memory (Keller, 1993).

As brand image can be analysed both on an abstract and concrete perspective, also brand meaning has two aspects i.e. performance-related and imagery-related considerations.

- **Brand Performance** measures the ability of the brand's offer to consumer's functional needs, going further than technical characteristics. Brand performance can be described by five attributes: 1) Primary characteristics and secondary features; 2) Product reliability, durability, and serviceability; 3) Service effectiveness, efficiency, and empathy; 4) Style and design; 5) Price.
- **Brand Imagery** describes the abstract functionality of the product or service, thus its intangible and extrinsic properties. These can include associations to the type of typical user (user profile), to the typical situations of purchase or usage (purchase and usage situations), to the brand personality (personality and values), and the brand's past and history (history, heritage, and experiences)

3. Brand response: "*What about you? What do I think or feel about you?"*

   Two are the categories of brand responses that have to be internalised as positive in consumer's encounter with the brand:

   - **Brand Judgements** are the consumers' rational response to the brand i.e. what people think about the brand.
     - Brand quality – this dimension can be related to perceived quality, which is related to the idea that the consumer has about the product. Therefore it is even more powerful than the realistic values in influencing purchase decisions and creating loyalty. Perceived quality is a particularly relevant dimension since it justifies premium price and constitutes the base of brand extensions, and is hence considered by Aaker (1991) one of the key components of the equity.
     - Brand credibility – it contains also the company behind the brand and therefore its expertise, trustworthiness and likeability.
     - Brand consideration – it is the probability of the brand to be included in the set of usable or buyable brands. Going further than awareness, brand consideration can be seen as a direct consequence of strength, favourability and uniqueness of the brand.

- Brand superiority – it's defined as the advantage that only that particular brand can bring to the consumer.

- **Brand feelings** are the consumers' emotional response to the brand, the "heart" part of their choice. The model lists six different types of feelings: warmth i.e. the affection to the brand; fun; excitement i.e. the energy derived from the consumption of the brand; security; social approval; and self-respect.

4. Brand Relationships: "*What about you and me? What kind of association and how much of a connection would I like to have with you?*"

   Brand relationship is described according to two dimensions: Intensity of the feelings and Activity i.e. the frequency of the usages and purchases. This stage is linked to Brand Resonance, which can be described by the kind of bond the costumer has with the brand and his level of engagement. Therefore it can be associated to Aaker's brand loyalty dimension that is defined as the level of consumer's affection to the brand. Four are the categories in which brand resonance can be divided:

   - **Behavioural loyalty** – it can be measured by the amount and frequency with which consumers buy the particular product.
   - **Attitudinal attachment** – the attachment refers to the deepness of feelings the consumer has to the brand. Attachment exists when "love" replaces "like".
   - **Sense of community** – it refers to the identification with a brand community.
   - **Active engagement** - It occurs when costumers become ambassadors of the brand i.e. when "*Customers are willing to invest time, energy, money, or other resources into the brand beyond those expended during purchase or consumption of the brand.*" (Keller, 2001)

   A strong brand is the one that has broad and deep brand awareness; strong, favourable, and unique associations; positive and accessible brand responses; and intense and active brand relationships. This kind of brand is in total harmony with its customer. For this reason, the latter will be more willing to spend time, money, and energy in it making the brand reaching the equity. The model, by summarizing and containing the two main CBBE's theoretical frameworks and by positioning the components in hierarchy, becomes a complete and useful tool to develop the analysis on marketing communication effectiveness.

2.3 Managing CBBE

Keller states that the strength of a brand comes from its position, its price and its marketing communication. Therefore a firm when creating a brand has to take decisions for these three variables, leaving the marketing communication as the last one. The firms belonging to the luxury market, just because of their belonging to this sector, demonstrate to have already taken the decision about the first two variables. Those, due to the peculiarity of the market, cannot be changed, and therefore the only remaining variable is marketing communication.

Keller (2013) names four different tools able to increase the level of brand equity which are further implemented by public relations and publicity, and word-of-mouth. These are advertising and promotion, online marketing, experience and event marketing, and mobile marketing. In the following paragraphs a better explanation about how the main communication tools interact with the different brand equity levels is given. However, it has to be taken in consideration that some of these communication forms are well established over years like advertising and sale promotion and experience and event marketing, hence their effect on brand equity are clear and already theorized. The other two communication tools are quite recent. Therefore the literature that link them to the different level of brand equity is either poor, like in the case of mobile marketing, or still to be verified like in the case of online marketing. The effects of these communication media are most often measured as potential, since the long-term effect hasn't occurred yet. However, both online and mobile marketing are mostly based on advertising. Personalisation and interactivity, and certainly a different platform for the message, is what really differentiates them from the well-established techniques. Therefore, the same considerations that will be here made for advertising might also be applied to mobile and online marketing to some extent. As it can be therefore noticed especially from this last fact, all the different tools go "hand-in-hand".

All the communication techniques should be well integrated both with each other, and with the brand equity stages. Not only communication is used to create knowledge and hence to build the equity, but also marketers use the equity level to determine the most effective communication mix.

2.3.1 Brand Identity

Advertising - A core dimension of brand identity is brand awareness. As it can be easily imagined, advertising has a positive effect on brand awareness (Martínez et al., 2009; Wang et al., 2009). The effect of advertising expense (Buil et al., 2013; Bravo et al., 2007; Villarejo-Ramos and Sánchez-Franco, 2005; Yoo et al., 2000) and message quality (Buil et al., 2013) can be seen in a higher brand recall and recognition.

Online marketing - The web's informative function makes this technique be tightly linked with the brand awareness dimension. In particular, it has been demonstrated that viral marketing has a positive effect on brand awareness (Simmons, 2007). Social media (Bruhn et al., 2012) and online brand communities (OBC) are also able to enhance the awareness (Brogi et al., 2013). Also other web 2.0 tools like online advertising and videos, and blogs and bulletins boards, increase the salience (Keller, 2009).

Experience and event marketing - Brand awareness is increased by sponsorships (Gardner and Shuman, 1987; McDaniel and Kinney, 1996), and cause-related marketing (CRM) (Polonsky and Macdonald, 2000).

Mobile Marketing - This media can be considered as a mix, or something between, email marketing (i.e. newsletters) and telemarketing, so it can be stated that it belongs to the direct marketing category. The literature about mobile marketing is very little at the moment, but being part of the direct marketing world and being its message content most often the same of advertising, it can be certainly concluded that it has a positive effect on brand identity. As a matter of fact, it has been demonstrated that personalised and interactive forms of advertising enhances brand awareness (Smuktupt et al., 2012), and brand recall through the "Call to action" message content (Rettie et al., 2005). Moreover the effect can be easily amplified through WOM thanks to the form itself.

2.3.2 Brand Meaning

Advertising - Villarejo-Ramos and Sánchez-Franco (2005) in their paper pointed out that perceived advertising spending influences brand image by communicating positive associations. Advertising by communicating physical and emotional attributes, benefits, and attitudes, is able to build and show favourable, strong, and unique associations (Aaker, 1991; Biel, 1993; Cobb-Walgren et al., 1995; and Keller, 2007). However, recent

studies demonstrated that the effect of advertising quality is different from the one of advertising quantity. The latter might not be positive, while the former is usually positive (Buil et al., 2013). Several explanations can be given to this result. The reaching of the saturation point and the negative effect linked to the perception of over-advertising can be named as examples (Chu and Keh, 2006; Wang et al., 2009).

Sales Promotion - Two cases should be distinguished in order to determine the effect: monetary and non-monetary promotions. Considering the former, the effect on brand meaning is without any doubt negative. Monetary promotion are easy to imitate and short-term. Additionally, they lower the price and hence the quality, as these are usually associated in the consumer's minds. Moreover, sales promotion shifts the consumer's attention from the brand to only the price. For all these reasons, it is easy to understand why this tool has only a negative effect. Additionally, researchers found empirically that monetary promotions have a negative influence on brand associations (Yoo et al., 2000) and on brand image (Martinez et al., 2007; Villarejo-Ramos and Sánchez-Franco, 2005). This doesn't happen also in case of non-monetary promotions, since these, by using other incentives that are not price related like for example gifts, they have a positive effect on brand associations (Buil et al., 2013).

Online marketing – This tool influences brand meaning by having a direct effect on brand image. It has been demonstrated in fact that social media are able to shape the functional image, but not the hedonic image (Bruhn et al., 2012). On the other hand, Keller (2009) demonstrated that blogs and bulletins boards have a positive effect on performance and imagery. More in general, Brogi et al. (2013) demonstrated the positive effect of OBC on brand associations, which is part of brand image, and hence may be considered in this equity stage.

Experience and event marketing - It influences positively brand personality (Sneath et al., 2005) and brand associations (Keller, 1993). The latter are also influenced by CRM (Polonsky M. and Macdonald E., 2000). Additionally CRM influences brand image (Polonsky M. and Macdonald E., 2000) and brand attitudes (Westberg and Pope, 2012). Brand image, moreover is said to be one of the main goal of sponsorship (Gwinner, 1997; Pope and Voges, 1999). In particular, the more the event or cause is consistent with the sponsoring firm (Gwinner, 1997) and fits the customer interests (Close et al., 2006), the

more positive will be the effect on brand image, as the image of the event is usually transferred to the sponsoring brand.

Mobile marketing - If mobile marketing can certainly be used for brand identity, it can't be stated the same for brand meaning. The big risk of using mobile marketing is in fact the intrusion risk. Consumers, especially when the permission is not given, can feel that the company is invading their privacy since the mobile phone is considered as a very personal item. The negative perception might have negative consequences on brand image as consumers may translate the negative perception for the message to a negative perception for the brand and therefore change their positive attitudes for it in negative ones (Smutkupt et al., 2013; Rettie et al., 2005; Scharl et al., 2005).

2.3.3 Brand Responses

Brand responses are treated in terms of perceived quality by previous studies.

Advertising - Perceived quality is deeply influenced both by perceived advertising expense and advertising attitudes, the advertisement's content and execution, and the repetition (Moorthy and Hawkins, 2005). However, if the effect of the latter is positive in all the articles, it cannot be stated the same for the former. Buil et al. (2013) demonstrated that the perceived expense doesn't necessarily have a positive effect. As Kirmani and Wright (1989) demonstrated, perceived expense is able to positive affect perceived quality e.g. by being interpreted as a sign of financial power of the firm. However, if the expense is perceived as too high it may run the risk to lower the product quality, revealing the producer's seek of overselling the product. Yoo et al. (2000) as well as Villarejo-Ramos et al. (2005) and Bravo et al. (2007), on the other hand, found that a higher consumer exposure, consequence of a higher advertising expense, has a positive effect on the quality perceptions. Moorthy and Zhao (2000) analysis also confirmed these results, but they found different results for different product categories. If for non-durable goods the spending was even more important than message quality, the totally opposite result was found for durable goods. In conclusion, although some changes in the relationship may occur, due to the different product categories taken here in consideration, it can be assumed that advertising, by affecting product quality and hence brand judgments, has a positive influence also on brand responses.

Sales promotion - As stated in the previous stage, also in this step the effect of monetary promotions is negative. Being the price most often associated with the quality, consumers, noticing a lower price, may perceive a lower quality. This link between price and quality has been demonstrated also empirically. It can be stated, hence, that monetary promotions have negative effect on perceived quality (Buil et al., 2013; Villarejo-Ramos et al., 2005; Yoo et al., 2000). Once again, the same effect doesn't occur in the non-monetary promotion's case. Buil et al. (2013) demonstrated that non-monetary promotions have a positive effect on this dimension.

Online marketing - Additionally also online brand communities have a positive influence on perceived quality (Brogi et al., 2013). Online advertising and videos are able, on the other hand, to influence judgements and feelings (Keller, 2009). Therefore it can be stated that also online marketing is an effective tool in enhancing this dimension, while it cannot be stated the same for experience and event marketing.

Mobile marketing - Evidence of the positive relationship between SMS advertising and perceived quality was in fact found, but with one limitation i.e. only personalization, and not also interactivity, seems to have a positive effect on this dimension (Smutkupt et al., 2012).

2.3.4 Brand Resonance

Advertising – The advertisement's effect on this last stage has been verified already by previous studies. Being this one the very last step of the pyramid, brand resonance could also be associated to "consumer-brand equity". Yoo (2000), Villarejo-Ramos (2005), Bravo et al. (2007), demonstrated that advertising, by enhancing Aaker's CBBE components (i.e. brand awareness and associations, perceived quality, and brand loyalty), indirectly enhances also brand equity. The relationship that advertising has with brand resonance can also be demonstrated by considering brand loyalty, which is one of the components that Keller mentions in order to reach the top of the pyramid. However, former studies were not able to unanimously agree on the positivity of this relationship. Yoo et al. (2000) results show a positive and direct relationship between brand loyalty and advertising spending. Oppositely, Villarejo-Ramos (2005), studying the direct relationship as well, found the contrary. Buil et al. (2013) and Bravo et al. (2007), by adopting an indirect approach, discovered that advertising has a positive effect on brand loyalty. This positive effect is due, however, to the positive effect that advertising has on the other dimensions,

which have themselves a positive effect on loyalty. In conclusion, since the direct effect of advertising on brand loyalty was not clearly proved, it is not clear if advertising has a relationship also with this stage.

Online marketing - interactivity is what heavily influences this stage. Internet is in fact the main instrument used to manage CRM whose main purpose, as its own name says, is to manage customer relationships. Merisavo and Kalaus (2004) demonstrated the positive effect of newsletters on brand loyalty, which can also be increased by online brand communities (Brogi et al., 2013). Additionally, online marketing communication tools, like newsletter and social media, are also able to enhance brand relationships (Simmons, 2007; Kim and Ko, 2010), while companies' websites have a direct effect on the brand resonance, as Keller (2009) stated.

Experience and event marketing - Even if event marketing is more effective in earlier stages of brand equity, through interactivity, it is able to influence also this stage. Brand relationships are influenced by event marketing (Sneath et al., 2005) and sponsorship (Close et al., 2006), if these work together with the other tools. Cause related marketing on the other hand, have a positive effect on engagement, as the participant is usually involved with the cause (Westberg and Pope, 2012).

Mobile Marketing - The entertaining side of mobile marketing makes the latter become influential also in this stage. It has been demonstrated in fact that entertaining messages have a positive influence on brand loyalty, but only for a young target (Scharl et al., 2005). However, the effects of standard mobile marketing i.e. without the entertainment characteristic, and addressed to a broader audience i.e. an older target have not been considered yet, and since in later studies there was no evidence of this relationship, it cannot be stated that the relationship actually exists.

In conclusion, all the marketing techniques considered here influence brand equity in each of its stages. The ladder propriety of the model allows all of them to have either a direct effect or an indirect one, i.e. mediated by the direct effect of an influencing stage, on each step of brand equity. The challenge is therefore to manage the communication budget effectively, and to be able to choose the right technique at the right time in the right quantity.

To create and to manage brand identity, it is fundamental to enable the consumer to collect information. Therefore the best marketing techniques seem to be advertising, whether online, offline or mobile. The more the advertising technique “calls to action” and engages the consumer, the more is effective, and makes the brand stand out from all the others. These tools also play a key role in building the second level and hence they influence this stage by creating and communicating the brand associations.

The second step seems to be better managed and enhanced by experience and event marketing. This in fact, by linking the brand to another cause, is able to enhance the cohesiveness of the brand and therefore make the associations stronger, more favourable and unique.

Brand responses in the literature are treated in terms of perceived quality. Perceived quality is tightly related to the perceived price, therefore in this step anything driving the customer to think about something “low priced” has to be abolished. Advertising on expensive media, events, and other techniques that make the consumer perceive the brand as a highly revenue one are the techniques preferred. In this stage quality have to preferred over quantity.

The last stage of brand equity is deeply influenced by engagement. Therefore interactivity between the customer and the brand is fundamental, as personalization is aimed to make the consumer feel important. For this reason, the best techniques that are able to further engage the customer enhancing his brand loyalty are online marketing through brand community, personalised newsletters, social media, and websites; and event and experience marketing.

Even if some techniques seem better for one stage than to another, a general rule cannot be formulated. However setting three limitations allows identifying the most effective mix for the case. In this case the three limitations are the industry limitation, the target limitation and the geographical market limitation. Due to the particularity of the produced goods and to the differences of this industry also in the communication decisions, the luxury fashion industry has to be analysed alone. The web for example hasn’t been fully exploited yet, and still brands look at it with scepticism (Okonkwo, 2010), advertising is mainly used in the magazine form, some of the brands include billboards in the main cities

and the most innovative use started using the web, but TV and radio are still banished. Everything seems to be aimed to conceive the consumer an exclusivity feeling and therefore techniques like sales promotions are not even considered by marketers, and for this reason, they will neither be considered in this thesis. Luxury firms therefore have few, but very precise preferences i.e. magazine advertising, PoP advertising, event and experiential marketing and lately also online advertising using newsletters, websites, fashion blogs and even social networks. The geographical limitation, further narrows down the choices. The techniques' penetration in fact is not the same all over the globe; an example is given by the web penetration that in the considered market is the 58,6% of the total population (in Denmark is 90,0%). This example also leads to the last limitation that is the target. Cultural differences are a direct consequence of the different geography and hence they have to be taken in consideration. Additionally, other variables like the age and the level of culture are influencing the techniques' choice. Keeping in mind these limits and taking in consideration the previous literature, I will therefore try to define the most effective mix to enhance brand equity.

Table 1: Communication techniques affecting CBBE

	Brand Identity	Brand Meaning	Brand Responses	Brand Relationships
Advertising	• Adv→brand awareness (Martinez et al., 2009; Wang et al., 2009) • Adv expense→brand recall and recognition (Buil et al., 2013; Bravo et al.,2007; Villarejo-Ramos and Sanchez-Franco, 2005; Yoo et al., 2000) • Adv message quality→brand awareness (Buil et al., 2013)	• Adv expense→ brand associations (Keller, 2007; Villarejo-Ramos and Sanchez-Franco, 2005; Cobb-Walgren et al., 1995; Biel, 1993; Aaker, 1991) • Adv message quality→ brand	• Adv→ perceived quality (Moorthy and Hawkins, 2005) • Perceived expense → perceived quality (Bravo et al., 2007; Villarejo-Ramos et al., 2005; Yoo et al., 2)000; Moorthy and Zhao, 2000; Kirmani and Wtight, 1989	• Adv→ brand loyalty: enhancement (Moorthy and Hawkins, 2005); no effect (Villarejo-Ramos, 2005); indirect effect (Buil et al., 2013; Bravo et al., 2007)
Sales Promotion		• Monetary promotions→negative influence on brand associations (Yoo et al., 2000) • Monetary promotions→negative influence on brand image (Martinez et al., 2007; Villarejo-Ramos and Sanchez-Franco, 2005) • Non-monetary promotions→	• Monetary promotions→negative influence on perceived quality (Buil et al., 2013; Villarejo-Ramos and Sanchez-Franco, 2005; Yoo et al., 2000) • Non-monetary promotions→ perceived quality (Buil et al., 2013)	
Online marketing	• OBC→brand awareness (Brogi et al., 2013) • Social media→ brand awareness (Bruhn et al., 2012) • Online ads & videos→ brand salience (Keller, 2009) • Blogs and bulletins boards→ brand salience (Keller, 2009) • Viral marketing→ brand awareness (Simmons, 2007)	• Social media→ functional image (no hedonic image) (Bruhn et al., 2012) • Blogs and bulletins boards→ performance and imagery (Keller, 2009) • OBC → brand associations and perceived quality (Brogi et al., 2013)	• OBC→ perceived quality (Brogi et al., 2013) • Online ads & videos→ judgments and feelings (Keller, 2009)	• Newsletter→ brand loyalty (Merisavo, M. & Kaulas, M., 2004), relationships (Simmons, 2007) • OBC → brand loyalty (Brogi et al., 2013) • Social Media → brand relationships (Kim and Ko, 2010) • Websites→ brand resonance (Keller, 2009) • Web 2.0 marketing → brand relationships (Christodoulides, 2009)
Experience and events marketing	• Event marketing →brand awareness • Sponsorship→ brand awareness (McDaniel and Kinney, 1996; Gardner and Shuman, 1987) • C RM→ brand awareness (Polonsky and Macdonald, 2000)	• Event marketing → brand personality (Sneath et al., 2005), association (Keller, 1993) • Sponsorship →brand image (Pope and Voges, 1999; Gwinner, 1997) • CRM→ brand association and image (Polonsky and Macdonald, 2000), brand attitude		• Event marketing → relationships (Sneath et al., 2005) • Sponsorship → relationships (Close et al., 2006) !!Limit: can't work alone • CRM→ engagement (Westberg and Pope, 2012)
Mobile Marketing	• Personalized and Interactive SMS→brand awareness (Smutkupt et al., 2012) • SMS ads with "Call to action"→Brand recall (Rettie et al., 2005)	• Intrusive SMS→decrease perceptions and attitudes (Smutkupt et al., 2013; Rettie et al., 2005; Scharl et al., 2005)	• Personalized SMS→Perceived quality (Smutkupt et al., 2012)	• Entertaining message→brand loyalty for the young target (Scharl et al., 2005)

3 The brands

3.1 Prada

Prada is the Italian brand with one of the highest share for leather goods that in 2012 in Italy for bags and luggage amounted 16,0%. Prada ended 2012 with 414.119 Million of Euro of net revenues only in Italy and 948.729 Euro of EBITDA. "*The Prada brand represents the best of Italian culture and tradition, sophisticated style and uncompromising quality and, as one of the most innovative fashion brands, it is capable of re-defining "the norm", always anticipating and often setting new trends.*" (Prada Annual Report, 2013). Mario Prada founded this brand in 1913 in Milan selling leather goods like handbags and luggage. Even though the brand gained popularity soon when it became the official supplier to the royal family, the real revolution arrived in the Seventies under the creative guidance of Miuccia Prada. Nowadays Miuccia and her husband are well-known all around the world, they transformed the brand in a major fashion group owning four different brands: Prada, Miu Miu, Car Shoe, and Church's.

Prada's target is international, modern, and sophisticated. The consumer cares both about the quality of the craftsmanship that must be the highest, and about the design, which has to be unique.

Marketing Communication – Prada Group's global marketing communication costs experienced a growth in 2012, raising from 129.2 million of Euro to Euro 150.6 million of Euro. However, they fall in terms of percentage of net revenues from 5,1% in 2011 to 4,6% at the end of 2012. Hence it may be supposed that the advertising and communication costs for the brand Prada in Italy are around 19 Million Euro. The raise was mainly due to the higher costs of the media and also to new sponsorships (Luna Rossa). The designer herself, Miuccia Prada, directly determines Prada's communication campaign like it happens in most of the fashion brands. The campaign includes advertising, online marketing, and experiences and event marketing while it excludes mobile marketing and sales promotion. For this reason, the last two techniques will not be considered in the analysis.

Advertising – Advertising campaigns are mainly used to build and maintain the brand

image. Prada advertising campaigns are in the first pages of all the most famous and prestigious fashion magazine, and also newspapers. Billboards in the main cities are also present, but advertising on TV and radio is totally absent. Another less common advertising technique is product placement, where the movie and novel "Devil wears Prada" is only one of the examples of the use of this technique.

Online Marketing – Prada online store opened in 2010; in 2012 the official Facebook page opened, followed by a Twitter and Instagram account. Website's visitors can also give the permission to receive email newsletters, they can watch advertising online, videos, and previous fashion show. Online advertising is also present on other websites like for example the newspaper websites. The brand still hasn't entered the App market.

Experiences and event Marketing – Experience and event marketing is strongly developed. Prada's fashion shows are key characters of Milan Fashion Week. The runway presents twice a year the two collections (woman and man), catching "fashionista's" attention and strengthening the brand image. Prada's flagship stores (the "Epicenter") are well known all around the world for the consistency of every detail that together is able to create a unique experience for the client. These Prada's "temples" are aimed to attract new clients and strengthen the relationships with the older ones, focusing on personalizing the experience itself. Moreover, special events are held in Prada's store in the main cities all around the world, those "*help raise the brands' profile and increase awareness of the most recent collections on local markets and, in particular, in leading international cities*" (Prada's Annual Report, 2012). Prada is also very well-known for the sponsorship to Luna Rossa which took part of the most prestigious yacht races e.g. Louis Vuitton Cup and America's Cup World Series. Prada has also its own art foundation in Milan, funded in 1993 by Miuccia Prada and Patrizio Bertelli with the aim of showing "*the most powerful mental and cultural provocations*" (Prada's Annual Report, 2013). The collection contains art works created by the most influencing contemporary artist in the world. Anish Kapoor and Louise Bourgeois are part of this. In 2011 the organization also opened a new space in Venice, hosting shows and exhibition.

3.2 Fontana Milano 1915

Fontana Milano is a family owned company born in Florence in 1915, but in 1945 it moved to Milan where it currently has its headquarter. Even though this brand was born around the same year as Prada, it didn't experience the same growth. Their revenues at the end of 2012 were 84.515.871, with an EBITDA amounting 13.379.598 Euro. As many fashion firms, Fontana first produced bags for the main fashion firms, the collaboration with Celine is the most famous one. In 1954 however, it launched its first collection. Today the firm only manages three collections: a woman collection focused on handbags, Metropoli focused on travel accessories, and a man collection. High quality and customization are what creates the competitive advantage of the brand and constitutes also the reason of their worldwide awareness. The company owns a flagship store in Milan, a point of purchase at Barney's Japan, and soon it will open a corner shop at 10 Corso Como, a very well-known Milanese concept store, in Shanghai.

The clientele of this brand is very restricted since the brand is addressed to a modern consumer interested in quality and in fashion, and who, at the same time, wants to distinguish from others. Quality is more important than trends for Fontana's woman.

Communication, like the points of purchase, is not very spread, as it can be understood reading the following sections. As a matter of fact, it amounts to less than 6 Million Euro (Fontana's Annual Report, 2013). The communication campaign includes advertising, online marketing, and experiences and event marketing and it excludes mobile marketing and sales promotion. For this reason, the last two techniques will not be considered in the analysis.

Advertising – Official advertisements are mainly published on Vogue, Ladies, and Gentleman (for the man part) since 2013, which can be considered the most fashion-focused magazines. However, Marieclaire and Vanity Fair, and all the other international fashion magazine recently included the brand in reviews, articles exclusively dedicated to it, in the "fashion tips" sections or in the photo shooting, and while wore by celebrities. Therefore it can be concluded that they are using a "magazine product placement" since long time. It is remarkable, however, that even if they advertise worldwide, the products can only be purchased in Milan, Tokyo, and soon Shanghai. In September 2013, during Milan Fashion Week, the brand was also advertised four times on one of the Italian major

newspapers (La Repubblica) and reviewed on one of the newspaper's magazine (DCasa). Billboards, TV, and radio are not used as media for the communication campaign.

Online Marketing – The official website was opened in 2013 but it still doesn't have an official online shop. Additionally products cannot be purchased in any other e-commerce website, as the only store is the flagship in Milan. The Facebook page was opened in 2012, but still it has only around 400 "Likes". Twitter and Instagram are still not used by the brand. Advertising can only be seen on the official website, but they cannot be considered "online ads" since they are "offline-ads" uploaded on the web. Signing up for a newsletter is also not as easy as it is for other brands. Usually in fact email addresses are collected directly in the shop after a visit or a purchase, and then used by the company to send invites to the events.

Experience and event marketing – The brand still doesn't take part of fashion shows with any of its collection. However, it organizes many events both for the current clientele and for new customers. The last event was "Outsiders and Riders" organized for the man collection, with a partnership with Harley Davidson. The flagship that is located in the peripheral area of Milan, far from the main shopping streets, was opened in 2010. It incorporates the real workshop, with the aim of making the customer feel part of the production process. The flagship store, therefore, is not only a point of purchase, but also an experiential place where the consumer starts and strengthens the relationship with the brand. There, the interior design and of the windows are coherently organized in order to communicate the universe of the brand. The store is also the place where the events are hosted. The annual Christmas party is always successful for example. Other events are also organized for the clientele during the year for other special occasions e.g. the anniversary of the store or the opening of the online website, are two events planned for the near future.

4 Methodology

This section is aimed to help the reader in understanding the thesis' structure and, most importantly, to explain the reasons behind the methodological techniques chosen. In order to conceive a clear structure, the Research Onion by Sauders et al. (2008) has been adopted as the main path to follow in describing the methods.

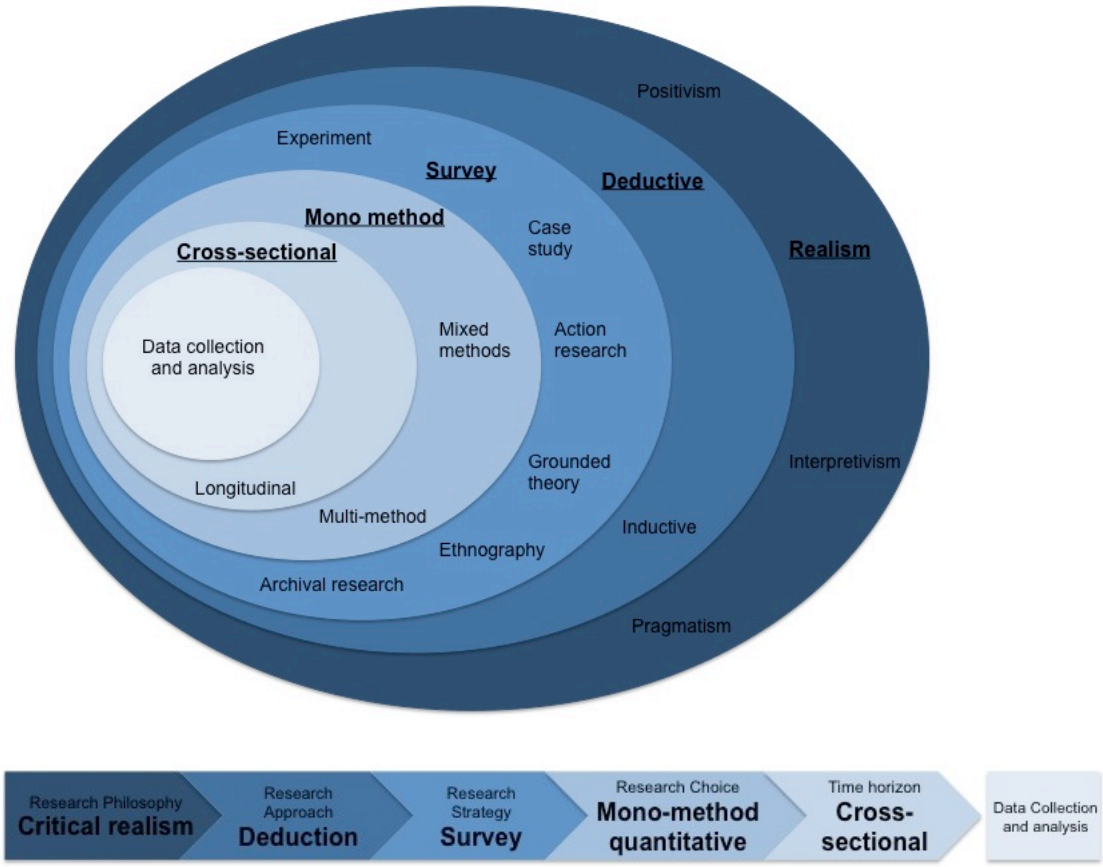

Image 2: Sauders et al. (2008) Research Onion

4.1 Research Philosophy

The research philosophy's choice is of primary importance since all the analysis is rooted on it. The research philosophy in fact tries to give a framework to the researcher view of the world. For this reason, all the other methodology choices that will be explained below are consequences of this first choice. The research philosophies that are commonly considered in social sciences are four i.e. positivism, realism, interpretivism, and pragmatism. Although, by being placed on a continuum, the philosophies' borders don't present a clear-break, they are different in terms of three dimensions: Ontology, Epistemology, and Axiology. Ontology is the researcher's view of reality. This can be either objective or subjective. If the objective point of view states that things around us have an existence that is independent from us, the subjective point of view states the opposite i.e. what we see is filtered by our minds, therefore it is just a perception of what things actually are. Epistemology deals with what the researcher considers acceptable and relevant knowledge in the study. Knowledge in fact can be seen as either external and

detached to the researcher, or as part of the researcher's world. Hence, in the first case data are considered less biased and more objective, in the second more biased and subjective. The last dimension that differentiates the philosophies is axiology, which concerns the role that the researcher's values have in the research.

The research philosophy that will drive this research is explained by the realism philosophy, more precisely, critical realism will be the chosen perspective. Critical realism observes that even if an objective reality exists independently from our existence, this can only be perceived. The ontological view of this thesis is neither objective nor subjective, reality in fact is interpreted through social conditioning. This is particularly important because consumers' perceptions will be of key importance in the analysis, however those will not be treated as reality, but only as sensations of it. The aim of using this approach is to depurate the analysis from the biases it would include by using a more interpretative philosophy. In order to limit the misinterpretations, particular importance is given to the context.

Epistemology changes from the perspective adopted: organizations and consumers have totally different point of view. Hence, in order to obtain acceptable results, it is important to consider them as two separate and different entities and "knowledge". Being CBBE a consumer perspective, the analysis will only consider this perspective as the acceptable knowledge so, by choosing one dimensions over the many, the research will try to be more close to misinterpretation and subjectivism. Even though the thesis, by adopting this philosophy, will try to restrain the bias that would otherwise emerge in the process, it is still value biased by experiences and people. To sum up, critical realism is chosen as the philosophical perspective in this research because, dealing with perceptions, a totally objective point of view would have been inappropriate, and at the same time, a totally subjective point of view would have brought the research excessively far from reality. It is in fact recognized that a reality does exist, but it won't be considered as the acceptable knowledge. The latter is based on the consumers' view, which is the real key component of CBBE. By admitting that a reality exists and choosing as acceptable knowledge the consumer's point of view, misinterpretations and bias will be limited to bring close to objectivity a study that otherwise might be subjective.

4.2 Research Approaches

Deduction and induction are the two main approaches that can be chosen. Out of these, deduction is the preferred one for this research. First the previous theory is analyzed and then it will be tested on two empirical cases. This approach is highly operational and structured. Therefore, by externalizing the researcher from the research, it can also be considered as more scientific than the inductive one. Additionally, it is chosen over the other one because it is more suitable to study a causal relationship like the one between CBBE and marketing communication.

4.3 Research Strategies

The research strategy is a direct consequence not only of the research question, but also of the research approach. The survey strategy is the one preferred to test the theory. This strategy allows collecting quantitative data through different tools. The selected one for this research is the questionnaire.

4.3.1 Questionnaire

As already stated above, the thesis can be categorized as a descripto-explanatory research. Therefore the questionnaire technique is used as it enables to solve a causal relationship, by creating through its questions dependent and independent variables. The questionnaire that will be used in the analysis will be a self-administered questionnaire Internet-mediated by SurveyMonkey software.

The choice of doing an online questionnaire is a direct consequence of the research question and research philosophy. The research in fact is aimed to discover which communication technique is more effective in building CBBE. Therefore, the online form, as it includes only Internet users, better refines the sample. The latter is, hence, formed only by consumers that could be in touch with both the off-line communication techniques and the on-line ones. This method allows the research to be more reliable and valid, by limiting the risk that uninformed respondents answer the questions. Another advantage of the self-administered questionnaire and, hence, another explanation of this choice, is that, by taking isolated respondents, it limits the risk of having respondents choosing socially desirable answers. However, the adoption of this kind of questionnaire has also some risks. By not having any kind of control, in fact, the respondent may answer the questions

with the help of other people, lowering the results' reliability. It cannot be stated, hence, that the questionnaire is the perfect technique to use. However it seems to be the best one in this case because it allows sincerity from the participants, it collects quantitative data that can be precisely analyzed with statistical programs, and it allows non-targeted consumers to not be bothered with the questions. Additionally, the questionnaire, by allowing a greater number of responses compared to other more qualitative techniques, it also increases the validity, reliability and generalizability of the analysis. However, using a valid and reliable technique doesn't assure valid, reliable and generalizable results. Even though using a valid, reliable, and generalized collection technique is helpful in creating validity, reliability and generalizability, still these characteristics have to be tested on data. Therefore they will be further analyzed below in the analysis paragraph.

The questionnaire will be developed starting from the set of questions proposed by Keller's CBBE Model. These questions will be translated in Italian in order to lower the risk of misinterpretation that, as a consequence, may lower validity and reliability. Additionally, the translation assures to reach the target that is exclusively Italian. Keller's questions will be used as the dependent variables, while the communication media questions will be the independent variable.

In the analysis some extraneous variables are also present. These are aimed to verify and describe the sample. These sets of questions are mainly attribute variables asking about jobs, sex, and geographical provenience. Few of them are also behavioral e.g. luxury consumption. The attribute questions are used as filters in order to automatically exclude the participants that should not be involved in the analysis for targeting reasons. The filter questions are two at this stage: the sex (the research only takes in consideration women as they are the main consumers of these brands), and the luxury consumption. The latter, being a sensible question, is tested through a closed questions by asking about the willingness to spend more than 300 Euro for an handbag.

The dependent variables are tested through Likert scales. This kind of scale has two main advantages: first it makes the respondent perceive the questionnaire shorter than how it actually is. Secondly, by describing one topic, it allows to analyze the data as a single variable. The questions that are part of the Likert scales are both opinion and behavioral variables. These are the ones proposed by Keller to discover how the brand is placed on

the pyramid i.e. which level of equity the brand has in each stage. The first CBBE question that tests brand awareness is also a filter question. If the respondent gives a negative answer to the question it means that she is an uninformed participant, hence her following answers about the brand would not be sincere since she can't have any perception of a brand that she doesn't know. This question is the only one represented by a closed question. All the other questions are posed through a scale question where is asked the consumer to rate from 1 to 5 their perceptions about the brand. The responses of all the brand equity related questions, will be then grouped together according to which CBBE phase they belong to, obtaining only six variables for each brand as it will be further explained below in the "variable paragraph".

The independent variables' questions are related to marketing communication. Those questions can be defined as behavioral variables since they are aimed to ask the respondents about their behavior. The questions are posed mainly through multiple-choices closed questions and scales, even though few open questions are also included for the "top-of-minds" in order not to influence the participant.

4.4 Methods choices

As it can be understood from the previous sections, the method chosen is the mono-method. According to the deduction approach in fact, the method has to be operationalized. The latter usually comes naturally with quantitative methods. The study is hence totally quantitative.

4.5 Time horizons

The time horizon of this research is cross-sectional. A cross-sectional time horizon is aimed to study a particular fact at a particular time. A longitudinal study would have been better to answer the research question and to develop a trend. The fashion industry is a rapidly changing industry where the level of CBBE is influenced continuously e.g. through advertising campaigns from the two different collections released twice a year. However, by measuring two different brands this limit can be solved. In this case data were collected between September 2013 and October 2013. This time particularly suited the research as it included the fashion week, period. It can be thought that people in this period, being more involved in the topic, thanks to the media attention on the fashion world, are more

involved and more informed about the subject. This may lower the risk of uninformed answers.

4.6 Data collection

Prada defines its target as "*modern, sophisticated, attuned to stylistic innovations, and expects craftsmanship of the highest quality*" (Prada.com). The sampling technique was therefore aimed to involve a consumer with these characteristics and at the same time to respect the limits imposed by the research. A female aged between 20 to 65 years old, living in the Northern part of Italy, interested in purchasing luxury was therefore the one searched for the analysis.

A combination of snowball sampling and convenience sampling allowed to address the questionnaire directly to consumer or potential consumer, and at the same time, to limit the bias caused by these two sampling techniques. The questionnaire was initially addressed through direct mailing to 200 female participants who seemed to be interested in the consumption of luxury goods. It was worth to mention that the age limit of the sampling was 20 years old. As a matter of fact even if the actual target of the brands is an older segment (> 30 years old) because of their income, the younger segment can't be excluded from the analysis since, by being composed only by university students, has to be considered as the potential target. Graduate people in fact receive averagely double the salary of a non-graduate person (23.835€ versus 12.428€). The selection of these first participants was made through convenience sampling. The snowball sampling was then applied when it was asked them to forward the email to other woman that could have been interested in the topic. In order to limit unfilled questionnaire, as some of the questions were about the web, an online survey was used (Surveymonkey) and the invites to the survey were sent through email.

Due to the sampling technique adopted, it is not possible to know the real response rate. However, considering that 200 was the number of initial questionnaires sent and it was asked to send the questionnaires to other three people the total number of questionnaire should be around 800. The total number of collected survey was 457. Out of these, only 123 surveys were usable for the analysis. Therefore the response rate can be considered around 26% (the ineligible responses (334) should be eliminated by the proportion:

123/800-334). By using the snowball approach in fact it was not possible to control whether or not the participant satisfied the sample criteria. For this reason it was necessary to set some “filter” questions not to bother uninterested participant and, at the same time, to distinguish the relevant responses to the other ones. It was therefore asked the participant in the first steps to state their sex, the part of Italy where they were living, and whether or not they would be willing to spend more than 300 Euro for a branded bag. By applying those filters, 296 responses couldn’t be analysed. 13 participants were in fact male, 65 were living in the South or Centre of Italy and 218 declared that were not luxury consumers. Additionally, out of the 161 remaining questionnaires, 38 had missing values hence they were not valid. The missing values were probably a consequence of the length of the survey that was certainly perceived by participants who were not fully involved in the topic. Moreover, the data were further reduced in the regression in order to eliminate the outliers, which otherwise would have influenced the validity of the analysis.

4.7 Analysis

4.7.1 Generalisability

Since the sampling technique is a non-probability one, the generalizability cannot be assessed quantitatively through a direct comparison with the population, hence it should be assessed taking in consideration the purpose of the research. The purpose of the research is educational, so it can be stated that in this case the responses should be at least more than 100. Since the total responses, as already stated, were 457 out of which 123 are used, it can be stated that the research might be generalised for educational purposes. Moreover, it is worth to mention that the results can be qualitatively connected to the population. Italian women living in the North older than 20 years old are 4.723.749 in total. However, it has to be remembered that this digit is comprehensive of all the population, not only the consumers of luxury goods. Since a comparison between the sample and the total population is not possible, some target characteristics will be considered. The older part of the population (> 40 years old) amounts to the 60% of the total. This percentage is represented in the total sample by 58,32% of it. Oppositely the younger group (20-40 years old) in the sample is 41,69% and in the population the 40%. However, the same proportion cannot be considered when analysing the sample used for

the analysis i.e. 26,91% of the total sample. The sample, in fact, should not be compared directly with the population, since the population's numbers are not representative of the luxury consumption in the North of Italy. The income data are hence used to justify the age proportion of the sample and to assess the generalizability condition. However, the most recent data, that are the one used, are from 2010. Considering Italian financial situation, the data may be slightly changed from 2010. The analysis shows a higher degree of richness in the group aged between 35 to 60 years old, in particular 63,9% of Italians aged between 55 and 64 years old declared to have a family income higher than 164 thousand Euro. This data may justify that the percentage of people aged between 40 and 60 years old is higher than the other ones (66,67% of the sample) since it's most common for people in this age to have a higher income than younger people. The sample seems to mirror the characteristics of the richest part of the Northern Italian population. Therefore, the sample can be defined representative of the population. However, even if generalizability may be assessed, it is worth to take in consideration the "qualitative" approach that was used to demonstrate this requisite in the limitation.

4.7.2 Validity

It can be stated that the validity requirement exists as well. In fact, the questionnaire has been pre-tested for the pilot-test (i.e. Face validity) on a smaller sample (10 people). By using this technique, also "Content validity" was assessed through the elimination of not necessary questions and the approval of the measurement scales. Additionally, as already stated above, the questionnaire was directly translated from the CBBE set of questions of the chosen model. Therefore, by answering to those questions the respondents have answered to the CBBE set of questions. Hence, the brands' position on the pyramid can be determined, answering to the main part of the research question (construct validity). The criterion-related validity can be assessed through the correlation between some of the questions of the questionnaire e.g. the awareness of the brand and the respondents' fashion magazine consumption. To determinate the invalid cases, an outliers analysis was used. The latter determined the elimination of cases. Additionally multicollinearity was detected and avoided by selecting carefully the most relevant covariates. Following this, the data collected are valid. Like generalizability, also validity can be assessed with a limitation. In fact, not all the regression models were proved to be valid numerically. Only

four models were in fact demonstrated to be completely valid i.e. with a p-value of the whole model without covariates superior than 0.05. However, this issue was considered only as a limitation for two main reasons: 1) Invalid models can be compared with valid models, as the survey were tested with the same questions for both the brands and were filled by the same respondents; 2) The low value of p-value obtained without covariates doesn't automatically states that the value with all the covariate is not able to refuse the null hypothesis. Since the validity condition is uncertain, results can still be used if considered carefully and the issue can be considered as only a research limitation.

4.7.3 Reliability

Reliability can be assessed only in terms of internal consistency. Due to time constriction, in fact, it is not possible to propose another time the questionnaire. Additionally, the length of the survey didn't allow measuring the reliability through the alternative form. Internal consistency, however allows assessing reliability with a scientific way as it correlates different variables between each others. Reliability is therefore assessed using Cronbach's alpha. Since the Cronbach's alpha analysis conducted on all the variables together, showed an error, it was decided to assess reliability separately for each of the three brands initially considered. The data collected for Prada are reliable since the Cronbach's alpha has a value of 0,6, which is close enough to 1. Fontana Milano's Cronbach's alpha is even higher, with a value of 0,8 it demonstrated that the data are reliable. However, as it could also be imagined, due to the low level of awareness of the third brand and hence not enough answers, the analysis for the third brand couldn't run correctly. However, as it will be stated below, the third brand won't take part of the analysis anymore. Therefore, since only the two first brands will be considered, the data can be assessed reliable.

4.7.4 Variables

The variables can be categorised into three types: nominal, ordinal, and continuous (Sauders et al., 2008). A variable is defined nominal, when the values that presents are labels that can not be put in any kind of order e.g. the sex variable. Ordinal variables oppositely, are those variables where values are labels that can be ranked, but the difference between the labels is unknown e.g. level of agreement or disagreement. The

variables that present the same difference for the different categories are called continuous, a good example of those variable are measures like height. It is important to keep in mind these differences because the choices about the models are based on this division. All the data set was re-coded before the analysis, to obtain meaningful variables.

4.7.4.1 Dependent variables

In particular, the responses of the same brand equity level are summed together and then divided for the maximum score that could be achieved in the same level. The result was a percentage.

Ex. Brand Feelings answers: a:1, b:2, c:3, d: 4, e: 5, f: 3; Total: 18. The maximum score this category could achieve is 30 (In a scale from 1 to 5, 5 is the maximum so it's multiplied for the number of questions i.e. 6 in this case). Brand feelings percentage will be than 18/30= 60%.

However, since those variables will be used for a regression they have been transformed another time in two "nominal" variables using the descriptive statistics, assessing the CBBE levels with the central tendency measures. In fact, due to the particular shape of the distribution of the variables, the answers were clearly divided in two levels and it seemed more adapt to their own distribution to decode them in two categorical variables (Dummy). The first one indicates the actual level of brand equity, i.e. it assumes the value 1 when the level is the same as the one indicated by the Mean, Median, and Mode of the sample and 0 in other cases. The second variable shows the higher level of brand equity, hence it assumes value 1 when the CBBE level is higher than the Mean, Median, and Mode.

4.7.4.2 Independent variables

Independent variables represent the exposure to the different communication media. Initially they were ordinal. However, since the dependent variables are categorical, those variables were transformed in dummy variables as well for a better understanding of the relationships, as "*the odds ratio can be better understood if both variables Y and X are dichotomous*" (Verma, 2013). Therefore the new variables represent five different level of exposure: very low (=1), low (=2), medium (=3), high (=4), very high (=5). The variables were recoded directly from the questions asked in the survey, except for online advertising, paper advertising, sport sponsorship, and product placement. These variables

in fact include different questions. The dependent variables are different according to the brands as they use different communication tools.

Additionally, not all the independent variables are included to explain the dependent variables. As a matter of fact, due to multicollinearity, the inclusion of all the variables would cause inefficient models. Multicollinearity misleads the refusal of the null hypothesis by influencing the standard errors of the variable and by making the variables insignificant when they are actually significant. For this reason, it was important to detect it and avoid it. Therefore the dependent variables are chosen starting from Kendall's tau correlation. In particular, the dependent variable selected for the different regressions, had two requisites: 1) The high significance level (p-value < 0.2) with the dependent variable considered in Kendall correlation analysis, 2) No strong correlation i.e. absence of multicollinearity within the variable selected through Kendall analysis.

Communication technique	**Independent Variables**	**Variable name**		**Original data**			**Coded data**	
		Fontana	**Prada**	**Question number**[1]		**Type**	**Category**	**Values**
				Fontana	**Prada**			
Advertising	**Paper advertising exposure**	Paper	Paper	53.1,53.2,53.3, 53.8, 53.12	53.1, 53.2, 53.3, 53.4, 53.6, 53.8, 53.9, 53.10, 53.12, 53.15	Category	Ordinal	1=Very low 2= Low 3= Medium 4= High 5= Very high
	Product placement exposure	//	Product_placement	//	54.5, 54.9	Likert scales 1-6	Ordinal	
Online marketing	**Online advertising**	//	Onlineads	//	55.1, 55.4, 55.5, 55.7, 55.8	Likert scales 1-6	Ordinal	
	Online videos	Video	Video	55.6	55.6	Likert scales 1-6	Ordinal	
	Social networks exposure	Facebook	Facebook, Instagram, Twitter	55.9	55.9, 55.10, 55.11	Likert scales 1-6	Ordinal	
	Blogs exposure	Blog	Blog	55.2	55.2	Likert scales 1-6	Ordinal	

	Forums exposure	Forum	Forum	55.3	55.3	Likert scales 1-6	Ordinal	
	Event exposure	Event	Events	54.2	54.2	Likert scales 1-6	Ordinal	
Events and experiences marketing	**Art sponsorship exposure**	//	Museum	//	54.1	Likert scales 1-6	Ordinal	
	Sport sponsorship exposure	//	Sport	//	54.3, 54.4	Likert scales 1-6	Ordinal	

Table 2: Covariates

4.7.5 Models

To analyze the data and hence to give an answer to the research question, the regression model is used. Regressions are statistical techniques that not only study a relationship between two or more variables, but also they are able to predict the occurrence of an event starting from the given data. This model seemed to be the most efficient in answering the research questions. As a matter of fact, the use of this model will enable to investigate and verify the relationship between different communication techniques and the CBBE. Secondly, it will present the reason of success within the brand equity stages, and thirdly it will outline a prediction, describing which may be the most effective way to make the stages grow. Other than enabling also predictions, regressions are usually preferred to other model studying correlations (e.g. Pearson Correlation) because they are considered more solid measures. The regression models are many, even though they all work with the same or similar process.

4.7.5.1 Binary logistic regression

The regression model selected for this thesis is the binary logistic regression as it is the most useful model to use in case of prediction of the occurrence of an event that in this case is a high level of brand equity. This model is selected over the OLS model because it is considered a more robust model as it doesn't require neither the normal distribution of the independent variables nor their linear relationship with the dependent variable. Moreover, the model selected allowed a reliable analysis with data that may not satisfy the homoscedasticity assumption required by OLS models and that may have a nonlinear relationship. The binary logistic regression was preferred over non-parametric models for its solidity, and over the OLS model for its robustness (Verma, 2013). Additionally, three

main reasons led me in this choice: 1) normality, linearity, and homoscedasticity's assumptions would have been met with the data collected only by using a transformation, 2) for the purpose of the research it would make no difference to use a ordinal dependent variable or a dichotomous one, 3) the quantity of data collected was enough to assure reliability of the analysis with this kind of "assumption-free" model.

The logistic regression model predicts the occurrence of an event by using a logit function or a logistic curve. This regression is very similar to the multiple regression, but instead of using an ordinal dependent variable, it requires a categorical dependent variable which represents the occurrence of the event. Additionally, the binary regression is based on the Maximum Likelihood method and not on the Ordinary Least Squares (OLS) used by different kind of regressions. Maximum Likelihood in particular works by "*finding the least possible deviation between the observed and predicted values using the concept of calculus specifically derivatives*" (Verma, 2013). The result is a logistic regression equation that takes the shape of a letter "S" when represented graphically (i.e. a sigmoid curve), the stronger is the relationship between the dependent variable and the covariates, the more the curve will be S-shaped:

$$\text{Logit} = \ln \frac{p}{1-p} = B_0 + B_1X_1 + B_2X_2 + \ldots. + B_nX_n$$

Logit = Dependent variable
p = Probability of success
p/(1 – p) = Odds Ratio
B_0 = Intercept
$B_1, B_2, \ldots, B_n$ = Regression coefficients
$X_1, X_2, \ldots, X_n$ = Independent variables

The relationship between Y and X is measured by the odds ratio (Exp(B)) in SPSS tables). This is a number between 0 and 1. The odds ratio represents the probability of the occurrence of the event studied (Y=1) when, in case of categorical variables, the independent variable is X=1, compared to the probability of Y=1 when X=0. The odds is the main measure taken in consideration when interpreting the results, due to logarithmic nature of the dependent variable, the coefficients don't represent the change of Y for a change of one unit of X. Therefore to obtain this relationship the coefficients are converted into odds ratio. Although the probability is measured by the odds ratio and not by the coefficients, these are still important in the analysis as they provide a measure of the strength of the relationship. The higher is the value of the coefficient, the higher is the risk

factor of the related covariate and hence it has a higher influence on the predicted probability.

Even though the equation is very similar to the one associated to the OLS method, this regression model is distant from the former. In fact, by considering a dichotomous variable, it predicts the probability of an event. From this, five other differences derive: 1) The equation assumes an S-shaped curve and not a straight line; 2) Being the residuals distributed following a logistic distribution, the model doesn't require the satisfaction of the normality assumption; 3) Since the model is not linear, a straightforward interpretation and a standard solution can not be found; 4) The R^2 can't be used to assess the suitability of the model, this is replaced by a deviance measure called chi-square; 5) The last difference between this model and the OLS model is about the assumptions of the model. These sum up the differences already stated, but since they are at the roots of the model, it is worth to list them here clearly: 1) The dependent variable is binary; 2) The dependent variables are either numerical or categorical; 3) The logarithmic transformation of the dependent variable has a linear relationship with its covariates; 4) The sample number should be at least composed by ten cases per number of covariates considered in the model.

5 Results

Results were obtained using SPSS software. First a descriptive analysis was executed to find if the sample characteristics corresponded to the target characteristics, and to establish the brand equity level. Following, a second descriptive analysis was run in order to verify the real opportunity each media had within the sample. Lastly, a binary logistic regression analysis was created to find which media exposure influenced the most the brand equity level.

5.1 Descriptive analysis – the sample

As stated above, the sample is evaluated according to Prada's consumers' description. For this reason three characteristics are taken in consideration i.e. interest in fashion, modernity, sophistication, and attention to quality. The sample resulting from the data collection fulfills the target requirements. As a matter of fact the sample, by answering positively ("Even more than 300€, if the quality is good) to the filter question ("How much

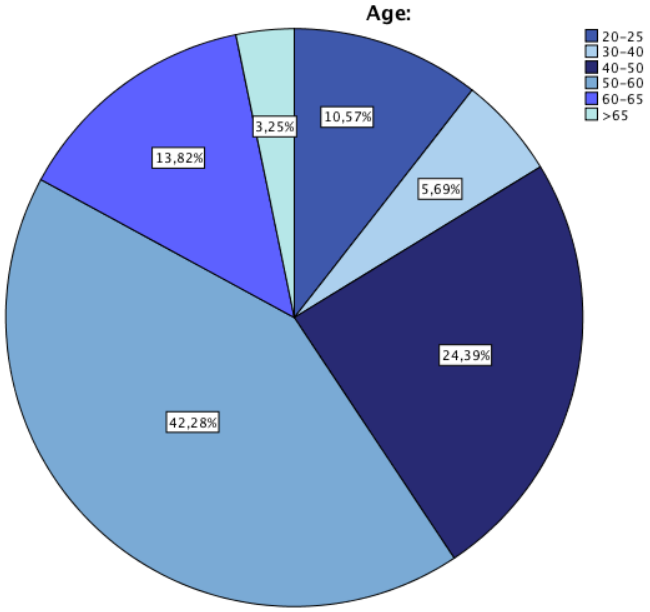

Image 3: Sample's age

would you spend for a handbag?"), demonstrated to be a potential luxury customer and hence being interested in quality rather than price. 42,28% of the sample is between 50 and 60 years old, 24,39% between 40 and 50, and 13,82% is between 60 and 65. The other three age categories have a percentage equal or lower than 10%.

The target purchases luxury accessories averagely at least once a year (Mean = 3,08). In particular, the 15,45% of the target are women who buy luxury twice a year and are aged between 50-60, the 13,01% are the same age, but they purchase less than once a year, and 9,76% once a year. The other interesting segment age to point out in the luxury consumption is the one aged between 40-50. The 10,57% of the target belongs to this segment and buy luxury twice a year, the 6,50% less than once a year, and the 5,69% once a year. Even though it can be thought that the younger segment is more trendy, data showed that women between 50-60 have not only a greater interest in fashion, but they also consume it more. This confirms the reason of their great presence in the sample.

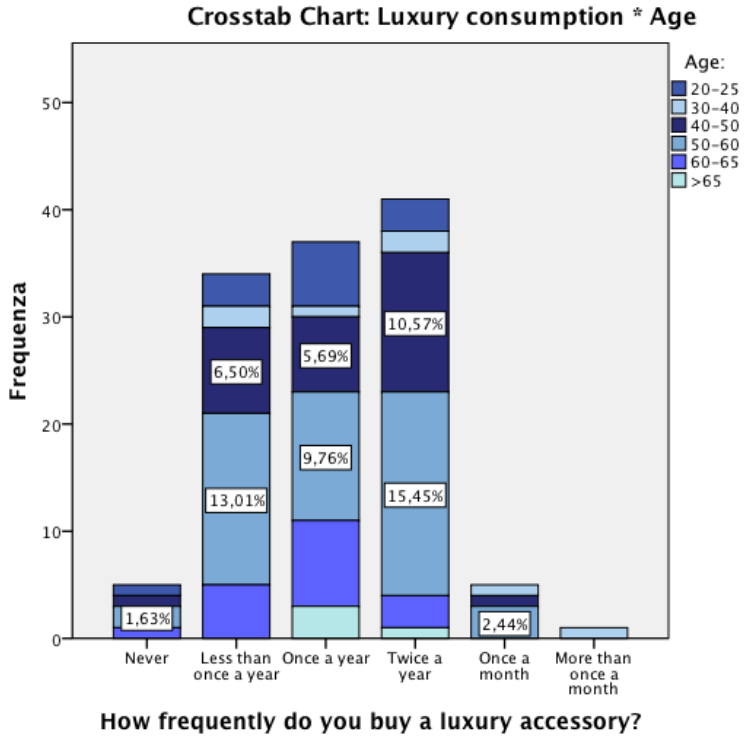

Image 4: Luxury consumption and sample's age

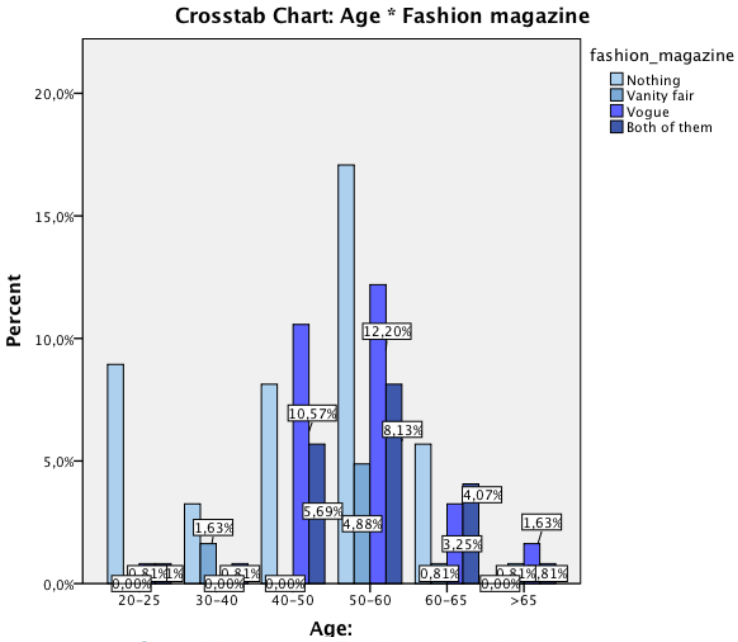

Image 5: Sample's age and Fashion magazine

67,31% of them (12,20% of the sample) declared to read Vogue magazine, which is the most fashion oriented magazine in Italy and 30,77% (4,88% of the sample) Vanity Fair magazine, which adds to fashion a more political and cultural focus. Only 21,32% of the sample states that they read both the magazines, showing a very high interest in the fashion system. In particular, the 8,13% of the sample is aged between 50-60 and read both the magazine, while the 5,69% of the sample read both the magazine and it's aged 40-50.

Additionally women between 50-60 showed a higher frequency in shopping habits. The 78,85% (34,34% of the sample) of them go shopping at least once a month, in particular, 32,69% go shopping once a month and 42,31% weekly. The same rate can also be found for women between 40-50 years old. 76,67% of this segment goes shopping at least once a month, but the percentage of women going shopping once a month is higher (43,33%) than the one of woman going shopping weekly (33,33%). In conclusion, women aged between 40 and 60 years old seem to be the more interested in fashion, consuming this

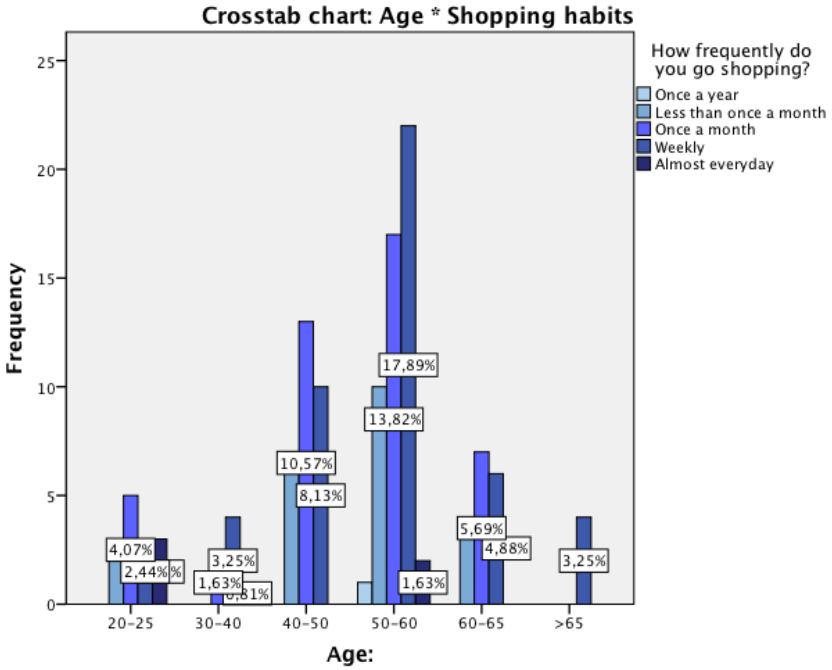

Image 6: Sample's age and shopping habits

product category more frequently.

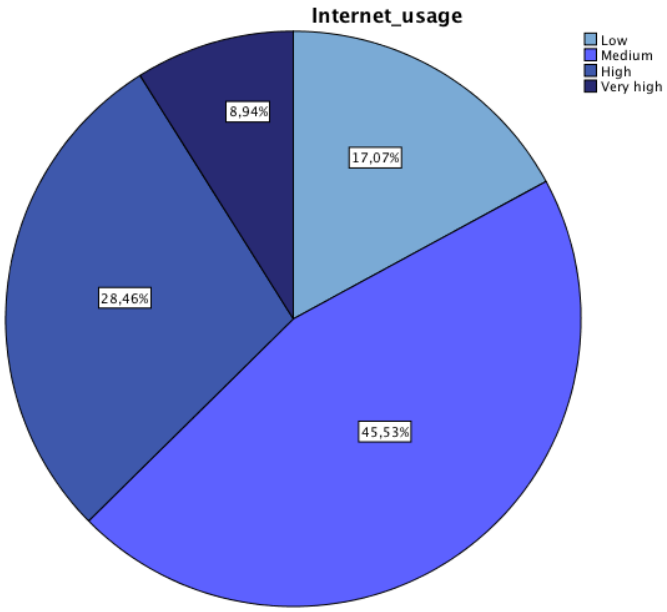

Image 7: Sample's internet usage

The last requirement of the target is modernity. It might be stated that, since the survey was online, the target, despite the consistent mature group, is modern. To confirm this assumption some questions about the online habits were posed to the respondents. All the respondents are Internet users. This is a signal of modernity since Italy, with its 58,6% of Internet penetration rate in June, had one of the lowest Internet usage rate in Europe. The sample uses internet mostly to do research (83,74% browse on research websites e.g. Wikipedia at least weekly), to read the news (59,35% at least weekly), to be connected with other people (58,54% at least browse on Facebook weekly), to browse on travel websites (63,42% at least once a month), to "window-shop" on online shopping websites (55,28% at least once a month), and to watch videos (60,94% at least once a month).

5.2 Descriptive analysis – CBBE

Azzurra Gronchi – As already stated above, the results for this brand are not reliable. Additionally, the results of the survey show that the brand is still unknown as 96,7% of the sample declared not to know the brand.

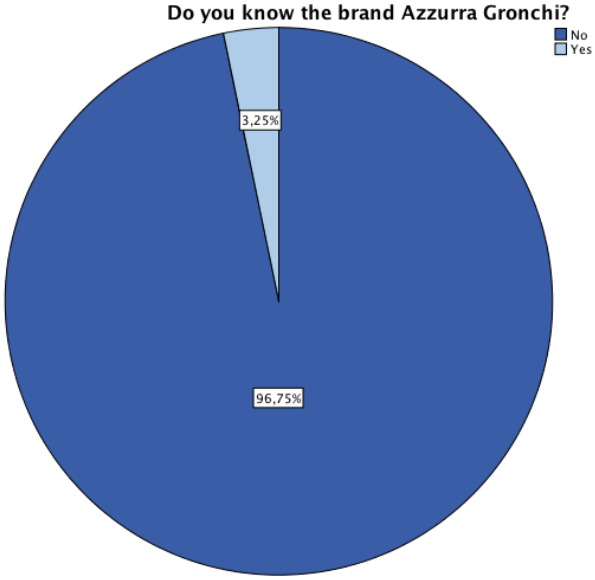

Image 8: Azzurra Gronchi brand awareness

As a matter of fact the mean is 0,06, the median 0, and the mode 0. Being also the standard deviation very low (0,37) and the standard error of the mean low as well (0,06), it can be concluded that the results

would not be interesting for the research's purposes. In fact, the reason of the unawareness may be linked to the fact that the effects of communication (except for sales promotion) are usually medium-long run. Since the brand is currently using communication techniques and their effect can only be analyzed in the long run, it has been decided to not consider this brand anymore in the analysis. This decision was taken in order not to bias the other results and at the same time, because of the irrelevancy of an unreliable analysis. From now on the analysis will be based only on the other two brands which satisfied the reliability condition i.e. Prada and Fontana Milano.

Fontana Milano 1915 – Even if the brand is on the market since many years, it shows very low levels of CBBE. As a matter of fact, 76,4% of the sample doesn't know the brand.

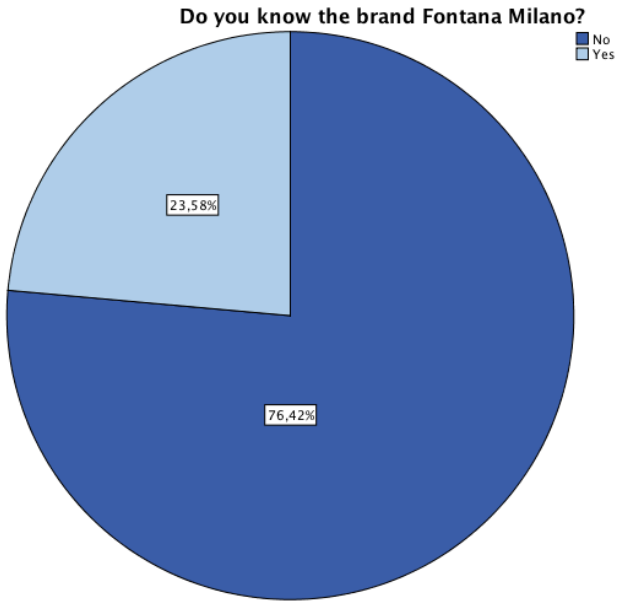

Image 9: Fontana Milano brand awareness

Consequently, also all the other levels are very low since the levels of CBBE are determined through central limit tendencies. Although people knowing the brand gave higher scores to it compared to people not knowing the brand, the descriptive measures selected for the assessment of the level of CBBE determined low levels of brand equity. However, the higher levels won't be forgotten, as they will be taken in consideration in the logistic analysis. Moreover the differences between the different levels can also be recognized by the high coefficient of variation that the different levels present. The latter is a measure of the dispersion of the data from the mean and is given by the std. deviation/ mean ratio and will be here considered to demonstrate the relevancy of the differences.

		Salience Fontana	Performance Fontana	Imagery Fontana	Judgements Fontana	Feelings Fontana	Resonance Fontana
N	Valid	123	123	123	123	123	123
	Missing	0	0	0	0	0	0
Mean		1,0976	1,6098	1,6260	1,6341	1,3902	1,2276
Median		1,0000	1,0000	1,0000	1,0000	1,0000	1,0000
Mode		1,00	1,00	1,00	1,00	1,00	1,00
Std. Deviation		,34864	1,16390	1,19011	1,22319	,89291	,54039
Variance		,122	1,355	1,416	1,496	,797	,292
Minimum		1,00	1,00	1,00	1,00	1,00	1,00
Maximum		3,00	5,00	5,00	5,00	4,00	3,00
Percentiles	25	1,0000	1,0000	1,0000	1,0000	1,0000	1,0000
	50	1,0000	1,0000	1,0000	1,0000	1,0000	1,0000
	75	1,0000	1,0000	1,0000	1,0000	1,0000	1,0000

Table 3 Fontana Milano statistics

Starting from the bottom of the pyramid, Fontana Milano presents a very low level of Brand Salience, scoring 1 over 5. This result is given not only by a very low level of brand awareness, but also by very low levels of brand recall. The latter can explain also the low coefficient of variation (31,76%), the lowest within the levels. As already explained above in the methodology section, the brand awareness was also a filter question, hence very low levels of brand awareness influence the level of all the other steps. Brand Performance has a higher mean, but still is classified as very low, as median and mode score 1 out of 5. At this level the coefficient of variation is higher reaching 72%. This demonstrates that when the consumer is aware of the brand, she gives to it higher values. Very similar results are reported by the following two stages. The brand has hence a very low level of brand imagery and brand judgments (the mean is 1,6 and the mode is 1 for both the stages), but with a big dispersion as the coefficient of variation is 73% for the imagery and 74% for the judgments. The coefficient decreases slightly for brand feelings (64%), as the mean in this stage is around 1,4, and even more for the last stage (44%) since in this case the mean is 1,2. Therefore all the brand equity levels reported very low values ($\simeq$1) and the brand could be described as in the image below.

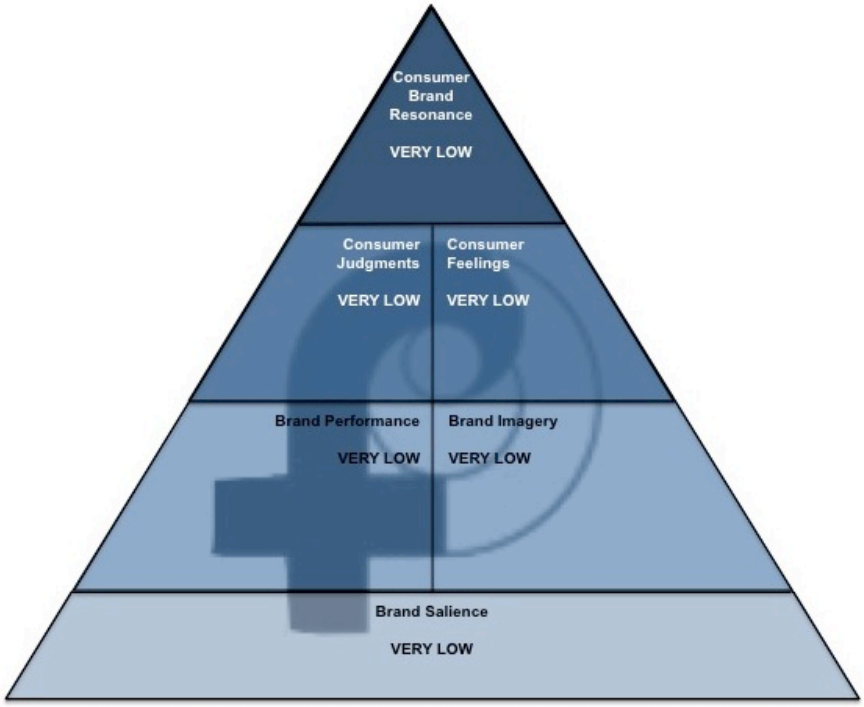

Image 10: Fontana Milano CBBE results

Prada - The level of CBBE for this brand can be established more precisely because, thanks to the broader awareness of the brands, more reliable data were collected. The whole sample in fact reported to know the brand. However, contrarily to what could be imagined, it doesn't report very high levels of brand equity. As a matter of fact, the results show high levels, medium levels, as well as low levels within the different steps.

		Salience Prada	Performance Prada	Imagery Prada	Judgements Prada	Feelings Prada	Resonance Prada
N	Valid	123	123	123	123	123	123
	Missing	0	0	0	0	0	0
Mean		2,7805	1,6098	3,6341	3,7642	2,9106	2,2195
Median		3,0000	1,0000	4,0000	4,0000	3,0000	2,0000
Mode		3,00	1,00	4,00	4,00	3,00	2,00
Std. Deviation		,84482	1,16390	,71596	,84039	1,13808	,85446
Variance		,714	1,355	,513	,706	1,295	,730
Minimum		1,00	1,00	1,00	1,00	1,00	1,00
Maximum		5,00	5,00	5,00	5,00	5,00	5,00
Percentiles	25	2,0000	1,0000	3,0000	3,0000	2,0000	2,0000
	50	3,0000	1,0000	4,0000	4,0000	3,0000	2,0000
	75	3,0000	1,0000	4,0000	4,0000	4,0000	3,0000

Table 4: Prada's statistics

Brand salience, even though it reported a high level of brand awareness, shows a medium result, scoring 3 out of 5. The results for this step have a low dispersion, as the coefficient of variation is 30%. Oppositely, brand performance's mean is 1,61, but since the mode and the median are 1, it has been decided to assess a very low level (1) to this stage. However, it is remarkable that the dispersion is very high as the coefficient is 72%. The latter decreases again in the next step, with only the 19,7% as similar values of median, mode and mean can predict. To this and to the following stage of brand equity, it was assessed a score 4 out of 5, demonstrating high level of brand imagery and judgments. The latter have also a very similar variation coefficient to the previous level (22%). From this stage, the level of brand equity decreases as it becomes medium (3 out of 5) for brand feelings and low (2 out of 5) for brand resonance, with a coefficient of variation of 39% for the former and 38% for the last stage.

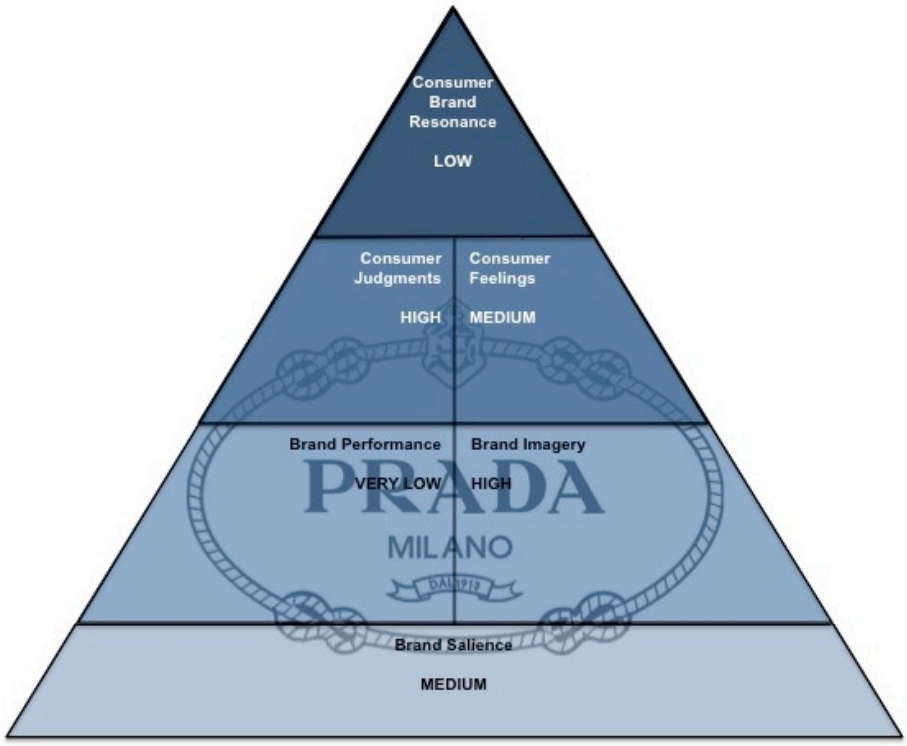

Image 11: Prada CBBE pyramid

5.3 Descriptive analysis - Marketing communication

In this paragraph an overview of the covariates used will be given. Although a covariate is significant in explaining the variation of the dependent variables, it would not be considered efficient unless it has a relevant frequency within the sample. It is remarkable

to point out that for each variable, five levels of exposure will be considered i.e. Very low, Low, Medium, High, Very high.

Advertising exposure is measured by two covariates i.e. paper advertising and product placement. The former has different measures for the different brands considering that they advertise differently, and the latter is used as a variable only in Prada's regressions. Paper advertising exposure is equally distributed for each stage of the model both for Fontana and for Prada. In particular, for Fontana, 29,27% of the sample has a very low exposure; 26,83% low; 30,89% high; and 13,01% very high. Prada, on the other hand, has the following percentages: 19,51% very low, 17,89% low, 21,95% medium, 21,14% high, and 19,51% very high. Product placement has a varied distribution, with medium and high exposure as the most frequent levels. The percentages are as follows: 2,44% very low, 11,38% low, 40,65% medium, 30,89% high, and 14,63% very high.

Event and experiential marketing exposure is measured by one variable for Fontana (Events) and by three for Prada (Museum, Sport, Events). The target seems not to be interested in taking part of events as 13,82% of the sample has a very low exposure, 51,22% low, 23,59% medium, 9,76% high, and 1,63% very high. However, it should also be taken in consideration that events don't happen very frequently, so in this case also al "low" level will be considered a relevant level. Art sponsorship's covariate has a very similar distribution to the one just considered. For the same reason explained for the events' case, even a low level could be relevant. The frequencies are concentrated in the low level (44,72%), medium level (31,71%), and high level (19,51%), while the extreme values have very low frequencies (very low: 0,81%, very high: 3,25%). Sport sponsorship exposure has, on the other hand, the opposite results as 22,76% of the sample has a very high exposure, 36,59% high, 31,71% medium, 1,62% low, and 7,3% very low.

Online marketing exposure is represented by online advertising, online videos exposure, social networks i.e. Facebook, Instagram, and Twitter, OLS i.e. forums and blogs for Prada. In Fontana's case, this communication technique is measured through online videos exposure, Facebook, and OLS covariates. Online advertising distribution is bell-shaped. The medium level have the highest frequency (46,34%), followed by the high (23,58%) and low (16,26%) levels, which are again followed by the extreme levels (very high: 8,13%, very low: 5,69%). Online videos exposure has a very different distribution.

The most common levels are high (28,46%) and very low (22,76%). The other three values have very similar percentages around 16% (low: 16,26%, medium: 15,45%, very high: 17,07%). The most common social network used by the target is Facebook. The exposure is very high for 42,28% of the sample, high for 16,26%, medium for 4,88%, low for 2,44%, and very low for 34,15%. The sample doesn't use other social networks with the same frequencies. 69,92% of the sample has a very low Instagram exposure, and 77,24% has a very low Twitter exposure. The OLS covariates show very similar results. 52% of the sample have a very low and 26% low forums exposure, and 49,59% a very low and 17,1% low blogs exposure. Only the 12,2% (forums) and 15,4% (blogs) have a medium level. Around 10,6% of the sample have a high blogs exposure and 7,3% have a high exposure to forums, only 7,31% of the sample visits fashion blogs very frequently and only 2,4% have a very high forums exposure.

5.4 Logistic Regression

5.4.1 Prada

Every stage of the CBBE model is represented by two dependent variables namely the actual level and the level higher than the actual one ("growth"). Oppositely to what will happen below considering the brand Fontana, also the actual level is considered here. In fact, taking it as the "best case" example, it may be helpful in increasing the lower values of Fontana's CBBE. Outliers have been found and removed from all the regressions using a standard deviance of 2. This, in some cases (i.e. Resonance growth, Judgments growth, and Salience growth), has been increased to 3. The level of significance is set to 0.05, as a consequence the null hypothesis was refused only when the covariates had a p-value <0.05 and in this case was considered significant for the relationship.

In order to assess efficiency to the model three measures were used: Nagelkerke R Square, which indicates to which extent the covariates are able to explain the variance of the dependent variable; the chi-square's p-value of Hosmer and Lemeshow test that, to assess efficiency, should be above 0.05; and the difference between the prediction percentage without the covariates and the one with the covariates.

	Nagelkerke R Square	Hosmer and Lemeshow chi-square p-value (>0.05)	Prediction percentage without covariates	Prediction percentage with covariates	Total number of cases without outliers
Salience	0,276	0,310	55,9%	64,4%	118
	0,542	0,376	89,4%	91,2%	113
Performance	0,318	0,922	79,7%	83,1%	118
	0,393	0,372	80,3%	82,9%	117
Imagery	0,322	0,209	78,3%	80,0%	122
	0,151	0,658	54,9%	59,0%	119
Judgments	0,348	0,416	51,7%	69,5%	118
	0,626	1,00	85,3%	91,4%	116
Feelings	0,136	0,868	68%	73%	122
	0,322	0,951	67,5%	73,3%	120
Resonance	0,169	0,870	52,8%	68,3%	123
	0,158	0,189	69,9%	72,2%	123

Table 5: Prada's efficiency measures

The models with the highest efficiency are the ones with salience growth and judgments growth as dependent variables, as they reported the highest Nagelkerke R Square. In these cases in fact the covariates are able to explain 54,2% (salience growth) and 62,6% (judgments growth) of the dependent variable's variance. As it can be understood from the numbers, all the models satisfy the conditions required. For this reason, efficiency can be assessed.

In conclusion, when constructing the regressions, multicollinearity has been avoided, as it would mislead the validity of the analysis. However, this led also to decide not to consider the same variables in the different regression, but to take in consideration only the most significant covariates.

5.4.1.1 Brand salience

As already stated above, the two models don't contain the same covariates due to multicollinearity issues. However, both of them show that advertising, online marketing, and experience and event marketing explain this CBBE stage.

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	SPORT_4	1,024	,445	5,285	1	,022	2,784
	ONLINEADV_2	1,272	,580	4,812	1	,028	3,569
	VIDEO_2	1,019	,593	2,948	1	,086	2,769
	FORUM_2	1,028	,488	4,447	1	,035	2,797
	PRODUCT_2	-3,261	1,194	7,456	1	,006	,038
	Constant	-1,060	,323	10,743	1	,001	,347

a. Variable(s) entered on step 1: SPORT_4, ONLINEADV_2, VIDEO_2, FORUM_2, PRODUCT_2.

Image 12: Prada's Salience actual level regression

In particular, brand salience actual level is explained by high sport-sponsorship exposure (Sig.=0.022), low online advertising exposure (Sig.=0.028), low forums exposure (Sig.=0.035), and low product placement exposure (Sig.=0.006). Women exposed to product placement at a low level, have 96% chances less to have the actual level of brand salience; women with high level of sport sponsorship exposure have 178% more chances to have the actual level of brand salience as well as women with low level of online advertising exposure and forums exposure have 256% and 179% of chances more to have the actual level of brand salience.

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	PRODUCT_1	4,618	1,735	7,087	1	,008	101,340
	EVENTS_4	3,466	1,198	8,366	1	,004	32,006
	TWITTER_2	5,309	1,590	11,156	1	,001	202,189
	FORUM_3	3,480	1,151	9,144	1	,002	32,448
	Constant	-4,609	1,024	20,255	1	,000	,010

a. Variable(s) entered on step 1: PRODUCT_1, EVENTS_4, TWITTER_2, FORUM_3.

Image 13: Prada's Salience higher levels regression

On the other hand, a very low level of product placement exposure (Sig.=0.008); a low level of social network exposure (Twitter) (Sig.=0.001); a medium level of online community exposure (forums) (Sig.=0.002); and a high level of event exposure (Sig=0.004) influence the variable "brand salience growth". All these variables have a positive relationship with the dependent variable. In particular, women with a very low level

of product placement have 10034% chances more to have a higher level of brand equity than the actual one; Twitter users at a low level have 20118% chances more to have a higher level of brand salience, as well as women with high event exposure and medium forums exposure have 3100% and 3144% chances more than in other cases to have higher level of salience.

In conclusion, the results show that low product placement exposure and brand salience have a negative relationship. The lower is this level, the higher is the level of the salience. Oppositely, forums exposure influences positively the salience level as the higher it is the higher is level of salience. Additionally it can be concluded that higher level of salience requires more personal and active online communication media. If for the actual level of salience online advertising is enough, the latter is replaced by Twitter in the higher level. Lastly, also experiential marketing has a positive influence on the salience through sport sponsorship exposure and events exposure.

5.4.1.2 Brand performance

The influencing variables for this dimension are medium sport exposure (Sig=0.006 and 0.005), high blogs exposure (Sig.=0.001 and 0.001) for both the regressions, while only for performance growth also low videos exposure (Sig.=0.017) and medium paper advertising exposure (Sig.=0.051).

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	PAPER_3	-,980	,578	2,876	1	,090	,375
	SPORT_3	2,637	,966	7,450	1	,006	13,966
	VIDEO_2	-1,100	,617	3,182	1	,074	,333
	BLOG_4	-2,815	,868	10,526	1	,001	,060
	Constant	1,778	,379	22,024	1	,000	5,920

a. Variable(s) entered on step 1: PAPER_3, SPORT_3, VIDEO_2, BLOG_4.

Image 14: Prada's Performance actual level regression

In particular, sport sponsorship exposure has a negative relationship with this level of brand equity as it influences positively the actual level of brand performance (women with a medium level of sport sponsorship exposure have 1296% chances more to have the actual level of brand equity) and negatively the higher level of this CBBE stage (women with a medium level of sport sponsorship exposure have 94% chances less to have an higher level of brand equity). For a high level of blogs exposure it happens the opposite,

since the chances of having the actual level of brand equity (94% chances less) are decreased, and the chances of having a higher level (2900% chances more) are increased. Performance growth is also positively influenced by a medium level of paper advertising exposure (227% chances more to obtain a higher level of brand performance) and by a low level of online videos exposure (441% chances more).

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	PAPER_3	1,216	,624	3,794	1	,051	3,374
	SPORT_3	-2,907	1,044	7,757	1	,005	,055
	ONLINEADV_5	1,671	,986	2,869	1	,090	5,316
	FACEBOOK_1	1,179	,632	3,479	1	,062	3,252
	VIDEO_2	1,689	,707	5,712	1	,017	5,415
	BLOG_4	3,401	,978	12,086	1	,001	30,006
	Constant	-2,734	,604	20,493	1	,000	,065

a. Variable(s) entered on step 1: PAPER_3, SPORT_3, ONLINEADV_5, FACEBOOK_1, VIDEO_2, BLOG_4.

Image 15: Prada's Performance higher levels regression

5.4.1.3 Brand imagery

Imagery actual level is influenced only by one covariate i.e. high level of blogs exposure (Sig.=0.044).

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	SPORT_1	-,932	,789	1,396	1	,237	,394
	TWITTER_1	-,599	,495	1,466	1	,226	,549
	VIDEO_4	,631	,444	2,017	1	,156	1,879
	BLOG_4	2,211	1,095	4,074	1	,044	9,122
	Constant	,419	,462	,823	1	,364	1,521

a. Variable(s) entered on step 1: SPORT_1, TWITTER_1, VIDEO_4, BLOG_4.

Image 16: Prada's Imagery actual level regression

Women who visit fashion blogs frequently in fact have 812% chances more to have the actual level of brand imagery.

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	PRODUCT_1	4,253	1,965	4,687	1	,030	70,321
	VIDEO_1	3,172	1,251	6,430	1	,011	23,858
	FORUM_2	2,655	1,254	4,481	1	,034	14,226
	Constant	-6,258	1,491	17,626	1	,000	,002

a. Variable(s) entered on step 1: PRODUCT_1, VIDEO_1, FORUM_2.

Image 17: Prada's Imagery higher levels regression

On the other hand, a low level of forums exposure (Sig.=0.034), and a very low level of online videos exposure (Sig.=0.011) and product placement (Sig.=0.030) influence positively the higher level of brand imagery. These variables enhance the chances of having higher brand imagery for 1422% (forums), 2385% (videos), and 6932% (product placement). It is remarkable to point out that, at this stage of brand equity, there is no relevant covariate representing events and experiential marketing, while online marketing is fully represented.

5.4.1.4 Brand judgments

Judgment actual level is influenced negatively by a low level of events exposure (Sig.=0.030) and product placement exposure (Sig.=0.011), and a high level of sport sponsorship exposure (Sig.= 0.012).

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	SPORT_5	-1,350	,539	6,276	1	,012	,259
	INSTAGRAM_5	2,008	,680	8,717	1	,003	7,451
	PRODUCT_2	-2,921	1,153	6,413	1	,011	,054
	VIDEO_4	1,188	,507	5,499	1	,019	3,280
	EVENTS_2	-,976	,451	4,684	1	,030	,377
	Constant	,313	,349	,801	1	,371	1,367

a. Variable(s) entered on step 1: SPORT_5, INSTAGRAM_5, PRODUCT_2, VIDEO_4, EVENTS_2.

Image 18: Prada's Judgments actual level regression

In fact, these variables reduce the chances of having the actual level of brand judgment with a probability of 62,3% (events), 94,6% (product placement), and 74,1% (sport sponsorship). On the other hand, online marketing's variables influence positively this CBBE level. Very high level of Instagram exposure (Sig.=0.003) increases the chances of

having the actual level of judgments for the 645% and high level of online videos exposure (Sig.=0.019) increases it for 228%. Online marketing covariates don't seem to have the same effect also on higher level of judgments as the only covariate with a high value (very high Facebook exposure) influences negatively the dependent variable, and the two covariates with low levels (very low online videos exposure, and low Twitter exposure) have on the other hand a positive influence. Women that use Facebook more frequently have in fact 99% chances less to have a higher level of brand judgments, and women who watch online videos very rarely and use Twitter and visit fashion blogs rarely have respectively 1097%, 12537%, and 3520% chances more to have the higher level of judgments. This dependent variable is also influenced negatively by two other covariates, namely medium museum exposure (Sig.=0.025) and medium product placement exposure (Sig.=0.002). These two variables decrease the chances of having a higher value than the actual one of brand judgment with a 98% and 99% probability.

In conclusion, events and experiential marketing exposure has a negative influence in both the levels considered, as well as product placement exposure. Online marketing exposure is negatively related to this stage of brand equity since it has a positive relationship with the lower level of judgments and a negative relationship with the higher level.

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	PRODUCT_3	-4,322	1,428	9,157	1	,002	,013
	TWITTER_2	4,839	1,999	5,861	1	,015	126,372
	VIDEO_1	2,483	,939	6,984	1	,008	11,975
	BLOG_2	3,589	1,363	6,939	1	,008	36,208
	FACEBOOK_5	-4,682	1,647	8,077	1	,004	,009
	MUSEUM_3	-3,844	1,719	5,000	1	,025	,021
	Constant	-1,057	,511	4,283	1	,038	,348

a. Variable(s) entered on step 1: PRODUCT_3, TWITTER_2, VIDEO_1, BLOG_2, FACEBOOK_5, MUSEUM_3.

Image 19: Prada's Judgments higher levels regression

5.4.1.5 Brand feelings

Only online marketing influences feelings actual level.

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	ONLINEADV_5	1,820	,870	4,379	1	,036	6,169
	BLOG_1	-,190	,422	,204	1	,652	,827
	FORUM_4	1,556	,897	3,008	1	,083	4,741
	Constant	-,911	,309	8,673	1	,003	,402

a. Variable(s) entered on step 1: ONLINEADV_5, BLOG_1, FORUM_4.

Image 20: Prada's Feelings actual level regression

Very high levels of online advertising exposure (Sig. 0.036) increase the possibility of having the actual level of feelings for 516%. Online advertising exposure is also significant in explaining the higher level of brand feelings (Sig.= 0.003), but to a lower extent. In fact, a lower level is considered (medium) and influences the dependent variable with a probability of 310%, which is still high, but lower than the one considered above. Other two online marketing covariates influence feelings growth, namely a very high level of Twitter exposure (Sig.=0.002) and a medium level of online videos exposure (Sig.=0.019). The first has a positive influence increasing the probability of 1488%. Oppositely, the latter has a negative influence decreasing the probability of 95%. Therefore the results show a clear positive influence of online advertising, while an unclear influence of more interactive and social tools. In any case, the findings point out that the only possible influent tool for this stage is online marketing.

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	PRODUCT_5	1,060	,605	3,074	1	,080	2,887
	MUSEUM_4	,648	,531	1,488	1	,222	1,912
	TWITTER_5	2,766	,899	9,461	1	,002	15,887
	VIDEO_3	-3,142	1,340	5,496	1	,019	,043
	ONLINEADV_3	1,413	,477	8,766	1	,003	4,109
	Constant	-1,772	,413	18,383	1	,000	,170

a. Variable(s) entered on step 1: PRODUCT_5, MUSEUM_4, TWITTER_5, VIDEO_3, ONLINEADV_3.

Image 21: Prada's Feelings higher levels regression

5.4.1.6 Brand resonance

The covariate that explains both resonance actual level and resonance higher level is the one that represents very high levels of sport sponsorship exposure (Sig.=0.034 and 0.049).

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	PRODUCT_2	-1,052	,618	2,899	1	,089	,349
	SPORT_5	-,991	,468	4,477	1	,034	,371
	ONLINEADS_4	-1,229	,475	6,701	1	,010	,293
	FACEBOOK_5	,820	,410	4,007	1	,045	2,271
	Constant	,414	,294	1,976	1	,160	1,513

a. Variable(s) entered on step 1: PRODUCT_2, SPORT_5, ONLINEADS_4, FACEBOOK_5.

Image 22: Prada's Resonance actual level regression

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	SPORT_5	,919	,466	3,890	1	,049	2,507
	PAPER_5	-1,729	,781	4,902	1	,027	,178
	MUSEUM_4	,813	,490	2,753	1	,097	2,255
	Constant	-1,029	,280	13,460	1	,000	,357

a. Variable(s) entered on step 1: SPORT_5, PAPER_5, MUSEUM_4.

Image 23: Prada Resonance higher levels regression

This covariate has a negative impact on the actual level and a positive impact on the higher levels. More specifically, it decreases by 62,9% the probability of having the actual level and it increases by 150% the probability of having higher levels. Brand resonance actual level, on the other hand, is positively influenced by a very high level of Facebook exposure (Sig.=0.045), which increases the probability of 127%. This probability is lowered by a high level of online advertising exposure (Sig.=0.010), as it decreases the probability of 70%. None of these last covariates are significant to higher level of brand resonance. However, the sport covariate is not the only one influencing this dependent variable. The dependent variable representing a very high level of paper advertising exposure shows significance (Sig.=0.027). However, it doesn't have a positive effect as it decreases of 82% the probability of having higher level of brand resonance.

5.4.2 Fontana Milano

The analysis for this brand won't take in consideration the actual level of the CBBE stages. The level, being very low, would not allow answering the research question. However, by taking in consideration only the higher levels, the actual level will be taken in consideration as well, as it assumes the value 0 in the regression. Some of the covariates considered in the regression are different from the one presented for the previous brand. This is due to differences in the communication effort of the two brands.

The same level of significance as Prada (0.05) was used to refuse hypothesis, as well as to detect outliers. However, also in this case, the standard deviance was increased to 3 for the feelings stage and to 3.5 for salience.

Table 4 reports the measures used to assess efficiency. Moreover, it is remarkable to point out that outliers have been detected and deleted and that multicollinearity is not present.

	Nagelkerke R Square	Hosmer and Lemeshow chi-square p-value (>0.05)	Prediction percentage without covariates	Prediction percentage with covariates	Total number of cases without outliers
Salience	0,459	0,320	92,6%	93,4%	122
Performance	0,322	0,209	78,3%	80,0%	120
Imagery	0,322	0,209	78,3%	80,0%	120
Judgments	0,322	0,209	78,3%	80,0%	120
Feelings	0,679	0,929	86,1%	92,2%	115
Resonance	0,348	0,246	85%	85,8%	120

Table 6: Efficiency measures

As it can be seen from the table, Prada's models were more efficient. Within Fontana regressions, brand feelings and salience are the models with the highest efficiency. According to the Nagelkerke R Square, the covariates are able to explain for the 67,9% (feelings) and 45,9% (salience), the variance of the dependent variable.

5.4.2.1 Brand salience

The significant covariates are three and they influence both the actual level of brand salience and the higher ones. These are a low level of event exposure (Sig.=0.037), a very low level of Facebook usage (Sig.=0.011), and a high level of fashion blogs exposure (Sig.=0.009). The covariate having the highest effect is the last one, as it increases the probability of having a higher value of brand salience of 3384%. Facebook has also a positive effect on the result as it increases the probability of 2423%. On the other hand, the probability is lowered by the events covariate. People with a low exposure to events in fact, have 94% less of probability to have a higher level of brand salience.

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Paperadv_2	1,373	,870	2,489	1	,115	3,947
	Events_2	-2,857	1,373	4,328	1	,037	,057
	Facebook_1	3,228	1,264	6,519	1	,011	25,236
	Blog_4	3,551	1,363	6,784	1	,009	34,846
	Forum_4	1,172	1,370	,732	1	,392	3,228
	Constant	-4,905	1,293	14,382	1	,000	,007

a. Variable(s) entered on step 1: Paperadv_2, Events_2, Facebook_1, Blog_4, Forum_4.

Image 24: Fontana's salience higher levels regression

5.4.2.2 Brand performance, brand imagery, and brand judgments

These three stages reported identical results; therefore they will be considered together. The models underlines the significance of four covariates in explaining the variance of brand performance, imagery, and judgments i.e. a very low level of Facebook usage (Sig.=0.004), a low level of paper advertising exposure (Sig.=0.00) and videos exposure (Sig.=0.005), and a high level of fashion blogs exposure (Sig.=0.001).

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Paperadv_2	2,004	,571	12,320	1	,000	7,421
	Video_2	1,831	,657	7,765	1	,005	6,240
	Facebook_1	1,604	,561	8,181	1	,004	4,973
	Blog_4	2,475	,771	10,320	1	,001	11,886
	Constant	-3,393	,607	31,236	1	,000	,034

a. Variable(s) entered on step 1: Paperadv_2, Video_2, Facebook_1, Blog_4.

Image 25: Fontana's Performance higher levels regression

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Paperadv_2	2,004	,571	12,320	1	,000	7,421
	Video_2	1,831	,657	7,765	1	,005	6,240
	Facebook_1	1,604	,561	8,181	1	,004	4,973
	Blog_4	2,475	,771	10,320	1	,001	11,886
	Constant	-3,393	,607	31,236	1	,000	,034

a. Variable(s) entered on step 1: Paperadv_2, Video_2, Facebook_1, Blog_4.

Image 26: Fontana's Imagery higher levels regression

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Paperadv_2	2,004	,571	12,320	1	,000	7,421
	Video_2	1,831	,657	7,765	1	,005	6,240
	Facebook_1	1,604	,561	8,181	1	,004	4,973
	Blog_4	2,475	,771	10,320	1	,001	11,886
	Constant	-3,393	,607	31,236	1	,000	,034

a. Variable(s) entered on step 1: Paperadv_2, Video_2, Facebook_1, Blog_4.

Image 27: Fontana's Judgments higher levels regression

All the covariates positively influence the three levels. In particular, a high blogs exposure increases the probability of higher levels of 1088%, a low paper advertising exposure of 642%, a low videos exposure of 524%, and a very low Facebook exposure increases the probability of 397%.

5.4.2.3 Brand feelings

A very low level of Facebook usage (Sig.=0.008), a low level of paper advertising exposure (Sig.=0.00), and a high exposure to fashion blogs (Sig.=0.002) are the three covariates that influence also this stage. To these, should be also added a low level of forums exposure (Sig.=0.003).

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Facebook_1	3,459	1,297	7,109	1	,008	31,797
	Forum_2	3,969	1,337	8,814	1	,003	52,947
	Paperadv_2	6,125	1,653	13,721	1	,000	457,025
	Blog_4	7,098	2,292	9,590	1	,002	1209,620
	Constant	-9,636	2,542	14,371	1	,000	,000

a. Variable(s) entered on step 1: Facebook_1, Forum_2, Paperadv_2, Blog_4.

Image 28: Fontana Feelings higher levels regression

All these variables have a positive influence. In fact, women with a high fashion blogs exposure have 120862% of chances more to have a higher level of brand feelings, the one with a low level of paper advertising exposure have 45602% chances more, the one with a low level of forums exposure have 5194% chances more, and the one with a very low Facebook exposure have 3079% chances more than the one with different levels of exposures.

5.4.2.4 Brand resonance

This last stage of brand equity is positively influenced by three variables, which were useful in explaining the values of some previous stages as well. These are: a low level of videos exposure (Sig.=0.004) and paper advertising exposure (Sig.=0.00), and a high level of fashion blogs exposure (Sig.=0.004).

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Video_2	2,313	,793	8,508	1	,004	10,107
	Blog_4	2,471	,847	8,514	1	,004	11,837
	Paperadv_2	2,606	,727	12,856	1	,000	13,550
	Constant	-3,781	,690	30,068	1	,000	,023

a. Variable(s) entered on step 1: Video_2, Blog_4, Paperadv_2.

Image 29: Fontana's Resonance higher levels regression

Paper advertising covariate is the one that influences the most the result of the dependent variable. Women with a low exposure to this media in fact have 1255% chances more to have a higher level of brand resonance than the women with other levels of exposure. A similar result is given by the blogs covariate, which increases the probability for a woman to have a higher level of resonance for the 1083%. The videos covariate has also a positive influence on the dependent variables. Women with a low level of online videos exposure have in fact 919% chances more to have a higher level of resonance than women with other levels of online videos exposure.

	Fontana Growth	**Prada**	**Prada Growth**
Salience	Events_2 ↓ Facebook_1 ↑ Blog_4 ↑	Sport_4 ↑ Onlineadv_2 ↑ Forum_2 ↑ Product_2 ↓	Product_1 ↑ Events_4 ↑ Twitter_2 ↑ Forum_3 ↑
Performance	Paperadv_2 ↑ Video_2 ↑ Facebook_1 ↑ Blog_4 ↑	Sport_3 ↑ Blog_4 ↓	Paper_3 ↑ Sport_3 ↓ Video_2 ↑ Blog_4 ↑
Imagery	Paperadv_2 ↑ Video_2 ↑ Facebook_1 ↑	Blog_4 ↑	Product_1 ↑ Video_1 ↑ Forum_2 ↑

	Blog_4 ↑		
Judgments	Paperadv_2 ↑ Video_2 ↑ Facebook_1 ↑ Blog_4 ↑	Sport_5 ↓ Instagram_5 ↑ Product_2 ↓ Video_4 ↑ Events_2 ↓	Product_3 ↓ Twitter_2 ↑ Video_1 ↑ Blog_2 ↑ Facebook_5 ↓ Museum_3 ↓
Feelings	Facebook_1 ↑ Forum_2 ↑ Paperadv_2 ↑ Blog_4 ↑	Onlineadv_5 ↑	Twitter_5 ↑ Video_3 ↓ Onlineadv_3 ↑
Resonance	Video_2 ↑ Paperadv_2 ↑ Blog_4 ↑	Sport_5 ↓ Onlineadv_4 ↓ Facebook_5 ↑	Sport_5 ↑ Paper_5 ↓

Table 7: Results

6 Discussion

The aim of the thesis was to discover which is the most effective way to enhance brand equity for fashion luxury brands in the Italian market. To answer to this problem, two brands producing top quality luxury leather goods have been examined. By analyzing the answers given to the questionnaires, it was possible to determine the actual level of brand equity in each step, and to understand the reason of these levels and of the higher ones. Through a logistic regression, it was possible to relate these levels to the target's media exposure and hence determine which were the most significant media and which of these media had a positive influence in increasing the brand equity's actual level. The most efficient techniques to use are considered the one whose correspondent exposures to the media have a positive relationship with the highest levels of brand equity. In other words, the brand should focus on those media whose exposures are positively related with higher levels of CBBE, as the efficacy of the media have already been tested several times. Paper advertising, event marketing, and OBS were found to be the most effective communication tools for the Italian (fashion) luxury market. However, these tools should not be used in all the stages, as each stage of the brand equity shows more efficacy of

one tool compared to the others. To precisely answer the research question and give an explanation to the answers, the four main brand equity stages are considered separately.

Brand Identity – Brand identity can be increased effectively through event marketing and online brand communities (OBS). The results demonstrated that high levels of event marketing exposure increase the probability of having a higher brand salience level for Prada, and that low levels of event marketing decrease the probability of having a higher brand salience level for Fontana. Since the exposure to this marketing technique is significant both for Fontana and for Prada, it can be concluded that event marketing exposure is affecting brand identity. However, the real level of this technique can't be predicted with certainty, but it can be stated that people who demonstrate an interest in taking part of fashion events also have higher levels of brand equity than the average for both the brands. This result goes confirms what was already stated in the literature review, as brand awareness is influenced by sport sponsorship and CRM. As a matter of fact, several studies have demonstrated that event marketing is particularly effective in enhancing brand awareness and equity (Sneath et al., 2005). Having the target with the highest level of identity a positive attitude to this technique, it can be stated that event marketing is efficient in enhancing brand identity within the selected target group. Therefore, a positive effect of art and sport sponsorship could also have been expected. Although the result didn't show evidence of this relationship, it doesn't mean that the relationship doesn't exist. In fact, the two covariates representing the exposure to these media were not taken into consideration because they showed high levels of p-value, the null hypothesis couldn't be refused, but neither accepted. The effect of sponsorship can't be determined for certain. However, the high interest that the target showed for sports and the medium interest that they showed for arts, may lead to conclude that the relationship between the stages could be not negative, as the interest for the sponsored topic is one of the requirement for the efficacy of sponsorship (Close et al., 2006).

The second effective technique that stands out from the results is online brand community. Women who visit blogs and attend online forums showed higher levels of brand salience both for Fontana and for Prada. Recent studies demonstrated that these techniques have a positive influence on brand awareness (Brogi et al., 2013). The positive attitude that consumers who have higher brand identity levels demonstrated towards these techniques

make it possible to list OBS as a way to increase the level of brand equity. However, it is remarkable to notice that only half of the segment uses OBS. This may be a consequence of the law that until recently restricted access to the Internet in Italy. However, since the target group can be considered to be innovative, it can be assumed and expected that the percentage will increase fast. According to the literature review, also online advertising and social networks have a positive influence on brand awareness and salience. However any relevancy of women having higher levels of brand identity and positive attitude towards online advertising and social networks was not found. This, once again, does not prove that the relationship between brand salience and the two missing online marketing techniques doesn't exist because, as already stated, the models took in consideration only the exposure. Moreover, the high p-value like it is in this case does not directly mean that the relationship does not exist, as the null hypothesis can neither be rejected nor accepted. However, contrarily to what just stated for event marketing, the descriptive analysis shows that very few women use social networks, so this kind of marketing may not be the best way to increase the equity levels. Moreover, luxury brands literature points out the problem that Internet may be perceived as a mass-media rather than a niche-media. For this reason, online advertising may not be an effective tool in enhancing equity as it could lead to problems linked to over-advertising (Kirmani, 1990; and Kirmani and Wright, 1989) and brand destruction.

As it can be noticed, neither paper advertising nor product placement was considered as effective tools in increasing brand identity. However, the high value of p-value for this technique doesn't necessarily mean that advertising is not influencing CBBE. In other words, the fact that advertising cannot be listed as effective doesn't mean that it is not. Additionally to this reason, the measures on the exposure may not be the best ones for this media. The literature points out the efficacy of advertising quality over quantity on brand equity (Buil et al., 2013). This may be especially relevant in the case of luxury products, since a product over-advertised may loose its niche-appeal (Kirmani, 1990; and Kirmani and Wright, 1989). However, due to time constraint it was not possible to focus on advertising quality and also take into consideration the other media. Additionally, since the relationship between advertising and equity has already been studied several times, focusing only on this technique would not have brought any interesting result. For this reason I accept the fact that no interesting results for this technique are found, and I

suggest to further research the relationship between advertising and brand identity in this particular market geography and product category.

Brand Meaning – Brand meaning is influenced by paper advertising and OBS exposure. Paper advertising is effective if it's kept at a medium-low level. Several papers demonstrated that advertising is effective in terms of advertising spending and message quality, even if the latter seems more effective. This may explain why people that have higher levels of brand performance and brand imagery for both the brands, showed a medium-low advertising exposure. As a matter of fact, in this case, the message quality can be related to the choice of magazine. It is in fact renown that for these brands, the magazine's name and the position that the brand has in the magazine, play a big role as it demonstrates the brand's power (Tungate M., 2005). However, once again, this is left to further research. The positive effect of low levels of advertising can be explained by the fact that over-advertising may have a negative effect (Wang et al., 2009; Chu and Keh, 2006; Kirmani, 1990; and Kirmani and Wright, 1989). However, there's no evidence demonstrating that people with the lowest levels of brand equity have the highest exposure to paper advertising. It couldn't be demonstrated, neither, that to the highest exposure to paper advertising is associated a lower level of brand meaning. Being the research's focus on effectiveness, this last consideration is not relevant for the research. However, considering the theory, the results, and the kind of product, it can be assumed that non-targeted advertisement (advertising in fashion magazines perceived as "younger" or "cheaper"), and advertising in magazines that are not fashion-related may destroy the brands' power. For these reasons it is suggested to advertise at a medium-low level and, specifically, to do it in the most coherent magazine to the brand and the brand's target, in order to incentivise the creation of strong, favourable, and unique associations.

Once again OBS are effective techniques to use also in this stage. Keller (2009) demonstrated that blogs are good tools to enhance brand performance and imagery. Moreover OBS more in general have positive effects in reinforcing brand associations, which is what creates this brand equity stage. People with an interest in forums and fashion blogs demonstrated higher values of brand performance and imagery. The level of the exposure varies, and there was not evidence of negative or positive influence of higher and lower levels. Therefore nothing can be concluded for those levels. Once again, social

media were expected to have a positive effect, but, as stated above, the insignificance of the associated covariate doesn't deny their possible positive effect on this stage.

Event marketing wasn't expected to have any influence on this stage. It was found, however, that women with medium levels of sport sponsorship have a lower level of brand performance. This was only verified on one brand, so the result may be related only to the topic of the sponsorship itself (Westberg and Pope, 2012; Colbert, F. 2009). For women who are not very interested in sports like in this stage, a sport sponsorship may have a negative effect on the equity of the sponsor brand, since associations play a key role in this stage. However, it is left to further research the real effect of event and experiential marketing effect on brand meaning.

Brand responses – What stated above for event marketing is also valid for this stage. It was not found any relevant theory about the relationship nor was it found effectiveness in the analysis. Therefore the consideration about this relationship goes beyond the purpose of this thesis and is hence left to further research. Effectiveness was proved for paper advertisement, social networks, and blogs. Paper advertisement, once again, in order to be effective, has to be kept at a medium low level, focusing more on quality than on quantity (Moorthy and Zhao, 2000; and Kirmani and Wright, 1989) especially for this product category that can be associated more with durable goods rather than non-durable. For the same reason, i.e. over-advertisement, advertising was probably not considered effective for this kind of product, while it is generally an effective tool. The particular relationship between advertising and perceived quality for luxury goods is therefore left to future research, as Moorthy and Zhao (2000) suggested. Although online advertising didn't show any evidence of the relationship; social networks, online videos and blogs prove the effectiveness of online marketing. In particular, online videos are usually considered together with online advertising since they belong to this category. The results confirm what it was just stated for paper advertisement i.e. a lower level of exposure results in higher levels of brand equity. In other words, it can be assumed that this result is due to the higher effect of quality over "quantity". The other two online marketing techniques that reported interesting results in increasing brand equity are social networks and blogs. About the former, only Twitter seems to have a positive effect, as Twitter users showed higher levels of brand judgments and feelings. Even if the target doesn't have a very high

exposure in general, it can be assumed that this will soon change because of the recent changes in Internet regulation in Italy.

The last influencing technique is represented by fashion blogs. Blogs are particularly powerful tools as they leave the consumers free to give feedback about the brand. This feedback may be either positive or negative. However, in this case, since the products are of top-quality they may have only the positive effect. As a matter of fact women who show high interest in reading fashion blogs, seem also to have higher level of brand responses. However, the high level of blogs' exposure can also be interpreted only with a high interest in fashion and new tendencies. The meaning and the consequences of this will be further explained below.

Brand Relationships – The variables considered effective in this last stage are paper advertising, online videos, sport sponsorship, and fashion blogs exposures. Online videos will be considered together with paper advertising because it's part of advertising and because it showed effectiveness only for Fontana. Different studies presented different results on the relationship between this stage and advertisement. Some authors argue that there is a direct relationship between brand loyalty and advertisement (Moorthy and Hawkins, 2005), and others argue that the relationship only exist indirectly (Buil et al., 2013; Bravo et al., 2007). From the results it's evident that people with a low advertisement exposure have a higher probability to have higher levels of brand resonance, while people with a high exposure have a lower probability. What stated above for the other stages, here becomes evident i.e. over-advertisement leads to a decrease in brand power and once again it is more important to focus on quality. It can be foreseen that the choice of the magazine is related to advertisement quality for this result, and for the results above. However, once again this relationship should be further analysed in future studies.

The other two communication techniques that are considered effective for this product category in the selected geography show evidence only for one of the brands. Sport sponsorships are effective only for Prada, and fashion blogs are effective only for Fontana. The former is considered an interesting result because it clearly demonstrates that in this stage it is really important that the sponsored events are considered interesting for the consumers of the brands, as it may intensify consumers' feeling, a key element of this

stage. This was found for Cause Related Marketing (Westberg and Pope, 2012; Colbert, F. 2009), but it can also be applied to sport sponsorship as the result demonstrated this. In fact, women with the highest personal interest in sports, showed the higher levels for Prada's brand resonance. The last technique is fashion blogs. This result was valid only for Fontana. Once again this doesn't deny that the relationship is not valid also for Prada. However, in this case, a high level of blogs exposure could also mean only a high interest for fashion. As stated in the previous stage, if the covariate is interpreted as just stated, it would mean that women that have a high interest in fashion have the higher value of brand resonance. This interpretation was not possible in the earlier stages because the results were confirmed by Prada's data. However, in this case, being Fontana a very niche brand, nothing certain can be concluded. Except for the variables that were proved to be effective, what was expected in this stage was a higher efficacy of interactive variables e.g. forums, social networks, event marketing while the only interactive variable that resulted effective is sport sponsorship. The result may be a consequence of the importance of the "cause" in this stage, but it could also be due to the characteristics of the target, that is not a frequent user of social networks and forums.

6.1 Limitations and Further research

When taking into consideration what stated above some limitations have to be kept in mind.

- Industry limitation: the fashion industry is the only one considered. Being a creative industry, actors, tools and consumers are different from the ones in the ordinary industry and therefore the findings cannot be extended to the latter.
- Geography limitation: Italy and in particular the Northern regions is the only region considered. Therefore due to the strong cultural differences existence within the Italian borders, their influence on consumer behaviour, and to the importance of consumer behaviour in the topic analysed, the findings cannot be extended neither in the whole country nor to the world.
- Firms limitation: Due to time restrictions only two firms could be considered in the analysis. Therefore the results may be different if other firms in other markets (e.g. watches, boats, houses, jewellery…) were chosen.
- Validity limitation: As stated in the validity paragraph, only four models were completely

valid i.e. the p-value of the whole model without covariates was above 0.05. However, the models were still considered valid because they were compared to the models proved valid and also to the literature. However, having a p-value lower than 0.05 should still considered an issue and, for this reason, it is listed within the limitations.

- Generalizability limitation: Having used a non-probability sampling certainly constitutes a limitation that would not have existed if probability sampling was used. Even if generalization was assessed through qualitative comparisons, certainty cannot be obtained without numbers. For this reason this limitation should be taken in consideration.

Covariate measure: Due to time constraint and to the importance of having one and only measure for all the covariates, exposure to the different media was selected. This choice comes with a limit i.e. the real campaign was not tested. However, it should also be kept in mind that the aim of the thesis was not to test the existence of the relationships since this was demonstrated already by several researches.

These limitations show several suggestions for further research. First of all the geography, industry, and firm limitations give relevancy to the analysis since they show how important is this mix when taking not only communication, but also branding decisions. For this reason, the same study could be tested either in other countries, or with other industries, or with other products in the same industry and country. In this way more differences may be discovered and new managerial suggestions may be tracked.

Choosing different communication measures may also be an interesting topic for future research. There is no or little literature that puts into practice the CBBE model and associates it with all the communication variables. Most of the studies, in fact, focus only on one variable of the mix. Moreover, the variables considered here can be studied from different perspectives and approaches, the one chosen is only one of them, hence, there is room for adopting other ones.

6.2 Managerial Implications

From the results of the analysis three main guidelines are standing out. The first one in particular is a direct consequence of theory and of the practical analysis. Several researches focused on the quantity of advertising wondering to which extent the quantity should be increased in order to make an advertising campaign be the most effective

(Moorthy and Zhao, 2000; and Kirmani and Wright, 1989). Previous literature also suggested that the quantity might depend on the category to which the advertised product belongs (Moorthy and Zhao, 2000). In this case, all these assumptions were verified and the consequent suggestion is to focus on the quality rather than the quantity. Over-advertising may destroy the power of the brand as it would make the consumer have the feeling of an over-sold product, and hence not very sought-after that is the characteristic that luxury product must have in order to keep the luxury status. The suggestion is therefore to advertise only in the most renown fashion magazine that, specifically in the Italian market, are Vogue and Vanity Fair.

Moreover, the other main guidelines that come out from the analysis are interactivity and engagement. These guidelines that Italian luxury brands should keep in mind, are consequences of both previous papers and the demonstrated effectiveness in most of the steps of online marketing, and in particular blogs and forums, and event marketing. Interaction between consumers and between the consumer and the brand is important both offline and online. Offline interaction should be promoted through point of purchase based on experiential marketing and through events. In this way the consumer may develop a particular attachment to the brand and hence higher the levels of brand equity enriching the power of the brand. I would also suggest that these offline techniques should be followed by online ones. The power of the web was also demonstrated through this analysis; hence, despite the age of the target, Internet is considered an effective media. In particular social platforms were the one followed by the part of the target with the highest equity levels. For this reason, luxury brands should also focus on the power of the fashion blogs and forums.

Interactivity goes hand in hand with engagement, that is the last guideline provided by the analysis. Engagement is particularly important for luxury goods as it provides a reason to purchase (Colbert F., 2009). In this case, engagement is a result of online activities and offline activities. Social networks, forums, online videos, websites, and blogs are in fact good ways to engage the consumer online. However, due to the target's age also offline activities are very important. In this case, event marketing is suggested, as the sample showed interest in it. However, data and previous researches suggested that not all the kinds of events are effective. When sponsoring an activity or organizing the event in fact

the company should pay attention not to go against it is image and at the same time to select a meaningful and interesting topic for the consumer (Colbert F., 2009). These suggestions are also aimed to create a word-of-mouth, which starting from positive, satisfied and engaged consumers may be very effective.

In conclusion, the levels of brand equity should constantly be monitored and analyzed. In particular, while doing that, it should be kept in mind that the CBBE model can be read as a ladder. For this reason it is suggested to focus on the weakest stages that are positioned in the lowest levels of the pyramid. Starting from the bottom, to then proceed to the top, would provide the brand with a more consolidated position. Communication influences brand equity as brand equity itself influences communication choices, or rather to use Keller's words, "*The flexibility of marketing communications come in part from the number of different ways they can contribute to brand equity. At the same time, brand equity helps marketers determine how to design and implement different marketing communication options*." (Keller, 2008). In order to have an effective communication campaign, the level of brand equity should be known to better choose the communication techniques as their effectiveness and efficacy change from stage to stage. In doing so, Keller's CBBE model seems the best as it provides a complete and coherent method to measure the levels.

7 Conclusion

The aim of this thesis was to verify the relationship between two marketing concepts, namely brand equity and marketing communication, in a specific geographical market and with a new product category. Several researches focused on this relationship earlier, but oppositely to what was used in this thesis, they based their findings on a more theoretical framework. As a consequence, firms couldn't easily and directly apply their results. Furthermore, any of them put the focus on the marketing mix as a whole and on this particular product category. The fashion product should not be considered as a convenience good and, hence, the rules valid for the latter may not be valid for the former. Starting from the differences between these two goods categories and from the importance that brand equity and marketing communication has for the fashion industry, I chose the following research question:

"*How can the Italian fashion industry most effectively build their brands on the Italian market by using Keller's CBBE model to the brands' target group?*"

The main objective of the thesis was therefore to test the already existing relationship in the Italian fashion industry in order to find out which communication techniques were the most effective. To reach this objective, consumer brand equity, based on Keller's model, and marketing communication exposures were tested in the target group through a questionnaire. The data collected were then analyzed through a logistic regression model and descriptive analysis. The analysis was based on two fashion-luxury brands with similar stories and market positions, but that differed with respect to their communication campaigns. One is among the market leaders in Italy; the other is a niche brand. The former was hence considered an efficient brand and the latter the one to ameliorate. Through the central tendency measures it was possible to discover the brand equity level in each stage of the CBBE pyramid. The results demonstrated the strength of the market leader brand, and the weaknesses of the other. This can be interpreted as a signal of the power of marketing communication since, keeping price and brand position constant, is the only remaining differentiation factor. The power of communication was then verified quantitatively through logistic regressions. These models tested the relationship between the consumer's exposure to each marketing communication technique and the level of CBBE. Exposure was studied because the influence of communication on brand equity was established already. Therefore, the objective of the thesis was to find the most efficient way to increase the brand equity levels within the considered geographical area. For this purpose, it became relevant to understand the target exposure to the media and to verify if this exposure was related to a higher level of brand equity. The result of the analysis shows that, depending on the considered brand equity stage, different communication techniques prove to be effective. However, three general trends are standing out namely the effectiveness of online interactivity, of event marketing in terms of engagement, and a better efficacy of medium-low levels of advertising compared to higher ones.

Considering the findings, it can be stated that the objectives of the thesis have been met. The results confirm what stated in theory and hence establish the relationship also for the fashion luxury industry. Moreover, they indicate the best path to follow in order to increase

the brand's value in a practical manner. The answer to the research question is given by demonstrating quantitatively that in the first stage of brand equity the most effective techniques to adopt are online brand community and event marketing. In the second stage online brand community and paper advertising demonstrated more effectiveness. In the third stage, online brand community, paper advertising, and social networks were proved to be the most effective. In the last stage paper advertising, online brand community, sport sponsorship and online videos were the variables that increased the brand resonance most effectively. Having verified quantitatively on two brands that certain communication techniques influence certain stages more effectively, and having obtained coherent results within the two different brands, generalizability of the findings can be assessed. Hence, the whole industry considered can take advantage of the suggested framework, when dealing with the Italian market. As a consequence it can be concluded that fashion brands should carefully analyze the stage they should improve before choosing the communication mix. One of the reasons of thesis' relevancy is that all the marketing mix variables are considered together. Furthermore, in the thesis, their whole effect is considered first on different stage of CBBE, and then when affecting the whole consumer based brand equity. Moreover the thesis points out differences and similarities between the luxury fashion goods and the convenience goods. If the communication tools used by the mass market were not proven to be ineffective in the luxury market, the thesis points out the importance of using different techniques differently combined for different product categories.

Nevertheless, the results show also some limitations that were consequences of time and mean constraints. These limitations may be regarded as a starting point for further researches. Despite the limitations, the thesis was demonstrated to be valid, reliable and generalizable. Solutions, guidelines, limitations, and models give relevance to the thesis, which can now be used as a practical framework to effectively improve the whole industry of Italian high-fashion brands.

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Appendices

a. Survey

Che valore dai alla tua borsa?

Building strong brands in the Italian fashion industry - Tesi di Laurea Spe...

Gentile Signora o Signorina,

Sono Claudia, laureata all'Università Bocconi e laureanda in Danimarca presso la Copenhagen Business School. Intraprendo quest'indagine statistica nell'ambito dei miei studi curriculari. Per la precisione, questo questionario è una componente fondamentale della mia tesi di laurea specialistica sul settore dell'Alta Moda Italiana.

Il Suo aiuto è fondamentale per il buon esito della ricerca perché, partendo dalla Sua opinione, l'indagine avrà l'obiettivo di rappresentare il "valore reale" di alcuni marchi Italiani di borse di lusso e la loro posizione nel mercato. L' opinione che Lei ha dei marchi, e non la Sua conoscenza, è particolarmente preziosa in questa sede poiché per "valore reale" si intende il valore che Lei, consumatrice, associa ai vari marchi.

Pertanto, rendendo note le Sue impressioni e percezioni sui tre marchi di borse che qui verranno presi in analisi, Lei renderà possibile individuare la posizione attuale di questi brand. Questa sarà poi usata come punto di partenza per trovare nuovi modi per far crescere ulteriormente l'immagine di questi marchi e quindi valorizzare il made in Italy nel nostro Paese e soprattutto all'estero.

LA SUA SINCERA COLLABORAZIONE È INDISPENSABILE E, PER FACILITARLA, LA COMPILAZIONE DEL QUESTIONARIO E' DEL TUTTO ANONIMA E CONFIDENZIALE.
INOLTRE L'INDAGINE NON AVRÀ ALCUNO SCOPO COMMERCIALE MA SARÀ USATA A FINI ESCLUSIVAMENTE DI RICERCA.

La ringrazio per la Sua collaborazione e Le prometto che il questionario La impegnerà solo per 10 minuti.

Claudia Burdo

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Ms.Sc. in Management of Creative Business Processes
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Qualche informazione

Affinché l'indagine vada a buon fine è necessario che Lei risponda accuratamente e sinceramente a tutte le domande proposte.
Le ricordo che questa indagine è volta a misurare le Sue impressioni. Le Sue opinioni pertanto sono di fondamentale importanza sia che Lei sia una cliente del marchio o che non lo sia.
Inoltre, affinché l'indagine vada a buon fine, deve essere compilata in un'unica seduta. Non sarà, infatti, possibile riprendere la compilazione del questionario in un secondo momento.

Che valore dai alla tua borsa?

1. Professione:

- ○ Casalinga
- ○ Imprenditore
- ○ Dirigente pubblico
- ○ Dirigente privato
- ○ Dipendente pubblico
- ○ Dipendente privato
- ○ Libero professionista
- ○ Studente
- ○ Altro

(specificare)

2. Dove abita?

- ○ Nord Italia
- ○ Centro Italia
- ○ Sud Italia

3. In che tipo di città abita?

- ○ Città di provincia
- ○ Metropoli

4. Età:

- ○ <20
- ○ 20-25
- ○ 25-30
- ○ 30-40
- ○ 40-50
- ○ 50-60
- ○ 60-65
- ○ >65

5. Sesso:

- ○ Femmina
- ○ Maschio

Che valore dai alla tua borsa?

6. Qual è il Suo marchio di borse di lusso preferito?

7. Ogni quanto acquista un accessorio di lusso?

- Mai
- Meno di una volta all'anno
- Una volta all'anno
- Due volte all'anno
- Una volta al mese
- Più di una volta al mese

8. Quanto è disposta a spendere per una BORSA DI MARCA?

- Non più di 300 Euro
- Anche più di 300 Euro se di buona qualità

Salience

9. Che marchi Italiani di borse preferisce usare nelle seguenti situazioni?

Fuori con amici e/o partner	
Per andare al lavoro / università	
In un pomeriggio di shopping	
In vacanza	
Per andare a fare sport	
Per andare ad un concerto/ cinema/ teatro/ museo	

10. Nomini i primi 3 marchi italiani di borse di lusso che Le vengono in mente

Primo marchio	
Secondo marchio	
Terzo marchio	

Salience I - Azzurra Gronchi

11. Conosce il marchio di pelletteria Azzurra Gronchi?

- Si
- No

Salience II - Azzurra Gronchi

Che valore dai alla tua borsa?

12. Con che frequenza pensa al brand Azzurra Gronchi?

- ○ Quasi ogni giorno
- ○ Una volta al mese
- ○ Una volta all'anno
- ○ Meno di una volta all'anno
- ○ Mai

Performance - Azzurra Gronchi

☞ Da questo momento in poi l'indagine ha come scopo quello di misurare le Vostre PERCEZIONI. Anche se non avete mai acquistato un prodotto di Azzurra Gronchi, Vi prego di rispondere alle domande proposte basandovi sulle impressioni che avete su questo brand.

Che valore dai alla tua borsa?

13. Indichi su una scala da 1 a 5 il Suo livello di accordo o disaccordo con le seguenti affermazioni:
(1 = Disaccordo, 5 = Accordo)

Azzurra Gronchi...

	1	2	3	4	5
...offre prodotti con funzioni di base (es. contenimento di oggetti, trasportabilità, etc.) migliori, in confronto ad altri marchi Italiani di borse di lusso	○	○	○	○	○
... soddisfa meglio i miei bisogni, in confronto ad altri marchi Italiani di borse di lusso	○	○	○	○	○
...ha caratteristiche speciali	○	○	○	○	○
...è affidabile	○	○	○	○	○
...è durevole	○	○	○	○	○
...offre assistenza facilmente (considerando tutti i servizi clienti offerti dal brand)	○	○	○	○	○
...ha un servizio post-vendita che soddisfa completamente le mie esigenze	○	○	○	○	○
...offre un servizio post-vendita efficiente in termini di cortesia, velocità, prontezza nel rispondere,...	○	○	○	○	○
...è alla moda	○	○	○	○	○
...crea prodotti che mi piacciono in termini di aspetto, sensazioni, e design	○	○	○	○	○
...ha prezzi ragionevoli, in confronto ad altri marchi Italiani di borse di lusso	○	○	○	○	○

Imagery - Azzurra Gronchi

Che valore dai alla tua borsa?

14. Indichi su una scala da 1 a 5 il Suo livello di accordo o disaccordo con le seguenti affermazioni:

(1 = Disaccordo, 5 = Accordo)

	1	2	3	4	5
Ammiro e rispetto molto le persone che usano Azzurra Gronchi	○	○	○	○	○
Le persone che usano Azzurra Gronchi mi piacciono molto	○	○	○	○	○

15. Quanto le seguenti parole sono in grado di descrivere il marchio Azzurra Gronchi?

(1 = Non lo descrive per niente, 5 = Lo descrive molto bene)

	1	2	3	4	5
Pratico, concreto	○	○	○	○	○
Onesto	○	○	○	○	○
Audace	○	○	○	○	○
Attuale, moderno	○	○	○	○	○
Affidabile	○	○	○	○	○
Di successo	○	○	○	○	○
Di ceto elevato	○	○	○	○	○
Affascinante	○	○	○	○	○

16. Quali tra questi sono/sarebbero i negozi più appropriati per acquistare il marchio Azzurra Gronchi?

(1 = Assolutamente non appropriato, 5 = Molto appropriato)

	1	2	3	4	5
Azzurra Gronchi (punto vendita ufficiale)	○	○	○	○	○
La Rinascente	○	○	○	○	○
Coin	○	○	○	○	○
Azzurragronchi.com (sito internet - online shopping)	○	○	○	○	○
Yoox.com, netaporter.com, luisaviaroma.com	○	○	○	○	○
Privalia /Saldiprivati	○	○	○	○	○
Ebay.com	○	○	○	○	○

Che valore dai alla tua borsa?

17. Quanto ritiene/riterrebbe appropriato usare una borsa di Azzurra Gronchi nelle seguenti situazioni?
(1 = Assolutamente non appropriato, 5 = Molto appropriato)

	1	2	3	4	5
Fuori con amici e/o partner	○	○	○	○	○
Per andare al lavoro / università	○	○	○	○	○
In un pomeriggio di shopping	○	○	○	○	○
In vacanza	○	○	○	○	○
Per andare a fare sport	○	○	○	○	○
Per andare ad un concerto/ cinema/ teatro/ museo	○	○	○	○	○

18. Ha l'impressione che il marchio Azzurra Gronchi sia disponibile in molti negozi?

- ○ Si
- ○ No

19. Il brand Azzurra Gronchi può essere usato in varie situazioni diverse?
(es. Sia al lavoro, sia per fare sport, sia in viaggio, etc...)

- ○ Si
- ○ No

20. Indichi su una scala da 1 a 5 il Suo livello di accordo o disaccordo con le seguenti affermazioni
(1 = Disaccordo, 5 = Accordo)

	1	2	3	4	5
Pensare a Azzurra Gronchi mi fa rivivere emozioni felici	○	○	○	○	○
Sono cresciuta col marchio Azzurra Gronchi	○	○	○	○	○

Judgements - Azzurra Gronchi

Che valore dai alla tua borsa?

21. Valuti su una scala da 1 a 5 le seguenti caratteristiche del marchio Azzurra Gronchi: (1 = Pessimo, 5 = Ottimo)

	1	2	3	4	5
Opinione complessiva del marchio	○	○	○	○	○
Qualità	○	○	○	○	○
Soddisfazione completa delle mie necessità	○	○	○	○	○
Valore (rapporto qualità prezzo)	○	○	○	○	○

22. Indichi su una scala da 1 a 5 il Suo livello di accordo o disaccordo con le seguenti affermazioni:
(1 = Disaccordo, 5 = Accordo)

Azzurra Gronchi è...

	1	2	3	4	5
...esperto	○	○	○	○	○
...innovativo	○	○	○	○	○
...affidabile	○	○	○	○	○
...capace di comprendere i miei bisogni	○	○	○	○	○
...volenteroso di considerare le mie opinioni e interessi	○	○	○	○	○
...attraente	○	○	○	○	○
...ammirevole	○	○	○	○	○
...rispettabile	○	○	○	○	○
...da raccomandare ad altre persone	○	○	○	○	○
...personalmente rilevante per me	○	○	○	○	○
...unico	○	○	○	○	○
...in grado di offrirmi vantaggi che altri marchi non mi offrono	○	○	○	○	○
...superiore rispetto agli altri marchi Italiani di borse di lusso	○	○	○	○	○

Feelings - Azzurra Gronchi

Che valore dai alla tua borsa?

23. Indichi su una scala da 1 a 5 il Suo livello di accordo o disaccordo con le seguenti affermazioni:
(1 = Disaccordo, 5 = Accordo)

Azzurra Gronchi mi conferisce una sensazione di...

	1	2	3	4	5
...calore	○	○	○	○	○
...divertimento	○	○	○	○	○
...euforia	○	○	○	○	○
...sicurezza	○	○	○	○	○
...approvazione sociale	○	○	○	○	○
...rispetto per me stessa	○	○	○	○	○

Resonance - Azzurra Gronchi

Che valore dai alla tua borsa?

24. Indichi su una scala da 1 a 5 il Suo livello di accordo o disaccordo con le seguenti affermazioni:

(1 = Disaccordo, 5 = Accordo)

	1	2	3	4	5
Mi considero fedele al marchio Azzurra Gronchi	○	○	○	○	○
Acquisto il marchio Azzurra Gronchi ogni volta che posso	○	○	○	○	○
Acquisto il più possibile il marchio Azzurra Gronchi	○	○	○	○	○
Penso che Azzurra Gronchi sia il solo marchio di cui ho bisogno	○	○	○	○	○
Il marchio Azzurra Gronchi è il solo marchio che preferisco acquistare/usare	○	○	○	○	○
Se Azzurra Gronchi non fosse disponibile mi peserebbe molto dover usare un altro brand	○	○	○	○	○
Andrei ovunque pur di poter acquistare Azzurra Gronchi	○	○	○	○	○
Amo molto Azzurra Gronchi	○	○	○	○	○
Se Azzurra Gronchi dovesse essere ritirato dal mercato mi mancherebbe molto	○	○	○	○	○
Azzurra Gronchi è speciale per me	○	○	○	○	○
Azzurra Gronchi è più di un semplice marchio di pelletteria per me	○	○	○	○	○
Mi identifico molto con le persone che usano Azzurra Gronchi	○	○	○	○	○
Mi sento quasi di appartenere ad un club con le persone che usano Azzurra Gronchi	○	○	○	○	○
Azzurra Gronchi è un brand usato da persone come me	○	○	○	○	○
Sento una connessione profonda con le altre persone che usano Azzurra Gronchi	○	○	○	○	○
Mi piace molto parlare di Azzurra Gronchi con gli altri	○	○	○	○	○

Che valore dai alla tua borsa?

Sono sempre interessata a imparare qualcosa di più riguardo Azzurra Gronchi	○	○	○	○	○
Sono orgogliosa che gli altri sappiano che uso Azzurra Gronchi	○	○	○	○	○
Mi piace visitare il sito internet di Azzurra Gronchi	○	○	○	○	○
In confronto ad altre persone, seguo più da vicino le notizie riguardo Azzurra Gronchi	○	○	○	○	○

Salience I - Fontana Milano

25. Conosce il marchio Fontana Milano?

- ○ Si
- ○ No

Salience II - Fontana Milano

26. Con che frequenza pensa al brand Fontana Milano?

- ○ Quasi ogni giorno
- ○ Una volta al mese
- ○ Una volta all'anno
- ○ Meno di una volta all'anno
- ○ Mai

Performance - Fontana Milano

☞ Da questo momento in poi l'indagine ha come scopo quello di misurare le Vostre PERCEZIONI. Anche se non avete mai acquistato un prodotto di Fontana Milano, Vi prego di rispondere alle domande proposte basandovi sulle impressioni che avete su questo brand.

Che valore dai alla tua borsa?

27. Indichi su una scala da 1 a 5 il Suo livello di accordo o disaccordo con le seguenti affermazioni:
(1 = Disaccordo, 5 = Accordo)

Fontana Milano…

	1	2	3	4	5
…offre prodotti con funzioni di base (es. contenimento di oggetti, trasportabilità, etc.) migliori, in confronto ad altri marchi Italiani di borse di lusso…offre un prodotto migliore, in confronto ad altri marchi Italiani di borse di lusso	○	○	○	○	○
… soddisfa meglio i miei bisogni, in confronto ad altri marchi Italiani di borse di lusso	○	○	○	○	○
…ha caratteristiche speciali	○	○	○	○	○
…è affidabile	○	○	○	○	○
…è durevole	○	○	○	○	○
...offre assistenza facilmente (considerando tutti i servizi clienti offerti dal brand)	○	○	○	○	○
…ha un servizio post-vendita che soddisfa completamente le mie esigenze	○	○	○	○	○
…offre un servizio post-vendita efficiente in termini di cortesia, velocità, prontezza nel rispondere,…	○	○	○	○	○
…è alla moda	○	○	○	○	○
…crea prodotti che mi piacciono in termini di aspetto, sensazioni, e design	○	○	○	○	○
…ha prezzi ragionevoli, in confronto ad altri marchi Italiani di borse di lusso	○	○	○	○	○

Imagery - Fontana Milano

Che valore dai alla tua borsa?

28. Indichi su una scala da 1 a 5 il Suo livello di accordo o disaccordo con le seguenti affermazioni:

(1 = Disaccordo, 5 = Accordo)

	1	2	3	4	5
Ammiro e rispetto molto le persone che usano Fontana Milano	○	○	○	○	○
Le persone che usano Fontana Milano mi piacciono molto	○	○	○	○	○

29. Quanto le seguenti parole sono in grado di descrivere il marchio Fontana Milano?

(1 = Non lo descrive per niente, 5 = Lo descrive molto bene)

	1	2	3	4	5
Pratico, concreto	○	○	○	○	○
Onesto	○	○	○	○	○
Audace	○	○	○	○	○
Attuale, moderno	○	○	○	○	○
Affidabile	○	○	○	○	○
Di successo	○	○	○	○	○
Di ceto elevato	○	○	○	○	○
Affascinante	○	○	○	○	○

30. Quali tra questi sono/sarebbero i negozi più appropriati per acquistare il marchio Fontana Milano?

(1 = Assolutamente non appropriato, 5 = Molto appropriato)

	1	2	3	4	5
Fontana Milano (punto vendita ufficiale)	○	○	○	○	○
La Rinascente	○	○	○	○	○
Coin	○	○	○	○	○
Fontanamilano1915.com (sito internet - online shopping)	○	○	○	○	○
Yoox.com, netaporter.com, luisaviaroma.com	○	○	○	○	○
Privalia /Saldiprivati	○	○	○	○	○
Ebay.com	○	○	○	○	○

Che valore dai alla tua borsa?

31. Quanto ritiene/riterrebbe appropriato usare una borsa di Fontana Milano nelle seguenti situazioni?
(1 = Assolutamente non appropriato, 5 = Molto appropriato)

	1	2	3	4	5
Fuori con amici e/o partner	○	○	○	○	○
Per andare al lavoro / università	○	○	○	○	○
In un pomeriggio di shopping	○	○	○	○	○
In vacanza	○	○	○	○	○
Per andare a fare sport	○	○	○	○	○
Per andare ad un concerto/ cinema/ teatro/ museo	○	○	○	○	○

32. Ha l'impressione che il marchio Fontana Milano sia disponibile in molti negozi?

- ○ Si
- ○ No

33. Il brand Fontana Milano può essere usato in varie situazioni diverse?
(es. Sia al lavoro, sia per fare sport, sia in viaggio, etc...)

- ○ Si
- ○ No

34. Indichi su una scala da 1 a 5 il Suo livello di accordo o disaccordo con le seguenti affermazioni:
(1 = Disaccordo, 5 = Accordo)

	1	2	3	4	5
Pensare a Fontana Milano mi fa rivivere emozioni felici	○	○	○	○	○
Sono cresciuta col marchio Fontana Milano	○	○	○	○	○

Judgements - Fontana Milano

Che valore dai alla tua borsa?

35. Valuti su una scala da 1 a 5 le seguenti caratteristiche del marchio Fontana Milano:
(1 = Pessimo, 5 = Ottimo)

	1	2	3	4	5
Opinione complessiva del marchio	○	○	○	○	○
Qualità	○	○	○	○	○
Soddisfazione completa delle mie necessità	○	○	○	○	○
Valore (rapporto qualità prezzo)	○	○	○	○	○

36. Indichi su una scala da 1 a 5 il Suo livello di accordo o disaccordo con le seguenti affermazioni:
(1 = Disaccordo, 5 = Accordo)

Fontana Milano è...

	1	2	3	4	5
...esperto	○	○	○	○	○
...innovativo	○	○	○	○	○
...affidabile	○	○	○	○	○
...capace di comprendere i miei bisogni	○	○	○	○	○
...volenteroso di considerare le mie opinioni e interessi	○	○	○	○	○
...attraente	○	○	○	○	○
...ammirevole	○	○	○	○	○
...rispettabile	○	○	○	○	○
...da raccomandare ad altre persone	○	○	○	○	○
...personalmente rilevante per me	○	○	○	○	○
...unico	○	○	○	○	○
...in grado di offrirmi vantaggi che altri marchi non mi offrono	○	○	○	○	○
...superiore rispetto agli altri marchi Italiani di borse di lusso	○	○	○	○	○

Feelings - Fontana Milano

Che valore dai alla tua borsa?

37. Indichi su una scala da 1 a 5 il Suo livello di accordo o disaccordo con le seguenti affermazioni:
(1 = Disaccordo, 5 = Accordo)

Fontana Milano mi conferisce una sensazione di...

	1	2	3	4	5
...calore	○	○	○	○	○
...divertimento	○	○	○	○	○
...euforia	○	○	○	○	○
...sicurezza	○	○	○	○	○
...approvazione sociale	○	○	○	○	○
...rispetto per me stessa	○	○	○	○	○

Resonance - Fontana Milano

Che valore dai alla tua borsa?

38. Indichi su una scala da 1 a 5 il Suo livello di accordo o disaccordo con le seguenti affermazioni:

(1 = Disaccordo, 5 = Accordo)

	1	2	3	4	5
Mi considero fedele al marchio Fontana Milano	○	○	○	○	○
Acquisto il marchio Fontana Milano ogni volta che posso	○	○	○	○	○
Acquisto il più possibile il marchio Fontana Milano	○	○	○	○	○
Penso che Fontana Milano sia il solo marchio di cui ho bisogno	○	○	○	○	○
Il marchio Fontana Milano è il solo marchio che preferisco acquistare/usare	○	○	○	○	○
Se Fontana Milano non fosse disponibile mi peserebbe molto dover usare un altro brand	○	○	○	○	○
Andrei ovunque pur di poter acquistare Fontana Milano	○	○	○	○	○
Amo molto Fontana Milano	○	○	○	○	○
Se Fontana Milano dovesse essere ritirato dal mercato mi mancherebbe molto	○	○	○	○	○
Fontana Milano è speciale per me	○	○	○	○	○
Fontana Milano è più di un semplice marchio di pelletteria per me	○	○	○	○	○
Mi identifico molto con le persone che usano Fontana Milano	○	○	○	○	○
Mi sento quasi di appartenere ad un club con le persone che usano Fontana Milano	○	○	○	○	○
Fontana Milano è un brand usato da persone come me	○	○	○	○	○
Sento una connessione profonda con le altre persone che usano Fontana Milano	○	○	○	○	○
Mi piace molto parlare di Fontana Milano con gli altri	○	○	○	○	○

Che valore dai alla tua borsa?

Sono sempre interessata a imparare qualcosa di più riguardo Fontana Milano	○	○	○	○	○
Sono orgogliosa che gli altri sappiano che uso Fontana Milano	○	○	○	○	○
Mi piace visitare il sito internet di Fontana Milano	○	○	○	○	○
In confronto ad altre persone, seguo più da vicino le notizie riguardo Fontana Milano	○	○	○	○	○

Salience I - Prada

39. Conosce il marchio Prada?

- ○ Si
- ○ No

Salience II - Prada

40. Con che frequenza pensa al brand Prada?

- ○ Quasi ogni giorno
- ○ Una volta al mese
- ○ Una volta all'anno
- ○ Meno di una volta all'anno
- ○ Mai

Performance - Prada

☞ Da questo momento in poi l'indagine ha come scopo quello di misurare le Vostre PERCEZIONI. Anche se non avete mai acquistato un prodotto di Prada, Vi prego di rispondere alle domande proposte basandovi sulle impressioni che avete su questo brand.

Che valore dai alla tua borsa?

41. Indichi su una scala da 1 a 5 il Suo livello di accordo o disaccordo con le seguenti affermazioni:
(1 = Disaccordo, 5 = Accordo)

Prada...

	1	2	3	4	5
...offre prodotti con funzioni di base (es. contenimento di oggetti, trasportabilità, etc.) migliori, in confronto ad altri marchi Italiani di borse di lusso	○	○	○	○	○
… soddisfa meglio i miei bisogni, in confronto ad altri marchi Italiani di borse di lusso	○	○	○	○	○
...ha caratteristiche speciali	○	○	○	○	○
...è affidabile	○	○	○	○	○
...è durevole	○	○	○	○	○
...offre assistenza facilmente (considerando tutti i servizi clienti offerti dal brand)	○	○	○	○	○
...ha un servizio post-vendita che soddisfa completamente le mie esigenze	○	○	○	○	○
...offre un servizio post-vendita efficiente in termini di cortesia, velocità, prontezza nel rispondere,…	○	○	○	○	○
...è alla moda	○	○	○	○	○
...crea prodotti che mi piacciono in termini di aspetto, sensazioni, e design	○	○	○	○	○
...ha prezzi ragionevoli, in confronto ad altri marchi Italiani di borse di lusso	○	○	○	○	○

Imagery - Prada

Che valore dai alla tua borsa?

42. Indichi su una scala da 1 a 5 il Suo livello di accordo o disaccordo con le seguenti affermazioni:

(1 = Disaccordo, 5 = Accordo)

	1	2	3	4	5
Ammiro e rispetto molto le persone che usano Prada	○	○	○	○	○
Le persone che usano Prada mi piacciono molto	○	○	○	○	○

43. Quanto le seguenti parole sono in grado di descrivere il marchio Prada?

(1 = Non lo descrive per niente, 5 = Lo descrive molto bene)

	1	2	3	4	5
Pratico, concreto	○	○	○	○	○
Onesto	○	○	○	○	○
Audace	○	○	○	○	○
Attuale, moderno	○	○	○	○	○
Affidabile	○	○	○	○	○
Di successo	○	○	○	○	○
Di ceto elevato	○	○	○	○	○
Affascinante	○	○	○	○	○

44. Quali tra questi sono/sarebbero i negozi più appropriati per acquistare il marchio Prada?

(1 = Assolutamente non appropriato, 5 = Molto appropriato)

	1	2	3	4	5
Prada (punto vendita ufficiale)	○	○	○	○	○
La Rinascente	○	○	○	○	○
Coin	○	○	○	○	○
Prada.com (sito web - shopping online)	○	○	○	○	○
Yoox.com, netaporter.com, luisaviaroma.com	○	○	○	○	○
Privalia /Saldiprivati	○	○	○	○	○
Ebay.com	○	○	○	○	○

Che valore dai alla tua borsa?

45. Quanto ritiene/riterrebbe appropriato usare una borsa di Prada nelle seguenti situazioni?
(1 = Assolutamente non appropriato, 5 = Molto appropriato)

	1	2	3	4	5
Fuori con amici e/o partner	○	○	○	○	○
Per andare al lavoro / università	○	○	○	○	○
In un pomeriggio di shopping	○	○	○	○	○
In vacanza	○	○	○	○	○
Per andare a fare sport	○	○	○	○	○
Per andare ad un concerto/ cinema/ teatro/ museo	○	○	○	○	○

46. Ha l'impressione che il marchio Prada sia disponibile in molti negozi?

- ○ Si
- ○ No

47. Il brand Prada può essere usato in varie situazioni diverse?
(es. Sia al lavoro, sia per fare sport, sia in viaggio, etc...)

- ○ Si
- ○ No

48. Indichi su una scala da 1 a 5 il Suo livello di accordo o disaccordo con le seguenti affermazioni:
(1 = Disaccordo, 5 = Accordo)

	1	2	3	4	5
Pensare a Prada mi fa rivivere emozioni felici	○	○	○	○	○
Sono cresciuta col marchio Prada	○	○	○	○	○

Judgements - Prada

Che valore dai alla tua borsa?

49. Valuti su una scala da 1 a 5 le seguenti caratteristiche del marchio Prada:
(1 = Pessimo, 5 = Ottimo)

	1	2	3	4	5
Opinione complessiva del marchio	○	○	○	○	○
Qualità	○	○	○	○	○
Soddisfazione completa delle mie necessità	○	○	○	○	○
Valore (rapporto qualità prezzo)	○	○	○	○	○

50. Indichi su una scala da 1 a 5 il Suo livello di accordo o disaccordo con le seguenti affermazioni:
(1 = Disaccordo, 5 = Accordo)

Prada è...

	1	2	3	4	5
...esperto	○	○	○	○	○
...innovativo	○	○	○	○	○
...affidabile	○	○	○	○	○
...capace di comprendere i miei bisogni	○	○	○	○	○
...volenteroso di considerare le mie opinioni e interessi	○	○	○	○	○
...attraente	○	○	○	○	○
...ammirevole	○	○	○	○	○
...rispettabile	○	○	○	○	○
...da raccomandare ad altre persone	○	○	○	○	○
...personalmente rilevante per me	○	○	○	○	○
...unico	○	○	○	○	○
...in grado di offrirmi vantaggi che altri marchi non mi offrono	○	○	○	○	○
...superiore rispetto agli altri marchi Italiani di borse di lusso	○	○	○	○	○

Feelings - Prada

Che valore dai alla tua borsa?

51. Indichi su una scala da 1 a 5 il Suo livello di accordo o disaccordo con le seguenti affermazioni:
(1 = Disaccordo, 5 = Accordo)

Prada mi conferisce una sensazione di...

	1	2	3	4	5
...calore	○	○	○	○	○
...divertimento	○	○	○	○	○
...euforia	○	○	○	○	○
...sicurezza	○	○	○	○	○
...approvazione sociale	○	○	○	○	○
...rispetto per me stessa	○	○	○	○	○

Resonance - Prada

Che valore dai alla tua borsa?

52. Indichi su una scala da 1 a 5 il Suo livello di accordo o disaccordo con le seguenti affermazioni:

(1 = Disaccordo, 5 = Accordo)

	1	2	3	4	5
Mi considero fedele al marchio Prada	○	○	○	○	○
Acquisto il marchio Prada ogni volta che posso	○	○	○	○	○
Acquisto il più possibile il marchio Prada	○	○	○	○	○
Penso che Prada sia il solo marchio di cui ho bisogno	○	○	○	○	○
Il marchio Prada è il solo marchio che preferisco acquistare/usare	○	○	○	○	○
Se Prada non fosse disponibile mi peserebbe molto dover usare un altro brand	○	○	○	○	○
Andrei ovunque pur di poter acquistare Prada	○	○	○	○	○
Amo molto Prada	○	○	○	○	○
Se Prada dovesse essere ritirato dal mercato mi mancherebbe molto	○	○	○	○	○
Prada è speciale per me	○	○	○	○	○
Prada è più di un semplice marchio di pelletteria per me	○	○	○	○	○
Mi identifico molto con le persone che usano Prada	○	○	○	○	○
Mi sento quasi di appartenere ad un club con le persone che usano Prada	○	○	○	○	○
Prada è un brand usato da persone come me	○	○	○	○	○
Sento una connessione profonda con le altre persone che usano Prada	○	○	○	○	○
Mi piace molto parlare di Prada con gli altri	○	○	○	○	○
Sono sempre interessata a imparare qualcosa di più riguardo Prada	○	○	○	○	○
Sono orgogliosa che gli altri sappiano che uso Prada	○	○	○	○	○
Mi piace visitare il sito internet di Prada	○	○	○	○	○

Che valore dai alla tua borsa?

In confronto ad altre persone, seguo più da vicino le notizie riguardo Prada	○	○	○	○	○

53. Quale tra questi giornali e in che versione è solita consultare?

	Non consulto	Cartaceo	Tablet (ipad...)	Sito web	Smartphone
Quotidiano (Corriere, Repubblica, etc.)	☐	☐	☐	☐	☐
Vogue	☐	☐	☐	☐	☐
Vanity Fair	☐	☐	☐	☐	☐
Elle	☐	☐	☐	☐	☐
Anna	☐	☐	☐	☐	☐
Amica	☐	☐	☐	☐	☐
Tu Style	☐	☐	☐	☐	☐
Marie Claire	☐	☐	☐	☐	☐
Glamour	☐	☐	☐	☐	☐
GQ	☐	☐	☐	☐	☐
Cosmopolitan	☐	☐	☐	☐	☐
Io Donna / D (La Repubblica)	☐	☐	☐	☐	☐
Dove/ Traveller	☐	☐	☐	☐	☐
Chi / Novella 2000 / Oggi	☐	☐	☐	☐	☐
Panorama / L'espresso	☐	☐	☐	☐	☐
Wired	☐	☐	☐	☐	☐

Altro (specificare)

Che valore dai alla tua borsa?

54. Indichi con che frequenza...

	Mai	Una volta all'anno	Meno di una volta al mese	Una volta al mese	Settimanalmente	Quasi ogni giorno
...visita musei/ mostre	○	○	○	○	○	○
...partecipa a eventi (es. VFNO, Salone del Mobile, START,...)	○	○	○	○	○	○
...pratica sport	○	○	○	○	○	○
...guarda sport	○	○	○	○	○	○
...va al cinema	○	○	○	○	○	○
...va a teatro	○	○	○	○	○	○
...va a fare shopping	○	○	○	○	○	○
...va a concerti	○	○	○	○	○	○
...guarda serie TV	○	○	○	○	○	○
...guarda reality in TV	○	○	○	○	○	○
...guarda programmi TV	○	○	○	○	○	○
...viaggia	○	○	○	○	○	○

55. Indichi con che frequenza consulta DAL COMPUTER le categorie di siti internet indicati.

	Mai	Una volta all'anno	Meno di una volta al mese	Una volta al mese	Settimanalmente	Quasi ogni giorno
Siti di shopping online (yoox, ebay, prada.com, zara.com)	○	○	○	○	○	○
Blog di moda	○	○	○	○	○	○
Forum (es. forum al femminile)	○	○	○	○	○	○
Siti di cucina (es. giallozafferano, cucchiaiodargento...)	○	○	○	○	○	○
Giornali	○	○	○	○	○	○
Video (youtube, vevo,...)	○	○	○	○	○	○
Televisione (sky, mediaset, rai...)	○	○	○	○	○	○
Informazione (es. wikipedia, dizionari,...)	○	○	○	○	○	○
Viaggio (es. expedia, edreams, alitalia,...)	○	○	○	○	○	○
Facebook	○	○	○	○	○	○
Instagram	○	○	○	○	○	○
Pinterest	○	○	○	○	○	○
Twitter	○	○	○	○	○	○

Che valore dai alla tua borsa?

56. Indichi i tre siti che frequenta con maggior frequenza (es. facebook.com, style.com, etc.)

Sito #1

Sito #2

Sito #3

57. È interessata in generale all'acquisto di applicazioni per tablet/smartphone?

- ○ Si
- ○ No, ma posseggo uno smartphone/tablet
- ○ No, non posseggo uno smartphone/tablet

58. Quale tra queste categorie di app preferisce scaricare?

- ☐ Giochi
- ☐ Edicola
- ☐ Cucina
- ☐ Economia e Finanza
- ☐ Foto e Video
- ☐ Intrattenimento
- ☐ Libri
- ☐ Mode e tendenze
- ☐ Musica
- ☐ Salute e medicina
- ☐ Social Network
- ☐ Utilità (es. gmail, maps, wikipedia, meteo)
- ☐ Viaggi

b. Descriptive analysis – The target

Frequenze

Note

Output creato		**27-OCT-2013 18:28:37**
Commenti		
Input	**Dati**	/Users/clo/Desktop/Target 2.4 .sav
	File di dati attivo	**DataSet1**
	Filtro	**<nessuno>**
	Peso	**<nessuno>**
	Distingui	**<nessuno>**
	N. di righe nel file dati di lavoro	**123**
Gestione valori mancanti	Definizione di valore mancante	I valori mancanti definiti dall'utente vengono considerati mancanti.
	Casi utilizzati	Le statistiche sono basate su tutti i casi con dati validi
Sintassi		FREQUENCIES VARIABLES=q0004 q0007 /NTILES=4 /STATISTICS=STDDEV MEAN MEDIAN MODE /PIECHART PERCENT /ORDER=ANALYSIS.
Risorse	**Tempo del processore**	**00:00:01,53**
	Tempo trascorso	**00:00:02,00**

[DataSet1] /Users/clo/Desktop/Target 2.4 .sav

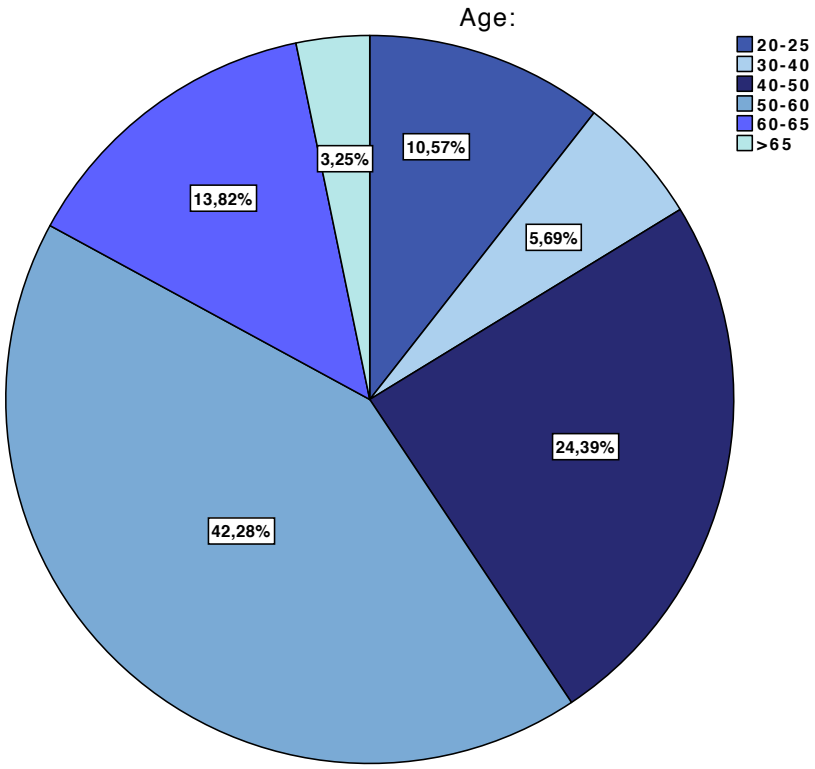
Statistiche

		Età:	Ogni quanto acquista un accessorio di lusso?
N	**Validi**	**123**	**123**
	Mancanti	**0**	**0**
Media		**5,4228**	**3,0813**
Mediana		**6,0000**	**3,0000**
Moda		**6,00**	**4,00**
Deviazione std.		**1,45427**	**1,00485**
Percentili	**25**	**5,0000**	**2,0000**
	50	**6,0000**	**3,0000**
	75	**6,0000**	**4,0000**

Tabella di frequenza

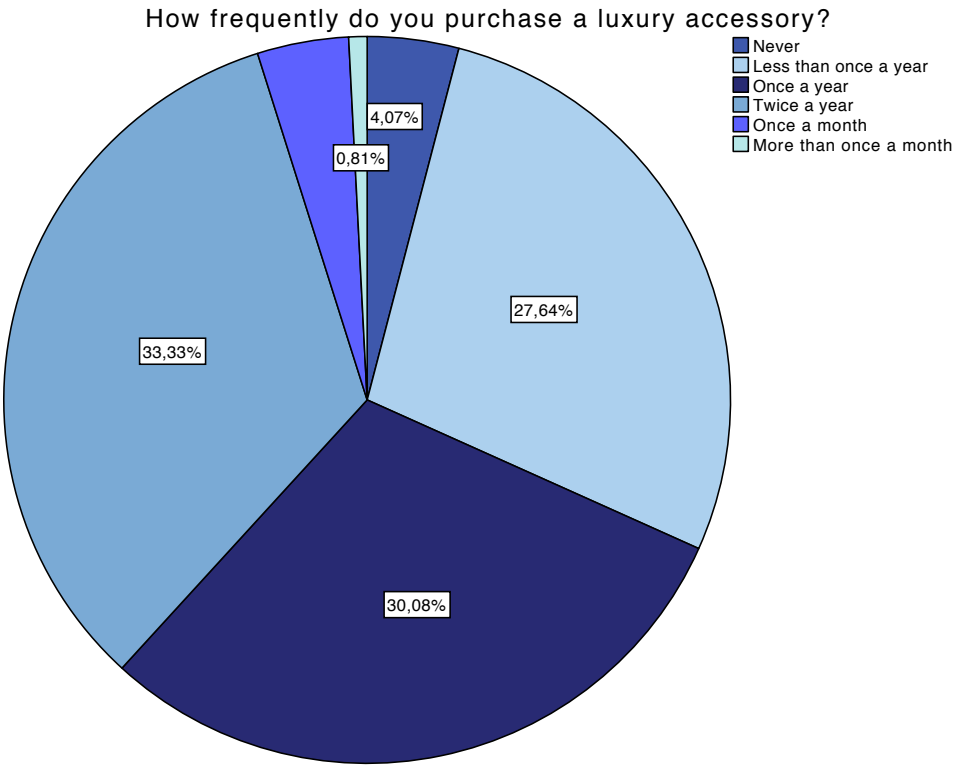
Età:

		Frequenza	Percentuale	Percentuale valida	Percentuale cumulata
Validi	20-25	13	10,6	10,6	10,6
	30-40	7	5,7	5,7	16,3
	40-50	30	24,4	24,4	40,7
	50-60	52	42,3	42,3	82,9
	60-65	17	13,8	13,8	96,7
	>65	4	3,3	3,3	100,0
	Totale	123	100,0	100,0	



Ogni quanto acquista un accessorio di lusso?

		Frequenza	Percentuale	Percentuale valida	Percentuale cumulata
Validi	Mai	5	4,1	4,1	4,1
	Meno di una volta all'anno	34	27,6	27,6	31,7
	Una volta all'anno	37	30,1	30,1	61,8
	Due volte all'anno	41	33,3	33,3	95,1
	Una volta al mese	5	4,1	4,1	99,2
	Più di una volta al mese	1	,8	,8	100,0
	Totale	123	100,0	100,0	




```
 DATASET ACTIVATE DataSet1.
SAVE OUTFILE='/Users/clo/Desktop/Target 2.4 .sav'
 /COMPRESSED.
CROSSTABS
  /TABLES=q0004 BY q0007
  /FORMAT=AVALUE TABLES
  /STATISTICS=CORR
  /CELLS=COUNT
  /COUNT ROUND CELL
  /BARCHART.
```

Tavole di contingenza

Note

Output creato		**27-OCT-2013 18:37:00**
Commenti		
Input	**Dati**	/Users/clo/Desktop/Target 2.4 .sav
	File di dati attivo	**DataSet1**
	Filtro	**<nessuno>**
	Peso	**<nessuno>**
	Distingui	**<nessuno>**
	N. di righe nel file dati di lavoro	**123**
Gestione valori mancanti	Definizione di valore mancante	I valori mancanti definiti dall'utente sono considerati mancanti.
	Casi utilizzati	Le statistiche per ciascuna tabella sono basate su tutti i casi con dati validi negli intervalli specificati per tutte le variabili in ciascuna tabella.
Sintassi		CROSSTABS /TABLES=q0004 BY q0007 /FORMAT=AVALUE TABLES /STATISTICS=CORR /CELLS=COUNT /COUNT ROUND CELL /BARCHART.
Risorse	**Tempo del processore**	**00:00:00,27**
	Tempo trascorso	**00:00:00,00**
	Dimensioni richieste	**2**
	Celle disponibili	**131029**

[DataSet1] /Users/clo/Desktop/Target 2.4 .sav

Riepilogo dei casi

	Casi					
	Validi		Mancanti		Totale	
	N	Percentuale	N	Percentuale	N	Percentuale
Age: * How frequently do you buy a luxury accessory?	123	100,0%	0	0,0%	123	100,0%

Tavola di contingenza Age: * How frequently do you buy a luxury accessory?

Conteggio

		How frequently do you buy a luxury accessory?						
		Never	Less than once a year	Once a year	Twice a year	Once a month	More than once a ...	Totale
Age:	20-25	1	3	6	3	0	0	13
	30-40	0	2	1	2	1	1	7
	40-50	1	8	7	13	1	0	30
	50-60	2	16	12	19	3	0	52
	60-65	1	5	8	3	0	0	17
	>65	0	0	3	1	0	0	4
Totale		5	34	37	41	5	1	123

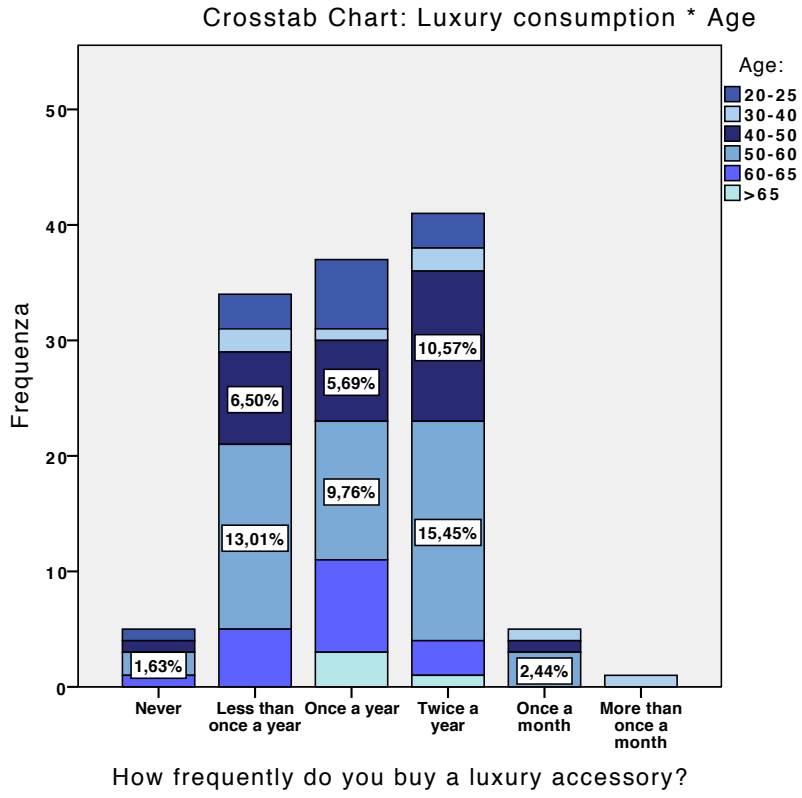
Misure simmetriche

		Valore	E.S. asint.[a]	T appross.[b]	Sig. appross.
Intervallo per intervallo	R di Pearson	-,018	,082	-,199	,842[c]
Ordinale per ordinale	Correlazione di Spearman	-,067	,084	-,735	,464[c]
N. di casi validi		123			

a. Senza assumere l'ipotesi nulla.

b. Viene usato l'errore standard asintotico in base all'assunzione dell'ipotesi nulla.

c. In base all'approssimazione normale.




```
CROSSTABS
  /TABLES=q0004 BY q0053_0002_0001 q0053_0003_0001 q0053_0001_0001 q0054_0007 q0055_0001 q0(
  /FORMAT=AVALUE TABLES
  /STATISTICS=CORR
  /CELLS=COUNT
  /COUNT ROUND CELL
  /BARCHART.
```

Tavole di contingenza

Note

Output creato		**27-OCT-2013 19:36:16**
Commenti		
Input	**Dati**	/Users/clo/Desktop/Target 2.4 .sav
	File di dati attivo	**DataSet1**
	Filtro	**<nessuno>**
	Peso	**<nessuno>**
	Distingui	**<nessuno>**
	N. di righe nel file dati di lavoro	**123**
Gestione valori mancanti	Definizione di valore mancante	I valori mancanti definiti dall'utente sono considerati mancanti.
	Casi utilizzati	Le statistiche per ciascuna tabella sono basate su tutti i casi con dati validi negli intervalli specificati per tutte le variabili in ciascuna tabella.
Sintassi		CROSSTABS /TABLES=q0004 BY q0053_0002_0001 q0053_0003_0001 q0053_0001_0001 q0054_0007 q0055_0001 q0055_0002 /FORMAT=AVALUE TABLES /STATISTICS=CORR /CELLS=COUNT /COUNT ROUND CELL /BARCHART.
Risorse	**Tempo del processore**	**00:00:01,43**
	Tempo trascorso	**00:00:01,00**
	Dimensioni richieste	**2**
	Celle disponibili	**131029**

[DataSet1] /Users/clo/Desktop/Target 2.4 .sav

Riepilogo dei casi

	Casi					
	Validi		Mancanti		Totale	
	N	Percentuale	N	Percentuale	N	Percentuale
Age: * Vogue	**123**	**100,0%**	**0**	**0,0%**	**123**	**100,0%**
Age: * Vanity Fair	**123**	**100,0%**	**0**	**0,0%**	**123**	**100,0%**
Age: * Quotidiano (Corriere, Repubblica, etc.)	**123**	**100,0%**	**0**	**0,0%**	**123**	**100,0%**
Age: * ...va a fare shopping	**123**	**100,0%**	**0**	**0,0%**	**123**	**100,0%**
Age: * Siti di shopping online (yoox, ebay, prada.com, zara.com)	**123**	**100,0%**	**0**	**0,0%**	**123**	**100,0%**
Age: * Blog di moda	**123**	**100,0%**	**0**	**0,0%**	**123**	**100,0%**

Age: * Siti di shopping online (yoox, ebay, prada.com, zara.com)

Tavola di contingenza

Conteggio

		Siti di shopping online (yoox, ebay, prada.com, zara.com)						
		Mai	Una volta all'anno	Meno di una volta al mese	Una volta al mese	Settimanalmente	Quasi ogni giorno	Totale
Age:	20-25	1	0	2	6	1	3	13
	30-40	1	0	2	0	3	1	7
	40-50	3	2	5	4	9	7	30
	50-60	7	6	11	17	9	2	52
	60-65	6	1	5	0	4	1	17
	>65	2	0	1	0	1	0	4
Totale		20	9	26	27	27	14	123

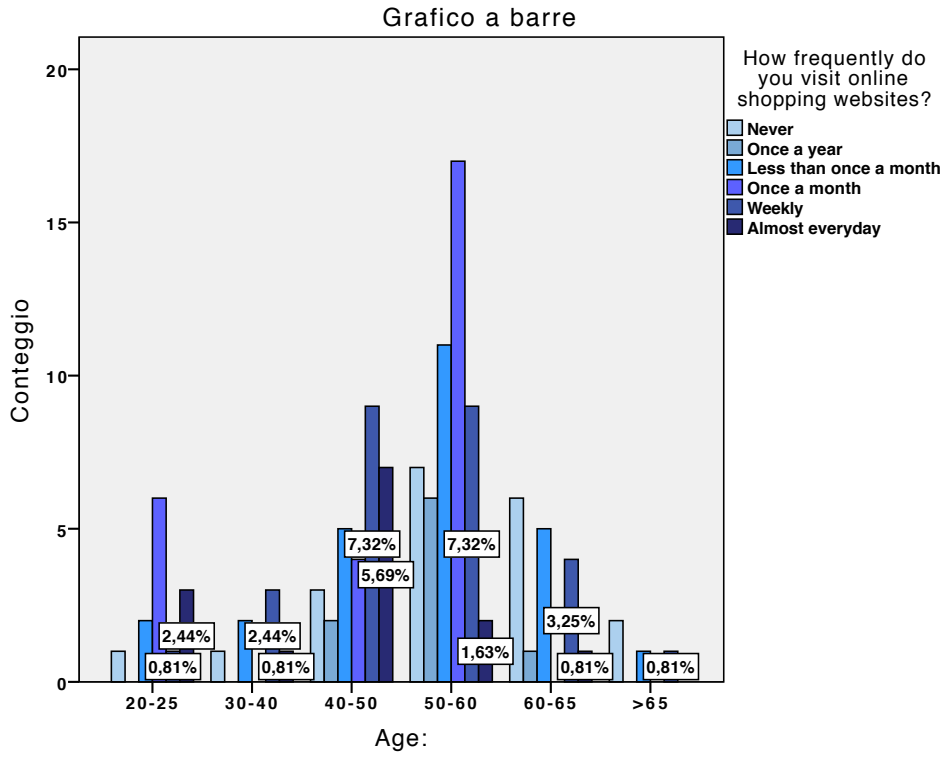
Misure simmetriche

		Valore	E.S. asint.[a]	T appross.[b]	Sig. appross.
Intervallo per intervallo	R di Pearson	-,257	,082	-2,931	,004[c]
Ordinale per ordinale	Correlazione di Spearman	-,297	,087	-3,416	,001[c]
N. di casi validi		123			

a. Senza assumere l'ipotesi nulla.

b. Viene usato l'errore standard asintotico in base all'assunzione dell'ipotesi nulla.

c. In base all'approssimazione normale.



Age: * ...va a fare shopping

Tavola di contingenza

Conteggio

		...va a fare shopping					
		Una volta all'anno	Meno di una volta al mese	Una volta al mese	Settimanalmente	Quasi ogni giorno	Totale
Age:	20-25	0	2	5	3	3	13
	30-40	0	0	2	4	1	7
	40-50	0	7	13	10	0	30
	50-60	1	10	17	22	2	52
	60-65	0	4	7	6	0	17
	>65	0	0	0	4	0	4
Totale		1	23	44	49	6	123

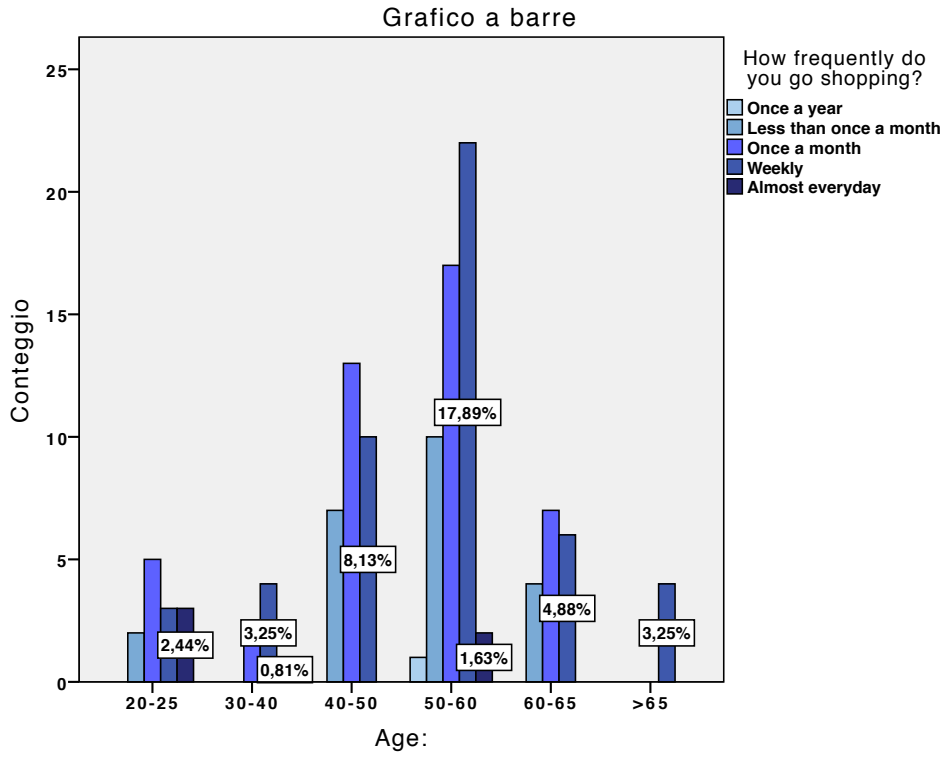
Misure simmetriche

		Valore	E.S. asint.[a]	T appross.[b]	Sig. appross.
Intervallo per intervallo	R di Pearson	-,080	,098	-,888	,377[c]
Ordinale per ordinale	Correlazione di Spearman	-,031	,092	-,347	,729[c]
N. di casi validi		123			

a. Senza assumere l'ipotesi nulla.

b. Viene usato l'errore standard asintotico in base all'assunzione dell'ipotesi nulla.

c. In base all'approssimazione normale.



Age: * Vogue

Tavola di contingenza

Conteggio

		Vogue		
		I read it	I don't read it	Totale
Age:	20-25	11	2	13
	30-40	6	1	7
	40-50	10	20	30
	50-60	27	25	52
	60-65	8	9	17
	>65	1	3	4
Totale		63	60	123

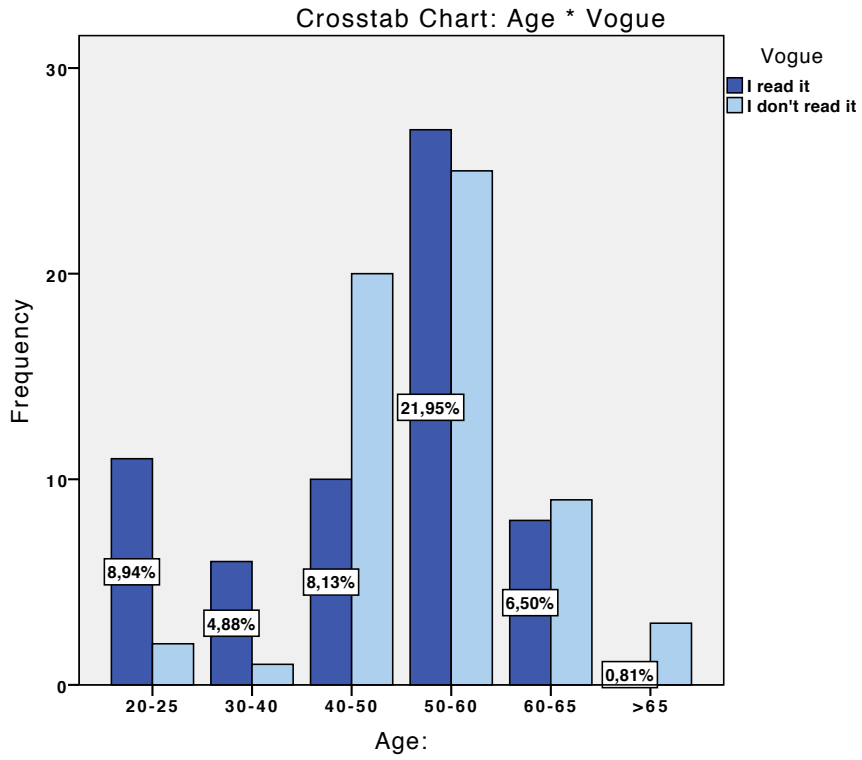
Misure simmetriche

		Valore	E.S. asint.[a]	T appross.[b]	Sig. appross.
Intervallo per intervallo	R di Pearson	,220	,080	2,487	,014[c]
Ordinale per ordinale	Correlazione di Spearman	,143	,089	1,589	,115[c]
N. di casi validi		123			

a. Senza assumere l'ipotesi nulla.

b. Viene usato l'errore standard asintotico in base all'assunzione dell'ipotesi nulla.

c. In base all'approssimazione normale.



Age: * Vanity Fair

Tavola di contingenza

Conteggio

		Vanity Fair		
		I read it	I don't read it	Totale
Age:	20-25	12	1	13
	30-40	4	3	7
	40-50	23	7	30
	50-60	36	16	52
	60-65	11	6	17
	>65	2	2	4
Totale		88	35	123

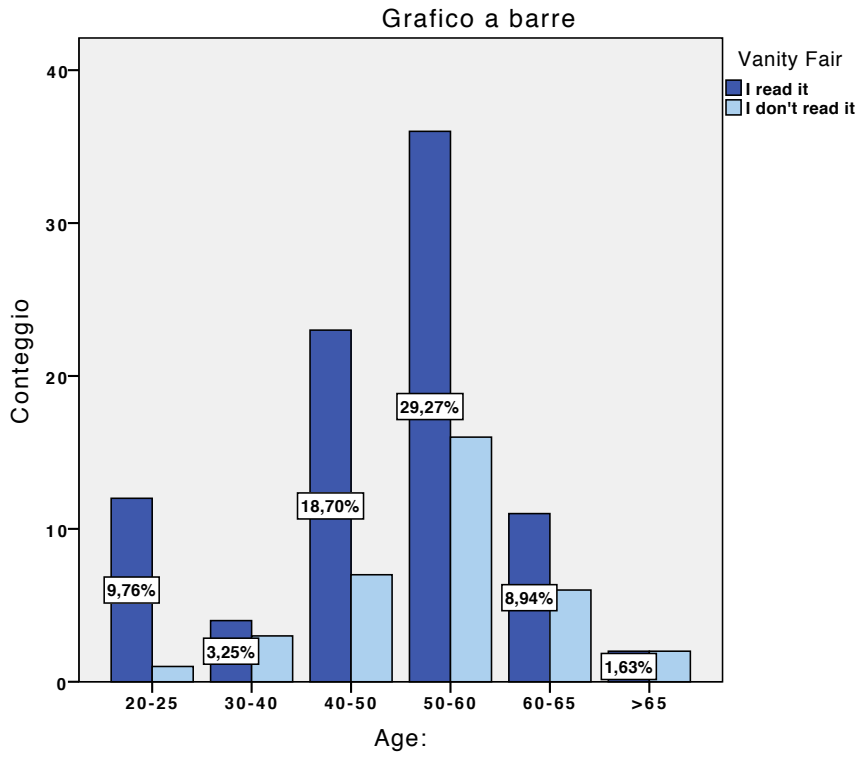
Misure simmetriche

		Valore	E.S. asint.[a]	T appross.[b]	Sig. appross.
Intervallo per intervallo	R di Pearson	,164	,076	1,832	,069[c]
Ordinale per ordinale	Correlazione di Spearman	,144	,087	1,597	,113[c]
N. di casi validi		123			

a. Senza assumere l'ipotesi nulla.

b. Viene usato l'errore standard asintotico in base all'assunzione dell'ipotesi nulla.

c. In base all'approssimazione normale.



Tavole di contingenza

Note

Output creato		**27-OCT-2013 20:01:59**
Commenti		
Input	**Dati**	/Users/clo/Desktop/Target 2.4 .sav
	File di dati attivo	**DataSet1**
	Filtro	**<nessuno>**
	Peso	**<nessuno>**
	Distingui	**<nessuno>**
	N. di righe nel file dati di lavoro	**123**
Gestione valori mancanti	Definizione di valore mancante	I valori mancanti definiti dall'utente sono considerati mancanti.
	Casi utilizzati	Le statistiche per ciascuna tabella sono basate su tutti i casi con dati validi negli intervalli specificati per tutte le variabili in ciascuna tabella.
Sintassi		CROSSTABS /TABLES=q0004 BY moda /FORMAT=AVALUE TABLES /STATISTICS=CORR /CELLS=COUNT /COUNT ROUND CELL /BARCHART.
Risorse	**Tempo del processore**	**00:00:00,31**
	Tempo trascorso	**00:00:00,00**
	Dimensioni richieste	**2**
	Celle disponibili	**131029**

```
[DataSet1] /Users/clo/Desktop/Target 2.4 .sav
```

Riepilogo dei casi

	Casi					
	Validi		Mancanti		Totale	
	N	Percentuale	N	Percentuale	N	Percentuale
Age: * Vanity Fair & Vogue	123	100,0%	0	0,0%	123	100,0%

Tavola di contingenza Age: * Vanity Fair & Vogue

Conteggio

		Vanity Fair & Vogue		
		I don't read both	I read both	Totale
Age:	20-25	12	1	13
	30-40	6	1	7
	40-50	23	7	30
	50-60	42	10	52
	60-65	12	5	17
	>65	3	1	4
Totale		98	25	123

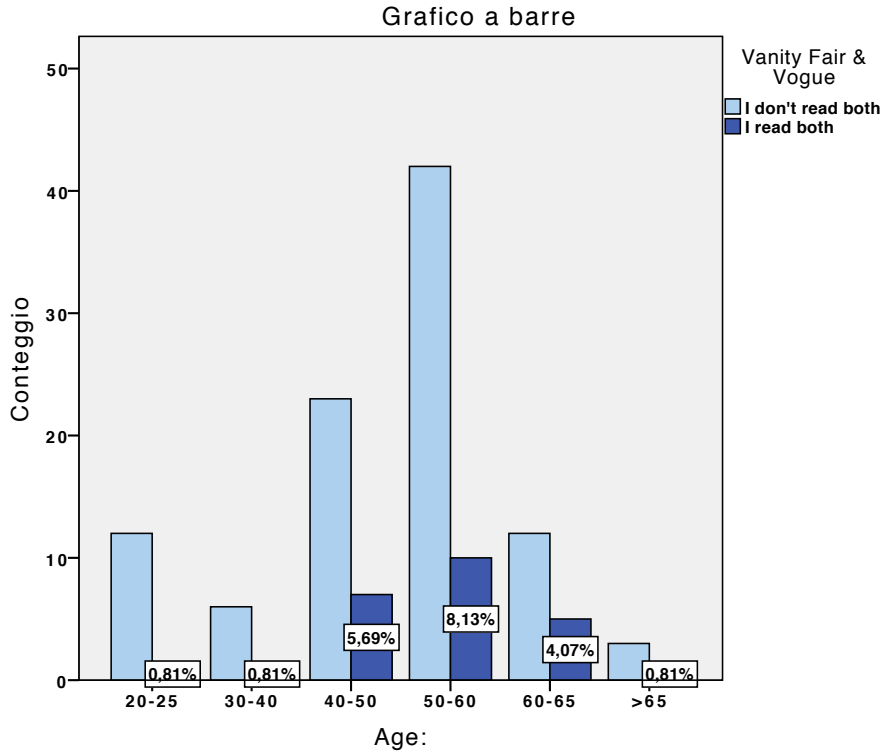
Misure simmetriche

		Valore	E.S. asint.[a]	T appross.[b]	Sig. appross.
Intervallo per intervallo	R di Pearson	,118	,076	1,303	,195[c]
Ordinale per ordinale	Correlazione di Spearman	,098	,087	1,084	,281[c]
N. di casi validi		123			

a. Senza assumere l'ipotesi nulla.

b. Viene usato l'errore standard asintotico in base all'assunzione dell'ipotesi nulla.

c. In base all'approssimazione normale.




```
 DATASET ACTIVATE DataSet1.
SAVE OUTFILE='/Users/clo/Desktop/Target 2.4 .sav'
 /COMPRESSED.
FREQUENCIES VARIABLES=q0055_0001 q0055_0002 q0055_0003 q0055_0004 q0055_0005 q0055_0006 q005
  /NTILES=4
  /STATISTICS=STDDEV MEAN MEDIAN MODE
  /PIECHART PERCENT
  /ORDER=ANALYSIS.
```

Frequenze

Note

Output creato		**27-OCT-2013 22:16:54**
Commenti		
Input	**Dati**	/Users/clo/Desktop/Target 2.4 .sav
	File di dati attivo	**DataSet1**
	Filtro	**<nessuno>**
	Peso	**<nessuno>**
	Distingui	**<nessuno>**
	N. di righe nel file dati di lavoro	**123**
Gestione valori mancanti	Definizione di valore mancante	I valori mancanti definiti dall'utente vengono considerati mancanti.
	Casi utilizzati	Le statistiche sono basate su tutti i casi con dati validi
Sintassi		FREQUENCIES VARIABLES=q0055_0001 q0055_0002 q0055_0003 q0055_0004 q0055_0005 q0055_0006 q0055_0007 q0055_0008 q0055_0009 q0055_0010 q0055_0011 q0055_0012 q0055_0013 /NTILES=4 /STATISTICS=STDDEV MEAN MEDIAN MODE /PIECHART PERCENT /ORDER=ANALYSIS.
Risorse	**Tempo del processore**	**00:00:01,98**
	Tempo trascorso	**00:00:02,00**

[DataSet1] /Users/clo/Desktop/Target 2.4 .sav

Statistiche

		Siti di shopping online (yoox, ebay, prada.com, zara.com)	Blog di moda	Forum (es. forum al femminile)	Siti di cucina (es. giallozafferano, cucchiaiodargento...)	Giornali	Video (youtube, vevo,...)
N	**Validi**	**123**	**123**	**123**	**123**	**123**	**123**
	Mancanti	**0**	**0**	**0**	**0**	**0**	**0**
Media		**3,6016**	**2,6829**	**2,4309**	**3,4878**	**4,2764**	**3,8049**
Mediana		**4,0000**	**3,0000**	**2,0000**	**4,0000**	**5,0000**	**4,0000**
Moda		**4,00[a]**	**1,00**	**1,00**	**3,00**	**6,00**	**5,00**
Deviazione std.		**1,58238**	**1,69530**	**1,42047**	**1,48967**	**1,88306**	**1,74459**
Percentili	**25**	**3,0000**	**1,0000**	**1,0000**	**3,0000**	**3,0000**	**3,0000**
	50	**4,0000**	**3,0000**	**2,0000**	**4,0000**	**5,0000**	**4,0000**
	75	**5,0000**	**4,0000**	**3,0000**	**5,0000**	**6,0000**	**5,0000**

Statistiche

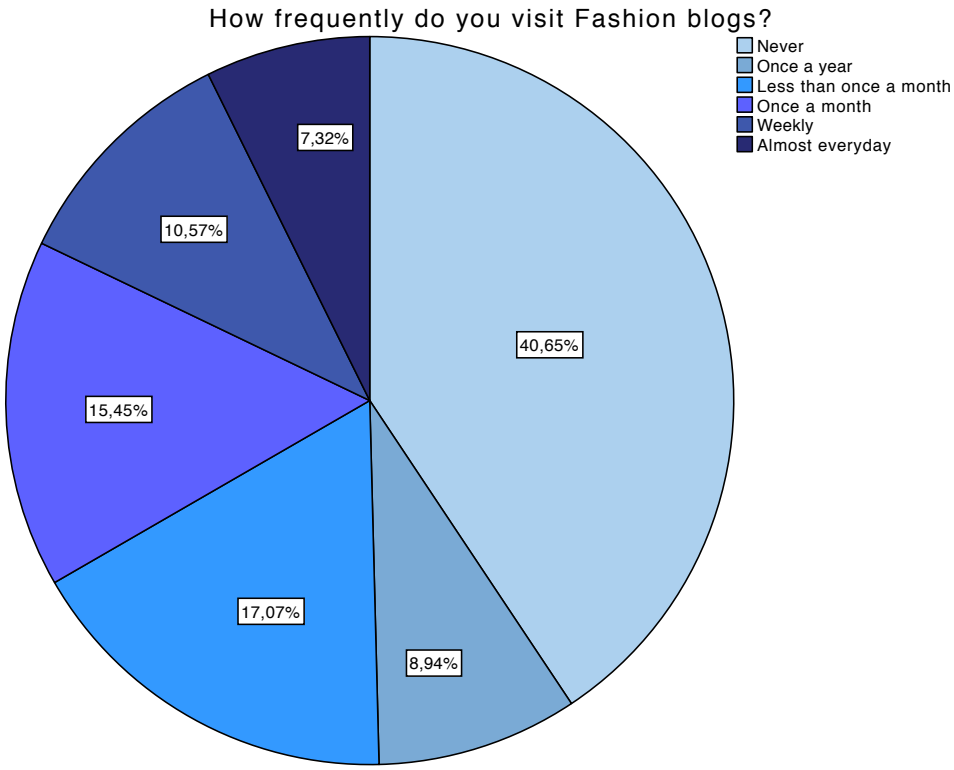
		Televisione (sky, mediaset, rai...)	Informazione (es. wikipedia, dizionari,...)	Viaggio (es. expedia, edreams, alitalia,...)	Facebook	Instagram	Pinterest	Twitter
N	Validi	123	123	123	123	123	123	123
	Mancanti	0	0	0	0	0	0	0
Media		3,5935	5,0407	3,8618	3,9593	2,3089	1,5366	1,9024
Mediana		4,0000	5,0000	4,0000	5,0000	1,0000	1,0000	1,0000
Moda		1,00	6,00	5,00	6,00	1,00	1,00	1,00
Deviazione std.		2,12648	1,29563	1,48393	2,23386	2,06505	1,42744	1,71977
Percentili	25	1,0000	5,0000	3,0000	1,0000	1,0000	1,0000	1,0000
	50	4,0000	5,0000	4,0000	5,0000	1,0000	1,0000	1,0000
	75	6,0000	6,0000	5,0000	6,0000	4,0000	1,0000	1,0000

a. Esistono più mode. Viene visualizzato il valore più piccolo

Tabella di frequenza

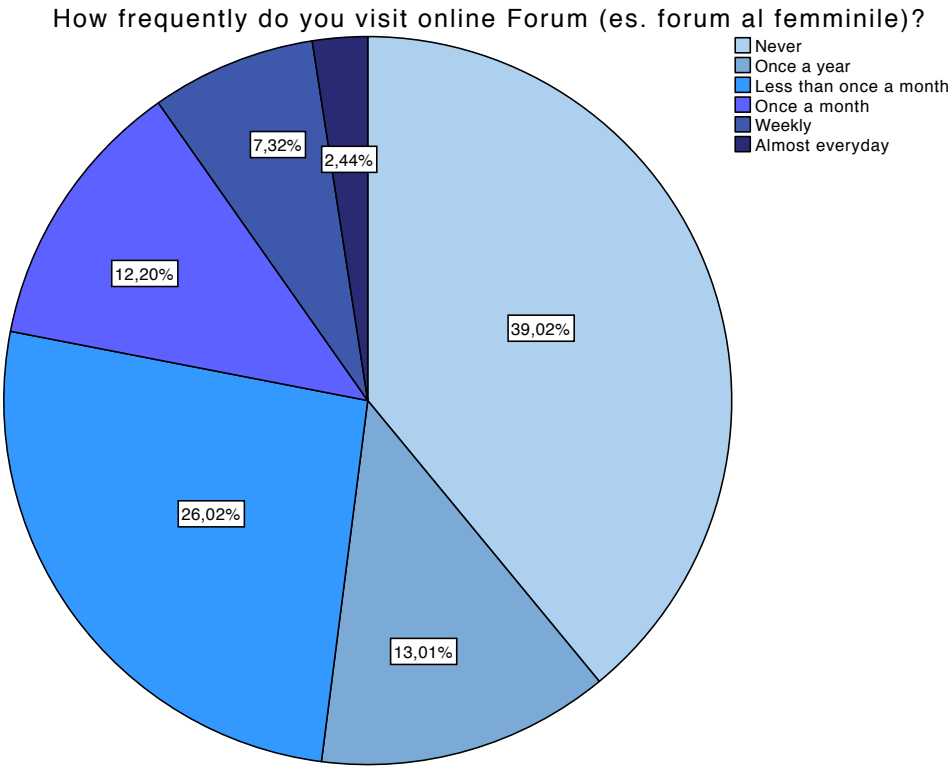
Siti di shopping online (yoox, ebay, prada.com, zara.com)

		Frequenza	Percentuale	Percentuale valida	Percentuale cumulata
Validi	Mai	20	16,3	16,3	16,3
	Una volta all'anno	9	7,3	7,3	23,6
	Meno di una volta al mese	26	21,1	21,1	44,7
	Una volta al mese	27	22,0	22,0	66,7
	Settimanalmente	27	22,0	22,0	88,6
	Quasi ogni giorno	14	11,4	11,4	100,0
	Totale	123	100,0	100,0	



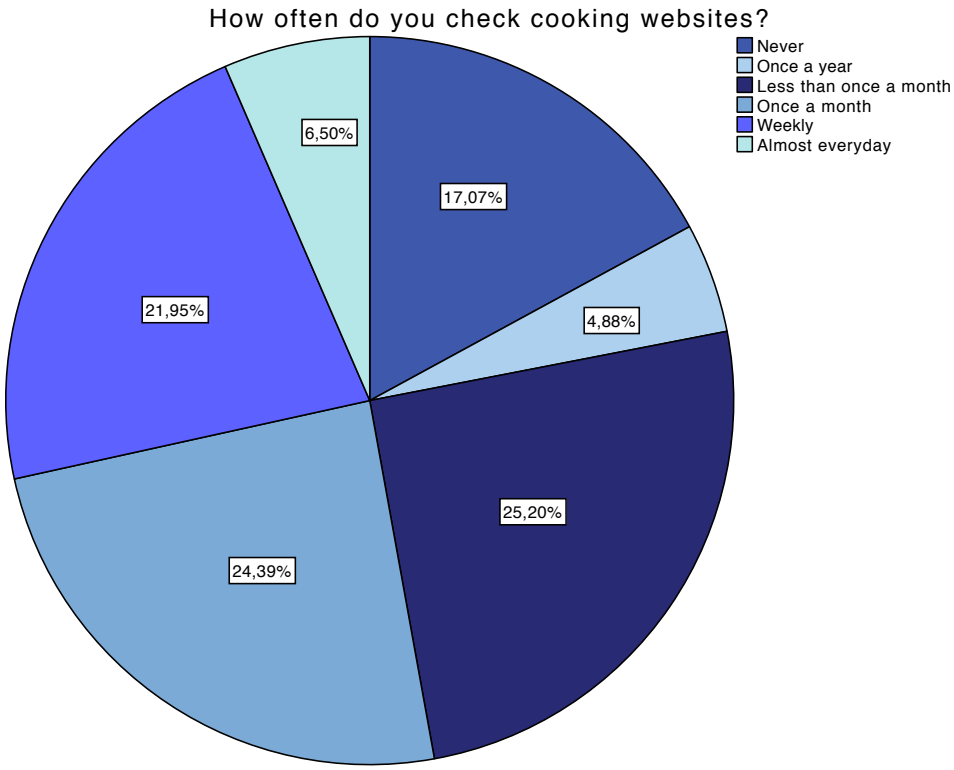
Forum (es. forum al femminile)

		Frequenza	Percentuale	Percentuale valida	Percentuale cumulata
Validi	Mai	48	39,0	39,0	39,0
	Una volta all'anno	16	13,0	13,0	52,0
	Meno di una volta al mese	32	26,0	26,0	78,0
	Una volta al mese	15	12,2	12,2	90,2
	Settimanalmente	9	7,3	7,3	97,6
	Quasi ogni giorno	3	2,4	2,4	100,0
	Totale	123	100,0	100,0	



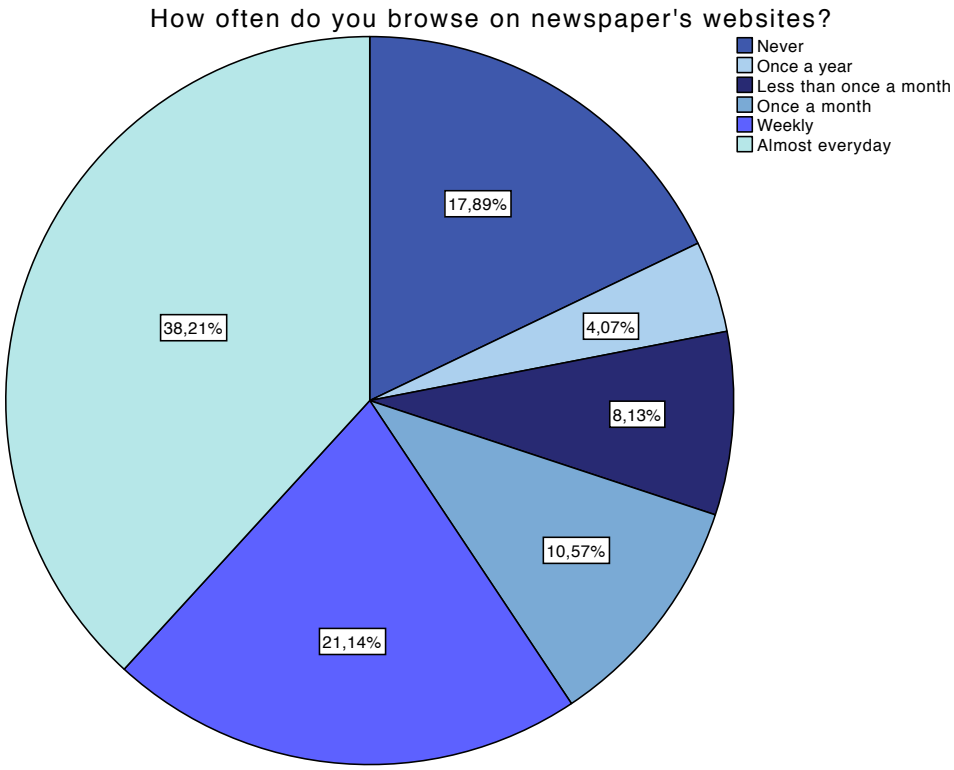
Siti di cucina (es. giallozafferano, cucchiaiodargento...)

		Frequenza	Percentuale	Percentuale valida	Percentuale cumulata
Validi	Mai	21	17,1	17,1	17,1
	Una volta all'anno	6	4,9	4,9	22,0
	Meno di una volta al mese	31	25,2	25,2	47,2
	Una volta al mese	30	24,4	24,4	71,5
	Settimanalmente	27	22,0	22,0	93,5
	Quasi ogni giorno	8	6,5	6,5	100,0
	Totale	123	100,0	100,0	



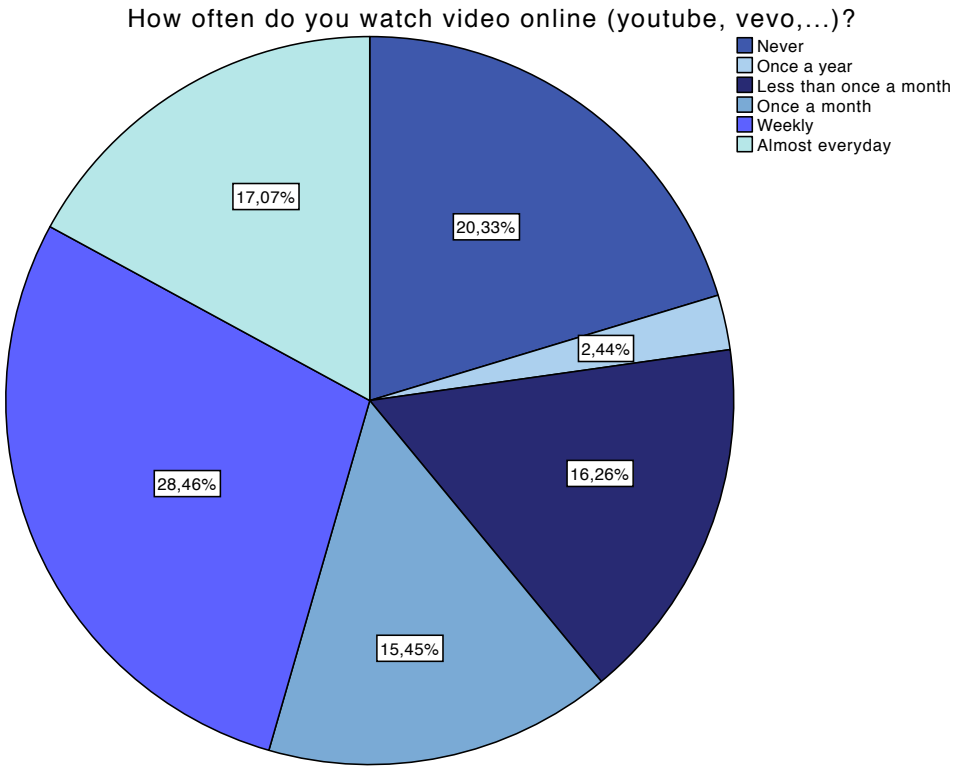
Giornali

		Frequenza	Percentuale	Percentuale valida	Percentuale cumulata
Validi	Mai	22	17,9	17,9	17,9
	Una volta all'anno	5	4,1	4,1	22,0
	Meno di una volta al mese	10	8,1	8,1	30,1
	Una volta al mese	13	10,6	10,6	40,7
	Settimanalmente	26	21,1	21,1	61,8
	Quasi ogni giorno	47	38,2	38,2	100,0
	Totale	123	100,0	100,0	



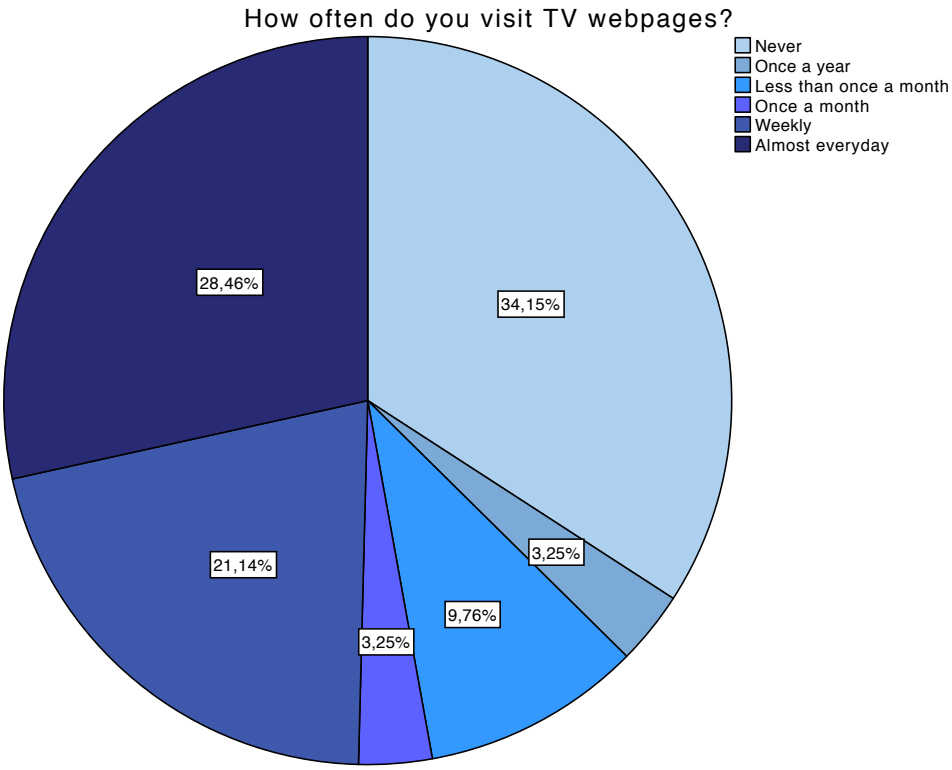
Video (youtube, vevo,...)

		Frequenza	Percentuale	Percentuale valida	Percentuale cumulata
Validi	Mai	25	20,3	20,3	20,3
	Una volta all'anno	3	2,4	2,4	22,8
	Meno di una volta al mese	20	16,3	16,3	39,0
	Una volta al mese	19	15,4	15,4	54,5
	Settimanalmente	35	28,5	28,5	82,9
	Quasi ogni giorno	21	17,1	17,1	100,0
	Totale	123	100,0	100,0	



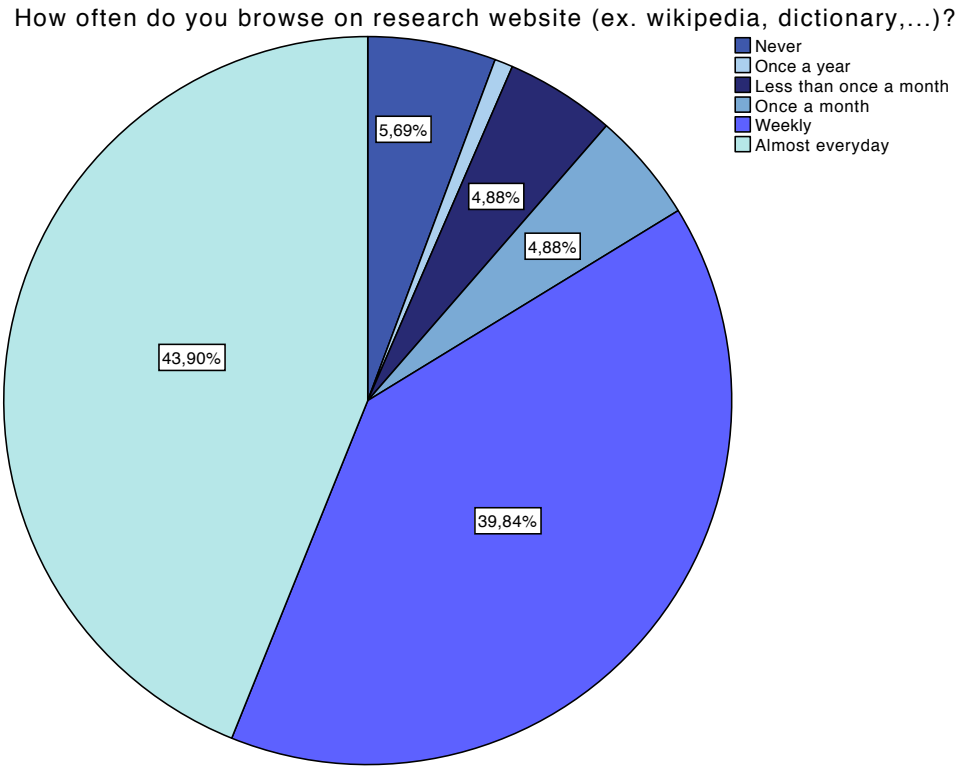
Televisione (sky, mediaset, rai...)

		Frequenza	Percentuale	Percentuale valida	Percentuale cumulata
Validi	Mai	42	34,1	34,1	34,1
	Una volta all'anno	4	3,3	3,3	37,4
	Meno di una volta al mese	12	9,8	9,8	47,2
	Una volta al mese	4	3,3	3,3	50,4
	Settimanalmente	26	21,1	21,1	71,5
	Quasi ogni giorno	35	28,5	28,5	100,0
	Totale	123	100,0	100,0	



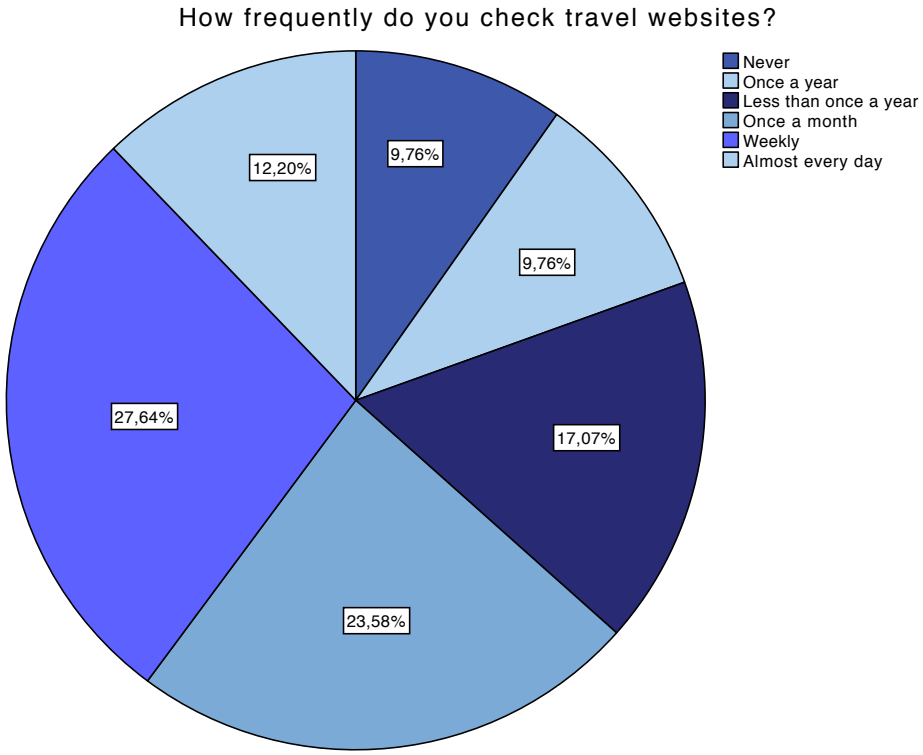
Informazione (es. wikipedia, dizionari,...)

		Frequenza	Percentuale	Percentuale valida	Percentuale cumulata
Validi	Mai	7	5,7	5,7	5,7
	Una volta all'anno	1	,8	,8	6,5
	Meno di una volta al mese	6	4,9	4,9	11,4
	Una volta al mese	6	4,9	4,9	16,3
	Settimanalmente	49	39,8	39,8	56,1
	Quasi ogni giorno	54	43,9	43,9	100,0
	Totale	123	100,0	100,0	



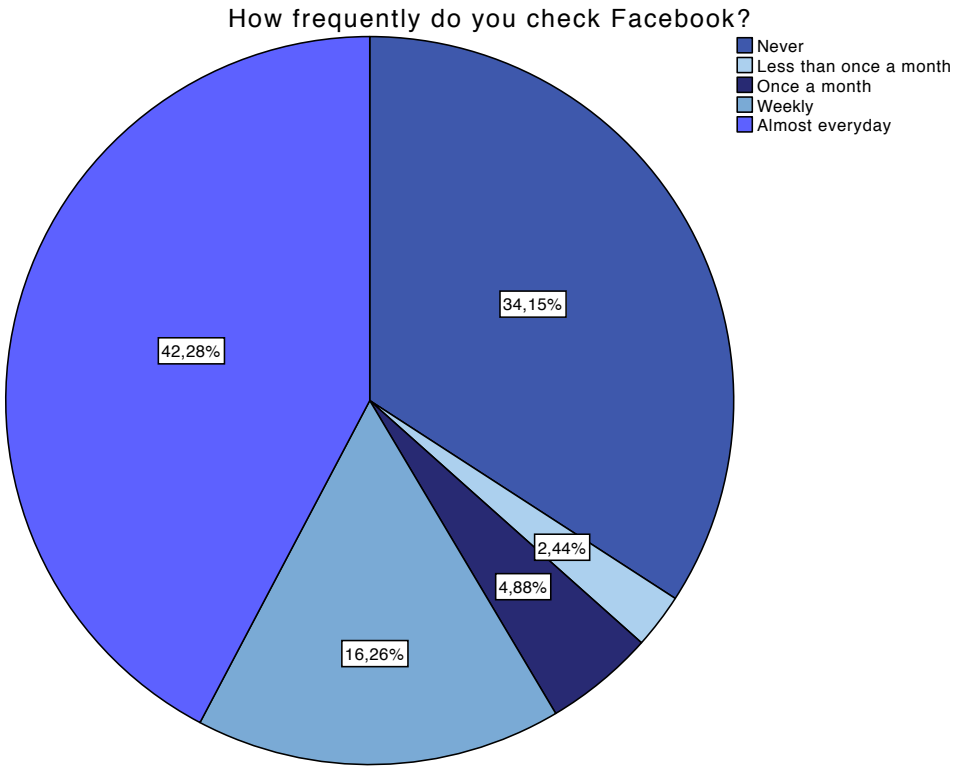
Viaggio (es. expedia, edreams, alitalia,...)

		Frequenza	Percentuale	Percentuale valida	Percentuale cumulata
Validi	Mai	12	9,8	9,8	9,8
	Una volta all'anno	12	9,8	9,8	19,5
	Meno di una volta al mese	21	17,1	17,1	36,6
	Una volta al mese	29	23,6	23,6	60,2
	Settimanalmente	34	27,6	27,6	87,8
	Quasi ogni giorno	15	12,2	12,2	100,0
	Totale	123	100,0	100,0	



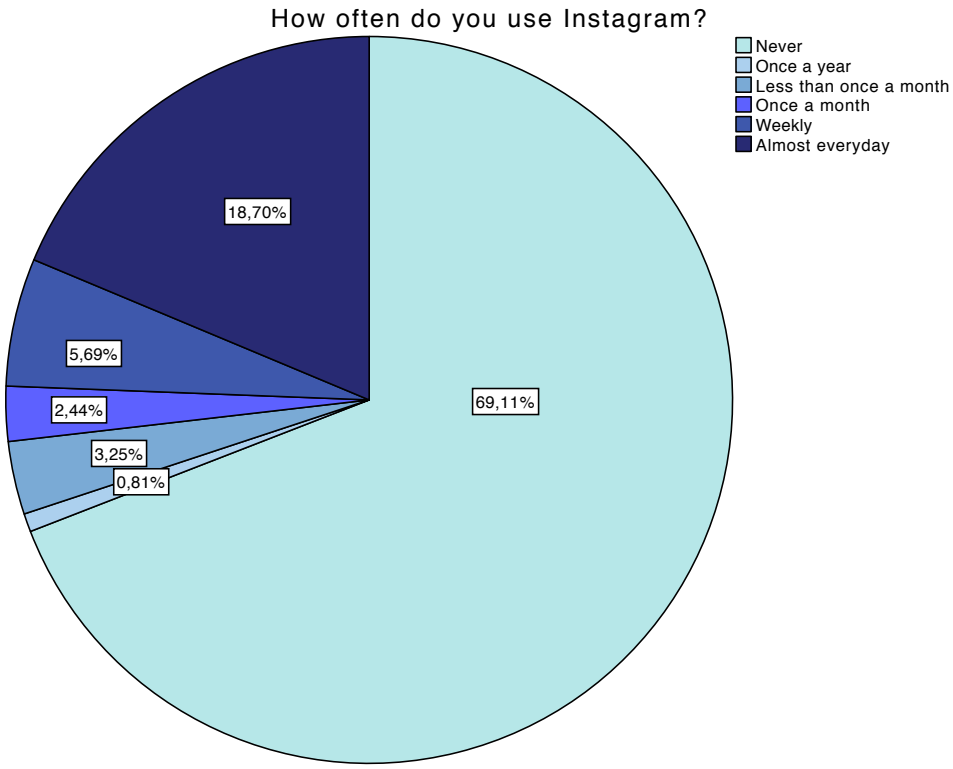
Facebook

		Frequenza	Percentuale	Percentuale valida	Percentuale cumulata
Validi	Mai	42	34,1	34,1	34,1
	Meno di una volta al mese	3	2,4	2,4	36,6
	Una volta al mese	6	4,9	4,9	41,5
	Settimanalmente	20	16,3	16,3	57,7
	Quasi ogni giorno	52	42,3	42,3	100,0
	Totale	123	100,0	100,0	



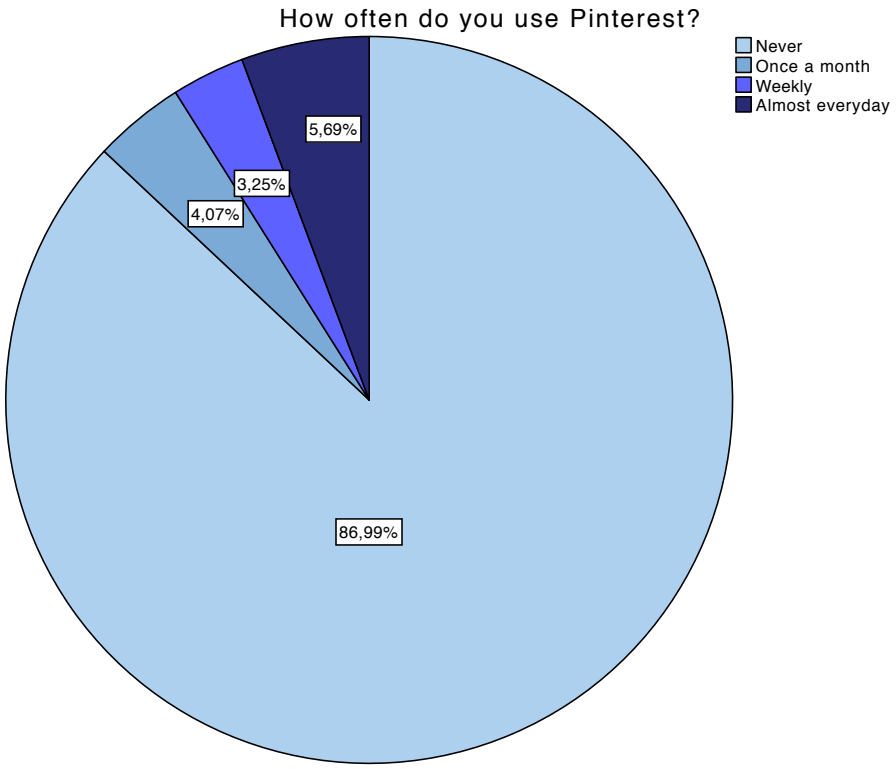
Instagram

		Frequenza	Percentuale	Percentuale valida	Percentuale cumulata
Validi	Mai	85	69,1	69,1	69,1
	Una volta all'anno	1	,8	,8	69,9
	Meno di una volta al mese	4	3,3	3,3	73,2
	Una volta al mese	3	2,4	2,4	75,6
	Settimanalmente	7	5,7	5,7	81,3
	Quasi ogni giorno	23	18,7	18,7	100,0
	Totale	123	100,0	100,0	



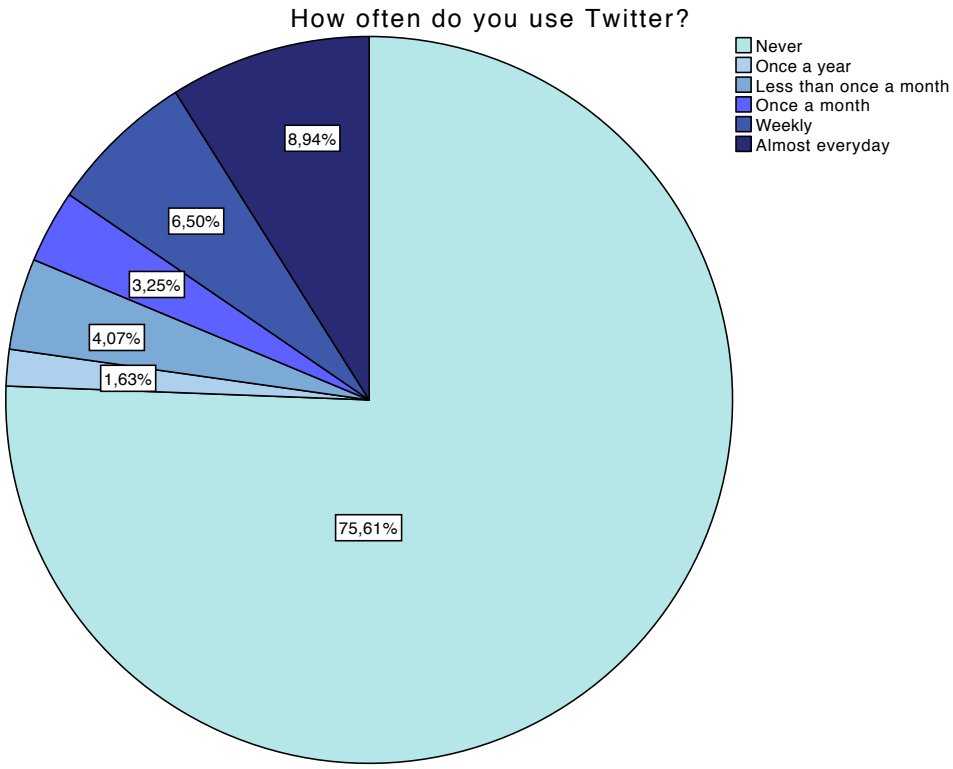
Pinterest

		Frequenza	Percentuale	Percentuale valida	Percentuale cumulata
Validi	Mai	107	87,0	87,0	87,0
	Una volta al mese	5	4,1	4,1	91,1
	Settimanalmente	4	3,3	3,3	94,3
	Quasi ogni giorno	7	5,7	5,7	100,0
	Totale	123	100,0	100,0	



Twitter

		Frequenza	Percentuale	Percentuale valida	Percentuale cumulata
Validi	Mai	93	75,6	75,6	75,6
	Una volta all'anno	2	1,6	1,6	77,2
	Meno di una volta al mese	5	4,1	4,1	81,3
	Una volta al mese	4	3,3	3,3	84,6
	Settimanalmente	8	6,5	6,5	91,1
	Quasi ogni giorno	11	8,9	8,9	100,0
	Totale	123	100,0	100,0	




```
FREQUENCIES VARIABLES=q0054_0001 q0054_0005 q0054_0006 q0054_0012
 /NTILES=4
 /STATISTICS=STDDEV MEAN MEDIAN MODE
 /PIECHART PERCENT
 /ORDER=ANALYSIS.
```

Frequenze

Note

Output creato		**27-OCT-2013 23:21:24**
Commenti		
Input	**Dati**	/Users/clo/Desktop/Target 2.4 .sav
	File di dati attivo	**DataSet1**
	Filtro	**<nessuno>**
	Peso	**<nessuno>**
	Distingui	**<nessuno>**
	N. di righe nel file dati di lavoro	**123**
Gestione valori mancanti	Definizione di valore mancante	I valori mancanti definiti dall'utente vengono considerati mancanti.
	Casi utilizzati	Le statistiche sono basate su tutti i casi con dati validi
Sintassi		FREQUENCIES VARIABLES=q0054_0001 q0054_0005 q0054_0006 q0054_0012 /NTILES=4 /STATISTICS=STDDEV MEAN MEDIAN MODE /PIECHART PERCENT /ORDER=ANALYSIS.
Risorse	**Tempo del processore**	**00:00:00,96**
	Tempo trascorso	**00:00:02,00**

[DataSet1] /Users/clo/Desktop/Target 2.4 .sav

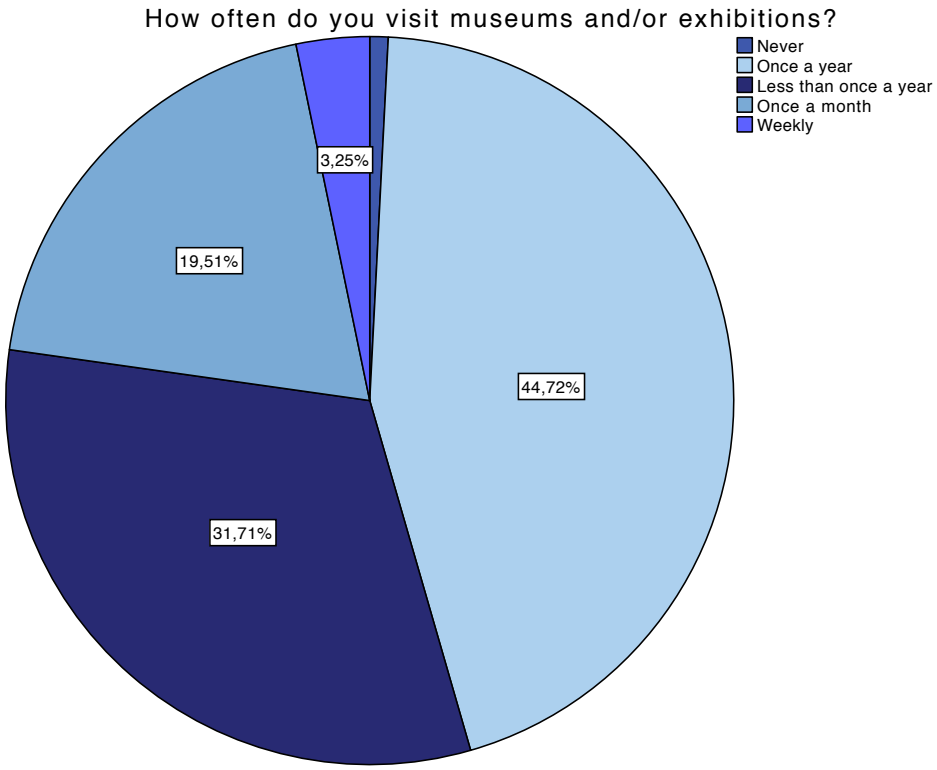
Statistiche

		...visita musei/mostre	...va al cinema	...va a teatro	...viaggia
N	**Validi**	**123**	**123**	**123**	**123**
	Mancanti	**0**	**0**	**0**	**0**
Media		**2,7967**	**3,3496**	**2,5772**	**3,2033**
Mediana		**3,0000**	**3,0000**	**2,0000**	**3,0000**
Moda		**2,00**	**4,00**	**2,00**	**3,00**
Deviazione std.		**,87740**	**1,15931**	**,99184**	**,92293**
Percentili	**25**	**2,0000**	**3,0000**	**2,0000**	**3,0000**
	50	**3,0000**	**3,0000**	**2,0000**	**3,0000**
	75	**3,0000**	**4,0000**	**3,0000**	**4,0000**

Tabella di frequenza

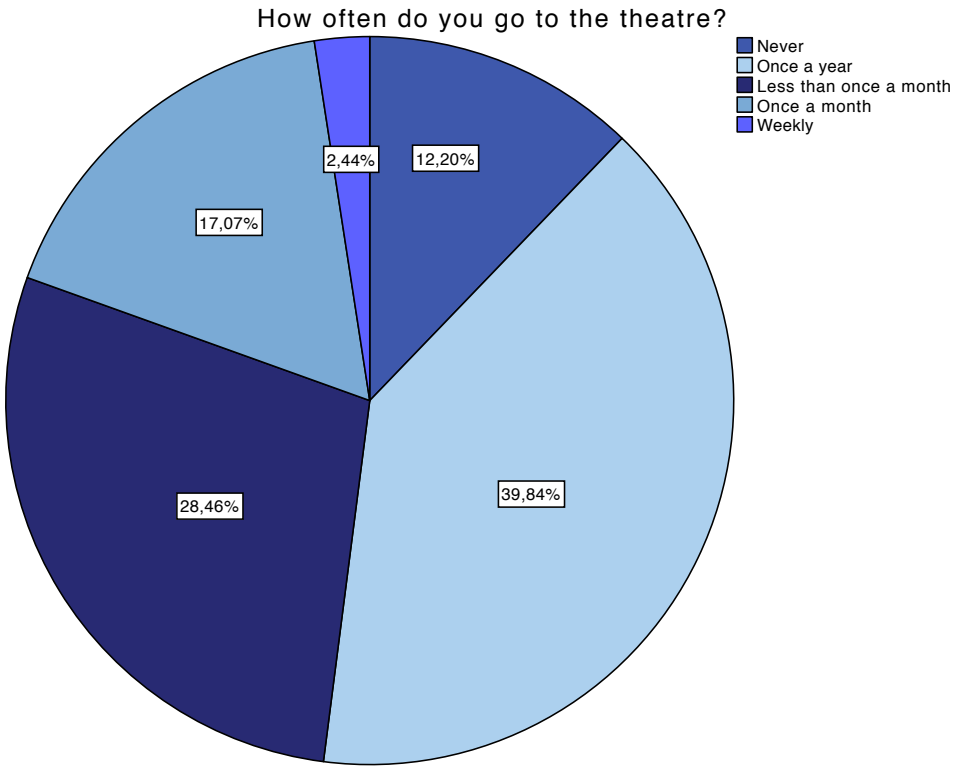
...visita musei/mostre

		Frequenza	Percentuale	Percentuale valida	Percentuale cumulata
Validi	**Mai**	**1**	**,8**	**,8**	**,8**
	Una volta all'anno	**55**	**44,7**	**44,7**	**45,5**
	Meno di una volta al mese	**39**	**31,7**	**31,7**	**77,2**
	Una volta al mese	**24**	**19,5**	**19,5**	**96,7**
	Settimanalmente	**4**	**3,3**	**3,3**	**100,0**
	Totale	**123**	**100,0**	**100,0**	



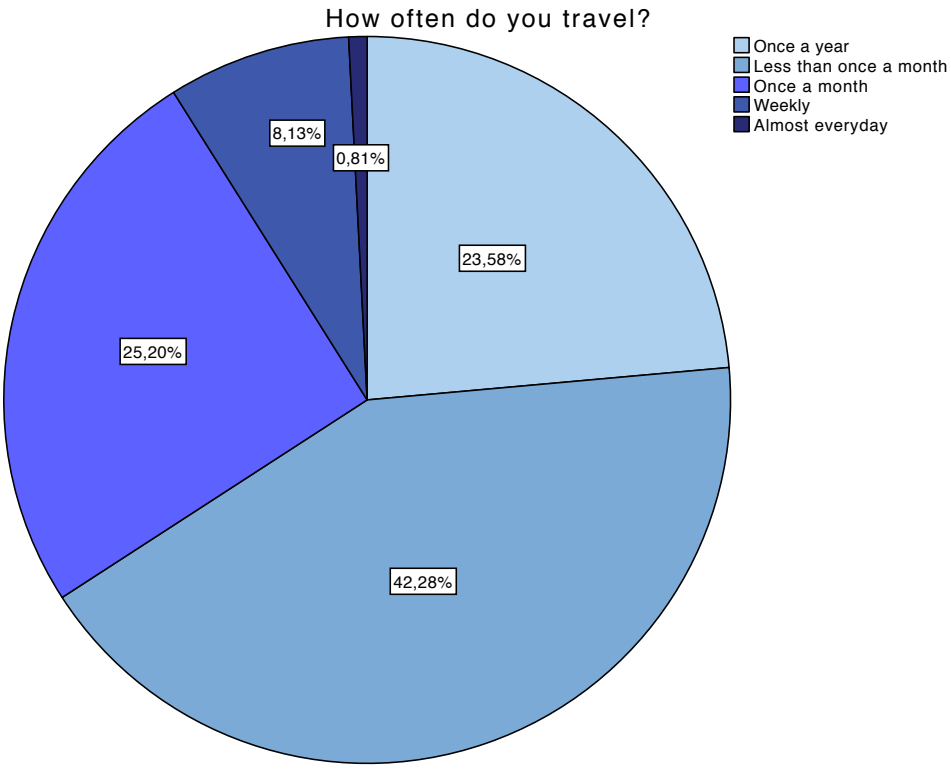
...va a teatro

		Frequenza	Percentuale	Percentuale valida	Percentuale cumulata
Validi	Mai	15	12,2	12,2	12,2
	Una volta all'anno	49	39,8	39,8	52,0
	Meno di una volta al mese	35	28,5	28,5	80,5
	Una volta al mese	21	17,1	17,1	97,6
	Settimanalmente	3	2,4	2,4	100,0
	Totale	123	100,0	100,0	



...viaggia

		Frequenza	Percentuale	Percentuale valida	Percentuale cumulata
Validi	Una volta all'anno	29	23,6	23,6	23,6
	Meno di una volta al mese	52	42,3	42,3	65,9
	Una volta al mese	31	25,2	25,2	91,1
	Settimanalmente	10	8,1	8,1	99,2
	Quasi ogni giorno	1	,8	,8	100,0
	Totale	123	100,0	100,0	




```
 RECODE VAR00037 (0=1) (1=4) INTO fashion_magazine.
EXECUTE.
DO IF  (fashion_magazine = 1).
RECODE VAR00038 (0=1) (1=3) INTO fashion_magazine.
END IF.
EXECUTE.
DO IF  (fashion_magazine = 1).
RECODE VAR00039 (1=2) INTO fashion_magazine.
END IF.
EXECUTE.
DATASET ACTIVATE DataSet2.
SAVE OUTFILE='/Users/clo/Desktop/Analisi SPSS/Target 2.4 .sav'
 /COMPRESSED.
CROSSTABS
  /TABLES=q0004 BY fashion_magazine
  /FORMAT=AVALUE TABLES
  /CELLS=COUNT
  /COUNT ROUND CELL.
```

Crosstabs

Notes

Output Created		**24-NOV-2013 13:41:17**
Comments		
Input	**Data**	/Users/clo/Desktop/Analisi SPSS/Target 2.4 ....
	Active Dataset	**DataSet2**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**123**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=q0004 BY fashion_magazine /FORMAT=AVALUE TABLES /CELLS=COUNT /COUNT ROUND CELL.
Resources	**Processor Time**	**00:00:00,02**
	Elapsed Time	**00:00:00,00**
	Dimensions Requested	**2**
	Cells Available	**131029**

[DataSet2] /Users/clo/Desktop/Analisi SPSS/Target 2.4 .sav

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age: * fashion_magazine	123	100,0%	0	0,0%	123	100,0%

Age: * fashion_magazine Crosstabulation

Count

		fashion_magazine				
		Nothing	Vanity fair	Vogue	Both of them	Total
Age:	20-25	11	0	1	1	13
	30-40	4	2	0	1	7
	40-50	10	0	13	7	30
	50-60	21	6	15	10	52
	60-65	7	1	4	5	17
	>65	0	1	2	1	4
Total		53	10	35	25	123

```
 * Chart Builder.
GGRAPH
  /GRAPHDATASET NAME="graphdataset" VARIABLES=q0004 COUNT()[name="COUNT"] fashion_magazine M
  /GRAPHSPEC SOURCE=INLINE.
BEGIN GPL
  SOURCE: s=userSource(id("graphdataset"))
```

```
  DATA: q0004=col(source(s), name("q0004"), unit.category())
  DATA: COUNT=col(source(s), name("COUNT"))
  DATA: fashion_magazine=col(source(s), name("fashion_magazine"), unit.category())
  COORD: rect(dim(1,2), cluster(3,0))
  GUIDE: axis(dim(3), label("Age:"))
  GUIDE: axis(dim(2), label("Percent"))
  GUIDE: legend(aesthetic(aesthetic.color.interior), label("fashion_magazine"))
  SCALE: cat(dim(3), include("1,00", "2,00", "3,00", "4,00", "5,00", "6,00", "7,00", "8,00")
  SCALE: linear(dim(2), include(0))
  SCALE: cat(aesthetic(aesthetic.color.interior), include("1,00", "2,00", "3,00", "4,00"))
  SCALE: cat(dim(1), include("1,00", "2,00", "3,00", "4,00"))
  ELEMENT: interval(position(summary.percent(fashion_magazine*COUNT*q0004, base.all(acrossPa
END GPL.
```

GGraph

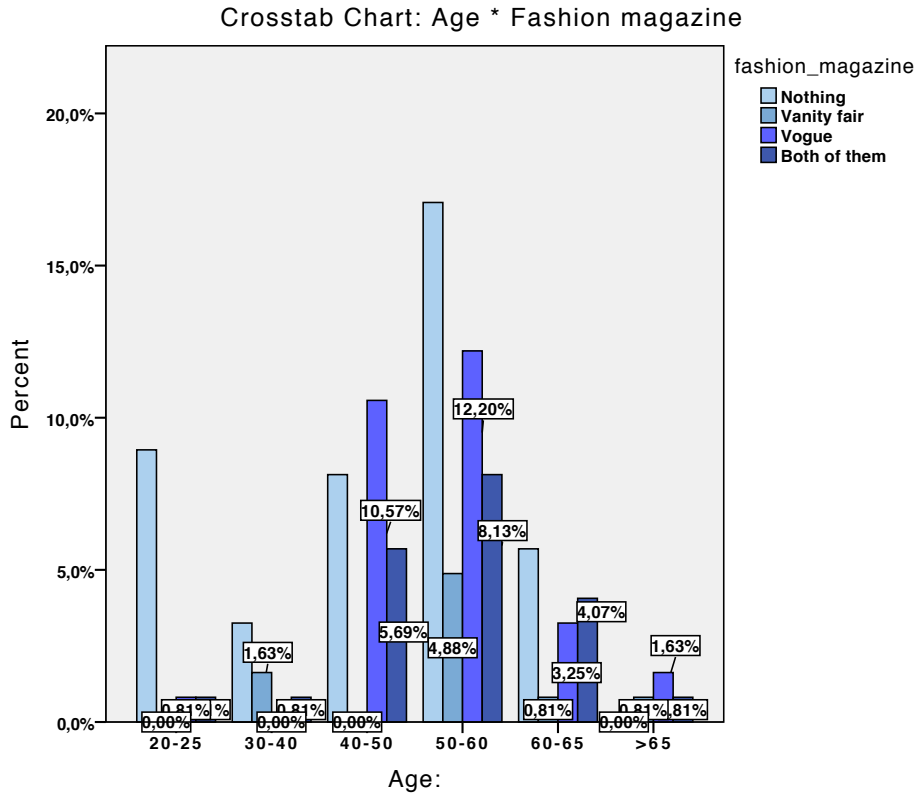
Notes

Output Created		**24-NOV-2013 13:43:30**
Comments		
Input	**Data**	/Users/clo/Desktop/Analisi SPSS/Target 2.4 ....
	Active Dataset	**DataSet2**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**123**

Notes

Syntax		GGRAPH /GRAPHDATASET NAME="graphdataset" VARIABLES=q0004 COUNT()[name=" COUNT"] fashion_magazine MISSING=LISTWISE REPORTMISSING=NO /GRAPHSPEC SOURCE=INLINE. BEGIN GPL SOURCE: s=userSource (id("graphdataset")) DATA: q0004=col (source(s), name ("q0004"), unit. category()) DATA: COUNT=col (source(s), name ("COUNT")) DATA: fashion_magazine=col (source(s), name ("fashion_magazine"), unit.category()) COORD: rect(dim(1,2), cluster(3,0)) GUIDE: axis(dim(3), label("Age:")) GUIDE: axis(dim(2), label("Percent")) GUIDE: legend (aesthetic(aesthetic. color.interior), label ("fashion_magazine")) SCALE: cat(dim(3), include("1,00", "2,00", "3,00", "4,00", "5,00", "6,00", "7,00", "8,00")) SCALE: linear(dim(2), include(0)) SCALE: cat(aesthetic (aesthetic.color.interior), include("1,00", "2,00", "3,00", "4,00")) SCALE: cat(dim(1), include("1,00", "2,00", "3,00", "4,00")) ELEMENT: interval (position(summary. percent (fashion_magazine*COU NT*q0004, base.all (acrossPanels()))), color. interior (fashion_magazine), shape.interior(shape. square)) END GPL.
Resources	**Processor Time**	**00:00:01,73**
	Elapsed Time	**00:00:02,00**

[DataSet2] /Users/clo/Desktop/Analisi SPSS/Target 2.4 .sav




```
 COMPUTE Internet_usage=(q0055_0001+q0055_0002+q0055_0003+q0055_0004+q0055_0005+q0055_0006+q
EXECUTE.
DO IF  (fashion_magazine = 1).
RECODE Internet_usage (0 thru 0.19999999999999999=1) (0.2 thru 0.39999999999999999=2) (0.4
END IF.
EXECUTE.
DO IF  (fashion_magazine = 1).
RECODE Internet_usage (0 thru 0.19999999999999999=1) (0.2 thru 0.39999999999999999=2) (0.4
END IF.
EXECUTE.
RECODE Internet_usage (0 thru 0.19999999999999999=1) (0.2 thru 0.39999999999999999=2) (0.4
EXECUTE.
DATASET ACTIVATE DataSet2.
SAVE OUTFILE='/Users/clo/Desktop/Analisi SPSS/Target 2.4 .sav'
 /COMPRESSED.
DATASET ACTIVATE DataSet2.
SAVE OUTFILE='/Users/clo/Desktop/Analisi SPSS/Target 2.4 .sav'
 /COMPRESSED.
DATASET ACTIVATE DataSet2.
SAVE OUTFILE='/Users/clo/Desktop/Analisi SPSS/Target 2.4 .sav'
 /COMPRESSED.
* Chart Builder.
GGRAPH
  /GRAPHDATASET NAME="graphdataset" VARIABLES=q0004 COUNT()[name="COUNT"] Internet_usage MIS
  /GRAPHSPEC SOURCE=INLINE.
BEGIN GPL
  SOURCE: s=userSource(id("graphdataset"))
  DATA: q0004=col(source(s), name("q0004"), unit.category())
  DATA: COUNT=col(source(s), name("COUNT"))
```

```
  DATA: Internet_usage=col(source(s), name("Internet_usage"), unit.category())
  COORD: rect(dim(1,2), cluster(3,0))
  GUIDE: axis(dim(3), label("Age:"))
  GUIDE: axis(dim(2), label("Percent"))
  GUIDE: legend(aesthetic(aesthetic.color.interior), label("Internet_usage"))
  SCALE: cat(dim(3), include("1,00", "2,00", "3,00", "4,00", "5,00", "6,00", "7,00", "8,00")
  SCALE: linear(dim(2), include(0))
  SCALE: cat(aesthetic(aesthetic.color.interior), include("1,00", "2,00", "3,00", "4,00", "5
  SCALE: cat(dim(1), include("1,00", "2,00", "3,00", "4,00", "5,00"))
  ELEMENT: interval(position(summary.percent(Internet_usage*COUNT*q0004, base.all(acrossPane
END GPL.
```

GGraph

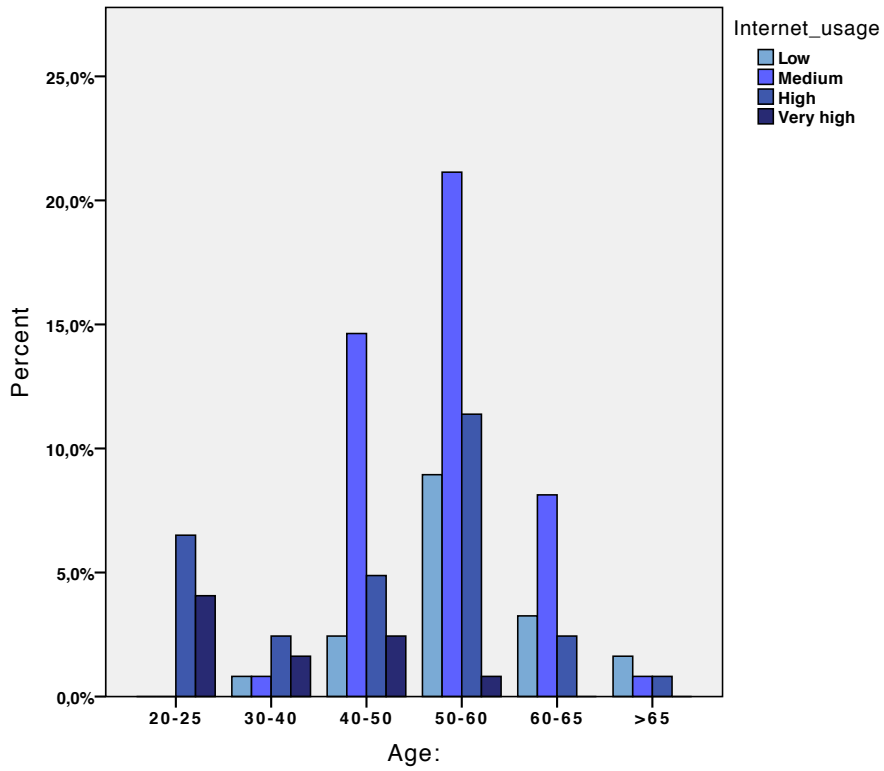
Notes

Output Created		**24-NOV-2013 14:56:32**
Comments		
Input	**Data**	/Users/clo/Desktop/Analisi SPSS/Target 2.4 ....
	Active Dataset	**DataSet2**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**123**

Notes

Syntax		GGRAPH /GRAPHDATASET NAME="graphdataset" VARIABLES=q0004 COUNT()[name=" COUNT"] Internet_usage MISSING=LISTWISE REPORTMISSING=NO /GRAPHSPEC SOURCE=INLINE. BEGIN GPL SOURCE: s=userSource (id("graphdataset")) DATA: q0004=col (source(s), name ("q0004"), unit. category()) DATA: COUNT=col (source(s), name ("COUNT")) DATA: Internet_usage=col (source(s), name ("Internet_usage"), unit. category()) COORD: rect(dim(1,2), cluster(3,0)) GUIDE: axis(dim(3), label("Age:")) GUIDE: axis(dim(2), label("Percent")) GUIDE: legend (aesthetic(aesthetic. color.interior), label ("Internet_usage")) SCALE: cat(dim(3), include("1,00", "2,00", "3,00", "4,00", "5,00", "6,00", "7,00", "8,00")) SCALE: linear(dim(2), include(0)) SCALE: cat(aesthetic (aesthetic.color.interior), include("1,00", "2,00", "3,00", "4,00", "5,00")) SCALE: cat(dim(1), include("1,00", "2,00", "3,00", "4,00", "5,00")) ELEMENT: interval (position(summary. percent (Internet_usage*COUNT* q0004, base.all (acrossPanels()))), color. interior(Internet_usage), shape.interior(shape. square)) END GPL.
Resources	**Processor Time**	**00:00:00,24**
	Elapsed Time	**00:00:00,00**

[DataSet2] /Users/clo/Desktop/Analisi SPSS/Target 2.4 .sav




```
FREQUENCIES VARIABLES=Internet_usage
  /STATISTICS=MEAN MEDIAN MODE
  /PIECHART PERCENT
  /ORDER=ANALYSIS.
```

Frequencies

Notes

Output Created		**24-NOV-2013 14:58:01**
Comments		
Input	**Data**	/Users/clo/Desktop/Analisi SPSS/Target 2.4 ....
	Active Dataset	**DataSet2**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**123**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Internet_usage /STATISTICS=MEAN MEDIAN MODE /PIECHART PERCENT /ORDER=ANALYSIS.
Resources	**Processor Time**	**00:00:00,24**
	Elapsed Time	**00:00:01,00**

[DataSet2] /Users/clo/Desktop/Analisi SPSS/Target 2.4 .sav

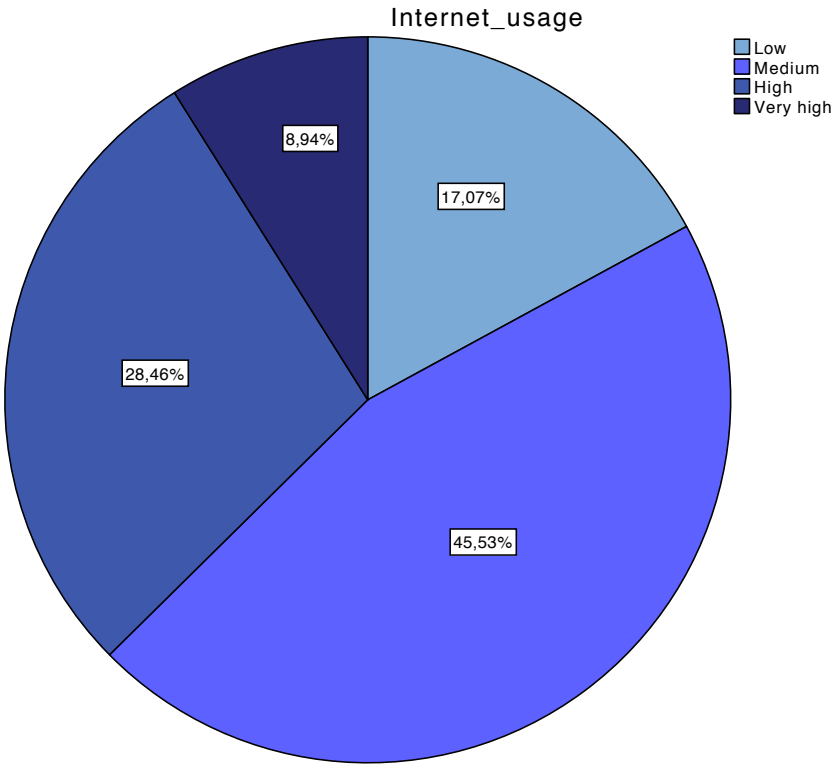
Statistics

Internet_usage

N	**Valid**	**123**
	Missing	**0**
Mean		**3,2927**
Median		**3,0000**
Mode		**3,00**

Internet_usage

		Frequency	**Percent**	**Valid Percent**	Cumulative Percent
Valid	**Low**	**21**	**17,1**	**17,1**	**17,1**
	Medium	**56**	**45,5**	**45,5**	**62,6**
	High	**35**	**28,5**	**28,5**	**91,1**
	Very high	**11**	**8,9**	**8,9**	**100,0**
	Total	**123**	**100,0**	**100,0**	




```
 DATASET ACTIVATE DataSet1.
DATASET CLOSE DataSet2.
```

c. Descriptive analysis – Independent variables

Frequencies

Notes

Output Created		**06-DEC-2013 13:59:11**
Comments		
Input	**Data**	/Users/clo/Desktop/Untitled2.sav
	Active Dataset	**DataSet2**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**123**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Events Internet_usage Facebook Video Forum Blog Paperadfontana /STATISTICS=STDDEV VARIANCE MINIMUM MAXIMUM MEAN MEDIAN MODE /BARCHART PERCENT /ORDER=ANALYSIS.
Resources	**Processor Time**	**00:00:01,44**
	Elapsed Time	**00:00:02,00**

[DataSet2] /Users/clo/Desktop/Untitled2.sav

Statistics

		Event marketing exposure	Internet exposure	Facebook exposure	Video exposure	Forum exposure	Blog exposure
N	**Valid**	**123**	**123**	**123**	**123**	**123**	**123**
	Missing	**0**	**0**	**0**	**0**	**0**	**0**
Mean		**2,3415**	**3,2927**	**3,3008**	**3,0081**	**1,8211**	**2,0894**
Median		**2,0000**	**3,0000**	**4,0000**	**3,0000**	**1,0000**	**2,0000**
Mode		**2,00**	**3,00**	**5,00**	**4,00**	**1,00**	**1,00**
Std. Deviation		**,89470**	**,85633**	**1,78305**	**1,43433**	**1,06380**	**1,31827**
Variance		**,800**	**,733**	**3,179**	**2,057**	**1,132**	**1,738**
Minimum		**1,00**	**2,00**	**1,00**	**1,00**	**1,00**	**1,00**
Maximum		**5,00**	**5,00**	**5,00**	**5,00**	**5,00**	**5,00**

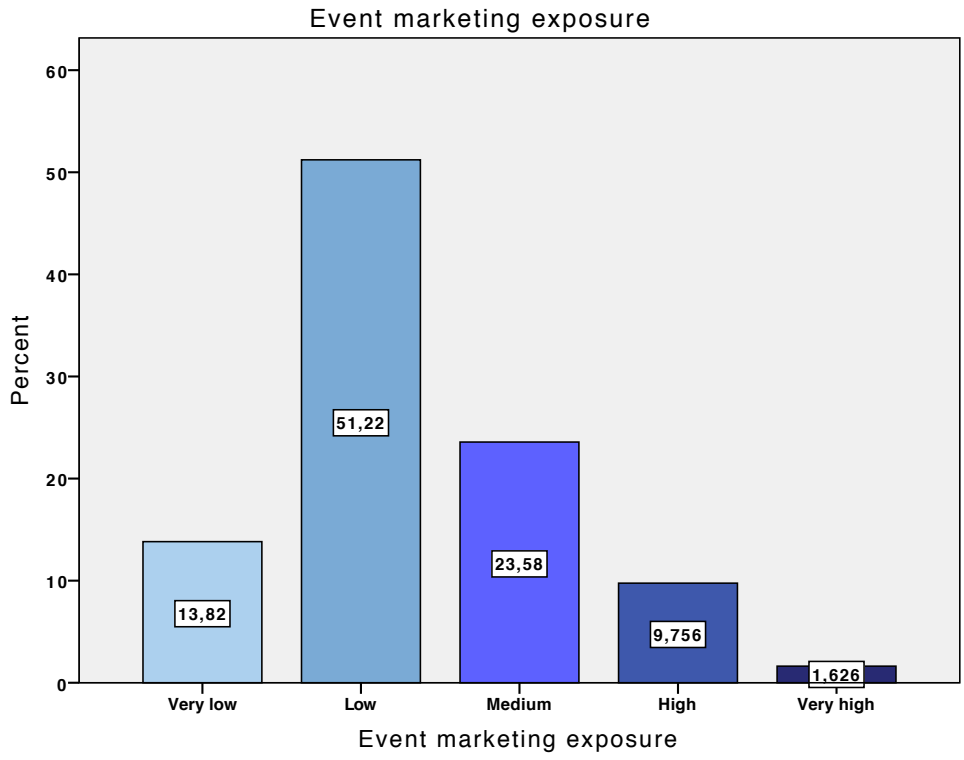
Statistics

		Paper advertising exposure
N	Valid	123
	Missing	0
Mean		2,7154
Median		2,0000
Mode		4,00
Std. Deviation		1,48501
Variance		2,205
Minimum		1,00
Maximum		5,00

Frequency Table

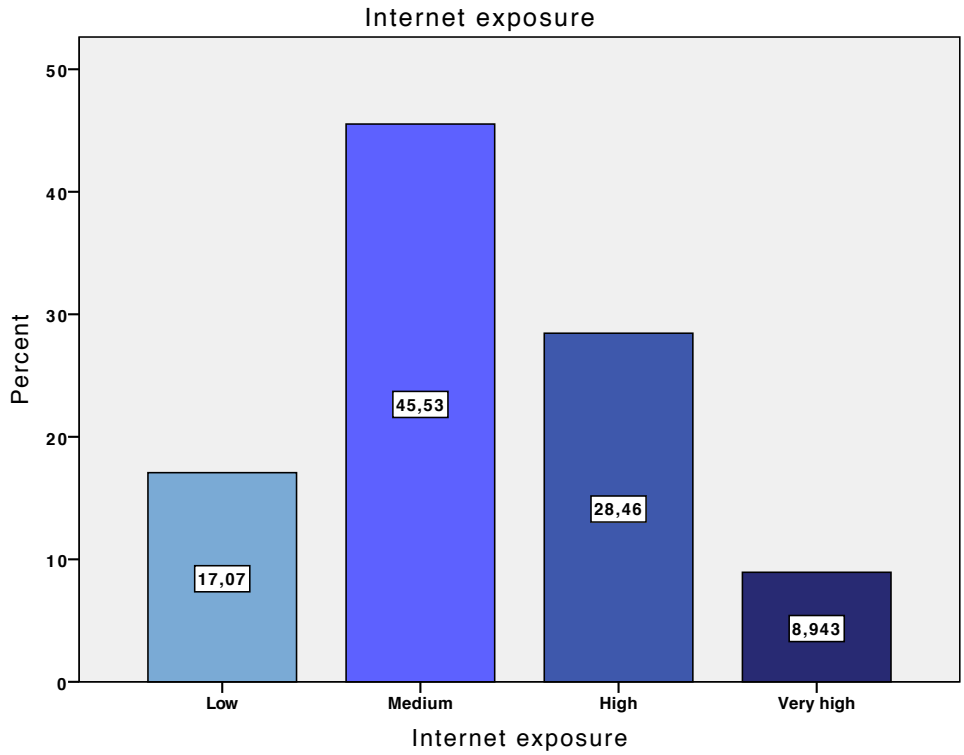
Event marketing exposure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	17	13,8	13,8	13,8
	Low	63	51,2	51,2	65,0
	Medium	29	23,6	23,6	88,6
	High	12	9,8	9,8	98,4
	Very high	2	1,6	1,6	100,0
	Total	123	100,0	100,0	



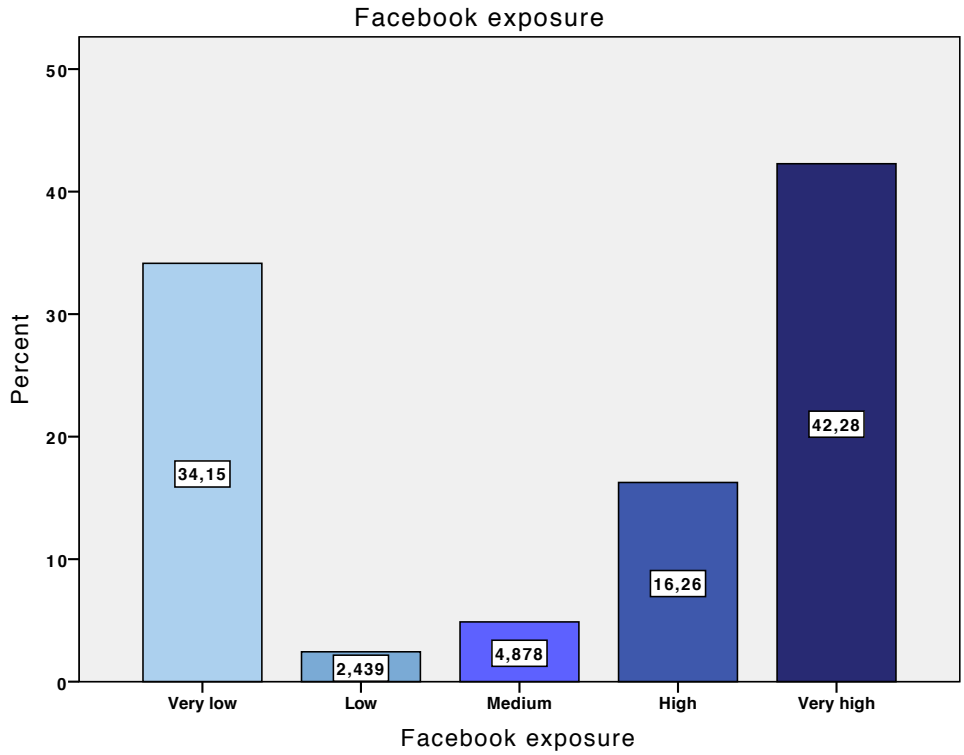
Internet exposure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	21	17,1	17,1	17,1
	Medium	56	45,5	45,5	62,6
	High	35	28,5	28,5	91,1
	Very high	11	8,9	8,9	100,0
	Total	123	100,0	100,0	



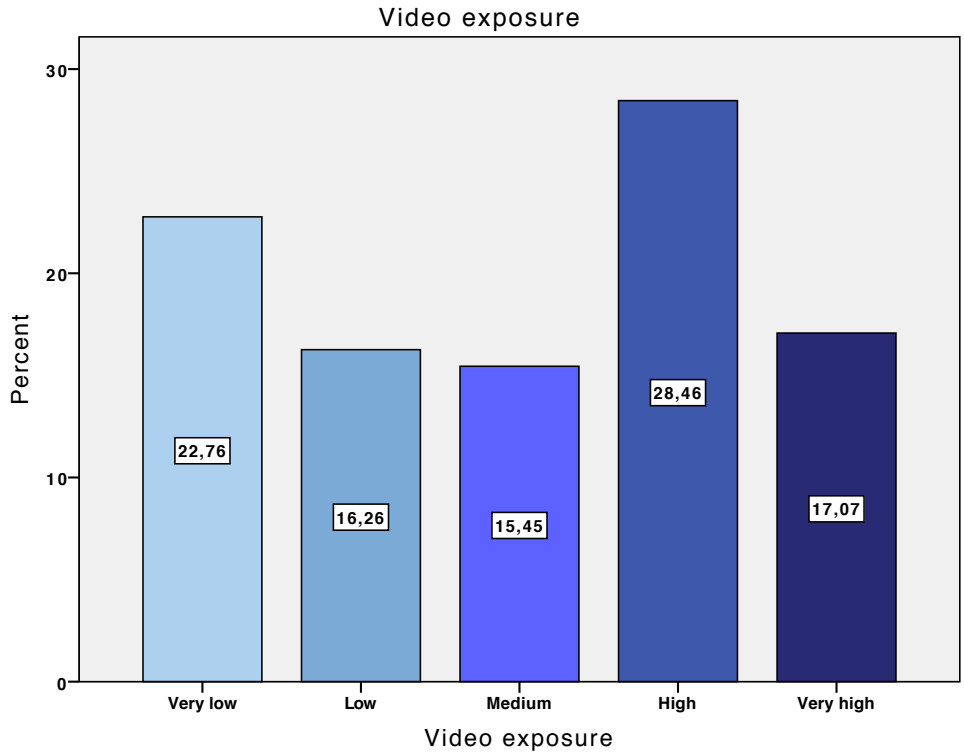
Facebook exposure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	42	34,1	34,1	34,1
	Low	3	2,4	2,4	36,6
	Medium	6	4,9	4,9	41,5
	High	20	16,3	16,3	57,7
	Very high	52	42,3	42,3	100,0
	Total	123	100,0	100,0	



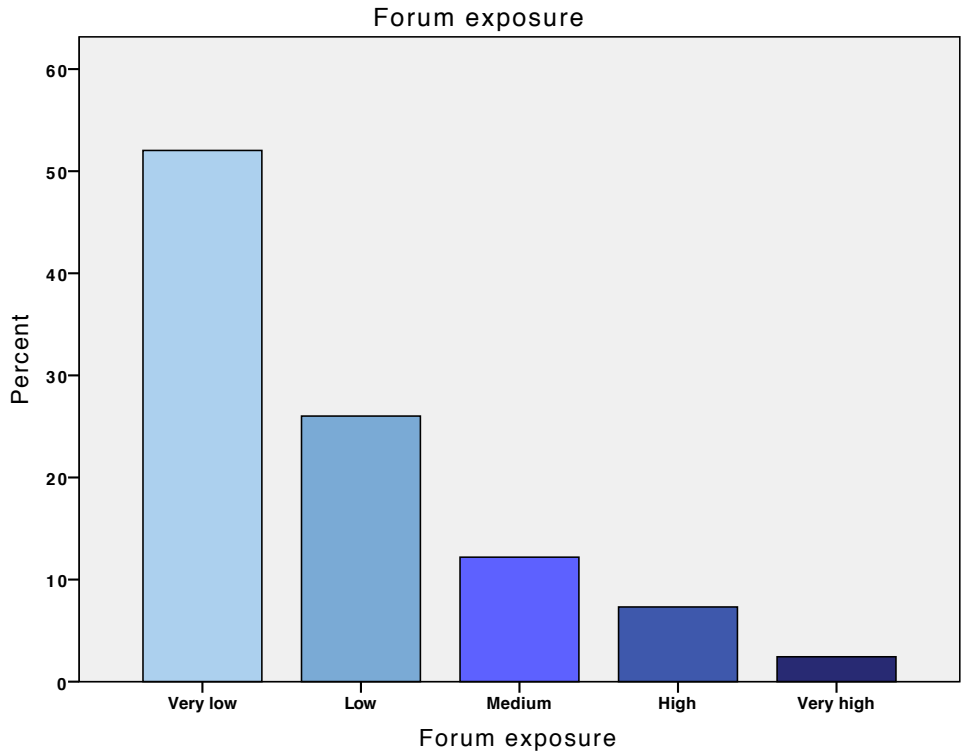
Video exposure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	28	22,8	22,8	22,8
	Low	20	16,3	16,3	39,0
	Medium	19	15,4	15,4	54,5
	High	35	28,5	28,5	82,9
	Very high	21	17,1	17,1	100,0
	Total	123	100,0	100,0	



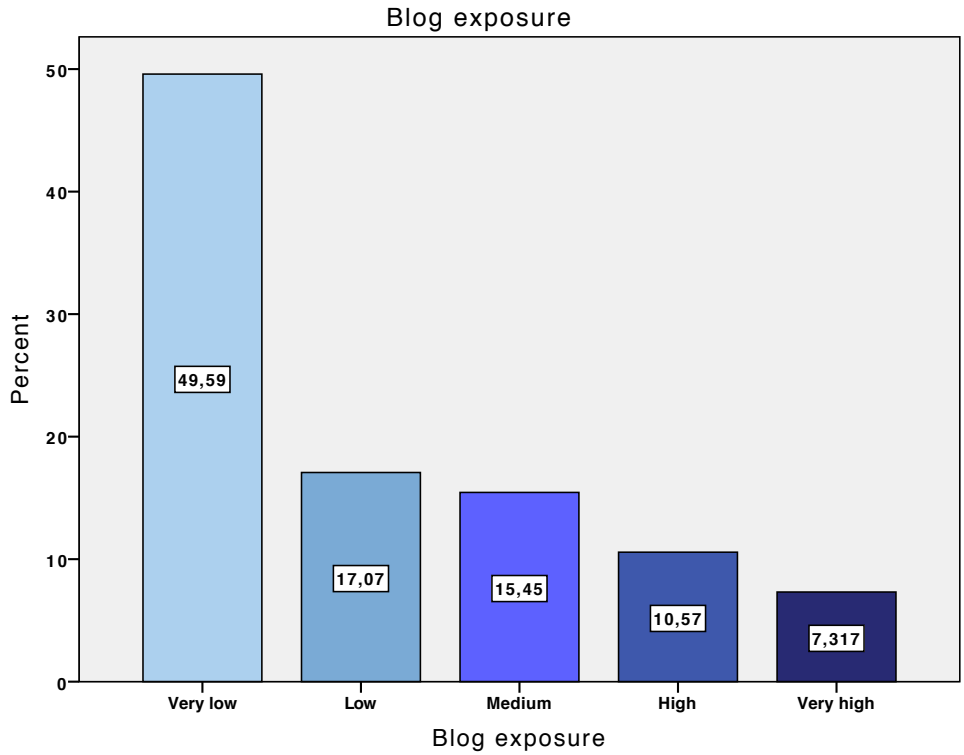
Forum exposure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	64	52,0	52,0	52,0
	Low	32	26,0	26,0	78,0
	Medium	15	12,2	12,2	90,2
	High	9	7,3	7,3	97,6
	Very high	3	2,4	2,4	100,0
	Total	123	100,0	100,0	



Blog exposure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	61	49,6	49,6	49,6
	Low	21	17,1	17,1	66,7
	Medium	19	15,4	15,4	82,1
	High	13	10,6	10,6	92,7
	Very high	9	7,3	7,3	100,0
	Total	123	100,0	100,0	




```
FREQUENCIES VARIABLES=Events Internet_usage Facebook Video Forum Blog Paperadfontana
 /STATISTICS=STDDEV VARIANCE MINIMUM MAXIMUM MEAN MEDIAN MODE
 /BARCHART PERCENT
 /ORDER=ANALYSIS.
```

Frequencies

Notes

Output Created		**06-DEC-2013 13:59:11**
Comments		
Input	**Data**	/Users/clo/Desktop/Untitled2.sav
	Active Dataset	**DataSet2**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**123**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Events Internet_usage Facebook Video Forum Blog Paperadfontana /STATISTICS=STDDEV VARIANCE MINIMUM MAXIMUM MEAN MEDIAN MODE /BARCHART PERCENT /ORDER=ANALYSIS.
Resources	**Processor Time**	**00:00:01,44**
	Elapsed Time	**00:00:02,00**

[DataSet2] /Users/clo/Desktop/Untitled2.sav

Statistics

		Event marketing exposure	Internet exposure	Facebook exposure	Video exposure	Forum exposure	Blog exposure
N	**Valid**	**123**	**123**	**123**	**123**	**123**	**123**
	Missing	**0**	**0**	**0**	**0**	**0**	**0**
Mean		**2,3415**	**3,2927**	**3,3008**	**3,0081**	**1,8211**	**2,0894**
Median		**2,0000**	**3,0000**	**4,0000**	**3,0000**	**1,0000**	**2,0000**
Mode		**2,00**	**3,00**	**5,00**	**4,00**	**1,00**	**1,00**
Std. Deviation		**,89470**	**,85633**	**1,78305**	**1,43433**	**1,06380**	**1,31827**
Variance		**,800**	**,733**	**3,179**	**2,057**	**1,132**	**1,738**
Minimum		**1,00**	**2,00**	**1,00**	**1,00**	**1,00**	**1,00**
Maximum		**5,00**	**5,00**	**5,00**	**5,00**	**5,00**	**5,00**

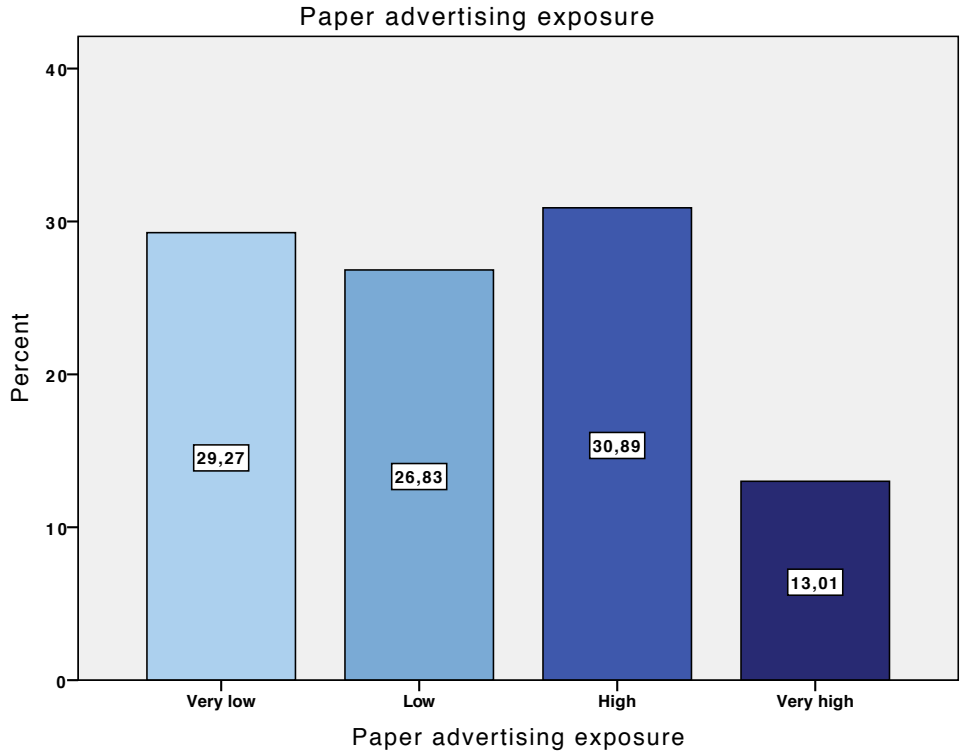
Statistics

		Paper advertising exposure
N	**Valid**	**123**
	Missing	**0**
Mean		**2,7154**
Median		**2,0000**
Mode		**4,00**
Std. Deviation		**1,48501**
Variance		**2,205**
Minimum		**1,00**
Maximum		**5,00**

Frequency Table

Paper advertising exposure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	36	29,3	29,3	29,3
	Low	33	26,8	26,8	56,1
	High	38	30,9	30,9	87,0
	Very high	16	13,0	13,0	100,0
	Total	123	100,0	100,0	




```
 GET
  FILE='/Users/clo/Desktop/Analisi SPSS/prada.sav'.
DATASET NAME DataSet3 WINDOW=FRONT.
DATASET ACTIVATE DataSet3.
SAVE OUTFILE='/Users/clo/Desktop/Analisi SPSS/prada.sav'
 /COMPRESSED.
DATASET ACTIVATE DataSet3.
SAVE OUTFILE='/Users/clo/Desktop/Analisi SPSS/prada.sav'
 /COMPRESSED.
FREQUENCIES VARIABLES=Museums Instagram Twitter Onlineadvertising Paperadvertising_Prada Prc
  /NTILES=4
  /STATISTICS=STDDEV VARIANCE MINIMUM MAXIMUM MEAN MEDIAN MODE
  /BARCHART PERCENT
  /ORDER=ANALYSIS.
```

Frequencies

Notes

Output Created		**06-DEC-2013 14:21:16**
Comments		
Input	**Data**	/Users/clo/Desktop/Analisi SPSS/prada.sav
	Active Dataset	**DataSet3**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**123**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Museums Instagram Twitter Onlineadvertising Paperadvertising_Prada Productplacement Sport /NTILES=4 /STATISTICS=STDDEV VARIANCE MINIMUM MAXIMUM MEAN MEDIAN MODE /BARCHART PERCENT /ORDER=ANALYSIS.
Resources	**Processor Time**	**00:00:01,40**
	Elapsed Time	**00:00:02,00**

[DataSet3] /Users/clo/Desktop/Analisi SPSS/prada.sav

Statistics

		Art sponsorship exposure	Instagram exposure	Twitter exposure	Online advertising exposure	Paper advertising exposure	Product placement exposure
N	**Valid**	**123**	**123**	**123**	**123**	**123**	**123**
	Missing	**0**	**0**	**0**	**0**	**0**	**0**
Mean		**2,7967**	**2,0000**	**1,6585**	**3,1220**	**3,0325**	**3,4390**
Median		**3,0000**	**1,0000**	**1,0000**	**3,0000**	**3,0000**	**3,0000**
Mode		**2,00**	**1,00**	**1,00**	**3,00**	**3,00**	**3,00**
Std. Deviation		**,87740**	**1,62964**	**1,32955**	**,97161**	**1,40219**	**,95939**
Variance		**,770**	**2,656**	**1,768**	**,944**	**1,966**	**,920**
Minimum		**1,00**	**1,00**	**1,00**	**1,00**	**1,00**	**1,00**
Maximum		**5,00**	**5,00**	**5,00**	**5,00**	**5,00**	**5,00**
Percentiles	**25**	**2,0000**	**1,0000**	**1,0000**	**3,0000**	**2,0000**	**3,0000**
	50	**3,0000**	**1,0000**	**1,0000**	**3,0000**	**3,0000**	**3,0000**
	75	**3,0000**	**3,0000**	**1,0000**	**4,0000**	**4,0000**	**4,0000**

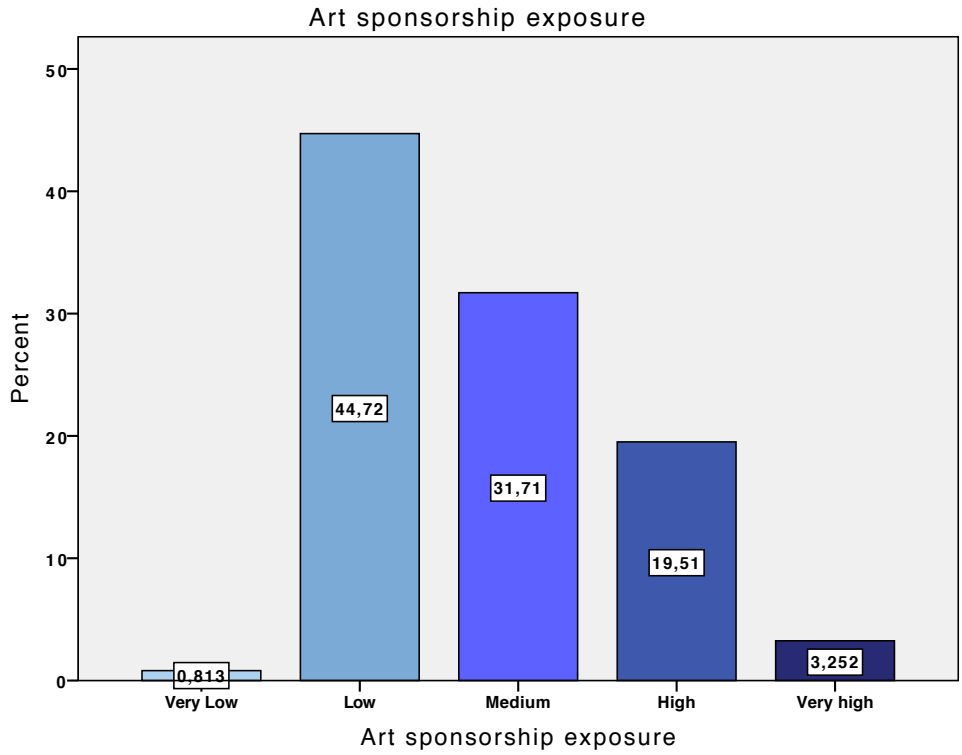
Statistics

		Sport sponsorship exposure
N	Valid	123
	Missing	0
Mean		3,6585
Median		4,0000
Mode		4,00
Std. Deviation		1,07756
Variance		1,161
Minimum		1,00
Maximum		5,00
Percentiles	25	3,0000
	50	4,0000
	75	4,0000

Frequency Table

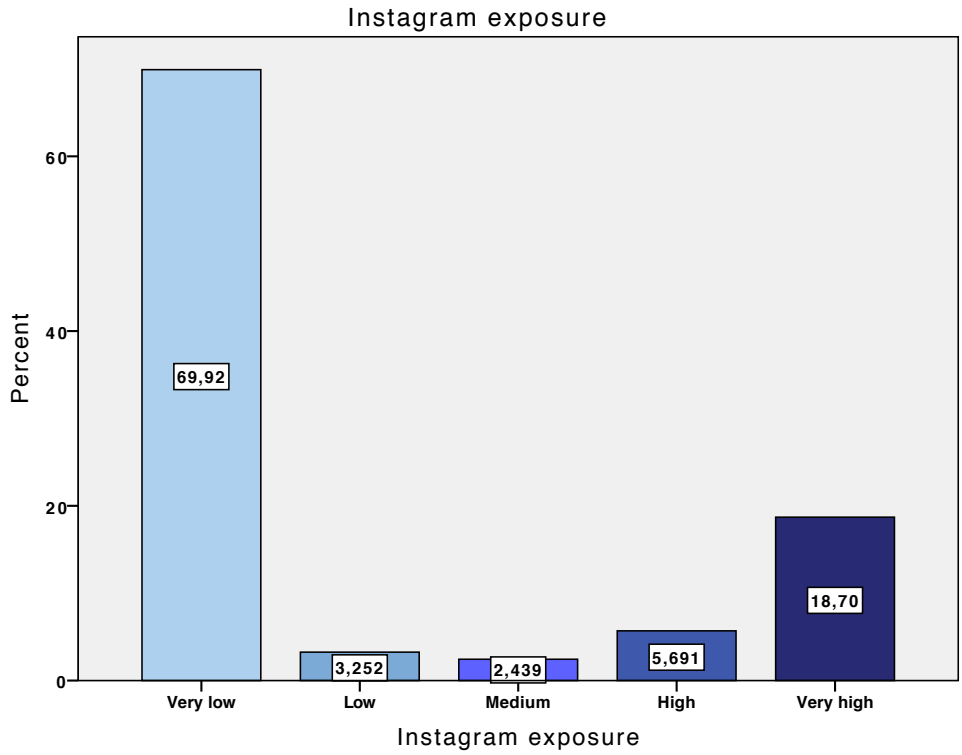
Art sponsorship exposure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	1	,8	,8	,8
	Low	55	44,7	44,7	45,5
	Medium	39	31,7	31,7	77,2
	High	24	19,5	19,5	96,7
	Very high	4	3,3	3,3	100,0
	Total	123	100,0	100,0	



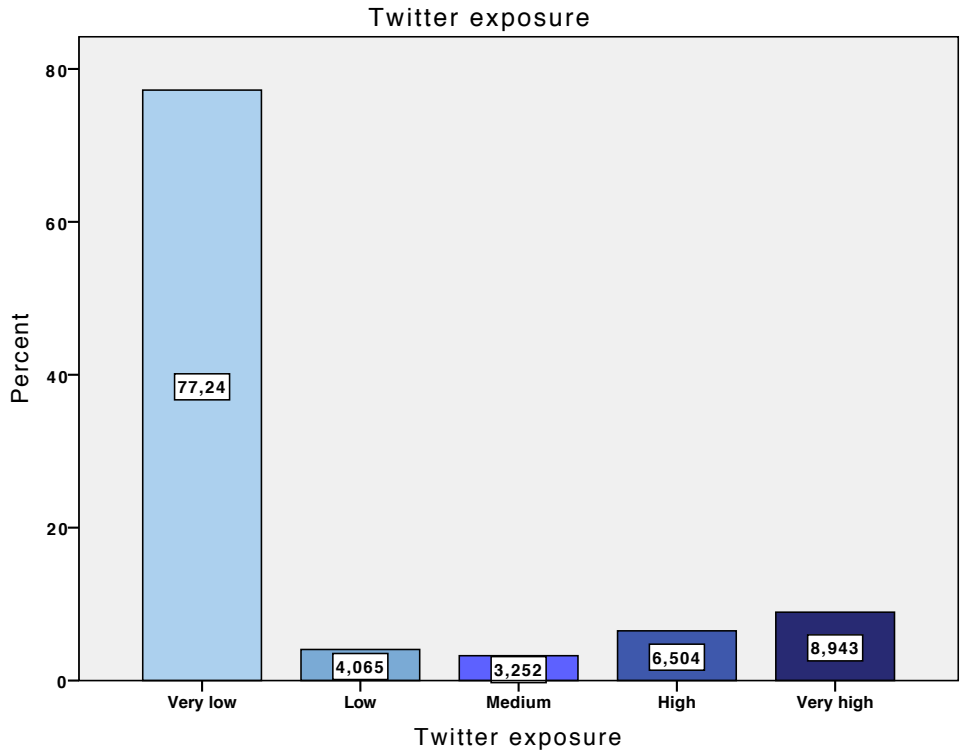
Instagram exposure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	86	69,9	69,9	69,9
	Low	4	3,3	3,3	73,2
	Medium	3	2,4	2,4	75,6
	High	7	5,7	5,7	81,3
	Very high	23	18,7	18,7	100,0
	Total	123	100,0	100,0	



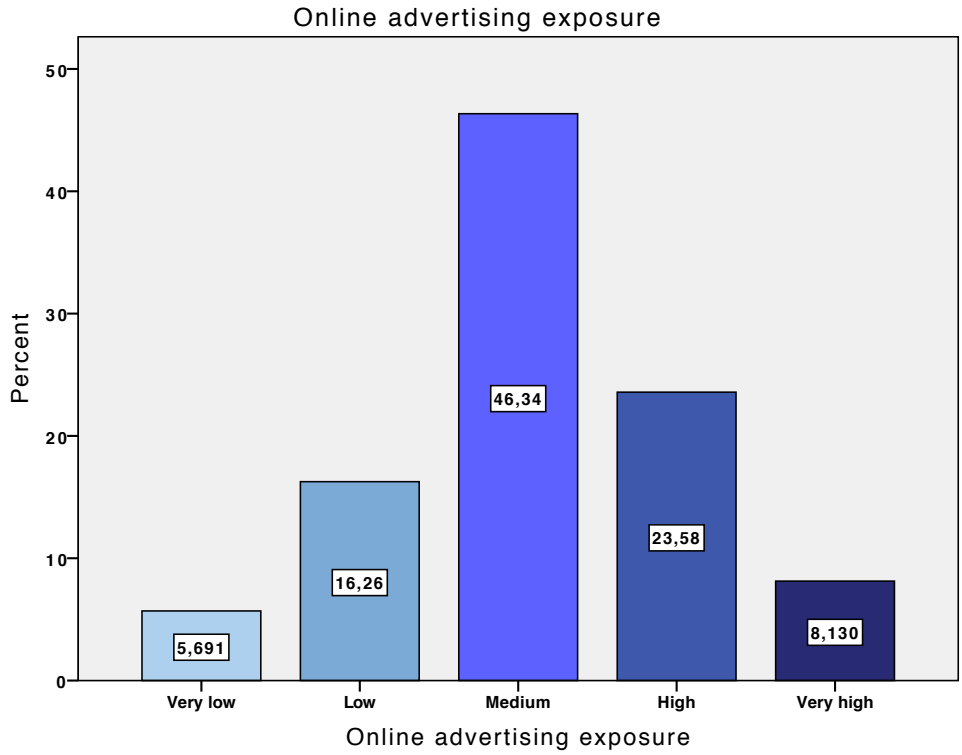
Twitter exposure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	95	77,2	77,2	77,2
	Low	5	4,1	4,1	81,3
	Medium	4	3,3	3,3	84,6
	High	8	6,5	6,5	91,1
	Very high	11	8,9	8,9	100,0
	Total	123	100,0	100,0	



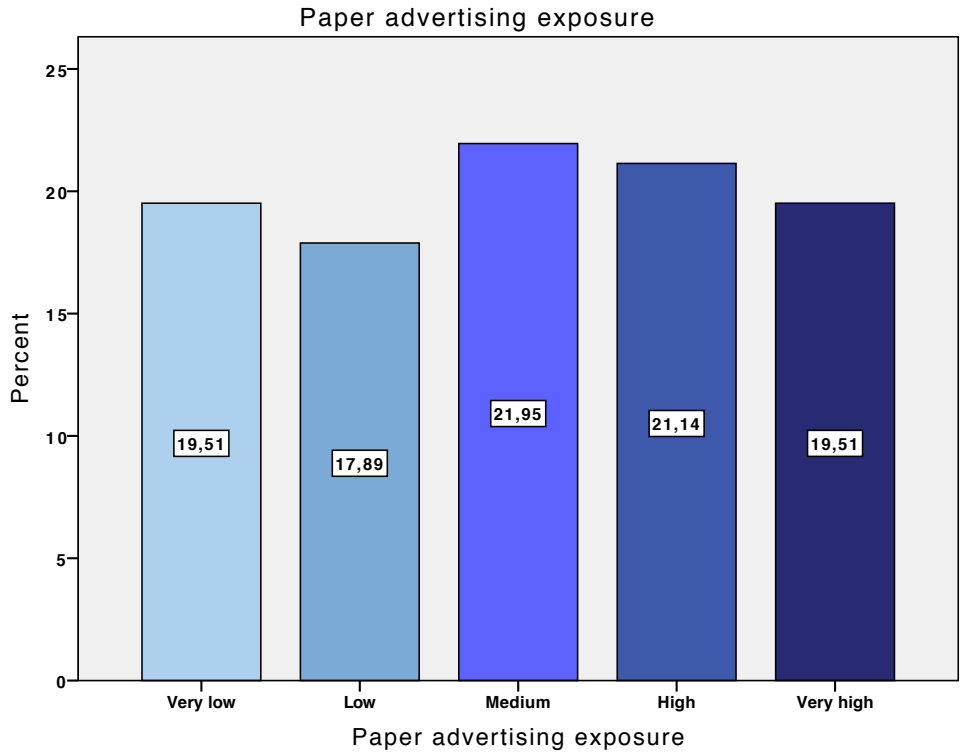
Online advertising exposure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	7	5,7	5,7	5,7
	Low	20	16,3	16,3	22,0
	Medium	57	46,3	46,3	68,3
	High	29	23,6	23,6	91,9
	Very high	10	8,1	8,1	100,0
	Total	123	100,0	100,0	



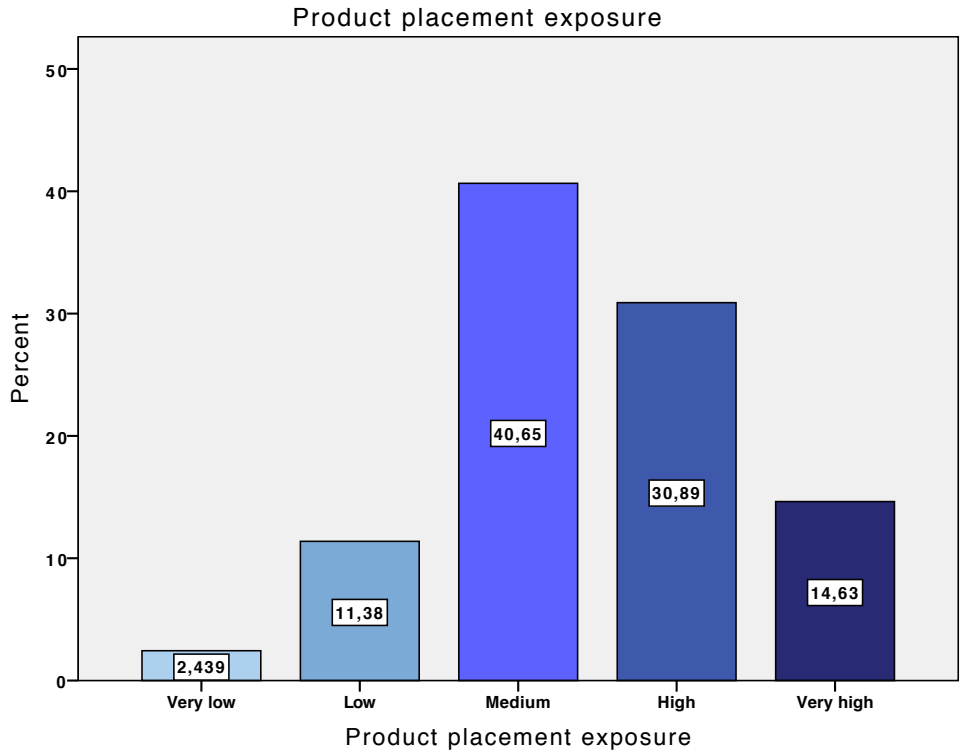
Paper advertising exposure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	24	19,5	19,5	19,5
	Low	22	17,9	17,9	37,4
	Medium	27	22,0	22,0	59,3
	High	26	21,1	21,1	80,5
	Very high	24	19,5	19,5	100,0
	Total	123	100,0	100,0	



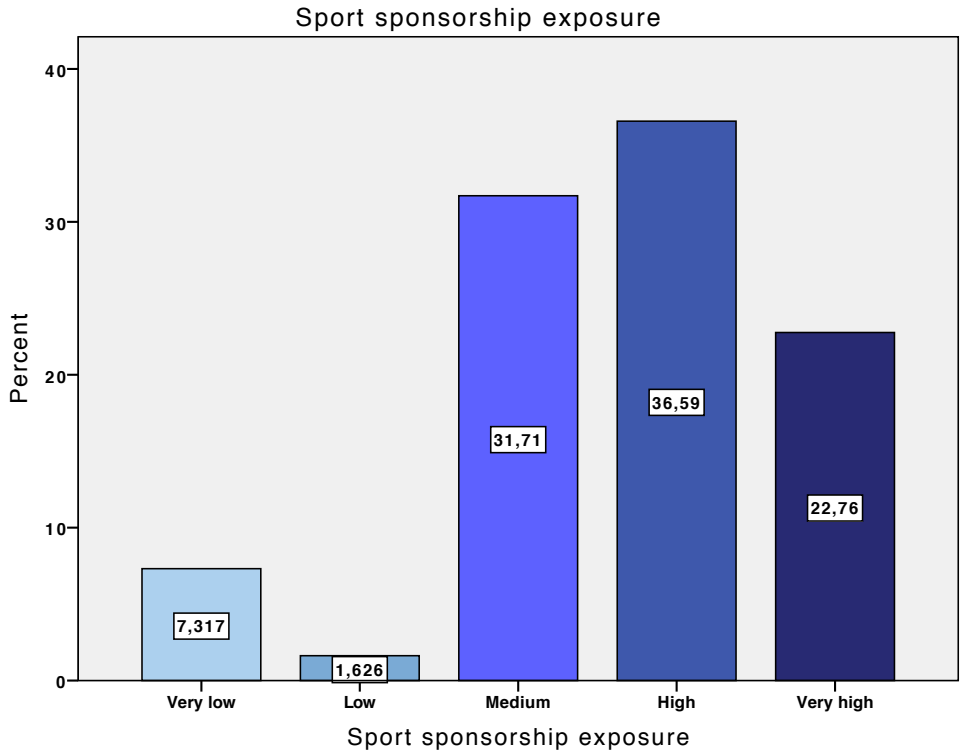
Product placement exposure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	3	2,4	2,4	2,4
	Low	14	11,4	11,4	13,8
	Medium	50	40,7	40,7	54,5
	High	38	30,9	30,9	85,4
	Very high	18	14,6	14,6	100,0
	Total	123	100,0	100,0	



Sport sponsorship exposure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	9	7,3	7,3	7,3
	Low	2	1,6	1,6	8,9
	Medium	39	31,7	31,7	40,7
	High	45	36,6	36,6	77,2
	Very high	28	22,8	22,8	100,0
	Total	123	100,0	100,0	




```
 DATASET ACTIVATE DataSet1.
DATASET CLOSE DataSet2.
DATASET ACTIVATE DataSet3.
DATASET CLOSE DataSet1.
```

d. Descriptive analysis – Dependent variables

```
FREQUENCIES VARIABLES=SalienceF PerformanceF ImageryF JudgementsF FeelingsF ResonanceF Salie
  /NTILES=4
  /STATISTICS=MEAN MEDIAN MODE
  /HISTOGRAM
  /ORDER=ANALYSIS.
```

Frequencies

Notes

Output Created		**20-NOV-2013 12:27:46**
Comments		
Input	**Data**	/Users/clo/Desktop/Target 2.5completo.sav
	Active Dataset	**DataSet1**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**123**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=SalienceF PerformanceF ImageryF JudgementsF FeelingsF ResonanceF SalienceP PerformanceP ImageyP JudgementsP FeelingsP ResonanceP /NTILES=4 /STATISTICS=MEAN MEDIAN MODE /HISTOGRAM /ORDER=ANALYSIS.
Resources	**Processor Time**	**00:00:02,22**
	Elapsed Time	**00:00:03,00**

```
[DataSet1] /Users/clo/Desktop/Target 2.5completo.sav
```

Statistics

		SalienceF	Performance F	ImageryF	JudgementsF	FeelingsF	ResonanceF	SalienceP
N	**Valid**	**123**	**123**	**123**	**123**	**123**	**123**	**123**
	Missing	**0**	**0**	**0**	**0**	**0**	**0**	**0**
Mean		**1,0976**	**1,6098**	**1,6260**	**1,6341**	**1,3902**	**1,2276**	**2,7805**
Median		**1,0000**	**1,0000**	**1,0000**	**1,0000**	**1,0000**	**1,0000**	**3,0000**
Mode		**1,00**	**1,00**	**1,00**	**1,00**	**1,00**	**1,00**	**3,00**
Std. Deviation		**,34864**	**1,16390**	**1,19011**	**1,22319**	**,89291**	**,54039**	**,84482**
Variance		**,122**	**1,355**	**1,416**	**1,496**	**,797**	**,292**	**,714**
Minimum		**1,00**	**1,00**	**1,00**	**1,00**	**1,00**	**1,00**	**1,00**
Maximum		**3,00**	**5,00**	**5,00**	**5,00**	**4,00**	**3,00**	**5,00**
Percentiles	**25**	**1,0000**	**1,0000**	**1,0000**	**1,0000**	**1,0000**	**1,0000**	**2,0000**
	50	**1,0000**	**1,0000**	**1,0000**	**1,0000**	**1,0000**	**1,0000**	**3,0000**
	75	**1,0000**	**1,0000**	**1,0000**	**1,0000**	**1,0000**	**1,0000**	**3,0000**

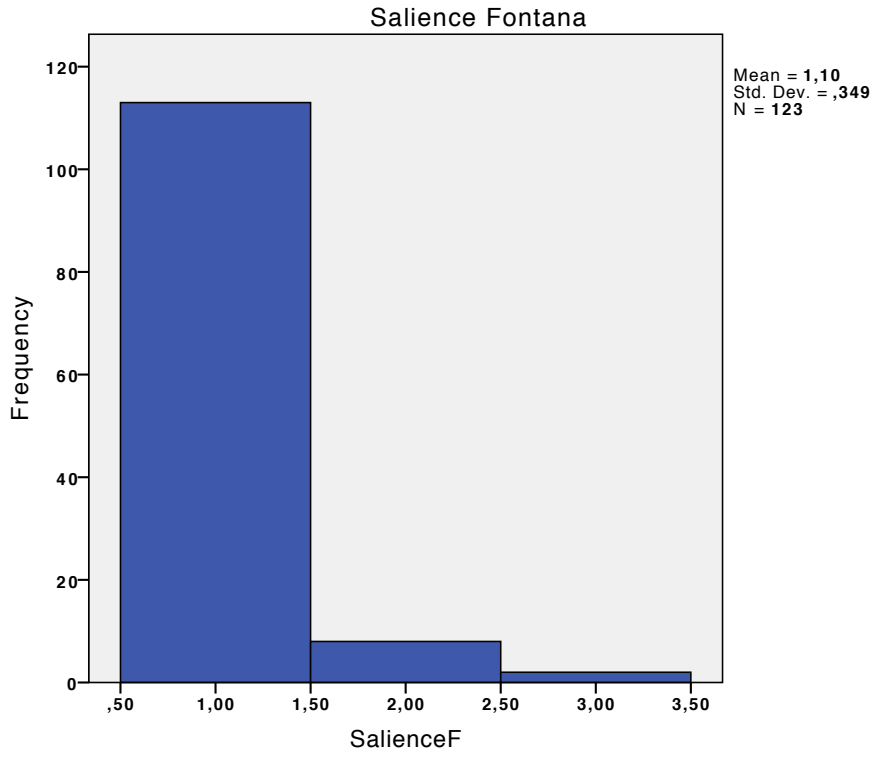
Statistics

		Performance P	ImageryP	JudgementsP	FeelingsP	ResonanceP
N	Valid	123	123	123	123	123
	Missing	0	0	0	0	0
Mean		1,6098	3,6341	3,7642	2,9106	2,2195
Median		1,0000	4,0000	4,0000	3,0000	2,0000
Mode		1,00	4,00	4,00	3,00	2,00
Std. Deviation		1,16390	,71596	,84039	1,13808	,85446
Variance		1,355	,513	,706	1,295	,730
Minimum		1,00	1,00	1,00	1,00	1,00
Maximum		5,00	5,00	5,00	5,00	5,00
Percentiles	25	1,0000	3,0000	3,0000	2,0000	2,0000
	50	1,0000	4,0000	4,0000	3,0000	2,0000
	75	1,0000	4,0000	4,0000	4,0000	3,0000

Frequency Table

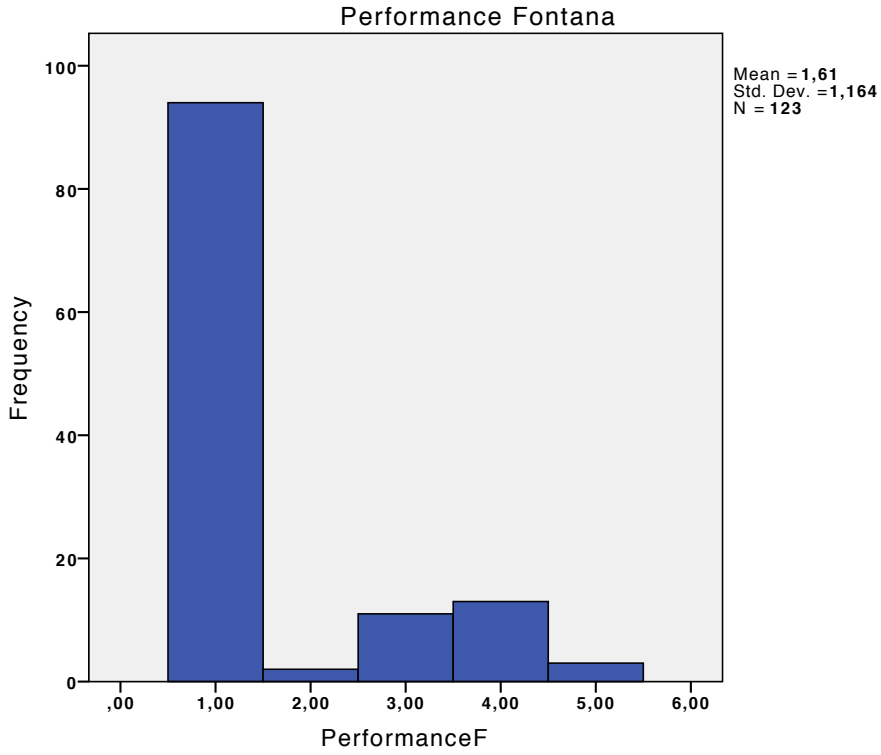
SalienceF

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	113	91,9	91,9	91,9
	2,00	8	6,5	6,5	98,4
	3,00	2	1,6	1,6	100,0
	Total	123	100,0	100,0	



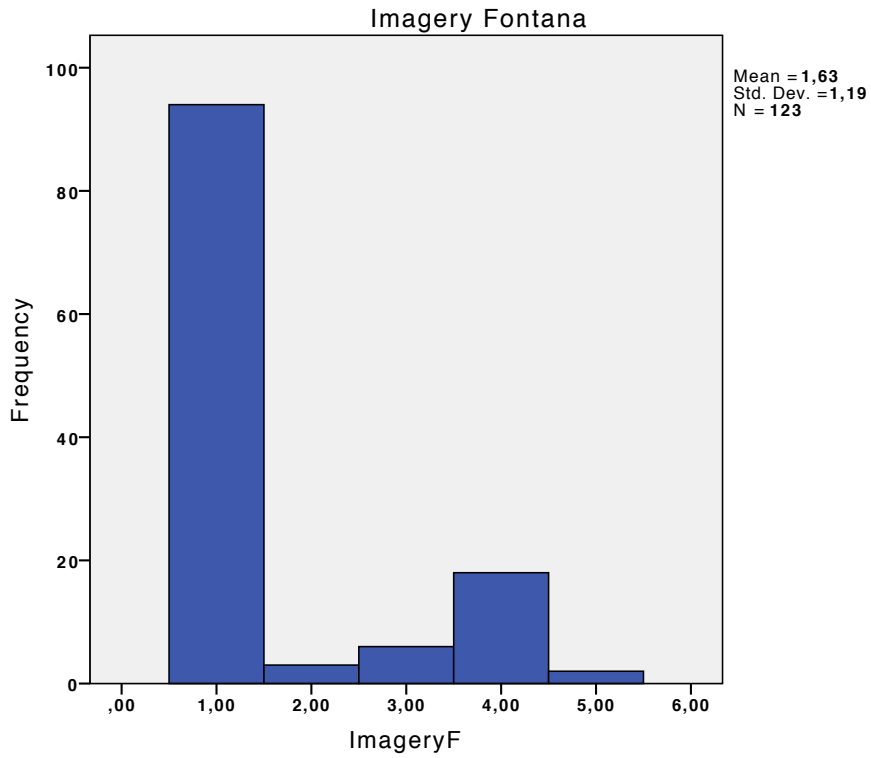
PerformanceF

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	94	76,4	76,4	76,4
	2,00	2	1,6	1,6	78,0
	3,00	11	8,9	8,9	87,0
	4,00	13	10,6	10,6	97,6
	5,00	3	2,4	2,4	100,0
	Total	123	100,0	100,0	



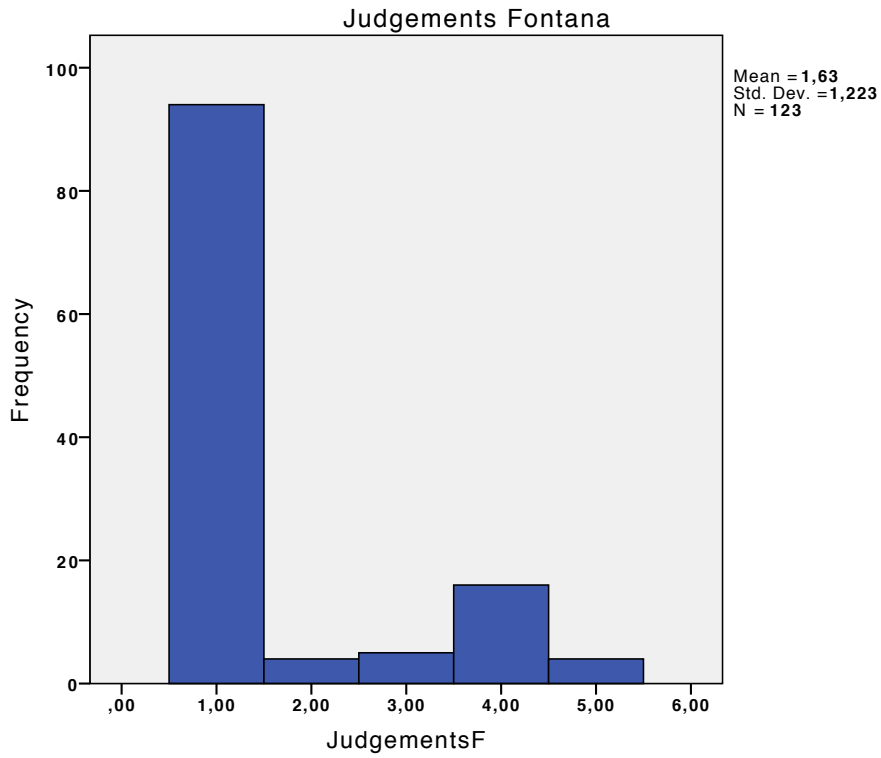
ImageryF

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	94	76,4	76,4	76,4
	2,00	3	2,4	2,4	78,9
	3,00	6	4,9	4,9	83,7
	4,00	18	14,6	14,6	98,4
	5,00	2	1,6	1,6	100,0
	Total	123	100,0	100,0	



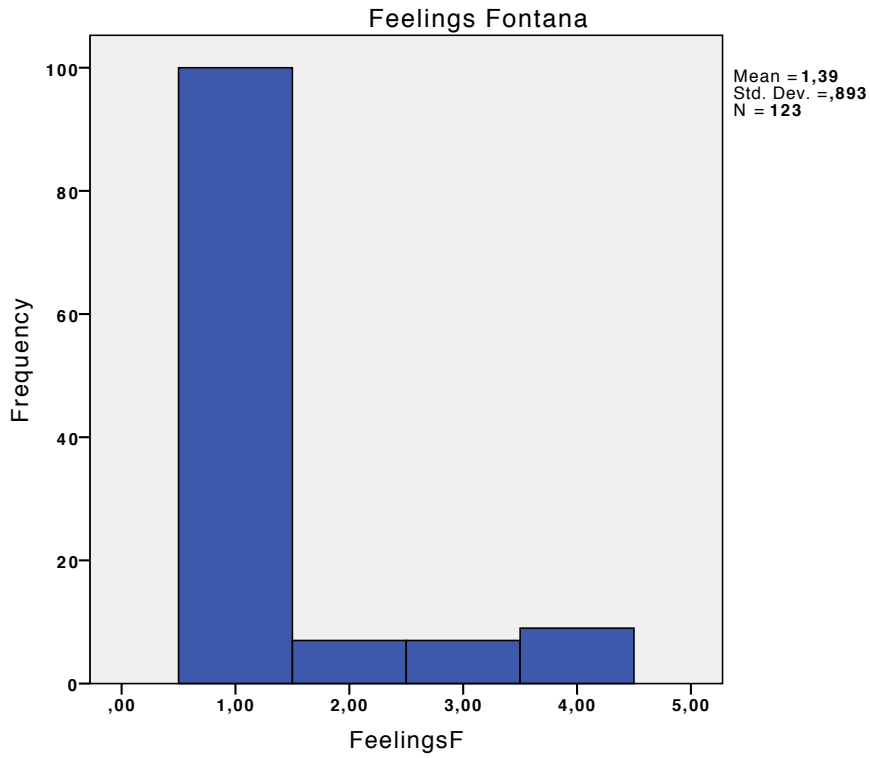
JudgementsF

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	94	76,4	76,4	76,4
	2,00	4	3,3	3,3	79,7
	3,00	5	4,1	4,1	83,7
	4,00	16	13,0	13,0	96,7
	5,00	4	3,3	3,3	100,0
	Total	123	100,0	100,0	



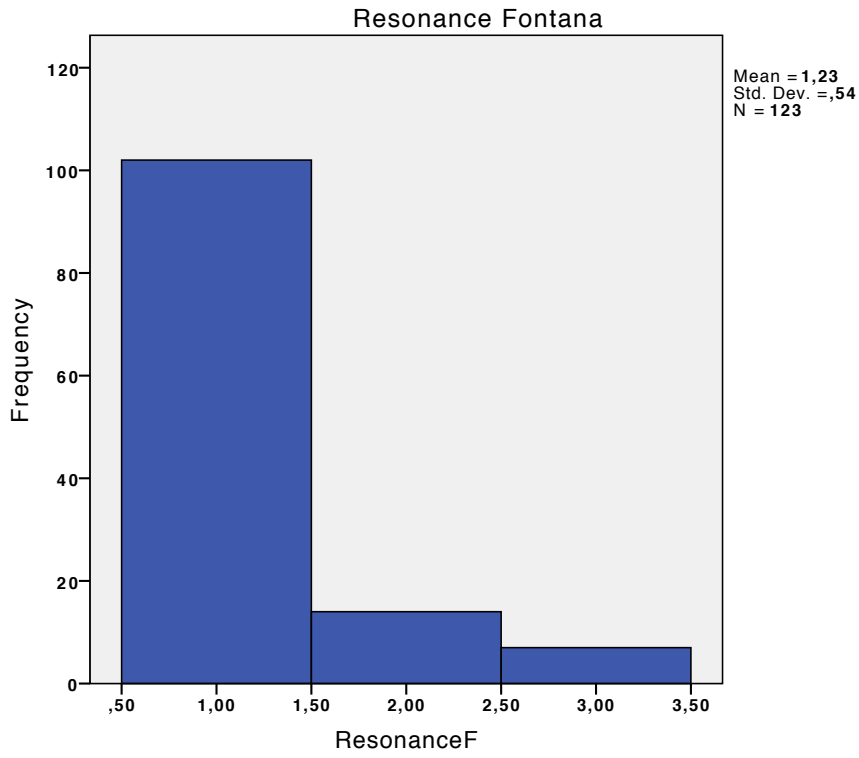
FeelingsF

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	100	81,3	81,3	81,3
	2,00	7	5,7	5,7	87,0
	3,00	7	5,7	5,7	92,7
	4,00	9	7,3	7,3	100,0
	Total	123	100,0	100,0	



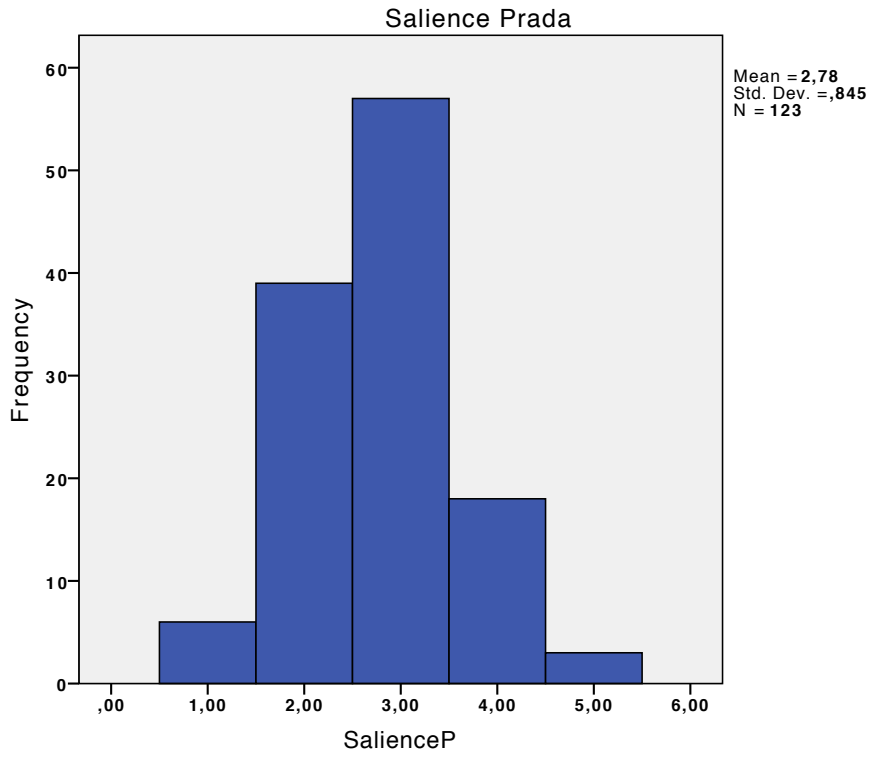
ResonanceF

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	102	82,9	82,9	82,9
	2,00	14	11,4	11,4	94,3
	3,00	7	5,7	5,7	100,0
	Total	123	100,0	100,0	



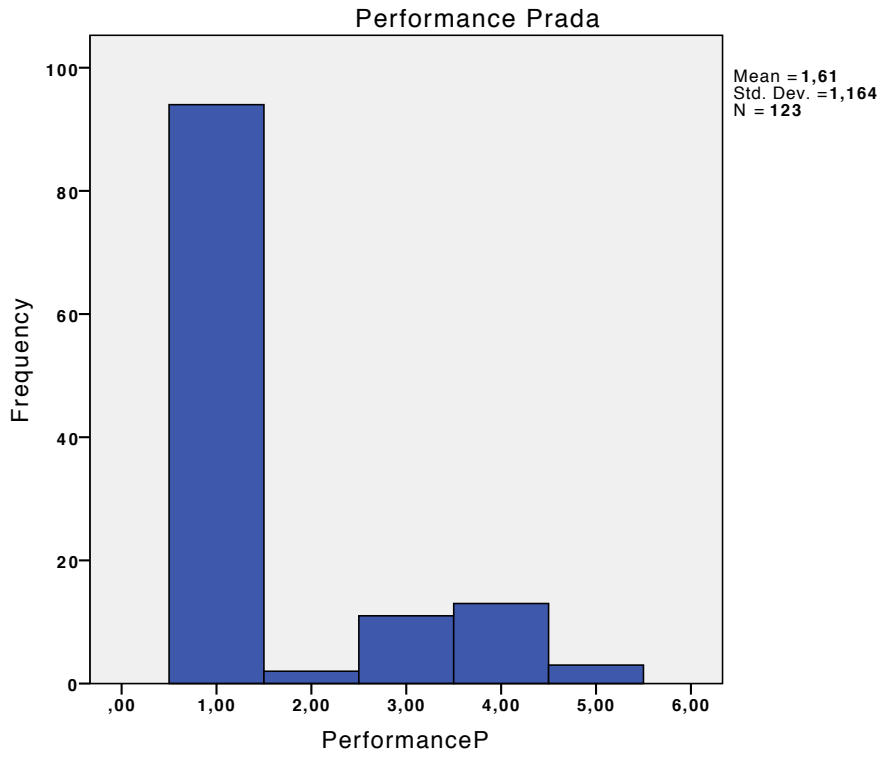
SalienceP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	6	4,9	4,9	4,9
	2,00	39	31,7	31,7	36,6
	3,00	57	46,3	46,3	82,9
	4,00	18	14,6	14,6	97,6
	5,00	3	2,4	2,4	100,0
	Total	123	100,0	100,0	



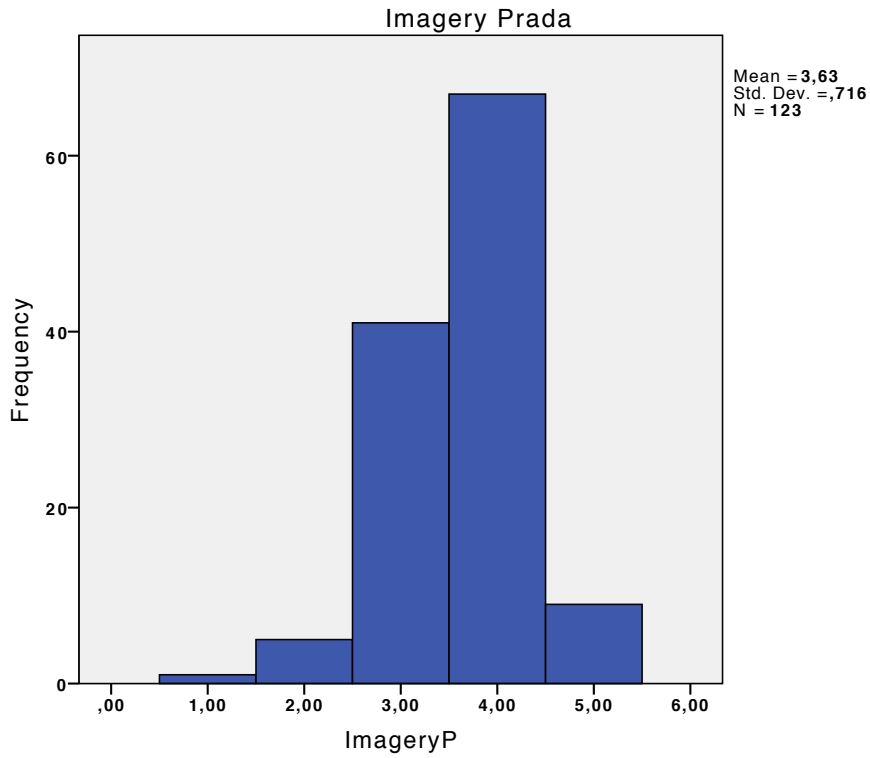
PerformanceP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	94	76,4	76,4	76,4
	2,00	2	1,6	1,6	78,0
	3,00	11	8,9	8,9	87,0
	4,00	13	10,6	10,6	97,6
	5,00	3	2,4	2,4	100,0
	Total	123	100,0	100,0	



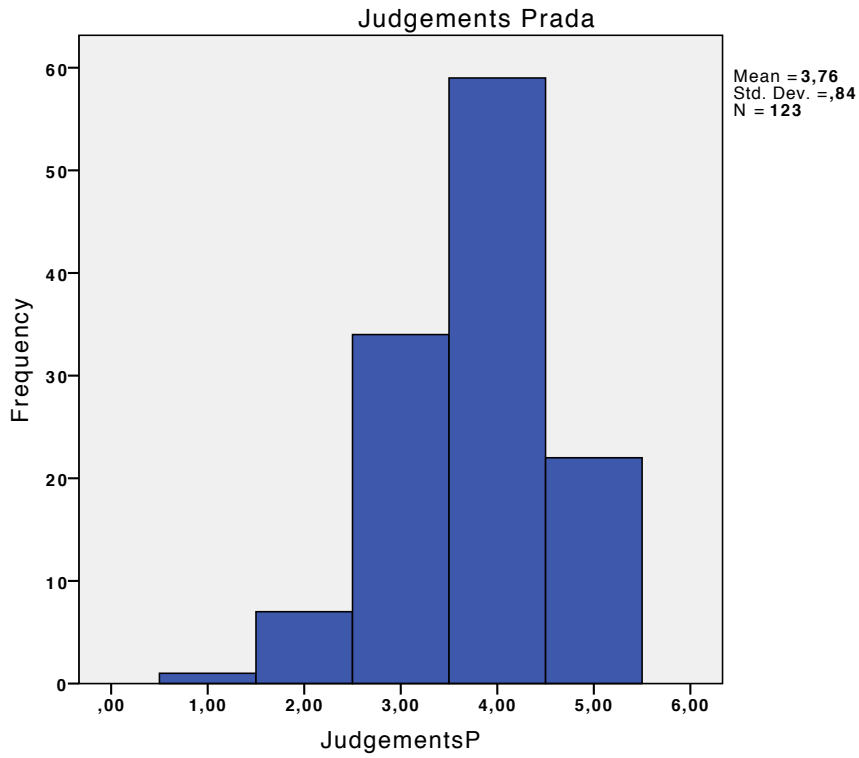
ImageryP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	,8	,8	,8
	2,00	5	4,1	4,1	4,9
	3,00	41	33,3	33,3	38,2
	4,00	67	54,5	54,5	92,7
	5,00	9	7,3	7,3	100,0
	Total	123	100,0	100,0	



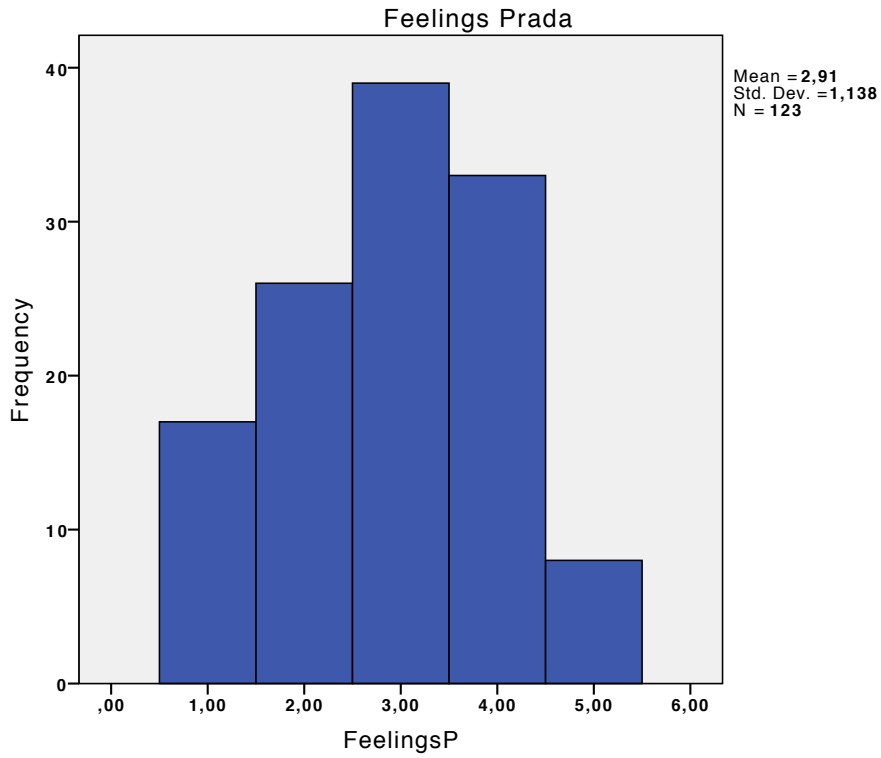
JudgementsP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	,8	,8	,8
	2,00	7	5,7	5,7	6,5
	3,00	34	27,6	27,6	34,1
	4,00	59	48,0	48,0	82,1
	5,00	22	17,9	17,9	100,0
	Total	123	100,0	100,0	



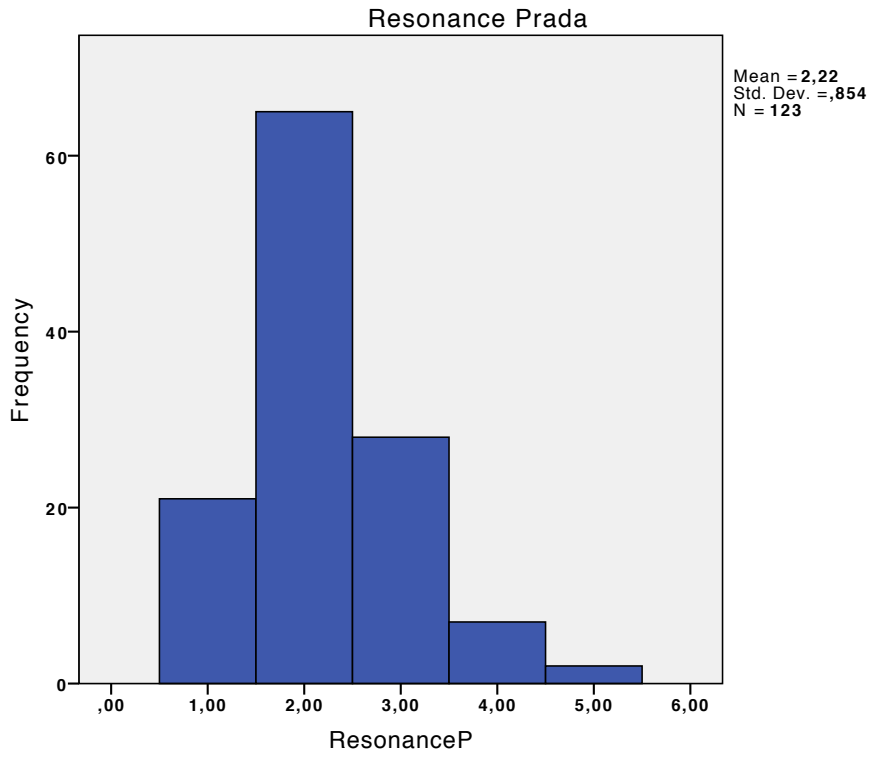
FeelingsP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	17	13,8	13,8	13,8
	2,00	26	21,1	21,1	35,0
	3,00	39	31,7	31,7	66,7
	4,00	33	26,8	26,8	93,5
	5,00	8	6,5	6,5	100,0
	Total	123	100,0	100,0	



ResonanceP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	21	17,1	17,1	17,1
	2,00	65	52,8	52,8	69,9
	3,00	28	22,8	22,8	92,7
	4,00	7	5,7	5,7	98,4
	5,00	2	1,6	1,6	100,0
	Total	123	100,0	100,0	




```
FREQUENCIES VARIABLES=q0025
 /NTILES=4
 /STATISTICS=MEAN MEDIAN MODE
 /PIECHART PERCENT
 /ORDER=ANALYSIS.
```

Frequencies

Notes

Output Created		**20-NOV-2013 14:51:24**
Comments		
Input	**Data**	/Users/clo/Desktop/Target 2.5completo.sav
	Active Dataset	**DataSet1**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**123**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=q0025 /NTILES=4 /STATISTICS=MEAN MEDIAN MODE /PIECHART PERCENT /ORDER=ANALYSIS.
Resources	**Processor Time**	**00:00:00,44**
	Elapsed Time	**00:00:00,00**

[DataSet1] /Users/clo/Desktop/Target 2.5completo.sav

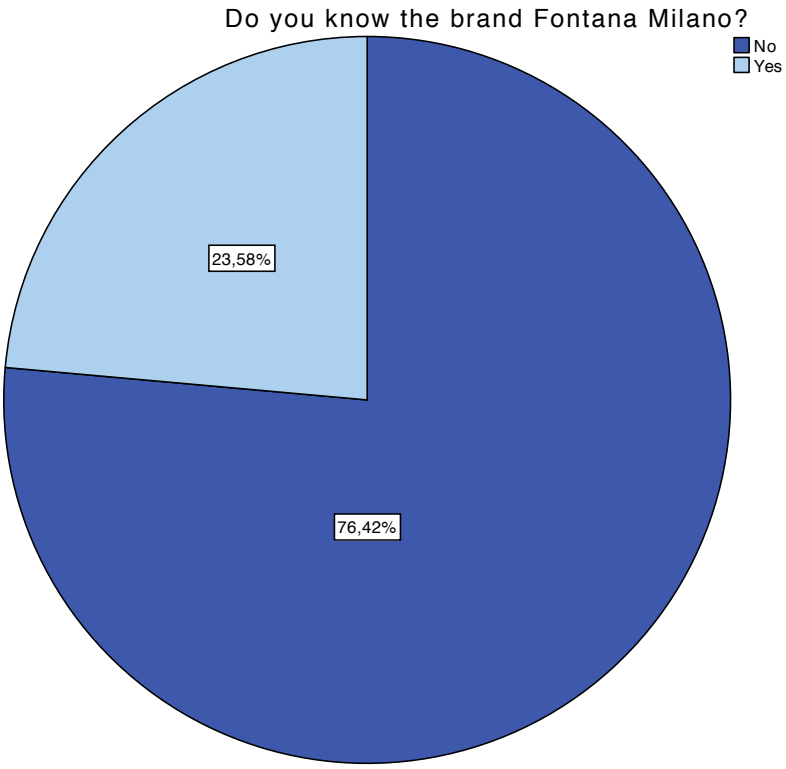
Statistics

Conosce il marchio Fontana Milano

N	**Valid**	**123**
	Missing	**0**
Mean		**,2358**
Median		**,0000**
Mode		**,00**
Percentiles	**25**	**,0000**
	50	**,0000**
	75	**,0000**

Conosce il marchio Fontana Milano?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	**No**	**94**	**76,4**	**76,4**	**76,4**
	Si	**29**	**23,6**	**23,6**	**100,0**
	Total	**123**	**100,0**	**100,0**	




```
 GET
  FILE='/Users/clo/Desktop/Analisi SPSS/Target 2.5  copia.sav'.
DATASET NAME DataSet3 WINDOW=FRONT.
DATASET ACTIVATE DataSet1.
DATASET CLOSE DataSet3.
GET
  FILE='/Users/clo/Desktop/Analisi SPSS/Target 2.4 .sav'.
DATASET NAME DataSet4 WINDOW=FRONT.
FREQUENCIES VARIABLES=q0011
  /STATISTICS=STDDEV MEAN MEDIAN MODE
  /PIECHART PERCENT
  /ORDER=ANALYSIS.
```

Frequencies

Notes

Output Created		**20-NOV-2013 14:54:23**
Comments		
Input	**Data**	/Users/clo/Desktop/Analisi SPSS/Target 2.4 ....
	Active Dataset	**DataSet4**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**123**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=q0011 /STATISTICS=STDDEV MEAN MEDIAN MODE /PIECHART PERCENT /ORDER=ANALYSIS.
Resources	**Processor Time**	**00:00:00,31**
	Elapsed Time	**00:00:01,00**

[DataSet4] /Users/clo/Desktop/Analisi SPSS/Target 2.4 .sav

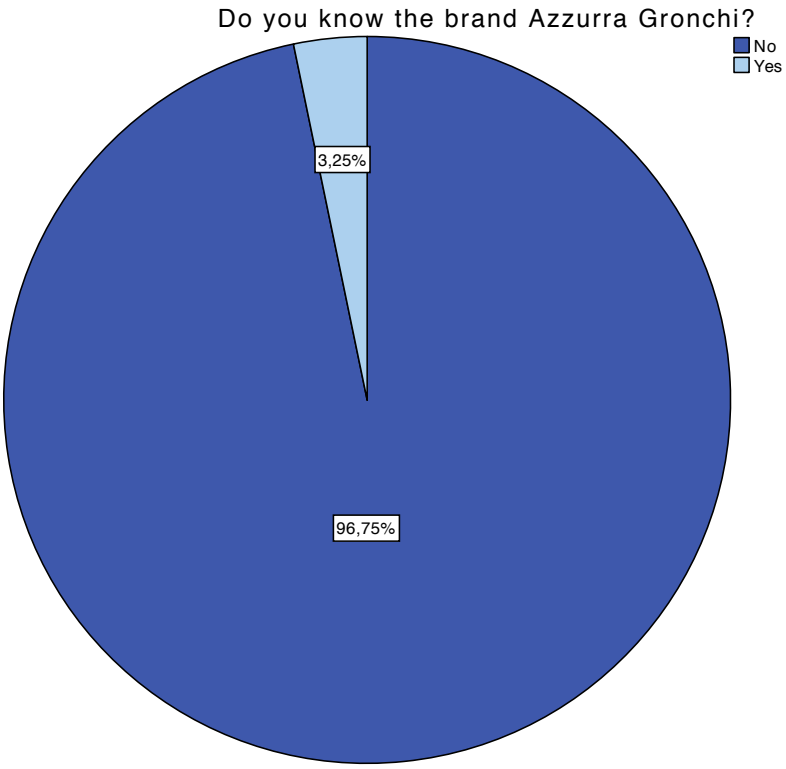
Statistics

Conosce il marchio di pellette

N	**Valid**	**123**
	Missing	**0**
Mean		**,0325**
Median		**,0000**
Mode		**,00**
Std. Deviation		**,17810**

Conosce il marchio di pelletteria Azzurra Gronchi?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	**No**	**119**	**96,7**	**96,7**	**96,7**
	Si	**4**	**3,3**	**3,3**	**100,0**
	Total	**123**	**100,0**	**100,0**	




```
 DATASET ACTIVATE DataSet1.
DATASET CLOSE DataSet4.
FREQUENCIES VARIABLES=SalienceF PerformanceF ImageryF JudgementsF FeelingsF ResonanceF Salie
  /NTILES=4
  /STATISTICS=STDDEV VARIANCE MINIMUM MAXIMUM MEAN MEDIAN MODE
  /ORDER=ANALYSIS.
```

e. Regression analysis – Prada

Logistic Regression Resonance Growth

Notes

Output Created		**03-DEC-2013 14:02:38**
Comments		
Input	**Data**	/Users/clo/Desktop/prada copia.sav
	Active Dataset	**DataSet1**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**123**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing
Syntax		LOGISTIC REGRESSION VARIABLES RESONANCE_GROWTH /METHOD=ENTER SPORT_5 PAPER_5 MUSEUM_4 /CASEWISE OUTLIER(3) /PRINT=GOODFIT /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).
Resources	**Processor Time**	**00:00:00,05**
	Elapsed Time	**00:00:00,00**

[DataSet1] /Users/clo/Desktop/prada copia.sav

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	**Included in Analysis**	**123**	**100,0**
	Missing Cases	**0**	**,0**
	Total	**123**	**100,0**
Unselected Cases		**0**	**,0**
Total		**123**	**100,0**

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
,00	0
1,00	1

Block 0: Beginning Block

Classification Table[a,b]

Observed			Predicted		
			RESONANCE_GROWTH		Percentage Correct
			,00	1,00	
Step 0	RESONANCE_GROWTH	,00	86	0	100,0
		1,00	37	0	,0
	Overall Percentage				69,9

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	-,843	,197	18,403	1	,000	,430

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	SPORT_5	4,606	1	,032
		PAPER_5	6,705	1	,010
		MUSEUM_4	3,518	1	,061
	Overall Statistics		13,185	3	,004

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	14,589	3	,002
	Block	14,589	3	,002
	Model	14,589	3	,002

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	135,852[a]	,112	,158

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than ,001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	4,778	3	,189

Contingency Table for Hosmer and Lemeshow Test

		RESONANCE_GROWTH = ,00		RESONANCE_GROWTH = 1,00		
		Observed	Expected	Observed	Expected	Total
Step 1	1	18	16,926	0	1,074	18
	2	3	4,338	2	,662	5
	3	42	43,465	17	15,535	59
	4	10	9,595	7	7,405	17
	5	13	11,676	11	12,324	24

Classification Table[a]

			Predicted		
			RESONANCE_GROWTH		Percentage Correct
	Observed		,00	1,00	
Step 1	RESONANCE_GROWTH	,00	85	1	98,8
		1,00	33	4	10,8
	Overall Percentage				72,4

a. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	SPORT_5	,919	,466	3,890	1	,049	2,507
	PAPER_5	-1,729	,781	4,902	1	,027	,178
	MUSEUM_4	,813	,490	2,753	1	,097	2,255
	Constant	-1,029	,280	13,460	1	,000	,357

a. Variable(s) entered on step 1: SPORT_5, PAPER_5, MUSEUM_4.

Casewise List[a]

a. The casewise plot is not produced because no outliers were found.

Logistic Regression Resonance

Notes

Output Created		**03-DEC-2013 13:18:07**
Comments		
Input	**Data**	/Users/clo/Desktop/prada copia.sav
	Active Dataset	**DataSet1**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**123**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing
Syntax		LOGISTIC REGRESSION VARIABLES RESONANCE /METHOD=ENTER PRODUCT_2 SPORT_5 ONLINEADS_4 FACEBOOK_5 /CASEWISE OUTLIER(2) /PRINT=GOODFIT /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).
Resources	**Processor Time**	**00:00:00,05**
	Elapsed Time	**00:00:00,00**

[DataSet1] /Users/clo/Desktop/prada copia.sav

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	**Included in Analysis**	**123**	**100,0**
	Missing Cases	**0**	**,0**
	Total	**123**	**100,0**
Unselected Cases		**0**	**,0**
Total		**123**	**100,0**

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
,00	0
1,00	1

Block 0: Beginning Block

Classification Table[a,b]

			Predicted		
			RESONANCE		Percentage Correct
	Observed		,00	1,00	
Step 0	RESONANCE	,00	0	58	,0
		1,00	0	65	100,0
	Overall Percentage				52,8

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	,114	,181	,398	1	,528	1,121

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	PRODUCT_2	1,861	1	,173
		SPORT_5	4,270	1	,039
		ONLINEADS_4	5,135	1	,023
		FACEBOOK_5	2,732	1	,098
	Overall Statistics		15,900	4	,003

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	16,667	4	,002
	Block	16,667	4	,002
	Model	16,667	4	,002

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	153,449[a]	,127	,169

a. Estimation terminated at iteration number 4 because parameter estimates changed by less than ,001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	2,487	6	,870

Contingency Table for Hosmer and Lemeshow Test

		RESONANCE = ,00		RESONANCE = 1,00		
		Observed	Expected	Observed	Expected	Total
Step 1	1	9	8,416	2	2,584	11
	2	7	6,932	3	3,068	10
	3	5	4,580	2	2,420	7
	4	10	9,607	5	5,393	15
	5	4	5,852	8	6,148	12
	6	2	2,198	3	2,802	5
	7	13	14,328	23	21,672	36
	8	8	6,088	19	20,912	27

Classification Table[a]

			Predicted		
			RESONANCE		Percentage Correct
	Observed		,00	1,00	
Step 1	RESONANCE	,00	31	27	53,4
		1,00	12	53	81,5
	Overall Percentage				68,3

a. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	PRODUCT_2	-1,052	,618	2,899	1	,089	,349
	SPORT_5	-,991	,468	4,477	1	,034	,371
	ONLINEADS_4	-1,229	,475	6,701	1	,010	,293
	FACEBOOK_5	,820	,410	4,007	1	,045	2,271
	Constant	,414	,294	1,976	1	,160	1,513

a. Variable(s) entered on step 1: PRODUCT_2, SPORT_5, ONLINEADS_4, FACEBOOK_5.

Casewise List[a]

a. The casewise plot is not produced because no outliers were found.

Logistic Regression Feelings Growth

Notes

Output Created		**03-DEC-2013 12:31:07**
Comments		
Input	**Data**	/Users/clo/Desktop/prada copia.sav
	Active Dataset	**DataSet1**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**120**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing
Syntax		LOGISTIC REGRESSION VARIABLES FEELINGS_GROWTH /METHOD=ENTER PRODUCT_5 MUSEUM_4 TWITTER_5 VIDEO_3 ONLINEADV_3 /CASEWISE OUTLIER(2) /PRINT=GOODFIT /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).
Resources	**Processor Time**	**00:00:00,05**
	Elapsed Time	**00:00:00,00**

[DataSet1] /Users/clo/Desktop/prada copia.sav

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	Included in Analysis	120	100,0
	Missing Cases	0	,0
	Total	120	100,0
Unselected Cases		0	,0
Total		120	100,0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
,00	0
1,00	1

Block 0: Beginning Block

Classification Table[a,b]

Observed			Predicted		
			FEELINGS_GROWTH		Percentage Correct
			,00	1,00	
Step 0	FEELINGS_GROWTH	,00	81	0	100,0
		1,00	39	0	,0
	Overall Percentage				67,5

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	-,731	,195	14,063	1	,000	,481

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	PRODUCT_5	2,956	1	,086
		MUSEUM_4	2,431	1	,119
		TWITTER_5	11,220	1	,001
		VIDEO_3	6,397	1	,011
		ONLINEADV_3	3,516	1	,061
	Overall Statistics		27,034	5	,000

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	31,523	5	,000
	Block	31,523	5	,000
	Model	31,523	5	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	119,816[a]	,231	,322

a. Estimation terminated at iteration number 6 because parameter estimates changed by less than ,001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	1,130	5	,951

Contingency Table for Hosmer and Lemeshow Test

		FEELINGS_GROWTH = ,00		FEELINGS_GROWTH = 1,00		
		Observed	Expected	Observed	Expected	Total
Step 1	1	14	13,715	0	,285	14
	2	2	1,865	0	,135	2
	3	29	29,058	5	4,942	34
	4	9	9,977	5	4,023	14
	5	17	17,659	13	12,341	30
	6	6	5,399	6	6,601	12
	7	4	3,326	10	10,674	14

Classification Table[a]

Observed			Predicted		
			FEELINGS_GROWTH		Percentage Correct
			,00	1,00	
Step 1	FEELINGS_GROWTH	,00	73	8	90,1
		1,00	24	15	38,5
	Overall Percentage				73,3

a. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	PRODUCT_5	1,060	,605	3,074	1	,080	2,887
	MUSEUM_4	,648	,531	1,488	1	,222	1,912
	TWITTER_5	2,766	,899	9,461	1	,002	15,887
	VIDEO_3	-3,142	1,340	5,496	1	,019	,043
	ONLINEADV_3	1,413	,477	8,766	1	,003	4,109
	Constant	-1,772	,413	18,383	1	,000	,170

a. Variable(s) entered on step 1: PRODUCT_5, MUSEUM_4, TWITTER_5, VIDEO_3, ONLINEADV_3.

Casewise List[a]

a. The casewise plot is not produced because no outliers were found.

Logistic Regression Feelings

Notes

Output Created		03-DEC-2013 11:57:38
Comments		
Input	Data	/Users/clo/Desktop/prada copia.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	122
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing
Syntax		LOGISTIC REGRESSION VARIABLES FEELINGS /METHOD=ENTER ONLINEADV_5 BLOG_1 FORUM_4 /CASEWISE OUTLIER(2) /PRINT=GOODFIT /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).
Resources	Processor Time	00:00:00,05
	Elapsed Time	00:00:00,00

[DataSet1] /Users/clo/Desktop/prada copia.sav

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	Included in Analysis	122	100,0
	Missing Cases	0	,0
	Total	122	100,0
Unselected Cases		0	,0
Total		122	100,0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
,00	0
1,00	1

Block 0: Beginning Block

Classification Table[a,b]

Observed			Predicted		
			FEELINGS		Percentage Correct
			,00	1,00	
Step 0	FEELINGS	,00	83	0	100,0
		1,00	39	0	,0
	Overall Percentage				68,0

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	-,755	,194	15,136	1	,000	,470

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	ONLINEADV_5	9,376	1	,002
		BLOG_1	1,847	1	,174
		FORUM_4	7,290	1	,007
	Overall Statistics		13,011	3	,005

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	12,497	3	,006
	Block	12,497	3	,006
	Model	12,497	3	,006

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	140,399[a]	,097	,136

a. Estimation terminated at iteration number 4 because parameter estimates changed by less than ,001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	,028	1	,868

Contingency Table for Hosmer and Lemeshow Test

		FEELINGS = ,00		FEELINGS = 1,00		
		Observed	Expected	Observed	Expected	Total
Step 1	1	44	44,284	15	14,716	59
	2	35	34,951	14	14,049	49
	3	4	3,765	10	10,235	14

Classification Table[a]

			Predicted		
			FEELINGS		Percentage Correct
	Observed		,00	1,00	
Step 1	FEELINGS	,00	79	4	95,2
		1,00	29	10	25,6
	Overall Percentage				73,0

a. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	ONLINEADV_5	1,820	,870	4,379	1	,036	6,169
	BLOG_1	-,190	,422	,204	1	,652	,827
	FORUM_4	1,556	,897	3,008	1	,083	4,741
	Constant	-,911	,309	8,673	1	,003	,402

a. Variable(s) entered on step 1: ONLINEADV_5, BLOG_1, FORUM_4.

Casewise List[a]

a. The casewise plot is not produced because no outliers were found.

Logistic Regression Judgements Growth

Notes

Output Created		**03-DEC-2013 11:20:52**
Comments		
Input	**Data**	/Users/clo/Desktop/prada copia.sav
	Active Dataset	**DataSet1**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**116**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing
Syntax		LOGISTIC REGRESSION VARIABLES JUDGEMENTS_GROWTH /METHOD=ENTER PRODUCT_3 TWITTER_2 VIDEO_1 BLOG_2 FACEBOOK_5 MUSEUM_3 /CASEWISE OUTLIER(3) /PRINT=GOODFIT /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).
Resources	**Processor Time**	**00:00:00,07**
	Elapsed Time	**00:00:00,00**

[DataSet1] /Users/clo/Desktop/prada copia.sav

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	**Included in Analysis**	**116**	**100,0**
	Missing Cases	**0**	**,0**
	Total	**116**	**100,0**
Unselected Cases		**0**	**,0**
Total		**116**	**100,0**

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
,00	**0**
1,00	**1**

Block 0: Beginning Block

Classification Table[a,b]

Observed			Predicted		
			JUDGEMENTS_GROWTH		Percentage Correct
			,00	1,00	
Step 0	JUDGEMENTS_GROWTH	,00	99	0	100,0
		1,00	17	0	,0
	Overall Percentage				85,3

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	-1,762	,263	45,039	1	,000	,172

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	PRODUCT_3	7,202	1	,007
		TWITTER_2	2,684	1	,101
		VIDEO_1	7,665	1	,006
		BLOG_2	2,933	1	,087
		FACEBOOK_5	7,202	1	,007
		MUSEUM_3	6,206	1	,013
	Overall Statistics		34,939	6	,000

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	50,641	6	,000
	Block	50,641	6	,000
	Model	50,641	6	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	46,029[a]	,354	,626

a. Estimation terminated at iteration number 8 because parameter estimates changed by less than ,001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	,306	7	1,000

Contingency Table for Hosmer and Lemeshow Test

		JUDGEMENTS_GROWTH = ,00		JUDGEMENTS_GROWTH = 1,00		
		Observed	Expected	Observed	Expected	Total
Step 1	1	14	14,000	0	,000	14
	2	13	12,999	0	,001	13
	3	6	5,991	0	,009	6
	4	14	13,955	0	,045	14
	5	13	12,943	0	,057	13
	6	9	8,869	0	,131	9
	7	11	11,209	1	,791	12
	8	15	14,975	5	5,025	20
	9	4	4,060	11	10,940	15

Classification Table[a]

			Predicted		
			JUDGEMENTS_GROWTH		Percentage Correct
	Observed		,00	1,00	
Step 1	JUDGEMENTS_GROWTH	,00	96	3	97,0
		1,00	7	10	58,8
	Overall Percentage				91,4

a. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	PRODUCT_3	-4,322	1,428	9,157	1	,002	,013
	TWITTER_2	4,839	1,999	5,861	1	,015	126,372
	VIDEO_1	2,483	,939	6,984	1	,008	11,975
	BLOG_2	3,589	1,363	6,939	1	,008	36,208
	FACEBOOK_5	-4,682	1,647	8,077	1	,004	,009
	MUSEUM_3	-3,844	1,719	5,000	1	,025	,021
	Constant	-1,057	,511	4,283	1	,038	,348

a. Variable(s) entered on step 1: PRODUCT_3, TWITTER_2, VIDEO_1, BLOG_2, FACEBOOK_5, MUSEUM_3.

Casewise List[a]

a. The casewise plot is not produced because no outliers were found.

Notes

Output Created		**03-DEC-2013 10:41:53**
Comments		
Input	**Data**	/Users/clo/Desktop/prada copia.sav
	Active Dataset	**DataSet1**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**118**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing
Syntax		LOGISTIC REGRESSION VARIABLES JUDGEMENTS /METHOD=ENTER SPORT_5 INSTAGRAM_5 PRODUCT_2 VIDEO_4 EVENTS_2 /CASEWISE OUTLIER(2) /PRINT=GOODFIT /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).
Resources	**Processor Time**	**00:00:00,05**
	Elapsed Time	**00:00:00,00**

```
[DataSet1] /Users/clo/Desktop/prada copia.sav
```

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	**Included in Analysis**	**118**	**100,0**
	Missing Cases	**0**	**,0**
	Total	**118**	**100,0**
Unselected Cases		**0**	**,0**
Total		**118**	**100,0**

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
,00	0
1,00	1

Block 0: Beginning Block

Classification Table[a,b]

			Predicted		
			JUDGEMENTS		Percentage Correct
	Observed		,00	1,00	
Step 0	JUDGEMENTS	,00	61	0	100,0
		1,00	57	0	,0
	Overall Percentage				51,7

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	-,068	,184	,136	1	,713	,934

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	SPORT_5	3,143	1	,076
		INSTAGRAM_5	9,688	1	,002
		PRODUCT_2	8,547	1	,003
		VIDEO_4	6,185	1	,013
		EVENTS_2	2,711	1	,100
	Overall Statistics		30,226	5	,000

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	35,710	5	,000
	Block	35,710	5	,000
	Model	35,710	5	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	127,737[a]	,261	,348

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than ,001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	7,122	7	,416

Contingency Table for Hosmer and Lemeshow Test

		JUDGEMENTS = ,00		JUDGEMENTS = 1,00		
		Observed	Expected	Observed	Expected	Total
Step 1	1	10	9,549	0	,451	10
	2	8	6,981	0	1,019	8
	3	8	9,471	5	3,529	13
	4	13	13,862	8	7,138	21
	5	1	2,111	3	1,889	4
	6	10	10,562	15	14,438	25
	7	6	4,835	7	8,165	13
	8	5	2,888	9	11,112	14
	9	0	,740	10	9,260	10

Classification Table[a]

			Predicted		
			JUDGEMENTS		Percentage Correct
	Observed		,00	1,00	
Step 1	JUDGEMENTS	,00	40	21	65,6
		1,00	15	42	73,7
	Overall Percentage				69,5

a. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	SPORT_5	-1,350	,539	6,276	1	,012	,259
	INSTAGRAM_5	2,008	,680	8,717	1	,003	7,451
	PRODUCT_2	-2,921	1,153	6,413	1	,011	,054
	VIDEO_4	1,188	,507	5,499	1	,019	3,280
	EVENTS_2	-,976	,451	4,684	1	,030	,377
	Constant	,313	,349	,801	1	,371	1,367

a. Variable(s) entered on step 1: SPORT_5, INSTAGRAM_5, PRODUCT_2, VIDEO_4, EVENTS_2.

Casewise List[a]

a. The casewise plot is not produced because no outliers were found.

Logistic Regression Imagery Growth

Notes

Output Created		**02-DEC-2013 22:16:45**
Comments		
Input	**Data**	/Users/clo/Desktop/prada copia.sav
	Active Dataset	**DataSet1**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**119**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing
Syntax		LOGISTIC REGRESSION VARIABLES IMAGERY_GROWTH /METHOD=ENTER PRODUCT_1 VIDEO_1 FORUM_2 /CASEWISE OUTLIER(3) /PRINT=GOODFIT /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).
Resources	**Processor Time**	**00:00:00,05**
	Elapsed Time	**00:00:00,00**

[DataSet1] /Users/clo/Desktop/prada copia.sav

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	Included in Analysis	119	100,0
	Missing Cases	0	,0
	Total	119	100,0
Unselected Cases		0	,0
Total		119	100,0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
,00	0
1,00	1

Block 0: Beginning Block

Classification Table[a,b]

			Predicted		
			IMAGERY_GROWTH		Percentage Correct
	Observed		,00	1,00	
Step 0	IMAGERY_GROWTH	,00	114	0	100,0
		1,00	5	0	,0
	Overall Percentage				95,8

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	-3,127	,457	46,829	1	,000	,044

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	PRODUCT_1	6,489	1	,011
		VIDEO_1	9,773	1	,002
		FORUM_2	3,350	1	,067
	Overall Statistics		20,391	3	,000

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	15,997	3	,001
	Block	15,997	3	,001
	Model	15,997	3	,001

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	25,487[a]	,126	,427

a. Estimation terminated at iteration number 8 because parameter estimates changed by less than ,001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	,421	2	,810

Contingency Table for Hosmer and Lemeshow Test

		IMAGERY_GROWTH = ,00		IMAGERY_GROWTH = 1,00		
		Observed	Expected	Observed	Expected	Total
Step 1	1	66	65,874	0	,126	66
	2	23	23,364	1	,636	24
	3	19	19,126	1	,874	20
	4	6	5,636	3	3,364	9

Classification Table[a]

			Predicted		
			IMAGERY_GROWTH		Percentage Correct
	Observed		,00	1,00	
Step 1	IMAGERY_GROWTH	,00	114	0	100,0
		1,00	4	1	20,0
	Overall Percentage				96,6

a. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	PRODUCT_1	4,253	1,965	4,687	1	,030	70,321
	VIDEO_1	3,172	1,251	6,430	1	,011	23,858
	FORUM_2	2,655	1,254	4,481	1	,034	14,226
	Constant	-6,258	1,491	17,626	1	,000	,002

a. Variable(s) entered on step 1: PRODUCT_1, VIDEO_1, FORUM_2.

Casewise List[a]

a. The casewise plot is not produced because no outliers were found.

Logistic Regression Imagery

Notes

Output Created		**02-DEC-2013 20:41:54**
Comments		
Input	**Data**	/Users/clo/Desktop/prada copia.sav
	Active Dataset	**DataSet1**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**122**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing
Syntax		LOGISTIC REGRESSION VARIABLES IMAGERY /METHOD=ENTER SPORT_1 TWITTER_1 VIDEO_4 BLOG_4 /CASEWISE OUTLIER(2) /PRINT=GOODFIT /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).
Resources	**Processor Time**	**00:00:00,05**
	Elapsed Time	**00:00:00,00**

[DataSet1] /Users/clo/Desktop/prada copia.sav

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	**Included in Analysis**	**122**	**100,0**
	Missing Cases	**0**	**,0**
	Total	**122**	**100,0**
Unselected Cases		**0**	**,0**
Total		**122**	**100,0**

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
,00	**0**
1,00	**1**

Block 0: Beginning Block

Classification Table[a,b]

			Predicted		
			IMAGERY		Percentage Correct
	Observed		,00	1,00	
Step 0	IMAGERY	,00	0	55	,0
		1,00	0	67	100,0
	Overall Percentage				54,9

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	,197	,182	1,177	1	,278	1,218

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	SPORT_1	1,829	1	,176
		TWITTER_1	4,001	1	,045
		VIDEO_4	3,085	1	,079
		BLOG_4	7,260	1	,007
	Overall Statistics		12,737	4	,013

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	14,584	4	,006
	Block	14,584	4	,006
	Model	14,584	4	,006

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	153,361[a]	,113	,151

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than ,001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	2,427	4	,658

Contingency Table for Hosmer and Lemeshow Test

		IMAGERY = ,00		IMAGERY = 1,00		
		Observed	Expected	Observed	Expected	Total
Step 1	1	5	5,750	3	2,250	8
	2	32	33,230	29	27,770	61
	3	7	5,553	7	8,447	14
	4	9	7,393	10	11,607	19
	5	2	2,440	8	7,560	10
	6	0	,634	10	9,366	10

Classification Table[a]

Observed			Predicted		
			IMAGERY		Percentage Correct
			,00	1,00	
Step 1	IMAGERY	,00	37	18	67,3
		1,00	32	35	52,2
	Overall Percentage				59,0

a. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	SPORT_1	-,932	,789	1,396	1	,237	,394
	TWITTER_1	-,599	,495	1,466	1	,226	,549
	VIDEO_4	,631	,444	2,017	1	,156	1,879
	BLOG_4	2,211	1,095	4,074	1	,044	9,122
	Constant	,419	,462	,823	1	,364	1,521

a. Variable(s) entered on step 1: SPORT_1, TWITTER_1, VIDEO_4, BLOG_4.

Casewise List[a]

a. The casewise plot is not produced because no outliers were found.

Logistic Regression Performance Growth

Notes

Output Created		**02-DEC-2013 20:08:17**
Comments		
Input	**Data**	/Users/clo/Desktop/prada copia.sav
	Active Dataset	**DataSet1**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**117**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing
Syntax		LOGISTIC REGRESSION VARIABLES PERFORMANCE_GROWTH /METHOD=ENTER PAPER_3 SPORT_3 ONLINEADV_5 FACEBOOK_1 VIDEO_2 BLOG_4 /CASEWISE OUTLIER(2) /PRINT=GOODFIT /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).
Resources	**Processor Time**	**00:00:00,05**
	Elapsed Time	**00:00:00,00**

[DataSet1] /Users/clo/Desktop/prada copia.sav

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	**Included in Analysis**	**117**	**100,0**
	Missing Cases	**0**	**,0**
	Total	**117**	**100,0**
Unselected Cases		**0**	**,0**
Total		**117**	**100,0**

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
,00	**0**
1,00	**1**

Block 0: Beginning Block

Classification Table[a,b]

Observed			Predicted		
			PERFORMANCE_GROWTH		Percentage Correct
			,00	1,00	
Step 0	PERFORMANCE_GROWTH	,00	94	0	100,0
		1,00	23	0	,0
	Overall Percentage				80,3

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	-1,408	,233	36,623	1	,000	,245

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	PAPER_3	4,735	1	,030
		SPORT_3	6,548	1	,010
		ONLINEADV_5	1,154	1	,283
		FACEBOOK_1	1,326	1	,250
		VIDEO_2	2,041	1	,153
		BLOG_4	10,823	1	,001
	Overall Statistics		28,616	6	,000

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	33,175	6	,000
	Block	33,175	6	,000
	Model	33,175	6	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	82,802[a]	,247	,393

a. Estimation terminated at iteration number 6 because parameter estimates changed by less than ,001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	8,658	8	,372

Contingency Table for Hosmer and Lemeshow Test

		PERFORMANCE_GROWTH = ,00		PERFORMANCE_GROWTH = 1,00		
		Observed	Expected	Observed	Expected	Total
Step 1	1	15	14,947	0	,053	15
	2	12	11,821	0	,179	12
	3	1	,941	0	,059	1
	4	24	22,536	0	1,464	24
	5	4	3,540	0	,460	4
	6	13	14,860	5	3,140	18
	7	7	8,637	4	2,363	11
	8	7	8,666	5	3,334	12
	9	9	6,405	3	5,595	12
	10	2	1,648	6	6,352	8

Classification Table[a]

			Predicted		
			PERFORMANCE_GROWTH		Percentage Correct
	Observed		,00	1,00	
Step 1	PERFORMANCE_GROWTH	,00	89	5	94,7
		1,00	15	8	34,8
	Overall Percentage				82,9

a. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	PAPER_3	1,216	,624	3,794	1	,051	3,374
	SPORT_3	-2,907	1,044	7,757	1	,005	,055
	ONLINEADV_5	1,671	,986	2,869	1	,090	5,316
	FACEBOOK_1	1,179	,632	3,479	1	,062	3,252
	VIDEO_2	1,689	,707	5,712	1	,017	5,415
	BLOG_4	3,401	,978	12,086	1	,001	30,006
	Constant	-2,734	,604	20,493	1	,000	,065

a. Variable(s) entered on step 1: PAPER_3, SPORT_3, ONLINEADV_5, FACEBOOK_1, VIDEO_2, BLOG_4.

Casewise List[a]

a. The casewise plot is not produced because no outliers were found.

Logistic Regression Performance

Notes

Output Created		**02-DEC-2013 19:39:17**
Comments		
Input	**Data**	/Users/clo/Desktop/prada copia.sav
	Active Dataset	**DataSet1**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**118**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing
Syntax		LOGISTIC REGRESSION VARIABLES PERFORMANCE /METHOD=ENTER PAPER_3 SPORT_3 VIDEO_2 BLOG_4 /CASEWISE OUTLIER(2) /PRINT=GOODFIT /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).
Resources	**Processor Time**	**00:00:00,05**
	Elapsed Time	**00:00:00,00**

[DataSet1] /Users/clo/Desktop/prada copia.sav

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	**Included in Analysis**	**118**	**100,0**
	Missing Cases	**0**	**,0**
	Total	**118**	**100,0**
Unselected Cases		**0**	**,0**
Total		**118**	**100,0**

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
,00	**0**
1,00	**1**

Block 0: Beginning Block

Classification Table[a,b]

			Predicted		
			PERFORMANCE		Percentage Correct
	Observed		,00	1,00	
Step 0	PERFORMANCE	,00	0	24	,0
		1,00	0	94	100,0
	Overall Percentage				79,7

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	1,365	,229	35,635	1	,000	3,917

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	PAPER_3	4,195	1	,041
		SPORT_3	6,988	1	,008
		VIDEO_2	1,766	1	,184
		BLOG_4	10,124	1	,001
	Overall Statistics		24,445	4	,000

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	26,659	4	,000
	Block	26,659	4	,000
	Model	26,659	4	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	92,536[a]	,202	,318

a. Estimation terminated at iteration number 6 because parameter estimates changed by less than ,001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	1,421	5	,922

Contingency Table for Hosmer and Lemeshow Test

		PERFORMANCE = ,00		PERFORMANCE = 1,00		
		Observed	Expected	Observed	Expected	Total
Step 1	1	8	8,053	4	3,947	12
	2	4	3,704	7	7,296	11
	3	3	4,034	10	8,966	13
	4	1	,672	3	3,328	4
	5	8	6,937	40	41,063	48
	6	0	,350	9	8,650	9
	7	0	,251	21	20,749	21

Classification Table[a]

			Predicted		
			PERFORMANCE		Percentage Correct
	Observed		,00	1,00	
Step 1	PERFORMANCE	,00	7	17	29,2
		1,00	3	91	96,8
	Overall Percentage				83,1

a. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	PAPER_3	-,980	,578	2,876	1	,090	,375
	SPORT_3	2,637	,966	7,450	1	,006	13,966
	VIDEO_2	-1,100	,617	3,182	1	,074	,333
	BLOG_4	-2,815	,868	10,526	1	,001	,060
	Constant	1,778	,379	22,024	1	,000	5,920

a. Variable(s) entered on step 1: PAPER_3, SPORT_3, VIDEO_2, BLOG_4.

Casewise List[a]

a. The casewise plot is not produced because no outliers were found.

Logistic Regression Salience Growth

Notes

Output Created		**03-DEC-2013 14:14:35**
Comments		
Input	**Data**	/Users/clo/Desktop/prada copia.sav
	Active Dataset	**DataSet2**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**113**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing
Syntax		LOGISTIC REGRESSION VARIABLES SALIENCE_GROWTH /METHOD=ENTER PRODUCT_1 EVENTS_4 TWITTER_2 FORUM_3 /CASEWISE OUTLIER(3) /PRINT=GOODFIT /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).
Resources	**Processor Time**	**00:00:00,04**
	Elapsed Time	**00:00:00,00**

[DataSet2]

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	**Included in Analysis**	**113**	**100,0**
	Missing Cases	**0**	**,0**
	Total	**113**	**100,0**
Unselected Cases		**0**	**,0**
Total		**113**	**100,0**

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
,00	**0**
1,00	**1**

Block 0: Beginning Block

Classification Table[a,b]

			Predicted		
			SALIENCE_GROWTH		Percentage Correct
	Observed		,00	1,00	
Step 0	**SALIENCE_GROWTH**	**,00**	**101**	**0**	**100,0**
		1,00	**12**	**0**	**,0**
	Overall Percentage				**89,4**

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	-2,130	,305	48,671	1	,000	,119

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	PRODUCT_1	10,199	1	,001
		EVENTS_4	8,509	1	,004
		TWITTER_2	18,108	1	,000
		FORUM_3	9,401	1	,002
	Overall Statistics		44,741	4	,000

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	35,051	4	,000
	Block	35,051	4	,000
	Model	35,051	4	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	41,446[a]	,267	,542

a. Estimation terminated at iteration number 7 because parameter estimates changed by less than ,001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	1,955	2	,376

Contingency Table for Hosmer and Lemeshow Test

		SALIENCE_GROWTH = ,00		SALIENCE_GROWTH = 1,00		
		Observed	Expected	Observed	Expected	Total
Step 1	1	83	82,181	0	,819	83
	2	6	6,824	3	2,176	9
	3	9	9,824	4	3,176	13
	4	3	2,171	5	5,829	8

Classification Table[a]

			Predicted		
			SALIENCE_GROWTH		Percentage Correct
	Observed		,00	1,00	
Step 1	SALIENCE_GROWTH	,00	98	3	97,0
		1,00	7	5	41,7
	Overall Percentage				91,2

a. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	PRODUCT_1	4,618	1,735	7,087	1	,008	101,340
	EVENTS_4	3,466	1,198	8,366	1	,004	32,006
	TWITTER_2	5,309	1,590	11,156	1	,001	202,189
	FORUM_3	3,480	1,151	9,144	1	,002	32,448
	Constant	-4,609	1,024	20,255	1	,000	,010

a. Variable(s) entered on step 1: PRODUCT_1, EVENTS_4, TWITTER_2, FORUM_3.

Casewise List[a]

a. The casewise plot is not produced because no outliers were found.

Logistic Regression Salience

Notes

Output Created		**02-DEC-2013 17:37:06**
Comments		
Input	**Data**	/Users/clo/Desktop/prada copia.sav
	Active Dataset	**DataSet1**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**118**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing
Syntax		LOGISTIC REGRESSION VARIABLES SALIENCE /METHOD=ENTER SPORT_4 ONLINEADV_2 VIDEO_2 FORUM_2 PRODUCT_2 /CASEWISE OUTLIER(2) /PRINT=GOODFIT /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).
Resources	**Processor Time**	**00:00:00,06**
	Elapsed Time	**00:00:01,00**

[DataSet1] /Users/clo/Desktop/prada copia.sav

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	Included in Analysis	118	100,0
	Missing Cases	0	,0
	Total	118	100,0
Unselected Cases		0	,0
Total		118	100,0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
,00	0
1,00	1

Block 0: Beginning Block

Classification Table[a,b]

Observed		Predicted		
		SALIENCE		Percentage Correct
		,00	1,00	
Step 0	SALIENCE ,00	66	0	100,0
	1,00	52	0	,0
	Overall Percentage			55,9

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	-,238	,185	1,653	1	,199	,788

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	SPORT_4	5,435	1	,020
		ONLINEADV_2	2,480	1	,115
		VIDEO_2	2,480	1	,115
		FORUM_2	5,060	1	,024
		PRODUCT_2	6,921	1	,009
	Overall Statistics		22,998	5	,000

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	27,246	5	,000
	Block	27,246	5	,000
	Model	27,246	5	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	134,672[a]	,206	,276

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than ,001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	7,120	6	,310

Contingency Table for Hosmer and Lemeshow Test

		SALIENCE = ,00		SALIENCE = 1,00		
		Observed	Expected	Observed	Expected	Total
Step 1	1	10	9,537	0	,463	10
	2	28	28,220	10	9,780	38
	3	3	5,035	6	3,965	9
	4	6	7,125	8	6,875	14
	5	6	5,586	5	5,414	11
	6	6	4,471	4	5,529	10
	7	7	4,606	10	12,394	17
	8	0	1,420	9	7,580	9

Classification Table[a]

			Predicted		
			SALIENCE		Percentage Correct
	Observed		,00	1,00	
Step 1	SALIENCE	,00	53	13	80,3
		1,00	29	23	44,2
	Overall Percentage				64,4

a. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	SPORT_4	1,024	,445	5,285	1	,022	2,784
	ONLINEADV_2	1,272	,580	4,812	1	,028	3,569
	VIDEO_2	1,019	,593	2,948	1	,086	2,769
	FORUM_2	1,028	,488	4,447	1	,035	2,797
	PRODUCT_2	-3,261	1,194	7,456	1	,006	,038
	Constant	-1,060	,323	10,743	1	,001	,347

a. Variable(s) entered on step 1: SPORT_4, ONLINEADV_2, VIDEO_2, FORUM_2, PRODUCT_2.

Casewise List[a]

a. The casewise plot is not produced because no outliers were found.

f. Regression analysis - Fontana Milano

Logistic Regression Salience

Notes

Output Created		**05-DEC-2013 16:59:29**
Comments		
Input	**Data**	/Users/clo/Desktop/Fontana.sav
	Active Dataset	**DataSet1**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**122**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing
Syntax		LOGISTIC REGRESSION VARIABLES Salience /METHOD=ENTER Paperadv_2 Events_2 Facebook_1 Blog_4 Forum_4 /CASEWISE OUTLIER (3.5) /PRINT=GOODFIT /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).
Resources	**Processor Time**	**00:00:00,04**
	Elapsed Time	**00:00:00,00**

[DataSet1] /Users/clo/Desktop/Fontana.sav

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	**Included in Analysis**	**122**	**100,0**
	Missing Cases	**0**	**,0**
	Total	**122**	**100,0**
Unselected Cases		**0**	**,0**
Total		**122**	**100,0**

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
,00	0
1,00	1

Block 0: Beginning Block

Classification Table[a,b]

			Predicted		
			Salience		Percentage Correct
	Observed		,00	1,00	
Step 0	Salience	,00	0	9	,0
		1,00	0	113	100,0
	Overall Percentage				92,6

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	2,530	,346	53,365	1	,000	12,556

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	Paperadv_2	4,319	1	,038
		Events_2	6,130	1	,013
		Facebook_1	4,474	1	,034
		Blog_4	5,249	1	,022
		Forum_4	3,134	1	,077
	Overall Statistics		25,088	5	,000

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	25,370	5	,000
	Block	25,370	5	,000
	Model	25,370	5	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	38,872[a]	,188	,459

a. Estimation terminated at iteration number 8 because parameter estimates changed by less than ,001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	5,403	6	,493

Contingency Table for Hosmer and Lemeshow Test

		Salience = ,00		Salience = 1,00		
		Observed	Expected	Observed	Expected	Total
Step 1	1	6	5,523	6	6,477	12
	2	2	2,506	13	12,494	15
	3	0	,461	14	13,539	14
	4	0	,129	7	6,871	7
	5	0	,191	18	17,809	18
	6	1	,162	21	21,838	22
	7	0	,019	12	11,981	12
	8	0	,009	22	21,991	22

Classification Table[a]

			Predicted		
			Salience		Percentage Correct
	Observed		,00	1,00	
Step 1	Salience	,00	2	7	22,2
		1,00	1	112	99,1
	Overall Percentage				93,4

a. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Paperadv_2	-1,373	,870	2,489	1	,115	,253
	Events_2	2,857	1,373	4,328	1	,037	17,414
	Facebook_1	-3,228	1,264	6,519	1	,011	,040
	Blog_4	-3,551	1,363	6,784	1	,009	,029
	Forum_4	-1,172	1,370	,732	1	,392	,310
	Constant	4,905	1,293	14,382	1	,000	134,970

a. Variable(s) entered on step 1: Paperadv_2, Events_2, Facebook_1, Blog_4, Forum_4.

Casewise List[a]

a. The casewise plot is not produced because no outliers were found.

Logistic Regression Salience Growth

Notes

Output Created		**05-DEC-2013 17:06:50**
Comments		
Input	**Data**	/Users/clo/Desktop/Fontana.sav
	Active Dataset	**DataSet1**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**122**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing
Syntax		LOGISTIC REGRESSION VARIABLES Salience_growth /METHOD=ENTER Paperadv_2 Events_2 Facebook_1 Blog_4 Forum_4 /CASEWISE OUTLIER (3.5) /PRINT=GOODFIT /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).
Resources	**Processor Time**	**00:00:00,05**
	Elapsed Time	**00:00:00,00**

[DataSet1] /Users/clo/Desktop/Fontana.sav

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	**Included in Analysis**	**122**	**100,0**
	Missing Cases	**0**	**,0**
	Total	**122**	**100,0**
Unselected Cases		**0**	**,0**
Total		**122**	**100,0**

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
,00	**0**
1,00	**1**

Block 0: Beginning Block

Classification Table[a,b]

			Predicted		
			Salience_growth		Percentage Correct
	Observed		,00	1,00	
Step 0	Salience_growth	,00	113	0	100,0
		1,00	9	0	,0
	Overall Percentage				92,6

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	-2,530	,346	53,365	1	,000	,080

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	Paperadv_2	4,319	1	,038
		Events_2	6,130	1	,013
		Facebook_1	4,474	1	,034
		Blog_4	5,249	1	,022
		Forum_4	3,134	1	,077
	Overall Statistics		25,088	5	,000

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	25,370	5	,000
	Block	25,370	5	,000
	Model	25,370	5	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	38,872[a]	,188	,459

a. Estimation terminated at iteration number 8 because parameter estimates changed by less than ,001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	5,857	5	,320

Contingency Table for Hosmer and Lemeshow Test

		Salience_growth = ,00		Salience_growth = 1,00		
		Observed	Expected	Observed	Expected	Total
Step 1	1	22	21,991	0	,009	22
	2	12	11,981	0	,019	12
	3	21	21,838	1	,162	22
	4	18	17,809	0	,191	18
	5	17	16,587	0	,413	17
	6	15	13,932	1	2,068	16
	7	8	8,862	7	6,138	15

Classification Table[a]

			Predicted		
			Salience_growth		Percentage Correct
	Observed		,00	1,00	
Step 1	Salience_growth	,00	112	1	99,1
		1,00	7	2	22,2
	Overall Percentage				93,4

a. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Paperadv_2	1,373	,870	2,489	1	,115	3,947
	Events_2	-2,857	1,373	4,328	1	,037	,057
	Facebook_1	3,228	1,264	6,519	1	,011	25,236
	Blog_4	3,551	1,363	6,784	1	,009	34,846
	Forum_4	1,172	1,370	,732	1	,392	3,228
	Constant	-4,905	1,293	14,382	1	,000	,007

a. Variable(s) entered on step 1: Paperadv_2, Events_2, Facebook_1, Blog_4, Forum_4.

Casewise List[a]

a. The casewise plot is not produced because no outliers were found.

Logistic Regression Performance

Notes

Output Created		**05-DEC-2013 17:11:05**
Comments		
Input	**Data**	/Users/clo/Desktop/Fontana.sav
	Active Dataset	**DataSet1**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**120**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing
Syntax		LOGISTIC REGRESSION VARIABLES Performance /METHOD=ENTER Paperadv_2 Video_2 Facebook_1 Blog_4 /CASEWISE OUTLIER(2) /PRINT=GOODFIT /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).
Resources	**Processor Time**	**00:00:00,05**
	Elapsed Time	**00:00:00,00**

[DataSet1] /Users/clo/Desktop/Fontana.sav

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	**Included in Analysis**	**120**	**100,0**
	Missing Cases	**0**	**,0**
	Total	**120**	**100,0**
Unselected Cases		**0**	**,0**
Total		**120**	**100,0**

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
,00	0
1,00	1

Block 0: Beginning Block

Classification Table[a,b]

			Predicted		
			Performance		Percentage Correct
	Observed		,00	1,00	
Step 0	Performance	,00	0	26	,0
		1,00	0	94	100,0
	Overall Percentage				78,3

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	1,285	,222	33,640	1	,000	3,615

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	Paperadv_2	8,428	1	,004
		Video_2	2,514	1	,113
		Facebook_1	3,283	1	,070
		Blog_4	6,307	1	,012
	Overall Statistics		26,517	4	,000

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	28,142	4	,000
	Block	28,142	4	,000
	Model	28,142	4	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	97,296[a]	,209	,322

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than ,001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	7,218	5	,205

Contingency Table for Hosmer and Lemeshow Test

		Performance = ,00		Performance = 1,00		
		Observed	Expected	Observed	Expected	Total
Step 1	1	7	6,114	2	2,886	9
	2	5	5,537	5	4,463	10
	3	2	4,265	9	6,735	11
	4	3	3,394	14	13,606	17
	5	4	1,907	7	9,093	11
	6	5	3,580	20	21,420	25
	7	0	1,203	37	35,797	37

Classification Table[a]

			Predicted		
			Performance		Percentage Correct
	Observed		,00	1,00	
Step 1	Performance	,00	13	13	50,0
		1,00	11	83	88,3
	Overall Percentage				80,0

a. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Paperadv_2	-2,004	,571	12,320	1	,000	,135
	Video_2	-1,831	,657	7,765	1	,005	,160
	Facebook_1	-1,604	,561	8,181	1	,004	,201
	Blog_4	-2,475	,771	10,320	1	,001	,084
	Constant	3,393	,607	31,236	1	,000	29,753

a. Variable(s) entered on step 1: Paperadv_2, Video_2, Facebook_1, Blog_4.

Casewise List[a]

a. The casewise plot is not produced because no outliers were found.

Logistic Regression Performance Growth

Notes

Output Created		**05-DEC-2013 17:10:26**
Comments		
Input	**Data**	/Users/clo/Desktop/Fontana.sav
	Active Dataset	**DataSet1**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**120**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing
Syntax		LOGISTIC REGRESSION VARIABLES Performance_Growth /METHOD=ENTER Paperadv_2 Video_2 Facebook_1 Blog_4 /CASEWISE OUTLIER(2) /PRINT=GOODFIT /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).
Resources	**Processor Time**	**00:00:00,05**
	Elapsed Time	**00:00:00,00**

[DataSet1] /Users/clo/Desktop/Fontana.sav

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	Included in Analysis	120	100,0
	Missing Cases	0	,0
	Total	120	100,0
Unselected Cases		0	,0
Total		120	100,0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
,00	0
1,00	1

Block 0: Beginning Block

Classification Table[a,b]

			Predicted		
			Performance_Growth		Percentage Correct
	Observed		,00	1,00	
Step 0	Performance_Growth	,00	94	0	100,0
		1,00	26	0	,0
	Overall Percentage				78,3

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	-1,285	,222	33,640	1	,000	,277

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	Paperadv_2	8,428	1	,004
		Video_2	2,514	1	,113
		Facebook_1	3,283	1	,070
		Blog_4	6,307	1	,012
	Overall Statistics		26,517	4	,000

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	28,142	4	,000
	Block	28,142	4	,000
	Model	28,142	4	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	97,296[a]	,209	,322

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than ,001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	7,158	5	,209

Contingency Table for Hosmer and Lemeshow Test

		Performance_Growth = ,00		Performance_Growth = 1,00		
		Observed	Expected	Observed	Expected	Total
Step 1	1	37	35,797	0	1,203	37
	2	20	21,420	5	3,580	25
	3	7	9,093	4	1,907	11
	4	14	13,606	3	3,394	17
	5	9	6,735	2	4,265	11
	6	6	5,637	7	7,363	13
	7	1	1,713	5	4,287	6

Classification Table[a]

			Predicted		
			Performance_Growth		Percentage Correct
	Observed		,00	1,00	
Step 1	Performance_Growth	,00	83	11	88,3
		1,00	13	13	50,0
	Overall Percentage				80,0

a. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Paperadv_2	2,004	,571	12,320	1	,000	7,421
	Video_2	1,831	,657	7,765	1	,005	6,240
	Facebook_1	1,604	,561	8,181	1	,004	4,973
	Blog_4	2,475	,771	10,320	1	,001	11,886
	Constant	-3,393	,607	31,236	1	,000	,034

a. Variable(s) entered on step 1: Paperadv_2, Video_2, Facebook_1, Blog_4.

Casewise List[a]

a. The casewise plot is not produced because no outliers were found.

Logistic Regression Imagery

Notes

Output Created		**05-DEC-2013 17:13:19**
Comments		
Input	**Data**	/Users/clo/Desktop/Fontana.sav
	Active Dataset	**DataSet1**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**120**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing
Syntax		LOGISTIC REGRESSION VARIABLES Imagery /METHOD=ENTER Paperadv_2 Video_2 Facebook_1 Blog_4 /CASEWISE OUTLIER(2) /PRINT=GOODFIT /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).
Resources	**Processor Time**	**00:00:00,06**
	Elapsed Time	**00:00:00,00**

[DataSet1] /Users/clo/Desktop/Fontana.sav

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	**Included in Analysis**	**120**	**100,0**
	Missing Cases	**0**	**,0**
	Total	**120**	**100,0**
Unselected Cases		**0**	**,0**
Total		**120**	**100,0**

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
,00	0
1,00	1

Block 0: Beginning Block

Classification Table[a,b]

			Predicted		
			Imagery		Percentage Correct
	Observed		,00	1,00	
Step 0	Imagery	,00	0	26	,0
		1,00	0	94	100,0
	Overall Percentage				78,3

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	1,285	,222	33,640	1	,000	3,615

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	Paperadv_2	8,428	1	,004
		Video_2	2,514	1	,113
		Facebook_1	3,283	1	,070
		Blog_4	6,307	1	,012
	Overall Statistics		26,517	4	,000

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	28,142	4	,000
	Block	28,142	4	,000
	Model	28,142	4	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	97,296[a]	,209	,322

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than ,001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	7,218	5	,205

Contingency Table for Hosmer and Lemeshow Test

		Imagery = ,00		Imagery = 1,00		
		Observed	Expected	Observed	Expected	Total
Step 1	1	7	6,114	2	2,886	9
	2	5	5,537	5	4,463	10
	3	2	4,265	9	6,735	11
	4	3	3,394	14	13,606	17
	5	4	1,907	7	9,093	11
	6	5	3,580	20	21,420	25
	7	0	1,203	37	35,797	37

Classification Table[a]

			Predicted		
			Imagery		Percentage Correct
	Observed		,00	1,00	
Step 1	Imagery	,00	13	13	50,0
		1,00	11	83	88,3
	Overall Percentage				80,0

a. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Paperadv_2	-2,004	,571	12,320	1	,000	,135
	Video_2	-1,831	,657	7,765	1	,005	,160
	Facebook_1	-1,604	,561	8,181	1	,004	,201
	Blog_4	-2,475	,771	10,320	1	,001	,084
	Constant	3,393	,607	31,236	1	,000	29,753

a. Variable(s) entered on step 1: Paperadv_2, Video_2, Facebook_1, Blog_4.

Casewise List[a]

a. The casewise plot is not produced because no outliers were found.

Logistic Regression Imagery Growth

Notes

Output Created		**05-DEC-2013 17:12:57**
Comments		
Input	**Data**	/Users/clo/Desktop/Fontana.sav
	Active Dataset	**DataSet1**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**120**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing
Syntax		LOGISTIC REGRESSION VARIABLES Imagery_Growth /METHOD=ENTER Paperadv_2 Video_2 Facebook_1 Blog_4 /CASEWISE OUTLIER(2) /PRINT=GOODFIT /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).
Resources	**Processor Time**	**00:00:00,05**
	Elapsed Time	**00:00:00,00**

[DataSet1] /Users/clo/Desktop/Fontana.sav

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	**Included in Analysis**	**120**	**100,0**
	Missing Cases	**0**	**,0**
	Total	**120**	**100,0**
Unselected Cases		**0**	**,0**
Total		**120**	**100,0**

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
,00	0
1,00	1

Block 0: Beginning Block

Classification Table[a,b]

			Predicted		
			Imagery_Growth		Percentage Correct
	Observed		,00	1,00	
Step 0	Imagery_Growth	,00	94	0	100,0
		1,00	26	0	,0
	Overall Percentage				78,3

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	-1,285	,222	33,640	1	,000	,277

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	Paperadv_2	8,428	1	,004
		Video_2	2,514	1	,113
		Facebook_1	3,283	1	,070
		Blog_4	6,307	1	,012
	Overall Statistics		26,517	4	,000

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	28,142	4	,000
	Block	28,142	4	,000
	Model	28,142	4	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	97,296[a]	,209	,322

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than ,001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	7,158	5	,209

Contingency Table for Hosmer and Lemeshow Test

		Imagery_Growth = ,00		Imagery_Growth = 1,00		
		Observed	Expected	Observed	Expected	Total
Step 1	1	37	35,797	0	1,203	37
	2	20	21,420	5	3,580	25
	3	7	9,093	4	1,907	11
	4	14	13,606	3	3,394	17
	5	9	6,735	2	4,265	11
	6	6	5,637	7	7,363	13
	7	1	1,713	5	4,287	6

Classification Table[a]

			Predicted		
			Imagery_Growth		Percentage Correct
	Observed		,00	1,00	
Step 1	Imagery_Growth	,00	83	11	88,3
		1,00	13	13	50,0
	Overall Percentage				80,0

a. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Paperadv_2	2,004	,571	12,320	1	,000	7,421
	Video_2	1,831	,657	7,765	1	,005	6,240
	Facebook_1	1,604	,561	8,181	1	,004	4,973
	Blog_4	2,475	,771	10,320	1	,001	11,886
	Constant	-3,393	,607	31,236	1	,000	,034

a. Variable(s) entered on step 1: Paperadv_2, Video_2, Facebook_1, Blog_4.

Casewise List[a]

a. The casewise plot is not produced because no outliers were found.

Logistic Regression Judgments

Notes

Output Created		06-DEC-2013 12:10:11
Comments		
Input	Data	/Users/clo/Desktop/Fontana.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	120
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing
Syntax		LOGISTIC REGRESSION VARIABLES Judgments /METHOD=ENTER Paperadv_2 Video_2 Facebook_1 Blog_4 /CASEWISE OUTLIER(2) /PRINT=GOODFIT /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).
Resources	Processor Time	00:00:00,05
	Elapsed Time	00:00:00,00

[DataSet1] /Users/clo/Desktop/Fontana.sav

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	Included in Analysis	120	100,0
	Missing Cases	0	,0
	Total	120	100,0
Unselected Cases		0	,0
Total		120	100,0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
,00	0
1,00	1

Block 0: Beginning Block

Classification Table[a,b]

			Predicted		
			Judgments		Percentage Correct
	Observed		,00	1,00	
Step 0	Judgments	,00	0	26	,0
		1,00	0	94	100,0
	Overall Percentage				78,3

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	1,285	,222	33,640	1	,000	3,615

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	Paperadv_2	8,428	1	,004
		Video_2	2,514	1	,113
		Facebook_1	3,283	1	,070
		Blog_4	6,307	1	,012
	Overall Statistics		26,517	4	,000

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	28,142	4	,000
	Block	28,142	4	,000
	Model	28,142	4	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	97,296[a]	,209	,322

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than ,001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	7,218	5	,205

Contingency Table for Hosmer and Lemeshow Test

		Judgments = ,00		Judgments = 1,00		
		Observed	Expected	Observed	Expected	Total
Step 1	1	7	6,114	2	2,886	9
	2	5	5,537	5	4,463	10
	3	2	4,265	9	6,735	11
	4	3	3,394	14	13,606	17
	5	4	1,907	7	9,093	11
	6	5	3,580	20	21,420	25
	7	0	1,203	37	35,797	37

Classification Table[a]

		Predicted		
		Judgments		Percentage Correct
	Observed	,00	1,00	
Step 1	Judgments ,00	13	13	50,0
	1,00	11	83	88,3
	Overall Percentage			80,0

a. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Paperadv_2	-2,004	,571	12,320	1	,000	,135
	Video_2	-1,831	,657	7,765	1	,005	,160
	Facebook_1	-1,604	,561	8,181	1	,004	,201
	Blog_4	-2,475	,771	10,320	1	,001	,084
	Constant	3,393	,607	31,236	1	,000	29,753

a. Variable(s) entered on step 1: Paperadv_2, Video_2, Facebook_1, Blog_4.

Casewise List[a]

a. The casewise plot is not produced because no outliers were found.

Logistic Regression Judgments Growth

Notes

Output Created		**06-DEC-2013 11:58:54**
Comments		
Input	**Data**	/Users/clo/Desktop/Fontana.sav
	Active Dataset	**DataSet1**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**120**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing
Syntax		LOGISTIC REGRESSION VARIABLES Judgments_Growth /METHOD=ENTER Paperadv_2 Video_2 Facebook_1 Blog_4 /CASEWISE OUTLIER(2) /PRINT=GOODFIT /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).
Resources	**Processor Time**	**00:00:00,05**
	Elapsed Time	**00:00:00,00**

[DataSet1] /Users/clo/Desktop/Fontana.sav

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	**Included in Analysis**	**120**	**100,0**
	Missing Cases	**0**	**,0**
	Total	**120**	**100,0**
Unselected Cases		**0**	**,0**
Total		**120**	**100,0**

a. If weight is in effect, see classification table for the total number of cases.

Contingency Table for Hosmer and Lemeshow Test

		Judgments_Growth = ,00		Judgments_Growth = 1,00		
		Observed	Expected	Observed	Expected	Total
Step 1	1	37	35,797	0	1,203	37
	2	20	21,420	5	3,580	25
	3	7	9,093	4	1,907	11
	4	14	13,606	3	3,394	17
	5	9	6,735	2	4,265	11
	6	6	5,637	7	7,363	13
	7	1	1,713	5	4,287	6

Classification Table[a]

			Predicted		
			Judgments_Growth		Percentage Correct
	Observed		,00	1,00	
Step 1	Judgments_Growth	,00	83	11	88,3
		1,00	13	13	50,0
	Overall Percentage				80,0

a. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Paperadv_2	2,004	,571	12,320	1	,000	7,421
	Video_2	1,831	,657	7,765	1	,005	6,240
	Facebook_1	1,604	,561	8,181	1	,004	4,973
	Blog_4	2,475	,771	10,320	1	,001	11,886
	Constant	-3,393	,607	31,236	1	,000	,034

a. Variable(s) entered on step 1: Paperadv_2, Video_2, Facebook_1, Blog_4.

Casewise List[a]

a. The casewise plot is not produced because no outliers were found.

Logistic Regression Feelings

Notes

Output Created		**06-DEC-2013 12:21:34**
Comments		
Input	**Data**	/Users/clo/Desktop/Fontana.sav
	Active Dataset	**DataSet1**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**115**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing
Syntax		LOGISTIC REGRESSION VARIABLES Feelings /METHOD=ENTER Facebook_1 Forum_2 Paperadv_2 Blog_4 /CASEWISE OUTLIER(3) /PRINT=GOODFIT /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).
Resources	**Processor Time**	**00:00:00,05**
	Elapsed Time	**00:00:00,00**

[DataSet1] /Users/clo/Desktop/Fontana.sav

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	**Included in Analysis**	**115**	**100,0**
	Missing Cases	**0**	**,0**
	Total	**115**	**100,0**
Unselected Cases		**0**	**,0**
Total		**115**	**100,0**

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
,00	0
1,00	1

Block 0: Beginning Block

Classification Table[a,b]

			Predicted		
			Feelings		Percentage Correct
	Observed		,00	1,00	
Step 0	Feelings	,00	0	16	,0
		1,00	0	99	100,0
	Overall Percentage				86,1

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	1,823	,269	45,752	1	,000	6,187

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	Facebook_1	2,146	1	,143
		Forum_2	7,477	1	,006
		Paperadv_2	20,595	1	,000
		Blog_4	8,616	1	,003
	Overall Statistics		43,707	4	,000

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	54,221	4	,000
	Block	54,221	4	,000
	Model	54,221	4	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	38,557[a]	,376	,679

a. Estimation terminated at iteration number 8 because parameter estimates changed by less than ,001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	1,800	6	,937

Contingency Table for Hosmer and Lemeshow Test

		Feelings = ,00		Feelings = 1,00		
		Observed	Expected	Observed	Expected	Total
Step 1	1	10	9,755	3	3,245	13
	2	4	4,383	5	4,617	9
	3	1	,892	8	8,108	9
	4	0	,513	7	6,487	7
	5	1	,377	12	12,623	13
	6	0	,041	12	11,959	12
	7	0	,037	18	17,963	18
	8	0	,002	34	33,998	34

Classification Table[a]

			Predicted		
			Feelings		Percentage Correct
	Observed		,00	1,00	
Step 1	Feelings	,00	10	6	62,5
		1,00	3	96	97,0
	Overall Percentage				92,2

a. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Facebook_1	-3,459	1,297	7,109	1	,008	,031
	Forum_2	-3,969	1,337	8,814	1	,003	,019
	Paperadv_2	-6,125	1,653	13,721	1	,000	,002
	Blog_4	-7,098	2,292	9,590	1	,002	,001
	Constant	9,636	2,542	14,371	1	,000	15309,681

a. Variable(s) entered on step 1: Facebook_1, Forum_2, Paperadv_2, Blog_4.

Casewise List[a]

a. The casewise plot is not produced because no outliers were found.

Logistic Regression Feelings growth

Notes

Output Created		**06-DEC-2013 12:21:02**
Comments		
Input	**Data**	/Users/clo/Desktop/Fontana.sav
	Active Dataset	**DataSet1**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**115**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing
Syntax		LOGISTIC REGRESSION VARIABLES Feelings_Growth /METHOD=ENTER Facebook_1 Forum_2 Paperadv_2 Blog_4 /CASEWISE OUTLIER(3) /PRINT=GOODFIT /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).
Resources	**Processor Time**	**00:00:00,05**
	Elapsed Time	**00:00:00,00**

[DataSet1] /Users/clo/Desktop/Fontana.sav

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	Included in Analysis	115	100,0
	Missing Cases	0	,0
	Total	115	100,0
Unselected Cases		0	,0
Total		115	100,0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
,00	0
1,00	1

Block 0: Beginning Block

Classification Table[a,b]

			Predicted		
			Feelings_Growth		Percentage Correct
	Observed		,00	1,00	
Step 0	Feelings_Growth	,00	99	0	100,0
		1,00	16	0	,0
	Overall Percentage				86,1

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	-1,823	,269	45,752	1	,000	,162

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	Facebook_1	2,146	1	,143
		Forum_2	7,477	1	,006
		Paperadv_2	20,595	1	,000
		Blog_4	8,616	1	,003
	Overall Statistics		43,707	4	,000

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	54,221	4	,000
	Block	54,221	4	,000
	Model	54,221	4	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	38,557[a]	,376	,679

a. Estimation terminated at iteration number 8 because parameter estimates changed by less than ,001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	1,360	5	,929

Contingency Table for Hosmer and Lemeshow Test

		Feelings_Growth = ,00		Feelings_Growth = 1,00		
		Observed	Expected	Observed	Expected	Total
Step 1	1	34	33,998	0	,002	34
	2	18	17,963	0	,037	18
	3	12	11,959	0	,041	12
	4	12	12,623	1	,377	13
	5	15	14,596	1	1,404	16
	6	5	4,617	4	4,383	9
	7	3	3,245	10	9,755	13

Classification Table[a]

			Predicted		
			Feelings_Growth		Percentage Correct
	Observed		,00	1,00	
Step 1	Feelings_Growth	,00	96	3	97,0
		1,00	6	10	62,5
	Overall Percentage				92,2

a. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Facebook_1	3,459	1,297	7,109	1	,008	31,797
	Forum_2	3,969	1,337	8,814	1	,003	52,947
	Paperadv_2	6,125	1,653	13,721	1	,000	457,025
	Blog_4	7,098	2,292	9,590	1	,002	1209,620
	Constant	-9,636	2,542	14,371	1	,000	,000

a. Variable(s) entered on step 1: Facebook_1, Forum_2, Paperadv_2, Blog_4.

Casewise List[a]

a. The casewise plot is not produced because no outliers were found.

Logistic Regression Resonance

Notes

Output Created		**06-DEC-2013 12:32:00**
Comments		
Input	**Data**	/Users/clo/Desktop/Fontana.sav
	Active Dataset	**DataSet1**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**120**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing
Syntax		LOGISTIC REGRESSION VARIABLES Resonance /METHOD=ENTER Video_2 Blog_4 Paperadv_2 /CASEWISE OUTLIER(2) /PRINT=GOODFIT /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).
Resources	**Processor Time**	**00:00:00,05**
	Elapsed Time	**00:00:00,00**

[DataSet1] /Users/clo/Desktop/Fontana.sav

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	**Included in Analysis**	**120**	**100,0**
	Missing Cases	**0**	**,0**
	Total	**120**	**100,0**
Unselected Cases		**0**	**,0**
Total		**120**	**100,0**

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
,00	0
1,00	1

Block 0: Beginning Block

Classification Table[a,b]

			Predicted		
			Resonance		Percentage Correct
	Observed		,00	1,00	
Step 0	Resonance	,00	0	18	,0
		1,00	0	102	100,0
	Overall Percentage				85,0

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	1,735	,256	46,035	1	,000	5,667

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	Video_2	4,235	1	,040
		Blog_4	6,294	1	,012
		Paperadv_2	11,999	1	,001
	Overall Statistics		26,514	3	,000

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	26,561	3	,000
	Block	26,561	3	,000
	Model	26,561	3	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	74,889[a]	,199	,348

a. Estimation terminated at iteration number 6 because parameter estimates changed by less than ,001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	4,143	3	,246

Contingency Table for Hosmer and Lemeshow Test

		Resonance = ,00		Resonance = 1,00		
		Observed	Expected	Observed	Expected	Total
Step 1	1	4	5,360	3	1,640	7
	2	7	6,372	20	20,628	27
	3	3	1,913	6	7,087	9
	4	4	2,996	12	13,004	16
	5	0	1,360	61	59,640	61

Classification Table[a]

			Predicted		
			Resonance		Percentage Correct
	Observed		,00	1,00	
Step 1	Resonance	,00	4	14	22,2
		1,00	3	99	97,1
	Overall Percentage				85,8

a. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Video_2	-2,313	,793	8,508	1	,004	,099
	Blog_4	-2,471	,847	8,514	1	,004	,084
	Paperadv_2	-2,606	,727	12,856	1	,000	,074
	Constant	3,781	,690	30,068	1	,000	43,865

a. Variable(s) entered on step 1: Video_2, Blog_4, Paperadv_2.

Casewise List[a]

a. The casewise plot is not produced because no outliers were found.

Logistic Regression Resonance Growth

Notes

Output Created		**06-DEC-2013 12:31:13**
Comments		
Input	**Data**	/Users/clo/Desktop/Fontana.sav
	Active Dataset	**DataSet1**
	Filter	**<none>**
	Weight	**<none>**
	Split File	**<none>**
	N of Rows in Working Data File	**120**
Missing Value Handling	**Definition of Missing**	User-defined missing values are treated as missing
Syntax		LOGISTIC REGRESSION VARIABLES Resonance_Growth /METHOD=ENTER Video_2 Blog_4 Paperadv_2 /CASEWISE OUTLIER(2) /PRINT=GOODFIT /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).
Resources	**Processor Time**	**00:00:00,04**
	Elapsed Time	**00:00:00,00**

[DataSet1] /Users/clo/Desktop/Fontana.sav

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	**Included in Analysis**	**120**	**100,0**
	Missing Cases	**0**	**,0**
	Total	**120**	**100,0**
Unselected Cases		**0**	**,0**
Total		**120**	**100,0**

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
,00	0
1,00	1

Block 0: Beginning Block

Classification Table[a,b]

			Predicted		
			Resonance_Growth		Percentage Correct
	Observed		,00	1,00	
Step 0	Resonance_Growth	,00	102	0	100,0
		1,00	18	0	,0
	Overall Percentage				85,0

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	-1,735	,256	46,035	1	,000	,176

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	Video_2	4,235	1	,040
		Blog_4	6,294	1	,012
		Paperadv_2	11,999	1	,001
	Overall Statistics		26,514	3	,000

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	26,561	3	,000
	Block	26,561	3	,000
	Model	26,561	3	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	74,889[a]	,199	,348

a. Estimation terminated at iteration number 6 because parameter estimates changed by less than ,001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	4,143	3	,246

Contingency Table for Hosmer and Lemeshow Test

		Resonance_Growth = ,00		Resonance_Growth = 1,00		
		Observed	Expected	Observed	Expected	Total
Step 1	1	61	59,640	0	1,360	61
	2	12	13,004	4	2,996	16
	3	6	7,087	3	1,913	9
	4	20	20,628	7	6,372	27
	5	3	1,640	4	5,360	7

Classification Table[a]

			Predicted		
			Resonance_Growth		Percentage Correct
	Observed		,00	1,00	
Step 1	Resonance_Growth	,00	99	3	97,1
		1,00	14	4	22,2
	Overall Percentage				85,8

a. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Video_2	2,313	,793	8,508	1	,004	10,107
	Blog_4	2,471	,847	8,514	1	,004	11,837
	Paperadv_2	2,606	,727	12,856	1	,000	13,550
	Constant	-3,781	,690	30,068	1	,000	,023

a. Variable(s) entered on step 1: Video_2, Blog_4, Paperadv_2.

Casewise List[a]

a. The casewise plot is not produced because no outliers were found.