

IDENTIFY CONSUMER BRAND AFFINITY DURING POINT OF PURCHASE
USING SEM TO AID BUSINESS GROWTH

by

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DISSERTATION

Presented to the Swiss School of Business and Management Geneva

In Partial Fulfillment

Of the Requirements

For the Degree

DOCTOR OF BUSINESS ADMINISTRATION

SWISS SCHOOL OF BUSINESS AND MANAGEMENT GENEVA

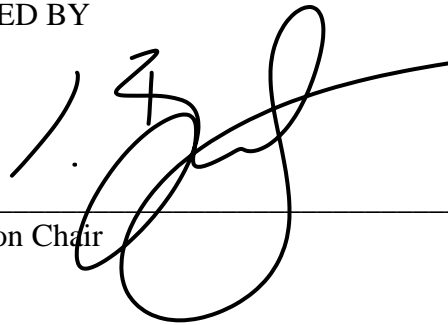
October 2024

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Dedication

This is devoted to all those who helped me along the way, as well as to all Data Scientists who are doing innovative research.

Acknowledgements

This research paper to “Identify consumer brand affinity during point of purchase using SEM to aid business growth” is part of my curriculum in Doctor of Business Administration with specialization in Data Science.

To the best of my ability, I have tried to provide the information as simply as I can in order to assist as many researchers, analysts, and students as possible with their future study.

My profound thanks goes out to my mentor, Dr. Anna Provodnikova, and the SSBM, Upgrad Team for their invaluable advice and inspiration in helping me finish my thesis.

I also want to express my gratitude to my family, friends, coworkers, professors, other researchers, and everyone else who has helped me complete my doctorate and contributed in any manner to the bod of knowledge.

ABSTRACT

IDENTIFY CONSUMER BRAND AFFINITY DURING POINT OF PURCHASE USING SEM TO AID BUSINESS GROWTH

Santhosh Francis
2024

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Co-Chair: <If applicable. Co-Chair's Name>

This research is being executed to understand how the consumer perspective of brand equity based on the success achieved through top-of-mind presence and resulting in business profitability. The important question is: What are the key drivers to a particular Brand's success and failure and how it can be course corrected to achieve the desired outcome by tweaking a particular under-performing driver without any bias. The method involved in identifying the key drivers to enhance Brand equity is called Structural Equation Modeling (SEM).

Directed by: DR. ANNA PROVODNIKOVA

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LIST OF ABBREVIATIONS

AMOS	Analysis of Moment Structures
ANOVA	Analysis of Variance
CBBE	Consumer Based Brand Equity
CFA	Confirmatory Factor Analysis
CI	Confidence Interval
CFI	Comparative Fit Index
EDA	Exploratory Data Analysis
EOU	Ease Of Use.
FIML	Full Information Maximum Likelihood
GLS	Generalized Least Squares
IT	Information Technology.
IUSE	Intentions to Use.
LBCI	Likelihood-Based Confidence Interval
LISREL	Linear Structural Relation
LL	Log Likelihood
LR	Likelihood Ratio
MASEM	Meta-Analytic Structural Equation Modeling
ML	Maximum Likelihood
MSA Test	Measure of Sampling Adequacy Test
NNFI	Non-Normed Fit Index
OLS	Ordinary Least Squared Regression
OLS	Ordinary Least Squares
OR	Odds Ratio
PSF	Preliis System File
PU	Perceived Usefulness.
RAM	Reticular Action Model
RMSEA	Root Mean Square Error of Approximation

ROI	Return on Investment
SE	Standard Error
SEM	Structural Equation Modeling
SMD	Standardized Mean Difference
SRMS	Standardized Root Mean Square residual
SWOT	Strengths, Weaknesses, Opportunities and Threats
TAM	Technology Acceptance Model.
TSSEM	Two-Stage Structural Equation Modeling
UMM	Unweighted Method of Moments
WLS	Weighted Least Squares
WMM	Weighted Method of Moments

CHAPTER I: INTRODUCTION

1.1 Introduction

Among the company's most precious assets are its brand names. The emotional or personal connection that exists between a customer and a certain brand is known as brand affinity. Across all company sectors, revenue expansion tactics have been primarily driven by brand affinity. Any business's main objective is to boost the onboarding of new customers and retain current ones in order to generate additional revenue. In order to improve brand image and meet customer demands, this research takes use of consumer reactions to the brand that are geographic, demographic, and psychographic.

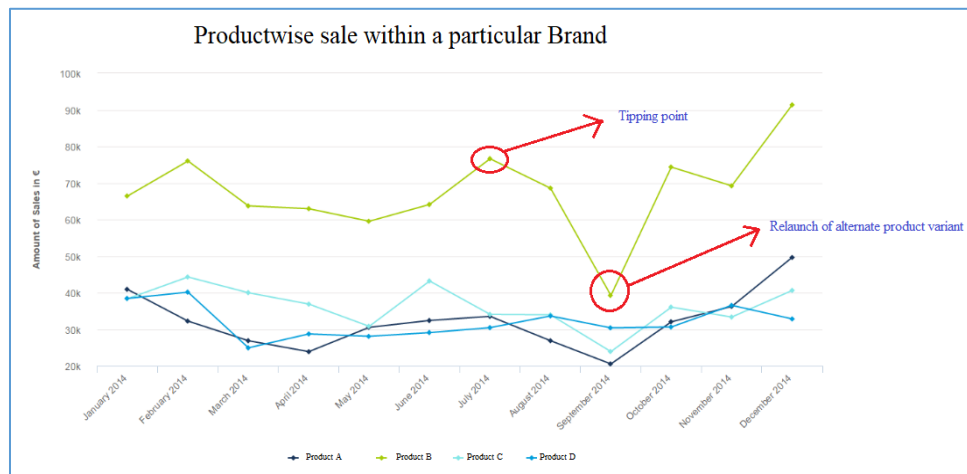
A survey of actual industrial projects is carried out. The introduction of a new product or variation that is based on the results of such an exercise contributes significantly to the value of a brand. This research demonstrates that in the niche retail sector, brand success and return on investment are highly dependent on brand affinity at the moment of purchase (Santhosh, 2020, pp.1-67).

1.2 Background of the study

Finding out the customers' brand affinity when they visit shops to make purchases is the aim of this research (Point of Purchase). The research identifies the covert direct or indirect factors that affect consumers' perceptions while they are making a purchase. As a consequence, plans are made for future initiatives to launch new goods and variations that address the shortcomings of the current product version. The majority of company goals will be focused on increasing revenue while maintaining customer satisfaction. Typically, meeting the needs of the majority of customers is essential to a business's success. These activities often lead to the tactical announcement that the gap has been addressed or the strategic re-launch of a product with enhanced attributes within the product hierarchy.

When a product hits the tipping point in its sales lifecycle, as seen in Figure 1, it must be studied to determine which aspect of the product is responsible for the decline in sales. After this characteristic is fixed after the study, there may be a new, better variety that increases sales after the relaunch. Businesses need to be customer-focused in an environment where competition is escalating. A business may profit from having loyal clients (Santhosh, 2020, pp.1-67).

Figure 1: Tipping point of a product within a brand



Source: Author's work

The firm often makes a few choices, such as the ones listed below, based on the findings of studies like this one. Occasionally, this offers the company an edge and increases sales. Figure 2, photos depict a few product modifications made to accommodate customer preference.

- Re-introduce a product
- Improved labeling of a product package
- Alter ingredients and highlight them

- Change in logo of a product
- Other change not covered above.

Figure 2: Examples of product feature change



Source: Author's work

“Brand names are among the most valuable assets” (Rangaswamy, Burke and Olivia, 1993, pp.61-75). When customers feel that a brand and they share similar values, brand affinity often rises. These shared ideals often increase brand affinity and keep devoted clients for extended periods of time.

1.3 Research problem

“Expanding global markets and technology proliferation have increased the importance of product variety, speed, and flexibility in building and sustaining competitive advantage” (Tersine and Harvey, 1998, p.79). In order to sustain their company and build brand value, businesses must continuously analyze high-value or high-volume items based on cumulative sales performance. In order to comprehend consumer intents and enhance product performance while staying within budgetary constraints, brand managers are constantly modifying their tactics. The old strategy of

introducing a product and then taking a break does not work in the modern world. Instead, businesses need to pay close attention to the product lifecycle and the sort of return on investment that the product generates across its existence. Seeing the pattern of product movement and sales may help identify a decline in sales or customers shifting to other brands with superior features. It is crucial to develop revival tactics ahead of time to avoid this critical mass. The goal of this research is to find the cause (a characteristic or a factor theme) of a certain brand's or product's success or failure in relation to the intents of the customer (Santhosh, 2020, pp.1-67).

1.4 Purpose of research

This research aims to shed light on the causes behind the success or failure of a certain brand or product. It also provides a firm with the chance to understand why sales of a particular product are declining over time or during a pandemic or economic downturn. Even though companies must put in a lot of work to remain ahead of the competition in the present market, they must develop the finest marketing plans and product variations to meet customer wants and track the periodic population shift index (Santhosh, 2020, pp.1-67).

1.5 Significance of the study

This study aims to give sales and marketing teams a lucid visual proof regarding what is actually driving the consumer equity to its brand. There is a need for a powerful modeling technique that is easy to understand and apply changes to influence consumers brand equity with a faster pace.

1.6 Research purpose and questions

The main purpose of this research is to propose a solution to identify the brand preference of the consumer during a purchase.

The research objectives are formulated based on the aim which is as follows:

- To analyze the drivers of Purchase Intent without any bias.
- To suggest change in the existing product/launch a new variant to increase sales.
- To compare between different brands to gauge our brand performance.
- To evaluate the performance of our brand and improve appeal.

Research questions

- Which consumer themes drive equity within the category most and the key attribute within the themes?
- What are the key equity pathways influencing the purchase intent?
- In what segments does brand in focus have the right to win and is strength for competitor brands without any bias.

CHAPTER II: REVIEW OF LITERATURE

2.1 Theoretical framework

Many organizations have been building a strong brand as the top priority. Identifying the brand affinity using Structural Equation Modeling is an integral part of any business / brand managers (Dinnie, 2008, p.216). This idea may be crucial to the brand's ability to endure in the marketplace and against rivals. To create a successful brand, achieving brand affinity and resonance are the most crucial requirements. A tried-and-tested method for determining consumer intentions and the reasons behind their preference for certain brands at the time of purchase is structural equation modeling. The research contributes significantly to the development of a brand identity in the market in addition to revenue growth. These kinds of programs, which have been in place for many years, are the foundation of corporate expansion. Although SEM is generally acknowledged as the best technique for determining brand affinity, which encourages consumer loyalty, there are other methods that support this theory. A little setback might have an influence on the data collecting and manipulation process, which could alter the final goal. Getting a workable result might be the USP of a well-thought-out and planned strategy (Santhosh, 2020, pp.1-67).

2.2 Literature related to brand equity model to achieve brand affinity

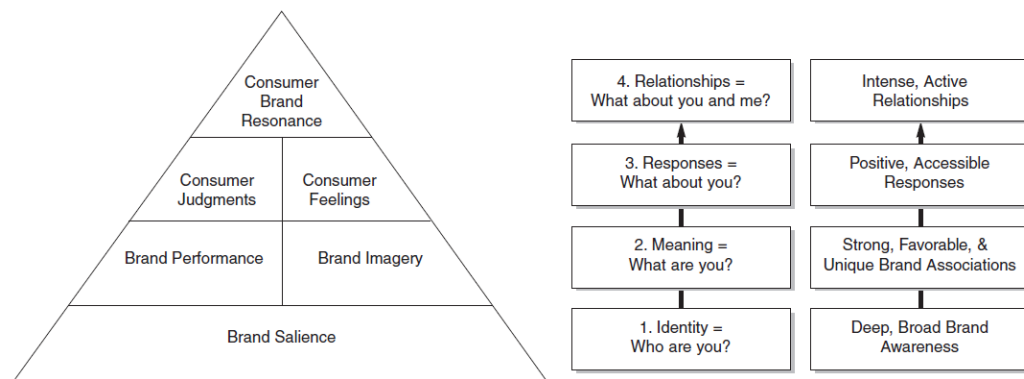
A person's preference for a brand within a product category is known as brand affinity. Building a powerful brand is the key to achieving brand affinity. Usually, the Consumer Centered Brand Equity Model is used to achieve this. Every stage in this process is designed to achieve specific goals with both current and future customers. One

way to think about brand development to promote brand affinity is as a series of stages, each of which relies on the successful completion of the one before it. These may be divided roughly into four stages. Determining customer brand awareness is the first stage. Establishing a strong brand meaning among customers is the second phase. Getting feedback from customers on the concrete and intangible brand connections is the third stage. Converting customer feedback into a strong customer-brand relationship is the fourth stage (Santhosh, 2020, pp.1-67).

2.2.1 Four levels of brand building to achieve brand affinity

Forming a successful brand involves four main stages: raising brand value, raising brand recognition, getting consumer feedback on the brand, and putting the feedback into practice with actionable insights. Figure 3 of the Brand Equity Pyramid defines this. The Pyramid supports the strategy for building customer brand equity. The Brand Equity Pyramid was used throughout the development of the Survey Questionnaire.

Figure 1 : Brand equity pyramid

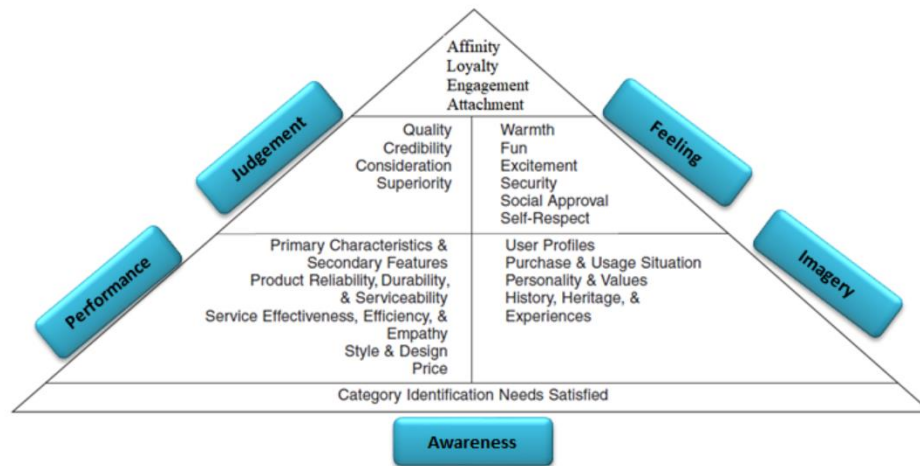


Source: (Keller, 2003, p. 7)

There are related aspects of both physical and intangible rewards for customers inside each step of the brand equity pyramid. The themes that are broken down into

subtopics in the figure below were taken into consideration while creating the survey questionnaire.

Figure 2: Sub-divided themes for brand equity pyramid



Source: (Keller, 2003, p. 8)

The four steps to achieving brand affinity are divided into smaller topics in Figure 4, which is seen above, in order to create the survey questions. The first and fundamental level of brand awareness is achieved by asking consumers about their awareness of the brand in both assisted and unassisted forms. The performance and imagery questions, which pertain to the product's concrete attributes including dependability, durability, efficiency, cost, values, heritage, and experiences, are covered in the second level. The third level consists of questions meant to elicit intangible consumer feedback about the brand, such as its superiority, credibility, enjoyment, security, and self-respecting qualities. The dependent variables that influence brand affinity and loyalty, such as purchase intent and overall rating, are determined using all three levels.

Level 1-Brand Awareness: It is critical to raise brand awareness among customers in order to make the brand name memorable and top-of-mind. This further demonstrates the brand's power in the marketplace. Customers' knowledge of a brand extends much beyond their recognition of its name or previous exposure. Connecting the brand to its attributes, such as its name, advertisement, logo, symbol, and product line, is known as brand awareness. The development of brand equity and brand affinity starts with brand awareness. Knowing the breadth and depth are the requirements for awareness. Depth has to do with how quickly a consumer can identify or remember a brand (Santhosh, 2020, pp.1-67).

Level 2: Significance of Brand: This is the next stage of brand development, when the brand's meaning is connected to its image and performance. These opinions about the item may be established by the consumer directly experiencing it or by hearing about other people's experiences indirectly. A brand's performance component has to do with how well its goods or services attempt to satisfy the demands of its users. A few examples of performance qualities or survey questions include features, serviceability, efficiency, style & design, and cost. The product or services imagery component is related to its external features. This is the brand's more ethereal side. Survey questions and imagery features may be related to experiences, heritage, values, circumstances, and profiles.

Level 3: Reactions from brands: These layers address the consumer's reaction to brand information and marketing campaigns. This pertains to the assessment that the consumer makes about the brand and its emotions. Brand evaluations are based on the brand's excellence, quality, credibility, and consideration. Warmth, enjoyment, security, social acceptance, and self-respect are all connected to a brand's emotion element (Santhosh, 2020, pp.1-67).

Step 4: Brand Relationship: The most crucial area of the pyramid for determining brand affinity is this one. For the purpose of fostering customer brand relationships, the last three tiers are all crucial. Numerous techniques, including SEM, regression, and analysis of variance, may be used to identify this. ANOVA, or analysis of variance, and covariance, or ANCOVA. Modeling the survey data identifies a number of important brand drivers. A few traits that matter to businesses include feeling of community via brand rating or buy intent, behavioral loyalty, brand affinity and attitude attachment, and brand affinity (Santhosh, 2020, pp.1-67).

2.2.2 Other literatures where brand equity model was implemented

A small number of studies from a variety of industries that use the Equity model using SEM and are pertinent to this research and its distinct methodology were cited.

An analysis of brand affinity in the airline industry (Sarker, Mohd-Any, and Kamarulzaman, 2019, pp. 39-48). Studies on consumer-based brand equity may also be used to assess the airline sector, even though they are mostly conducted in product-based businesses. Brand affiliation in the aviation sector may be measured by service experience and brand performance over time. The influence of consistent brand performance and service experience in the airline business was determined by using the CBBE model. Path analysis was the study methodology used in this case, and basic factor loadings served as the foundation for factor development. The established themes were not validated by determining the influence of qualities on the factor in its entirety. Online retailers face a diagnosis of brand equity: brand affinity is rapidly expanding in the online retail environment (Furrer, 2017, pp. 7–19). This research demonstrates how the development of the internet has facilitated increased customer involvement in creating brand experiences. In order to verify the sample, this research does the factor analysis and CFA using Lisrel. The outcomes were noticeably superior than those of the present

investigation. converging and discriminant invalidity prevented the model from converging when the approach was used to the Novelty Dataset used in this study.

CBBE model in the hospitality sector: To determine the brand affinity for international hotel brands, this research used the Equity model to the hotel sector (Huang and Cai, 2015, pp. 431-443). Despite the fact that this research focused on Chinese customers' brand affinity for foreign hotel brands, a CBBE model was used, with the qualities serving as the variables. After modeling the effects of several elements on the total rating, it was discovered that the CFA produced excellent outcomes. In order to evaluate the performance, this research also looked at applying the methods as outlined on the available Novelty dataset.

Novelty Dataset and Novelty Methods: For the Novelty dataset from Industry, this study will also demonstrate how structural equation modeling performs much better than the majority of statistical approaches. The use of SEM in this situation is better than other multivariate techniques, such as regression and decision trees, for concurrently assessing the impact of interdependent connections. Regression analysis was used in this case to prevent attribute or factor multicollinearity, which might distort the model's result. Seldom is there a systematic method for using SEM and providing a thorough interpretation of the effects given by latent variables in the majority of research done in this field. This study work is an addition to the previous papers with the goal of filling up this gap (Santhosh, 2020, pp.1-67).

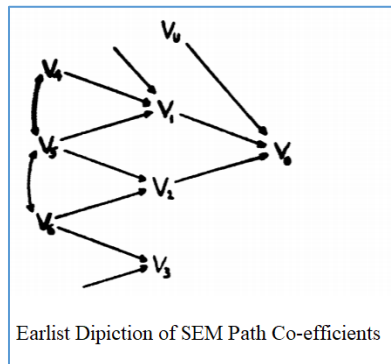
2.3 Structural equation modeling technique to identify brand affinity

2.3.1 History of SEM based studies

Structural Equation Modeling (SEM) is a multidisciplinary field with a broad application. The first reference is from the nineteenth century, when European

researchers confronted the difficulty of drawing conclusions from a variety of morphologies seen in the early stages of exploration (Westland, 2015, pp. 9–22). In the social sciences, SEM is often associated with the resolution of soft issues. The formal approach of SEM was developed via the work of Wright (1918, 1934, 1960). Wright, a geneticist, codified the process by which structural coefficients projected from the correlation of observable variables are analyzed, a technique based on Path Analysis. In addition, Wright created a graphical depiction of the relationship between the elements or characteristics used in the study, as shown in figure below, Path coefficients of variables, an early SEM representation.

Figure 3: Earliest depiction of path coefficients



Source: (Wright, 1934, p. 161)

Wright discovered novel techniques in the previous texts for determining model correlation, which led to the development of non-recursive models that were explored in the field of econometrics (Haavelmo, 2018, pp. 313-354). The non-recursive models capture the contemporaneous impacts between variables. For a very long period, few statisticians paid attention to Wright's ideas, and he received criticism for emphasizing

the differences between correlations and causes. Haavelmo promoted the use of the SEM approach in the area of econometrics.

Finally, SEM was incorporated as an analytics approach in the psychology sector, and the credit belongs to (Issac, 1970, pp. 213-218). Due to its technical complexity, which made it difficult for psychologists to understand, SEM did not experience many breakthroughs among psychologists; yet, it was eventually recognized as a crucial tool.

2.3.2 SEM analysis introduction

Structural Equation Modeling (SEM) cannot be compared to techniques such as Ordinary Least Squared Regression, Logistic Regression, ANOVA, or Log Linear modeling, which have many different aspects that can be mistaken for a single approach to addressing a research question or goal. SEM is not a stand-alone method that must be implemented. It is reasonable to infer that SEM functions more like a general modeling framework for business issue solving, combining many univariate approaches into a distinct framework for model fitting. It incorporates measurement theory, factor analysis (derived from statistics and psychology), path analysis (derived from epidemiology), regression modeling (derived from statistical analysis), and simultaneous equations (derived from econometrics) as a final component. A dynamic modeling environment is created by combining all of these modeling techniques. SEM often adopts new model-fitting techniques as a technology that advances throughout time. SEM aids in addressing research concerns pertaining to intricate and multifaceted constructions associated with psychological notions that include error words. The capacity of SEM to rectify and manage measurement mistakes is one of its benefits.

In most research topics, the study is interested in seeing how variable X affects variable Y. A small amount of study also addresses complicated relationships in which variable X directly affects Z and Z indirectly affects Y. SEM works well for answering

these kinds of assisted, important research questions. SEM is referred to by a number of names, including Covariance Structure Analysis, Analysis of Moment Structures, Lisrel Models, and more. In general, they are known as Causal models since they determine the cause and effect of a connection. Numerous programs exist that can run a SEM model, such as the popular LISREL program and others like SAS, AMOS, MPlus, EQS, R, and Python (Santhosh, 2020, pp.1-67).

By definition, structural equation modeling, or SEM, is a statistical technique used to estimate and assess numerous independent and dependent constructs' causal linkages at the same time. Manifest or indicator variables are another name for dependently observed variables (Thanoon and Adam, 2017, pp. 113–131).

2.4 Software in SEM study

The statistical method most often used in social science research is structural equation modeling. Even while there was a noticeable increase in interest in SEM models and their results, the real advancement of SEM models was the consistent rise of the software used to create these structural models. The first SEM computer program, called LISREL, was created as a consequence of the simultaneous research. Later on, more software was developed to aid in the development of structural equation modeling in the fields of analytics and data science (El-Sheikh, Abonazel, and Gamil, 2017, pp. 129-138).

- LISREL (Linear Structural Relations)
- AMOS
- R Software (Laavan Package)
- Python (Semophy Package)
- SAS (Statistical Analysis System)

2.5 Observation based on comparison of software for SEM

A thorough analysis of the software alternatives for creating SEM models, the top three choices were determined by evaluating parameter estimations, as shown in figure be. The LISREL, AMOS, and Lavaan package of R were selected. The difference in terms of Goodness of Fit was negligible. Hence, LISREL will be employed for this study and to finish the research because of its simplicity in programming and accessibility to the graphical depiction of the path diagram.

Figure 4: Summary of GFI across softwares

Measure (Cut-off point)	Percentage of missing	Lavaan			AMOS		LISREL	
		FIML	ML-LW	MLR	FIML	ML-LW	FIML	ML-LW
RMSEA (< 0.08)	5%	0.084	0.055	0.055	0.084	0.055	0.084	0.054
	15%	0.076	0.117	0.113	0.079	0.115	0.076	0.097
	30%	0.065	0.259	0.259	0.065	0.249	0.065	0.204
SRMR (< 0.08)	5%	0.057	0.054	0.049	NA	0.054	NA	0.054
	15%	0.063	0.088	0.080	NA	0.088	NA	0.088
	30%	0.065	0.206	0.188	NA	0.220	NA	0.220
CFI (> 0.9)	5%	0.937	0.976	0.977	0.936	0.976	0.937	0.980
	15%	0.936	0.911	0.911	0.936	0.913	0.936	0.940
	30%	0.938	0.700	0.790	0.937	0.703	0.938	0.660
TLI (> 0.9)	5%	0.905	0.964	0.966	0.880	0.964	0.906	0.970
	15%	0.905	0.867	0.832	0.879	0.870	0.905	0.900
	30%	0.906	0.550	0.556	0.881	0.559	0.903	0.480

Source: (El-Sheikh, Abonazel and Gamil, 2017, p. 92)

SAS is also used for exploratory data analysis and other univariate and multivariate analyses. SAS, R, Power BI, and MS Excel are also used in lesser amounts of data to construct summary figures, charts, and visualizations. As previously indicated, after a number of cycles, the finished data is provided as input into LISREL to generate the conceptual model.

2.6 Various types of techniques compared with SEM

A wide variety of statistical approaches may be used to calculate the connection between variables that are dependent and variables that are independent. In order to demonstrate that structural equation modeling (SEM) was selected as the approach for this work, a few possibilities are mentioned below as a comparison study. The vast majority of linear models take into consideration the relationships between the variables. It is possible for structural equation modeling (SEM) to include variables that are latent in nature or unseen. This is the reason why SEM is frequently referred to as latent variable modeling instead than just SEM. SEM relies mostly on its covariance as the primary source of information. The capacity of structural equation modeling (SEM) to estimate causal effects among latent variables is the primary goal of these models. There are a few strategies that are discussed below as comparisons (Santhosh, 2020, pp.1-67).

2.6.1 ANOVA

As a procedure, Analysis of Variance (ANOVA) is mostly used for the purpose of evaluating the variances of group means within a sample that is being investigated. To put it another way, the analysis of variance (ANOVA) technique is a statistical test that is used to determine whether or not the means of two or more samples are comparable when compared. The analysis of variance (ANOVA) approach was first created by Ronald Fisher in 1919 as a formal analysis (Fisher, 1919, pages 399-433). This approach has a number of disadvantages, one of which is that the number of levels that a component may take is quite low. As a result, it is not particularly ideal for characteristics that have a scale that is quasi-continuous, such as survey variables. In order to properly compare various groups, it is necessary to use the same independent variable everywhere.

An effective statistical method for examining variations in means or components within a dataset is analysis of variance (ANOVA). The goal of ANOVA is to separate observed variance data into discrete components so that further tests can be conducted. It evaluates whether two or more groups differ in ways that are statistically significant. The systematic causes of data discrepancy are investigated.

Random vs. Systematic Factors: An ANOVA separates the following two categories of factors:

Systematic Factors: These affect the dataset statistically.

Random Factors: They have no appreciable effect on the data.

ANOVA in One Way: utilized for data from three or more groups, examines the connection between the independent and dependent variables.

When there is no real variance between groups, the F-ratio of the ANOVA

The Equation

The formula below is used to determine the ANOVA coefficient (F):

F is equal to $\frac{\text{MST}}{\text{MSE}}$.

In this case, (F) stands for the ANOVA coefficient.

The mean sum of squares as a result of treatment is (MST).

The mean sum of squares owing to error is (MSE).

ANOVA reveals: The first stage in examining the factors influencing a dataset is an ANOVA.

To match suggested regression models, analysts use ANOVA results in f-tests.

It enables the simultaneous comparison of several groups.

The variability between and within samples is evaluated using the F statistic (F-ratio).

In the event that there is no true difference between the groups (null hypothesis), the F-ratio approaches 1.

As a conclusion, the analysis of variance (ANOVA) provides researchers in a wide range of fields with meaningful information about group differences, which enables them to make well-informed judgments.

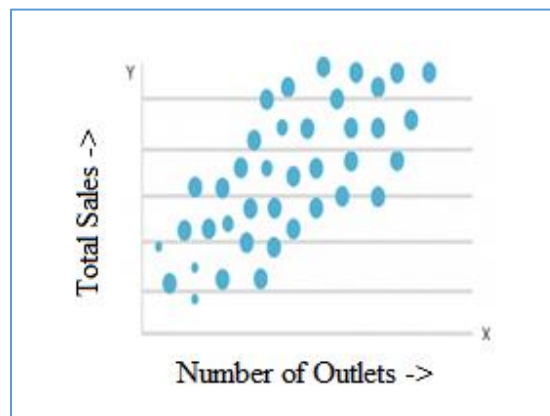
There are several approaches to analyzing the analysis of variance (ANOVA), such as one-way and two-way analyses, with or without replication. As an expansion of

the existing approach, MANOVA takes into account a large number of dependent variables. Like the univariate F-value that is produced by ANOVA, the multivariate F-value that is produced by MANOVA is also produced as a consequence. The MANOVA method has the benefit of providing protection against Type 1 mistakes.

2.6.2 Regression analysis

Another kind of statistical analysis is called regression, and its purpose is to determine the extent to which dependent variables are influenced by independent variables. When doing regression analysis, it is possible to take into account the presence of several dependent variables; however, the definition of relativity among the variables is restricted. In this research, the replies to the survey may be modeled in order to determine whether or not there is an overall influence on the dependent variable, which is the intention to make a purchase. The strategy not only assists us in comprehending the significance of aspects that have an effect on one another, but it also provides us with direction about which factors may be disregarded out of consideration.

Figure 5: influence of independent variables X on dependent Y



Source: Author's Work

When all of the variables have been plotted, it is possible to conduct an analysis of the correlations between them, as seen in Figure 7. For example, the dependence of product packaging on the consumers' intention to make a purchase may be analyzed. In addition, we are able to make predictions about the dependent variable by using the regression analysis to get a knowledge of the degree of change that the independent variable has on the dependent variable (Santhosh, 2020, pp.1-67).

2.6.3 PFA (Principal Factor Analysis)

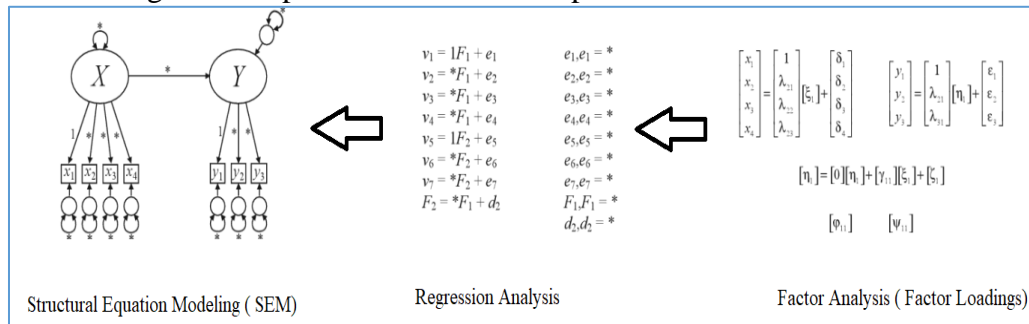
Principal factor analysis is a statistical approach that is often used to define variability between the variables that are being evaluated and those that are connected, and then to combine these variables into factors as a component of the variable reduction procedure. Through the process of merging into themes, the purpose of this strategy is to decrease the number of variables that are present in a dataset while simultaneously minimizing the multicollinearity that exists among the variables. This is helpful in analyzing a dataset that contains a high number of variables, even if this may be represented by a collection of themes or components that are more limited in scope. PCA, which stands for principal component analysis, is an extension that, in contrast to factor analysis, involves providing an estimate of the factors that are necessary. In principal component analysis (PCA), the factor weights are computed in order to extract the largest amount of available variation. Additional forms of factor analysis include Confirmatory factor analysis, Common Factor Analysis, Image factoring, and Alpha factoring. Additionally, there are additional types of factor analysis (Santhosh, 2020, pp.1-67).

2.7 Observation from comparison of methods

There is a connection between structural equation modeling (SEM) as a framework and other approaches that were covered before, such as analysis of variance (ANOVA), multiple regression analysis, and principal factor analysis (PFA). It is

possible for any of the models described above to provide findings that are comparable to those of the SEM, however the SEM may be seen as an integration and extension of the statistical models that were explained before. In general, a variable may be either dependent or independent, and structural equation modeling (SEM) can support both of these scenarios. Additionally, it has zero order correlation coefficients, which are responsible for indexing the similarities that exist between the variables. The primary emphasis of structural equation modeling (SEM) is on the link between latent variables or created factors, which is referred to as Confirmatory Factor Analysis (CFA). Figure 8 illustrates how the structural equation modeling (SEM) framework is formed via the integrated use of factor analysis and regression analysis.

Figure 6: Depiction of various comparisons of a model.



Source: (Howard, 2013, p355)

The structural equation model (SEM) is being explored for the approach of this research study. This is due to the fact that SEM is not a statistical technique that equals other ways. Under the umbrella of the structural equation modeling (SEM) paradigm, regression and factor analysis may be regarded to be a subset (Santhosh, 2020, pp.1-67).

2.8 Summary of reviewed literatures

In situations where business stakeholders require information about consumer brand affinity and that can be converted into loyal positive brand references, as well as

for determining how well a particular brand is performing in comparison to other brands that are in the same industry, the utilization of structural equation modeling is still relevant. A large number of research papers and journals have been examined from a variety of perspectives in order to get a comprehensive grasp of SEM in order to better comprehend customers. In every piece of material that was examined, the emphasis was placed on the use of the Equity Model for businesses that are always undergoing change and making consistent attempts to remain ahead of the competition. These attempts to respond to the demands of consumers have led to the adoption of the most effective strategy for putting such a premise into action. There will be a comparison done between different methodologies, software, published research papers, and journals based on the data that was acquired via the survey. The goal of this comparison is to determine which methodology is the most effective and provides the most pertinent insights. SEM is the method that is used and utilized the most often for determining brand affinity. The method may differ from one individual to another depending on the circumstances at hand; it may include using a simple regression or an analysis of variance (ANOVA), or it may need incorporating a more complicated framework such as structural equation modeling (SEM) in order to get superior outcomes. The use of structural equation modeling (SEM) to build brand affinity has been adopted in a variety of industries, including retail, banking and finance, travel and entertainment, and manufacturing, respectively. On the other hand, the most important criteria would be a survey that is well-designed and gets responses from a sample that is representative of the population enough (Santhosh, 2020, pp.1-67).

2.9 Literature review discussion

During the evaluation phase of the research project, a comprehensive grasp of brand affinity and Structural equation modeling (SEM) as a technique in the field of

social sciences was achieved. A glimpse into the Customer-Based Brand Equity (CBBE) model and the history of the approach, as well as the application of the same across different sectors, is also provided by the research (Keller, 2003, page 8). Another thing that was discovered was that the engagement of business emphasis would not cease with the introduction of a brand or items under the brand. Instead, constant efforts need to be made to identify what can be done to boost sales and fulfil the expectations of consumers. It is the obligation of the stakeholders in the business to comprehend the change in demand and to modify goods and create variations of such items in order to prevent customer churn. This is because the preferences of consumers continue to vary over time. With the current period, technical growth and digitalization are advancing at a rate that is comparable to the speed of light. In light of the sad circumstances surrounding the COVID-19 epidemic, humanity is being compelled to embrace digitization and technology, as well as to transition to an online presence and a 5G lifestyle. When this occurs, the shift in customer preferences also occurs quickly, and companies are able to evaluate this phenomenon in a manner that is practically comparable to real time.

A significant element is also performed by business brand marketing and advertising, in addition to the important function that knowing what a customer wants plays. A significant amount of attention should also be paid to this aspect, since the majority of the time, the decision to purchase is influenced by what is being seen (television, the internet, social media, referrals from friends and family members, word of mouth, and historical materials).

The use of such a method is restricted in the event that the replies to the survey are fabricated, skewed, or otherwise tampered with, or if the data contributes an incorrect viewpoint to the result. In addition to this, both the technique of sampling and the sample that is being evaluated must have a good representation of the population that is being

studied. As a result, it is of the highest significance to guarantee that the data is accurate and that the processing is efficient. In light of the direction that technology is heading, it is possible that in the not too distant future, it will be possible to have real-time responses by combining video or audio analytics with responses from social media. This would allow for the collection of consumer intentions and demographics, which could result in the development of a business plan that is based on the insights gained (Santhosh, 2020, pp.1-67).

CHAPTER III: METHODOLOGY

3.1 Overview of the research methodology

The methodology of the research will be described in depth as the foundation for the study, and it will illustrate the progression of processes in the many stages. The strategy is a staggered approach that is carried out in a sequential way in order to accomplish the desired goals. In this part, we will discuss the several stages that comprise the analysis. Steps such as research design, survey, finalization of datasets, merging of data from various sources, exploratory data analysis, conceptual model, and model finalization will be included in this process. Including business or brand information in the study is accomplished by the use of this strategy, which entails having frequent talks with business stakeholders. During the period of model development, there are several iterations that take place. The demand may be to adjust the hyperparameters, factor formations, or reorganize the model relations (Santhosh, 2020, pp.1-67).

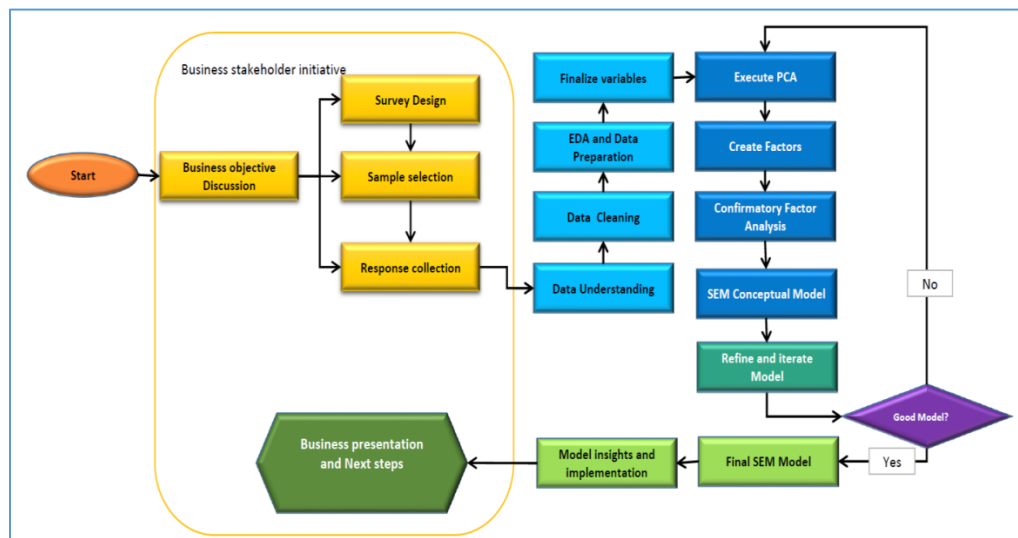
3.2 Research objective relevant to business

In situations when a SEM has to be implemented throughout the process of research implementation, it is necessary for us to explain the business questions that the research is attempted to answer. Following that, the next phase in the procedure is the formulation of the hypotheses for the research process. Put the finishing touches on the dataset and the questionnaire for the survey, as well as the list of variables that will be utilized in the analysis. This is checked with various business stakeholders to ensure that it is relevant (Santhosh, 2020, pp.1-67).

3.3 Research design

Below figure is a flow chart that illustrates a thorough research strategy that is utilized to carry out a structural equation modeling (SEM) model.

Figure 7: Methodology overview – Research approach



Source: Author's work

Generally speaking, the SEM framework functions in accordance with the aforementioned series of separate processes. It is almost always the case that the processes in the SEM framework are the same, with the exception of a few modifications in the data preparation process that are determined by the researcher's intentions and the business advice. This research relies on Keller's Brand equity model, which is shown in Figure below, in order to develop a Survey idea and an initial SEM model (Santhosh, 2020, pp.1-67).

Figure 8: Keller's brand equity model.



Source: (Keller, 2003, p. 7)

According to Keller, the development of a powerful brand is dependent on the creation of a series of stages, each of which is predicated on successfully accomplishing the significant milestone of the step that came before it. In the first phase, all of the actions involved in identifying customer (existing and new) intentions linked with the brand based on the items in that brand would be considered. The second step would be to develop a meaning of the brand in the mind of the consumer. It would be the third step to get feedback from customers on the brand. This would be accomplished by including the branding ladder into the design of the survey as well as the production of the questionnaire (Santhosh, 2020, pp.1-67).

3.3.1 Survey design based on brand affinity model

Population and study sample: This study will focus on the population who are impacted by pandemic or Economic crisis to gauge the change in perception of a favourite brand.

Sample size and selection of sample: approximate 600 - 700

Source of data: The current mode of data collection will include both primary and secondary sources.

Primary source of data: Survey responses

Secondary source: This would be collected from websites, books, journals, official documents and articles.

Data analysis tools: Power BI, Python, Excel, SmartPLS / LISREL and R.

Achieving brand affinity revolves around creating brand importance with consumers. The Survey questionnaire is split into sections dealing with the theme of Feeling, Imagery, Judgement and Performance as discussed in the Literature review.

Feeling: This is associated with how the consumer feels about the Brands and the questions framed are as mentioned below.

- I feel like this brand is acting in my best interest
- This brand makes me feel like I am making the sensible choice
- Brand that is best at solving my issues
- Helps me feel that I am spending my money wisely by buying this brand
- Helps me feel I am taking good care of my family
- This product helps me feel like I am in control
- This brand makes me feel like a smart shopper
- This brand makes me feel confident
- This brand provides me with a peace of mind

Imagery: This is associated with how the Brand resonates with the consumer and the questions framed are as mentioned below.

- Is an honest brand
- Is part of an irreplaceable experience
- Is a brand for everyone in the family
- Has been a leading brand in this segment for years
- A brand my mother used
- A family favourite for years
- A brand I grew up with

Judgment: This is associated with the consumer's attachment to the brand when compared with others and the questions framed are as mentioned below.

Is a brand that has the right balance between the benefits it provides and how much it costs

Is a good value for the money

Has good and appealing advertising I like

Has packaging designs that stand out on the shelf

This brand regularly offers coupons

Is a brand that is much better than others

This is a brand I can trust

This brand is more effective than other brands

This brand does what it promises

The makers of this brand understand product requirements.

Performance: This is associated with the performance of the brand when compared with others and the questions framed are as mentioned below.

Is effective

Is reliable

Is stronger than any other product

Is softer than any other product

Product is efficient

Building up the significance of the brand in the minds of customers is the key to achieving brand affinity. In accordance with the findings of the literature study, the questionnaire for the survey is divided into parts that are devoted to the topics of emotions, imagery, judgment, and performance (Santhosh, 2020, pp.1-67).

3.4 Data understanding

After the dataset has been completed, create a data dictionary as well as a data report. Immediately after the completion of the data report, it is then checked to ensure that the dataset used for this analysis has all of the essential characteristics that are needed for the research. Determine which factors are going to be modeled so that they may be included in the survey questionnaire and the data report. Determine the size of the base using the data tables of the variables that will be used for modeling. Examine the list of variables as well as the total number of variables. It is necessary to choose which

"base" and which slice of data will be used for the analysis. Please make sure that all of the checks have been completed. Each of the breaks should provide a summary of the frequencies for all of the variables that are included in the data report. Additionally, the univariate distributions of all the variables should be included in this section (Santhosh, 2020, pp.1-67).

3.5 Data cleaning

In order to ensure that all of the potential variables that are chosen for modeling are on the same scale, it is necessary to recode them on a scale that ranges from 0 to 100. Do a check to see if there are any missing frequencies of the variables in comparison to the basis that was selected. In the event that any variable is missing more than twenty percent of its values, it should be considered an unacceptable variable for modeling. Eliminate all of the respondents who are missing more than twenty percent of their responses on the variables that are going to be modeled. If the percentage of missing values for a variable is less than twenty percent, the median or mean of the variable should be used to impute the missing values. Make sure that all of the checks for the preparation of the data have been finished. It would be necessary to determine if the median or the mode has a negative impact on the distribution of the variable, particularly the kurtosis, before making a judgment on which one to choose (Santhosh, 2020, pp.1-67).

3.6 EDA and data preparation

Create the distributions of all the variables that were kept, and this should contain all of the variables. After that, filter the data for each of the slices based on the base sizes that are acceptable. The stakeholders in the company should be consulted in order to determine if a brand that has a very low suitable count is eligible for dropping or whether it should be regarded as it is. When a respondent has a response that is nil for all brands

for an attribute, that response needs to be specified as system missing. This is because it is assumed that the respondent has not understood the attribute, does not qualify any brand as meeting expectations, or is not really aware of the brand, and therefore needs to be excluded from the analysis. If a responder is not "aided aware" of a brand (provide with a picture or information of a brand to remember), then all of his or her associations that relate to the equity of that specific brand should be considered to be absent from the system. If a respondent has zeros or a system that is missing for all equity qualities across all brands, then those respondents need to be eliminated from the analysis. This is because the respondent did not correlate any attribute with any brand, and as a result, they are not worthy of being included in the study. To ensure that the frequency of equity variables and essential dependent variables is absent, you should now run a non-metric stacking algorithm. Make sure that all of the equity variables across brands have their frequency missing checked. Each of the qualities should be converted to a scale that ranges from 0 to 100. For a certain quality, the aggregate of ratings from all of the brands should equal one hundred. In the event that category level modeling is necessary, stack the brands in a variable-wise manner. In order to acquire clean data, remove all of the frequencies that are missing. The variables that have received the same answer from eighty percent of the respondents should be the ones that are highlighted. It is possible that these factors should be eliminated from the study unless they are of the utmost significance. As described in the next paragraphs, generate the distributions of all of the variables.

- a) Mean;
- b) Standard deviation from the mean values;
- c) Coefficient of variation (Standard Deviation/Mean);
- d) Kurtosis and its related z value;

- e) Skew-ness and its related z value;
- f) Distribution plot for visual interpretation for all variables.

Compute row (respondent-level) standard deviations once the preceding procedures have been completed, and then make a decision about the final modeling variables. Replies with a standard deviation of zero are likely to be skewed, it is a good idea to consider removing them from the table. When the model does not converge or when it does not match the data well, it is advised that these replies be discarded. For the purpose of identifying outliers, regress the dependent variable with the independent variables that have been chosen for the study and then investigate the variance of the residuals. According to the evidence provided by a residual with a standard deviation that is larger than 2.5, the related answer is an outlier and need to be eliminated from the study. In the event that the model does not converge, exploration of this alternative is required. Take a look at the variable-to-base ratio. Delay further execution and escalate the situation to Statistical Services for guidance on the next measures to take if there are less than ten examples for each variable.

In order to model the variables, you need generate a correlation matrix. A path analysis may not converge if there is a significant degree of multi-collinearity, which is indicated by the fact that multiple correlations are higher than 0.85. The SEM will provide unsatisfactory results for a number of indices, including CFI, in the case if numerous correlations are very low (as indicated in values that are less than 0.25) (Santhosh, 2020, pp.1-67).

3.6.1 Principal Factor Analysis to identify variables that group together

Factor Analysis – Stage I

To compute the KMO MSA (both overall and per variable), take into consideration the following principles. Carry out the Bartlett's Test of Sphericity with a

significance level of 0.05. Principal Components Analysis should be carried out with the Eigen Value criteria specified as 1. Use the Varimax Rotation feature. The only purpose of this component analysis is to provide a foundation for hypothesizing about latent constructs or considerations.

Quality Benchmarks: The mean squared error (MSA) should be more than 0.80, and the Barlett's Test should be significant at a level of $\alpha = 0.05$. It is recommended that the cumulative variance that is retrieved by the factors be at least 0.70 values. Within a factor, there must to be a minimum of three variables that are loaded into it. There should be a reasonable dimensionalization of the components that is accompanied with intuitive indicators. Meaning should be conveyed in an intuitive manner via the directionality of loadings. It is recommended that the following options be carried out in order to arrive at themes in the event that the components are counterintuitive: The first alternative need to be attempted with The Eigen value criteria should be relaxed from 1 to 0.9 through 0.6, and Varimax Rotation should be deployed at each reduced Eigen criterion position. Adjusting the Eigen criteria from 1 to 0.9 to 0.6 is the second option that may be considered. Implement the Promax Rotation approach for every updated Eigen criteria. It is necessary to evaluate the factor solution using kappa values that range from two to four. Conduct an evaluation of the results based on the quality standards that were discussed before. If the output of a varimax rotational factor fulfills all of the assessment metrics that are offered as quality standards, then this demonstrates that the variables can be represented accurately using independent factors. In light of this, a preferred alternative to structural equation modeling (SEM) is a multiple regression analysis that is carried out with the Overall Rating variable serving as the dependent variable and the independent components (scored concurrently) serving as the independents.

Factor analysis model is shown as

[NX, NK > 0, NY = NE = 0]

$$x = \Lambda x \xi + \delta$$

$$\Rightarrow \Sigma_{xx} = \Lambda x \Phi \Lambda T x + \Theta \delta$$

Second order of the factor analysis model [NY, NE, NK > 0]

$$\eta = \Gamma \xi + \zeta \quad y = \Lambda y \eta + \varrho$$

$$\Rightarrow \Sigma_{yy} = \Lambda y (\Gamma \Phi \Gamma T + \Theta \delta) \Lambda T y + \Theta \varrho$$

NX = number of observed exogenous x variables

NY = number of observed endogenous y variables

NK_{xi} = number of latent exogenous ξ variables

NE_{eta} = number of latent endogenous η variables

If there is a factor that is "crowded" with variables, making it worthless, then you should attempt to break this factor by having Principal Components Analysis performed on the variable-set that is included inside the factor that is being considered (Santhosh, 2020, pp.1-67).

3.6.2 Confirmatory Factor Analysis (CFA)

Testing hypotheses about the interactions between variables and factors is the purpose of the confirmatory factor analysis (CFA). A successful CFA would imply that the variable-factor loadings are substantial, as well as the latent factors displaying significant correlations, and that it is possible to model the connections between the components. The hypothesised variable-factor connection may be re-specified based on the category information that is available if any of the hypothesized t-values for the relationship are found to be insignificant.

In order to conclude the thematic groupings of variables that reflect the hypothesis of latent components, it is necessary to take into consideration the outcomes of the previous phase as well as the comprehension of categories. In an ideal situation, each

element should have anywhere from three to six different variables. Using the hypothesis as a guide, determine the variables that load onto each component. In order to scale the loadings, you need to first identify the unit variance and then set the factor variances to one. Confirmatory factor analysis should be performed, and the following results should be generated.

- a) Fit Function
- b) Residual Matrix and the Normalized Residual Matrix.
- c) Model (DOF) degrees of freedom and Chi_Square
- d) Null Model (DOF) degrees of freedom and Chi_Square
- e) (RMSEA) Root Mean Square Error Approximation
- f) Goodness of Fit Index
- g) Adjusted Goodness of Fit Index
- h) Root Mean Square Residual (RMR) and Standardized Root Mean Square Residual (SRMR)
- i) Modification Indices.
- j) Evaluate the CFA using the following
- k) The p value for Model Chi Square > 0.05
- l) Normed Chi Square (Chi Square/DF < 2)
- m) RMSEA Estimate < 0.05
- n) SRMR < 0.1
- o) Comparative Fit Index, Non-normed Fit Index, and Normed Fit Index > 0.90
- p) The t values for each factor loading should have a $p < 0.05$.
- q) GFI and AGFI > 0.90

The variables-factors connections should be re-hypothesized, and a new CFA should be run on the new measurement model, in the event that the CFA is not determined to be adequate. If there is a considerable decrease in the Chi Square value of the updated measurement model, then this may indicate that there has been an improvement (Santhosh, 2020, pp.1-67).

3.7 Conceptual SEM model

Use Keller 5-A model (Keller, 2003, p. 8) as a guideline (Awareness -> Association -> Attitude -> Attachment -> Activity) as the basis to develop a conceptual model. Start by placing Association themes at the bottom, and Attitude themes above them. Test if the hypothetical model holds on the data; if certain linkages do not hold, try alternate linkages (Santhosh, 2020, pp.1-67).

3.8 Structural Equation Modeling (SEM)

The conceptual model should be used to determine whether external latent constructs are present. Determine the existence of the endogenous latent constructs, which should include the final dependent variable. Determine whether or not all of the variables are factors, also known as latent constructs that are represented in the manifest variables, as determined by the CFA. Make sure that each component contains at least three indicator variables; if this is not the case, the model is likely to have an identification issue and will be difficult to stabilize. Be sure to specify the deviations that are going to be approximated. Determine the specific route coefficients that need to be calculated. The residual terms, also known as error terms, are the ones that need to be estimated for the endogenous variables. Place the loadings that are to be estimated for each factor in the appropriate spots on the diagram. It is recommended that the loading of one indicator variable per factor be set to 1 (unit loading identification). The following rule should be used to determine whether or not the model is over-identified: For the

suggested structural equation modeling (SEM) model, the number of parameters that need to be estimated should be smaller than $[p(p+1)]/2$, where p represents the total number of manifest variables. In the event that the rule described above is not satisfied, amendments to the SEM relation code are made in accordance with the route diagram.

It is also possible to specify a factor that is represented in a single indicator by limiting its loading on the factor to one and limiting the measurement error term to a value that indicates error variance or reliability of the variable as an indicator of the construct. Both of these constraints are necessary in order to specify the factor effectively (Santhosh, 2020, pp.1-67).

3.8.1 Model evaluation

Review the model as follows to check if we have arrived at a reasonably good model.

$$\text{SEM Equation : } \eta = B\eta + \Gamma\xi + \zeta$$

Endogenous variables (ys) – Set of variables that are determined within the present model

Exogenous variables(xs) – Set of variables that are determined outside the present model

Table 1:SEM Model parameters and acceptance levels.

Model Parameters	Values
The p value for Model Chi Square	> 0.05
Normed Chi Square (Chi Square/DF)	< 2
RMSEA Estimate	< 0.05
Comparative Fit Index, Non-normed Fit Index, and Normed Fit Index	> 0.90
The R Squared for endogenous variables	> 0.6
The t values for each SEM coefficient should have a p	< 0.05
The GFI and AGFI	> 0.90

RMR	< 2
-----	-----

Source (Author's work)

Other Metric to Evaluate

- a) The absolute values of standardized path coefficients should be > 0.05 .
- b) GFI: Percent of observed covariances explained by the covariances implied by the model.
- c) AGFI: Is a variant of GFI which uses mean squares instead of total sums of squares in the numerator and denominator of $1 - GFI$.
- d) RMR: Is the error in the sample and the estimated variance and covariance.
- e) PROBABILITY OF CLOSE FIT: how your data (the covariance structures) support the hypothesized structural paths.
- f) AIC and SDC assess the ability of a model to cross-validate in a new sample of the same size
- g) HOELTER'S CRITICAL N is the size the sample size must reach for the researcher to accept the model by chi-square, at the .05 or .01 levels.

Using the Structural Equation model, the above equation illustrates the causal link that exists between the latent qualities that are being studied and the variables that are being observed within the dataset (Santhosh, 2020, pp.1-67).

3.8.2 Model hyper parameter configuration

A detailed conversation with business brand managers or relevant industry SME, modifications should only be tried. When there are an excessive number of alterations, the end consequence will be that the model fits are excellent only due to chance, and the results will not pass cross validations. Consequently, to guarantee that a suitable model is

created only on the basis of the data signals, rapid statistical services should be provided to examine model modifications. It is necessary to eliminate pathways that are not relevant. Nevertheless, there is a possibility that some unimportant routes exist, which enhances the model's fit. If such routes are required for an adequate definition of the model from the perspective of the category, then they may be kept with the model. Note that the tables containing the modification indices are included in the output. In the event that there was no causal connection between the constructs, a high Modification index for a pair of components (latent constructs) indicates that the model fit will improve if a causal link is created between the constructs. It is possible that the model fit will be improved if the error terms are permitted to change, as indicated by a high Modification index for a pair of error terms. It is important to go over the Normalized Residual Matrix as well as any summary that pertains to it. It is important to identify the pairings of variables that have large absolute residuals. A causal relationship between constructs that are reflected in a pair of variables that did not exist (had been limited) may be stated as either existent or released. This link is taken into consideration for the pairings that were marked in the previous stage. It is possible to either restrict or specify that the causal relationship between the constructs that are represented in that pair of variables does not exist, if it was found to exist. You should redraw the SEM diagram using the guidelines and ideas that were shown before. Conduct a structural equation modeling (SEM) study on the updated model, and then assess the new model based on the metric that was stated before. Evaluate if the adjusted model's Chi Square value has decreased significantly and determine whether or not this change is important (Santhosh, 2020, pp.1-67).

3.8.3 Software to execute SEM and other analysis

Based on the findings of a comprehensive analysis of the software programs that are currently available for the construction of SEM models. Both this study and the

research will be carried out with the assistance of LISREL. Additional applications of SAS include exploratory data analysis, as well as other univariate and multivariate analyses, as well as slicing and dicing data in order to get a better understanding of the various parts. Additionally, SAS, R, Power BI, and Microsoft Excel are used in smaller quantities in order to generate summary figures, charts, and visualizations. Although it has been indicated that the finished data is loaded into LISREL in order to generate the conceptual model, the final model is not created until after numerous iterations have been completed (Santhosh, 2020, pp.1-67).

3.9 Ethical considerations for this research

During this study the researcher has informed all participants who are responding to the survey questions or sharing interview responses that all the data collected through this study will be used for academic purpose only. The intention to ensure ethical practices within the study, the participation of the respondents was kept completely voluntary. The respondents could detach themselves and discontinue their participation anytime. The researcher has ensured that there was no incentive for participation and discontinuation of a respondent to participate resulted in a penalty of any sorts. The identity of the participants was kept anonymous for the research purposes and was always protected and no PII was collected. The study also does not intend to violate any privacy protection of personal information shared during the survey. All the reference materials and resources utilized in this research will be cited consequently to acknowledge the creator. Plagiarism by all means is prohibited and necessary Ethics approval will be secured (Santhosh, 2020, pp.1-67).

3.10 Threats to validity of responses

The research limits threats to the validity of the responses and few components are listed below.

3.10.1 Questionnaire misinterpretation

Sometimes during the survey or interview the participant could have misinterpreted the line of questions and that can influence the response, as a result the response and choice of words may have impacted the study results. Though the representation of such instance is miniscule the impact will be diluted in the high number of responses collected.

3.10.2 Possible multiple attempts

The design of the survey is such that multiple attempts from the same IP address is not allowed to reduce the risk of multiple attempts by the same participant, but if the same participant attempted from different devices, then this risk would not have been fully eliminated and addressed.

3.11 Summary

In this part, a comprehensive and in-depth look is provided into the methodical approach that has been taken to the development of this research. A visual depiction of the precise processes is thus provided at the beginning of this chapter for the purpose of making those procedures simpler to grasp. According on the information provided in the parts that are relevant, the questionnaire for the survey will be developed. A number of different approaches, including univariate analysis, descriptive statistics, bivariate and multivariate analysis, and visual analytics via the use of Excel and Power BI, would be used in order to analyze the data that has been gathered. Iterating and refining the SEM model several times allows for the preparation of the conceptual model as well as the creation of the final SEM paths. In light of the fact that this is an industrial initiative, all of the appropriate permissions and ethical compliance rules are followed. A

comprehensive summary of the experiment that was carried out in accordance with the methods stated earlier will be presented in the next chapter (Santhosh, 2020, pp.1-67).

CHAPTER IV:

RESULTS

4.1 Introduction

The purpose of this chapter is to provide an explanation of the need of this study, which involves collecting real-time data from the industry and then putting the research technique into action in order to determine the factors that influence customer brand affinity at the point of purchase. These are the respondents who have consented to the use of the survey answers in order to carry out the study. Without introducing any kind of bias, the purpose of this experiment is to demonstrate that the survey data that is now available would be of assistance in determining the intentions of customers and the position of the Brand in focus when compared with other brands in the market (Santhosh, 2020, pp.1-67).

4.2 Findings – Survey details

The data collection that includes the information from the survey has been described in further detail below. A portion of the experiment will include the use of this dataset for the investigation. When compared to the actual number of persons who answered to the survey, which is 600, the total number of respondents who accepted the survey is greater. For the purpose of determining the level of awareness, there are a number of questions, both assisted and unassisted, associated with an image of the brand and product. Afterwards, in order to facilitate analysis, the replies are transformed into a scale of metrics ranging from 0 to 100. Additional information on the data set can be found in table 2, which can be found here (Santhosh, 2020, pp.1-67).

Table 2: Detailed Dataset information

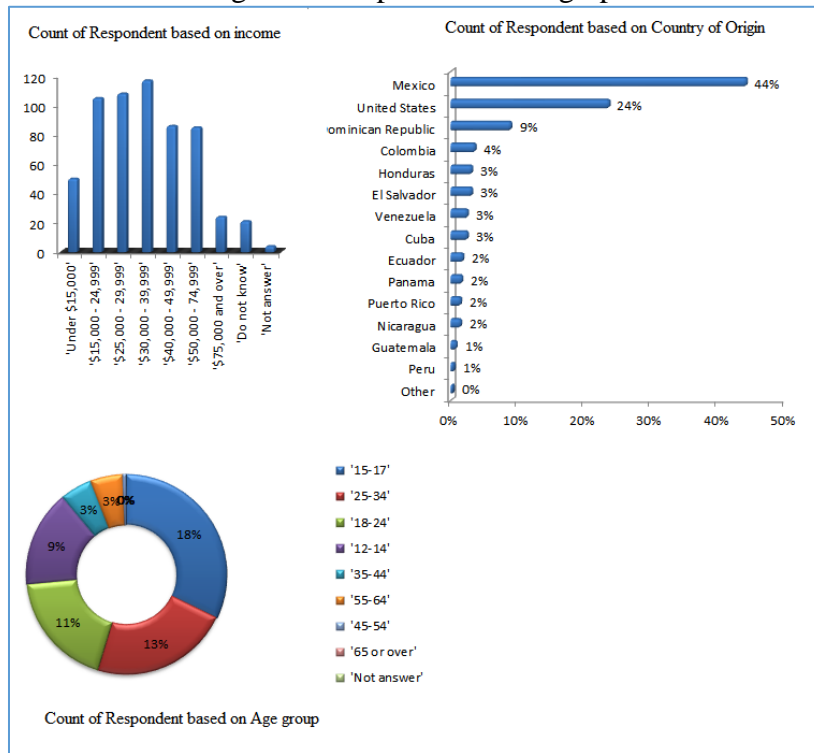
Dataset information	Details
Number of data files	1
Total Number of Respondents polled	700
Represented respondents for Survey	600
Total number of Variables	3523
Number of Metric Variables	39
Number of Non-Metric Variables	51
Number of variables with SD<1	2
Number of variables Skewed(Non normal)	20
Number of variables with kurtosis(Non normal)	11

Source: (Santhosh, 2020, pp.1-67)

4.3 Survey and interview information

The Survey was sent to all of the respondents who had consented to participate in the study, and it was distributed. As can be seen in below figure, the results of the experiment have been limited to members of a certain age group and geographic region according to the demographics of the participants. The survey may be used to collect essential demographic information as well as other information such as whether or not the respondents are familiar with the brand, what they enjoy about the brand, and the kind of product that is required in the market that is already available. The like an essential step in the process of releasing a new product or variation is to conduct a survey of customers since guesswork is not an effective method. This primary market research data has been gathered with the intention of being used for such purposes. In order to have a better understanding of the position of the brand in comparison to its rivals, this information from users may be of great use.

Figure 9: Respondent demographics details.



Source: Author's work

- Define the Problem and relevance.
- Establish clear Research objectives
- Accept and decide on margin of error
- Target the right set of audience
- Set achievable timelines
- Utilize necessary tools and resources
- Initiate collection and analysis to Survey Data

The above mentioned steps to guide are preparing an efficient Market Survey. This is not limited to but covers the broad steps that are involved (Santhosh, 2020, pp.1-67).

The below table shows the age of the respondent participated in the study. The participant's age demographics were quite varied, there were also similarities among them.

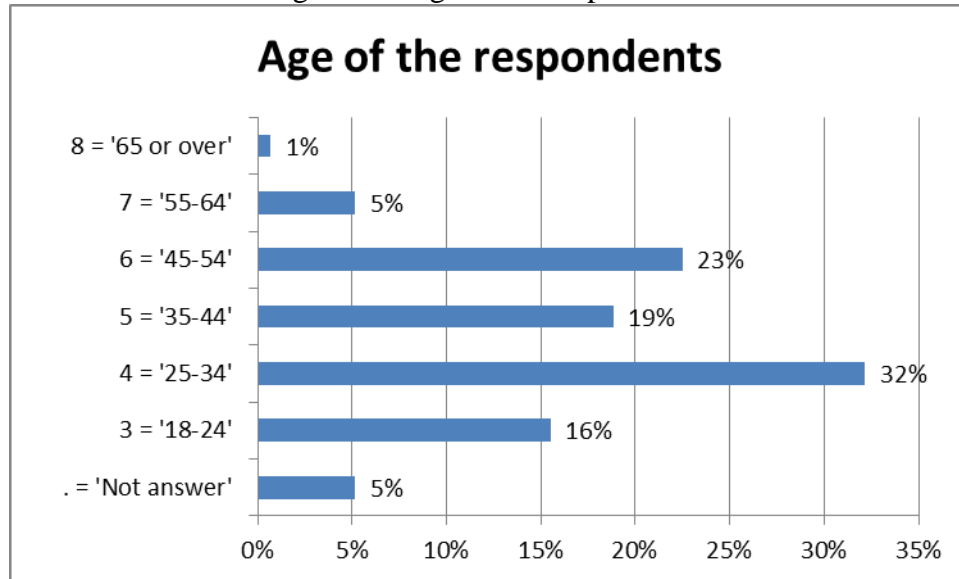
Overall the 193 of the 600 respondents we in the age group of 25 years – 34 years constituting a majority of 32% of the responses. The next largest segment was the 45 years to 54 years bucket forming a total of 23% of the respondents. The youngsters among the 18 years to 24 years form 16% of the total respondents. The age group of 35 years to 44 years constitutes of 19% of the total respondents. The smallest among the set was the senior citizens in the age group of 55+ that forms 6% of the total respondents.

Table 3: Age of the respondents.

Age of the respondent	Count	Percentage
3 = '18-24'	93	16%
4 = '25-34'	193	32%
5 = '35-44'	113	19%
6 = '45-54'	135	23%
7 = '55-64'	31	5%
8 = '65 or over'	4	1%
. = 'Not answer'	31	5%
Total	600	

Source: Author's work

Figure 10: Age of the respondents.



Source: Author's work

The below table shows the Educational qualification of the respondent participated in the study.

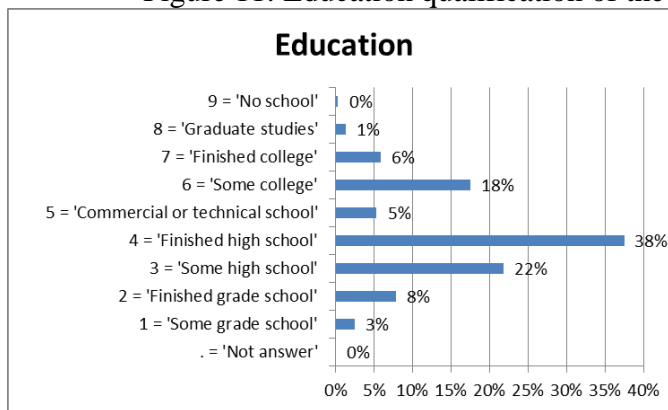
The educational qualification of the participants is asked here and a majority of the sample population of 60% has completed high school education or some form of high school qualification. 225 of the total 600 have completed high school education forming a total of 38% and 131 of the total 600 have done some high school education forming 22% of the total. 105 of the total 600 have done some college forming 18% and 35 of the total 600 have completed college education. 15 completed some grade school forming 3% and 47 completed grade school composing of 8% of the total population. 32 participants completed commercial or technical school forming 5% and 1% did graduate studies.

Table 4: Education qualification of the participants.

Last Grade Of School Completed	Total
. = 'Not answer'	0
1 = 'Some grade school'	15
2 = 'Finished grade school'	47
3 = 'Some high school'	131
4 = 'Finished high school'	225
5 = 'Commercial or technical school'	32
6 = 'Some college'	105
7 = 'Finished college'	35
8 = 'Graduate studies'	8
9 = 'No school'	2

Source: Author's work

Figure 11: Education qualification of the participants.



Source: Author's work

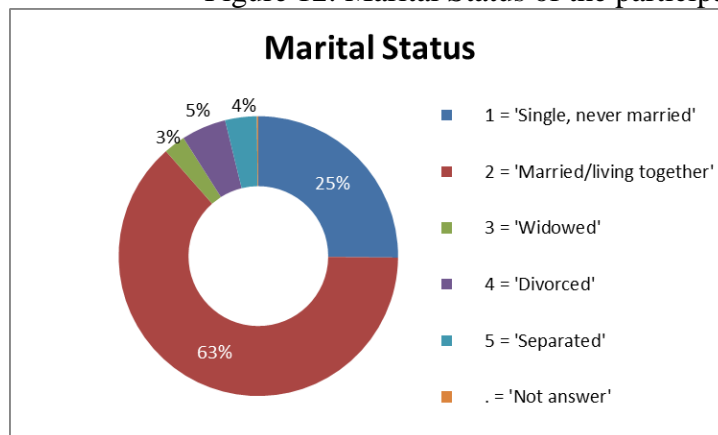
The marital status of the participants are 380 of the total 600 are married or live in together forming a total of 63% of the sample. 151 of the total 600 are single or never married that forms 25% of the total, remaining 15 are widowed constituting 3%, 31 of the participants are divorced and 22 of them are separated.

Table 5: Marital status of the participants.

Marital Status	Total
1 = 'Single, never married'	151
2 = 'Married/living together'	380
3 = 'Widowed'	15
4 = 'Divorced'	31
5 = 'Separated'	22
. = 'Not answer'	1

Source: Author's work

Figure 12: Marital Status of the participants.



Source: Author's work

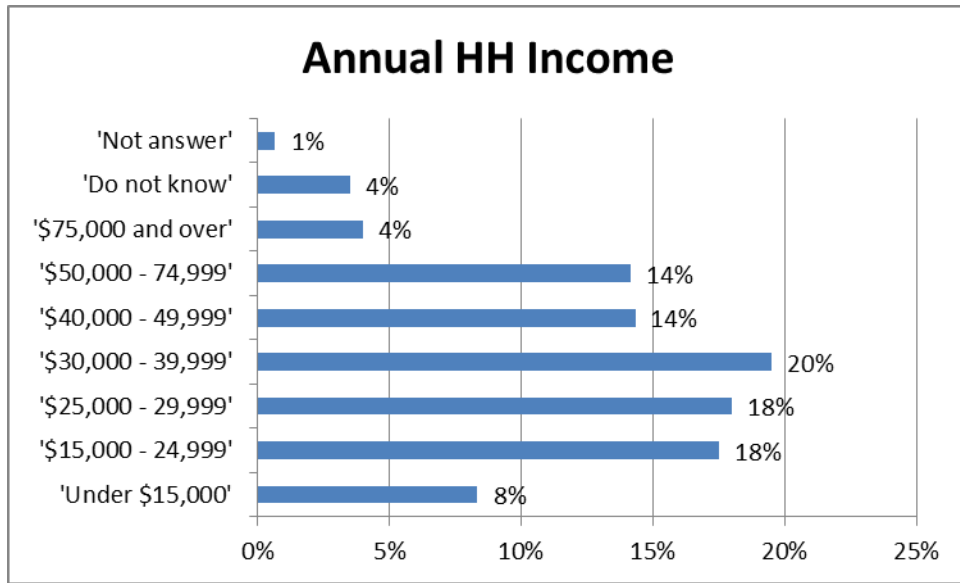
The detail of total annual household income is considered for the understanding of economic standing of the respondent and their household. 20% of the participants have an income of \$30,000 - \$39,999 that is a total of 117 of the total 600. 18% respondents, 105 of the total 600 have an annual household income of \$15000 - \$24999 and 108 of the total 600 have household income of \$25000 - \$29999. 86 of the total 600 have annual income of \$40000 - \$49999 and 85 have income between \$50000 - \$74999 forming 14% of the total.

Table 6: Total annual household income.

Details of Income	Count
'Under \$15,000'	50
'\$15,000 - 24,999'	105
'\$25,000 - 29,999'	108
'\$30,000 - 39,999'	117
'\$40,000 - 49,999'	86
'\$50,000 - 74,999'	85
'\$75,000 and over'	24
'Do not know'	21
'Not answer'	4
Total	600

Source: Author's work

Figure 15: Annual household income.



Source: Author's work

The number of children in the respondent's house and who are below the age of 18 are 31% of the respondent has one child that is 184 of the total 600. 167 of them have two children that forms 28% and 143 of them have no children at all that forms 24% of the total.

Table 7: Number Of Children Under 18 Living In household.

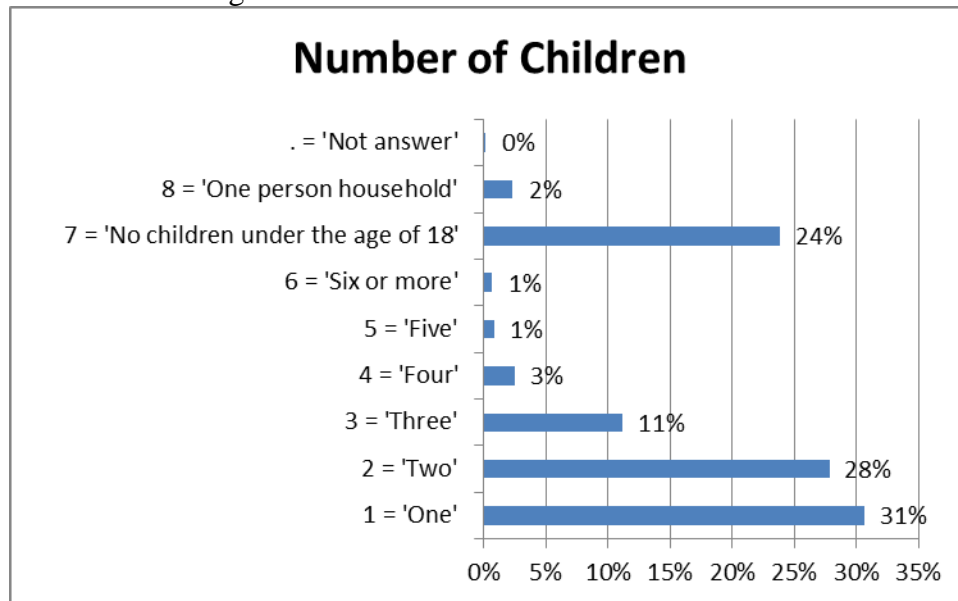
Number Of Children Under 18 Living In household	Row Labels
1 = 'One'	1
2 = 'Two'	2
3 = 'Three'	3
4 = 'Four'	4
5 = 'Five'	5
6 = 'Six or more'	6
7 = 'No children under the age of 18'	7
8 = 'One person household'	8

. = 'Not answer'

NA

Source: Author's work

Figure 16: Number of children in household.



Source: Author's work

The size of the household of the participant, this is an essential influencer depending on the product of focus. 28% of the total population have 4 members in the household that is 167 of the total 600. 25% of them have 3 members in the household with 147 of the total 600. 18% of the population consists of 5 members in the family with 105 of the total 600. 14% of the population consists of only 2 members in the household that is 86 of the total 600. Remaining is 8% with 6 members in the household and 6% with 7 members in the household.

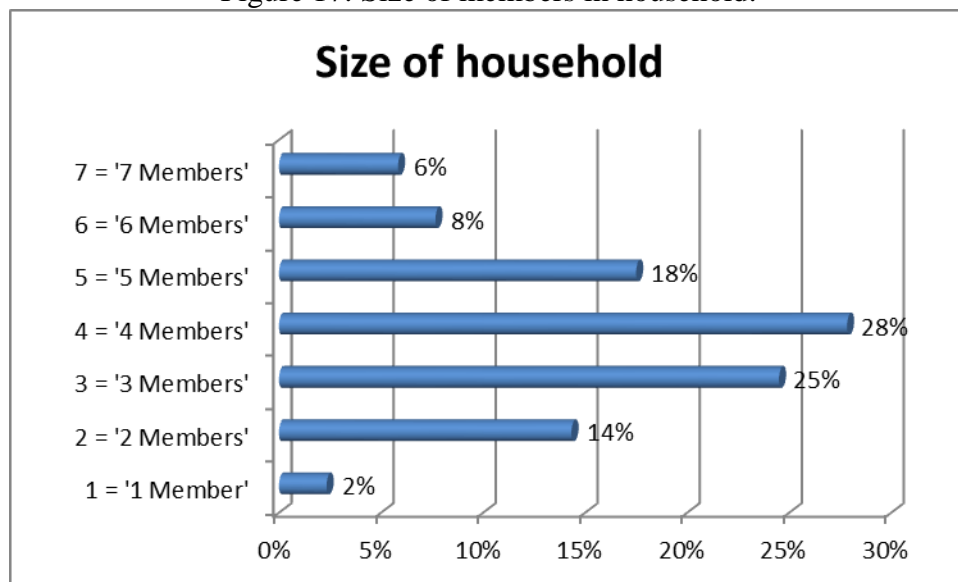
Table 8: Size of household.

Size of household	Count
-------------------	-------

1 = '1 Member'	14
2 = '2 Members'	86
3 = '3 Members'	147
4 = '4 Members'	167
5 = '5 Members'	105
6 = '6 Members'	46
7 = '7 Members'	35
. = 'Not answer'	0

Source: Author's work

Figure 17: Size of members in household.



Source: Author's work

The below table shows the employment status of the participant. The variable lays focus on the employment status of the participant, here 52% of them are employed

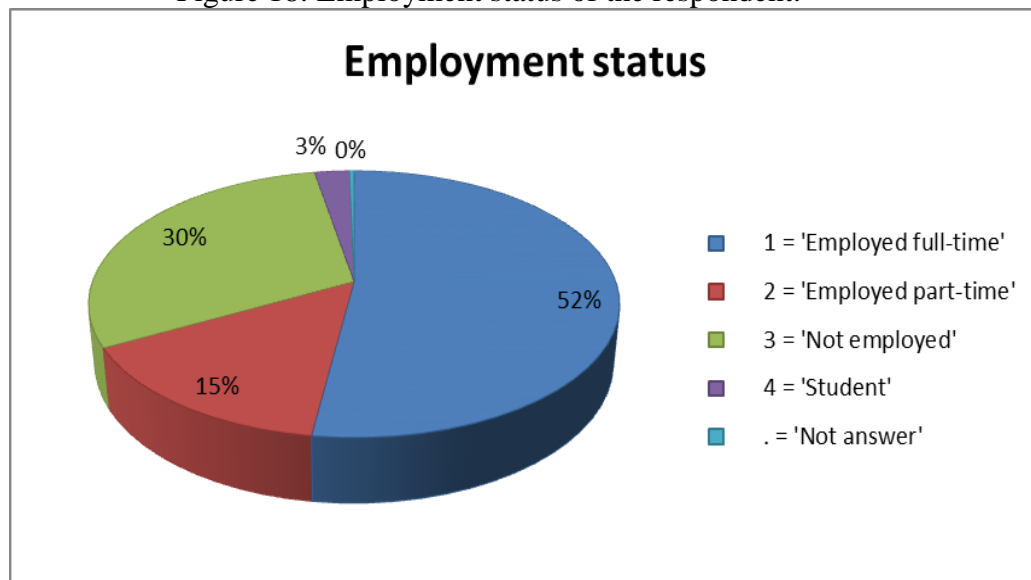
fulltime that is 313 of the total 600 and 15% are employed part-time that is 90 of the total 600. Here 30% or 180 of the total 600 are having no employment and 3% are students.

Table 9: Employment status of the respondent.

Employment status	Count
1 = 'Employed full-time'	313
2 = 'Employed part-time'	90
3 = 'Not employed'	180
4 = 'Student'	15
. = 'Not answer'	2

Source: Author's work

Figure 18: Employment status of the respondent.



Source: Author's work

During pandemic and countries stated to open slowly, there is one of the products that suddenly surged in demand: Toilet Paper. Though there was a panic buying during this product also had and will have sufficient brand affinity for consumers to be influenced and attracted to a specific feature of the product brand. Here the research was focused on identifying the factors that influence the brand affinity of the product. Here few brands of tissue papers were considered to prove the influence of a few factors or variables that influence a brand affinity of a product. Thus addressing the features of the product based on the survey outcome can surely improve brand loyalty giving an edge to the manufacturers a perspective into what are the consumer's actual needs in a product. This way the sales can increase and so does the ROI of the business.

Table 10: List of brands considered in the Survey.

Brand	Brand Name
Brand 1 :	Charmin Franchise
Brand 2 :	Charmin (Red)
Brand 3 :	Charmin Basic
Brand 4 :	Charmin Ultra (Blue)
Brand 5 :	Kleenex Cottonelle Ripples (Blue)
Brand 6 :	*Kleenex Cottonelle Ultra (Purple)
Brand 7 :	Quilted Northern (Blue)
Brand 8 :	*Quilted Northern Ultra (Pink)
Brand 9 :	Scott
Brand 10 :	Angel Soft
Brand 11 :	Members Mark (Sams Club)
Brand 12 :	Kirkland Signature (Costco)

Source: Author's work

4.4 Exploratory data analysis

This section of the research, which is referred to as the Analysis, provides a comprehensive explanation of the Survey variables and the individual analysis findings. The univariate and bivariate analyses both provide graphical outputs, which allows for the construction of the final dataset that will be used in the structural equation modeling study. When the structural equation modeling (SEM) investigation is finished and the drivers of brand affinity have been identified, the result will be the development of the essential insights (Santhosh, 2020, pp.1-74).

4.5 Overview of data

In the course of this specific experiment, a total of thirteen different brand categories were taken into consideration. In accordance with table which is shown below, the variables are arranged into the following categories: feeling, imagery, judgment, and performance. To get at the final dataset for structural equation modeling (SEM), the dataset will be subjected to a number of processes. At the level of the brand, each and every variable is layered for both metric and non-metric versions. After then, the scale is expanded to include a range from 0 to 100, with the goal of ensuring that the total score for a particular characteristic is equal to 100. The variables that have received the same answer from eighty percent of the respondents should be the ones that are highlighted (Santhosh, 2020, pp.1-74).

Table 11: Brand equity pyramid themes and associated variables.

Equity variable	No of attributes
-----------------	------------------

Feeling	14
Imagery	7
Judgment	14
Performance	16

Source: Author's work

4.6 EDA and data summary statistics

The overall data summary statistics for all the Purchase Intent and Overall Rating for twelve brands that have been considered shown below in Table 4. Purchase Intent and Overall Rating Variables in this dataset is computed based on a scale of 0 to 100. This is because these are the main dependant variables for the SEM analysis, all the other variables are checked for missing and then eliminated to impute accordingly (Santhosh, 2020, pp.1-74).

Table 12: Summary statistics of variables.

Variable	Label	Mean	Std Dev	Skewness	Kurtosis	Base	Z _{observed}	(-1.96 < Z _{α=1.96})	Z _{critical}	(-1.96 < Z _{α=1.96})
pu00014	Purchase Intent Brand Segment A Q17. Purchase Intent-Aware	4.25	0.95	-1.19	1.03	580	-11.66	FALSE	5.05	FALSE
pu00015	Purchase Intent Brand Segment B Q17. Purchase Intent-Aware	3.93	0.97	-0.53	-0.34	472	-4.72	FALSE	-1.50	TRUE
pu00016	Purchase Intent Brand Segment C Q17. Purchase Intent-Aware	3.99	1.01	-0.72	-0.09	511	-6.69	FALSE	-0.42	TRUE
pu00017	Purchase Intent Brand Segment D Q17. Purchase Intent-Aware	3.96	1.00	-0.70	-0.05	481	-6.25	FALSE	-0.23	TRUE
pu00018	Purchase Intent Brand Segment E (Blue) Q17. Purchase Intent-Aware	3.47	1.01	-0.30	-0.33	248	-1.91	TRUE	-1.07	TRUE
pu00019	Purchase Intent Brand Segment F Q17. Purchase Intent-Aware	3.45	1.06	-0.39	-0.24	235	-2.43	FALSE	-0.74	TRUE
pu00020	Purchase Intent Brand Segment G Q17. Purchase Intent-Aware	3.26	1.12	-0.25	-0.44	192	-1.39	TRUE	-1.26	TRUE
pu00021	Purchase Intent Brand Segment H Q17. Purchase Intent-Aware	3.23	1.06	-0.27	-0.29	190	-1.54	TRUE	-0.82	TRUE
pu00022	Purchase Intent Brand Segment I Q17. Purchase Intent-Aware	4.15	1.15	-1.31	0.86	527	-12.25	FALSE	4.03	FALSE
pu00023	Purchase Intent Brand Segment J Q17. Purchase Intent-Aware	3.94	1.04	-0.70	-0.25	523	-6.51	FALSE	-1.15	TRUE
pu00025	Purchase Intent Brand Segment K Q17. Purchase Intent-Aware	3.49	1.25	-0.34	-0.90	111	-1.46	TRUE	-1.93	TRUE
pu00026	Purchase Intent Brand Segment L Q17. Purchase Intent-Aware	2.99	1.28	-0.16	-0.94	150	-0.82	TRUE	-2.36	FALSE
ra00014	Overall Rating Brand Segment A Q18. Performance Rating For Brand	76.03	24.24	-0.76	-0.12	583	-7.53	FALSE	-0.60	TRUE
ra00015	Overall Rating Brand Segment B Q18. Performance Rating For Brand	70.72	24.87	-0.42	-0.73	473	-3.70	FALSE	-3.23	FALSE
ra00016	Overall Rating Brand Segment C Q18. Performance Rating For Brand	71.24	25.11	-0.54	-0.43	512	-5.03	FALSE	-1.97	FALSE
ra00017	Overall Rating Brand Segment D Q18. Performance Rating For Brand	72.80	24.56	-0.60	-0.42	478	-5.32	FALSE	-1.87	TRUE
ra00018	Overall Rating Brand Segment E Q18. Performance Rating For Brand	58.68	25.63	0.02	-0.73	239	0.11	TRUE	-2.30	FALSE
ra00019	Overall Rating Brand Segment F Q18. Performance Rating For Brand	58.22	25.56	0.07	-0.76	222	0.45	TRUE	-2.31	FALSE
ra00020	Overall Rating Brand Segment G Q18. Performance Rating For Brand	51.64	24.53	0.33	-0.54	183	1.80	TRUE	-1.50	TRUE
ra00021	Overall Rating Brand Segment H Q18. Performance Rating For Brand	51.69	24.66	0.33	-0.39	177	1.79	TRUE	-1.06	TRUE
ra00022	Overall Rating Brand Segment I Q18. Performance Rating For Brand	75.05	27.54	-0.91	-0.03	516	-8.47	FALSE	-0.15	TRUE
ra00023	Overall Rating Brand Segment J Q18. Performance Rating For Brand	65.41	26.15	-0.31	-0.62	519	-2.90	FALSE	-2.88	FALSE
ra00025	Overall Rating Brand Segment K Q18. Performance Rating For Brand	57.89	29.00	-0.02	-0.98	95	-0.08	TRUE	-1.94	TRUE
ra00026	Overall Rating Brand Segment L Q18. Performance Rating For Brand	46.68	28.03	0.14	-0.68	143	0.70	TRUE	-1.65	TRUE

Source: Author's work

4.7 Data pre-processing and correlation among variables

Before beginning the process of slicing and dicing, it is necessary to perform necessary steps such as pre-processing and cleaning of the data in order to ensure that the raw data is in the appropriate format. This is done primarily for the purpose of removing all of the noisy and missing information from the existing data. Before moving on to the exercise of developing the model, it is essential that the data be cleaned up. This is of utmost importance. There are outliers in the data that are processed. This spot Take into consideration the possibility of removing replies (rows) that have a standard deviation of zero, since such responses may be skewed. It is advised that these replies be discarded in the event that the model does not converge or has a poor fit at all. Determine whether or not there are any outliers by doing a regression on the dependent variable with the independent variables that have been chosen for the study and then analyzing the variance of the residuals. Evidence that the associated answer is an outlier and need to be eliminated from the analysis is provided by a residual that has a standard deviation that is more than 2.5. Attempting this alternative is something that has to be done in the event that the model does not converge. Make sure the variable-to-base ratio is correct. Consult with the stakeholders of the company to determine whether or not the variable may be eliminated across all brands if there are less than ten examples for each variable. You should create a correlation matrix for the variables that are being modeled. It is possible for a structural equation model (SEM) to fail to converge when there is a significant degree of multi-collinearity, which is indicated by multiple correlations that are bigger than 0.85. The structural equation model (SEM) will provide bad results for a number of indices, including the coefficient of determination (CFI), in the case that numerous correlations are very low (as indicated in values that are less than 0.25). It is safe to continue with the SEM model without any concerns about multi-collinearity since, as

shown in below table, none of the variables from the final dataset have a correlation that is larger than 80% (Santhosh, 2020, pp.1-74).

Table 13: correlation among variables.

Source: Author’s work

Overall Rating (OAR) For Brand: This variable defines the overall rating for the brand responded by the users during the survey. The levels considered are 1 – 5 and as per the table below, no participant has rated 1 for any brand. The 2 rating consists of 8% of the respondents and rating is a total of 21%. The next two bucket 4 rating is given by 33% of the population and 5 rating is given by a huge 37% of the total population.

Table 14: Overall rating of the brands by respondents.

Rating	Percentage
1 - Poor	0%
2 - Fair	8%
3 - Good	21%
4 - Very Good	33%
5 - Excellent	37%

Source: Author's work

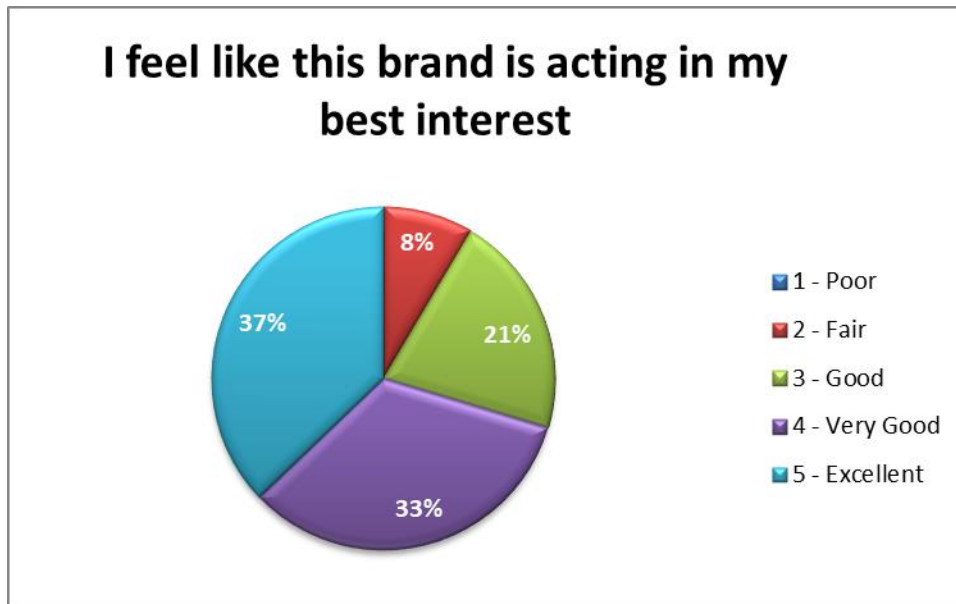
Overall Rating Vs. variables: This variable defines the overall rating for the brand responded by the users during the survey for identifying the brand affinity of consumers. Here over 37% of the overall rating are at 5 for the feeling variable “I feel like this brand is acting in my best interest” and 33% of the participants rated the variables as “very good”. 21% of the respondents rated the variables as “Good” this shows that the top three ratings for the variables constitutes a total of over 90%. A very small percentage of around 8% and 0.9% each for rating 2 and 1 form the lower bucket.

Table 15: Overall rating of the brands vs Feeling variable Fe1.

Overall Rating						
I feel like this brand is acting in my best interest	Row Labels	1 - Poor	2 - Fair	3 - Good	4 - Very Good	5 - Excellent
	1	0.10%	6.80%	16.50%	20.00%	9.40%
	2	0.00%	0.00%	0.40%	0.50%	0.20%
	3	0.00%	0.00%	0.00%	0.00%	0.70%
	4	0.00%	0.20%	0.10%	0.90%	1.00%
	5	0.00%	0.40%	0.50%	0.50%	1.80%
	6	0.00%	0.10%	0.20%	1.00%	1.60%
	7	0.00%	0.20%	0.80%	1.60%	2.50%
	8	0.00%	0.40%	1.20%	4.00%	7.20%
	9	0.00%	0.20%	0.90%	3.00%	8.10%
10	0.00%	0.20%	0.50%	1.60%	4.70%	

Source: Author's work

Figure 19: OAR vs Fe1: I feel like this brand is acting in my best interest.



Source: Author's work

4.8 Data Transformation and Principal Factor Analysis

The variables are captured from the survey as binary for each and every brand and theme, this is then metric and non-metric stacked to 0 to 100 scale for the SEM analysis. Similarly based on Principal Factor Analysis (PFA) variable reduction is done based on their factor loadings and those that make business sense to combine. Compute KMO MSA (overall and per variable). Execute Bartlett's Test of Sphericity at $\alpha = 0.05$. Run code for Principal Components Analysis with an Eigen Value criterion of 1. Deploy Varimax Rotation. This factor analysis serves only as a basis for hypothesizing variable-factor relationships. In case the factors are counterintuitive and there exists a factor that is "crowded" with variables, rendering it meaningless, then try breaking this factor by doing Principal Components Analysis on the variable-set within the factor concerned. If the factors are counterintuitive, the following alternatives should be tried out to arrive at themes:

Alternative: 1:

Relax the Eigen value criterion from 1 to 0.9 through 0.6. Deploy Varimax Rotation at each revised Eigen criterion.

Alternative: 2

Relax the Eigen value criterion from 1 to 0.9 through 0.6. Deploy Promax Rotation at each revised Eigen criterion, and generate outputs for kappa ranging between two and four.

Evaluate the outputs as per the quality benchmarks presented earlier.

Alternative: 3

a. Use polychoric correlations as the input matrix for factor analysis.

Evaluate the outputs as per the quality benchmarks presented earlier.

The Model for PFA is as detailed below

$$Y = X\beta + E$$

Y = Matrix of considered values of measured variables

X = Matrix of evaluated common factors

β = Matrix of Factor loading or weights

E = Matrix of error variation and unique factors.

Post multiple iteration the final factor – variable combination is finalized and checked in the Confirmatory Factor Analysis portion (Santhosh, 2020, pp.1-74).

The finalized factor loading for each segment of Feeling, Imagery, Judgement and Performance are as displayed below

Table 16: "Absorb" Factor formation with loadings and MSA.

Factor	Variable	Description	Factor Loading	Factor Loading	Factor split	MSA
absorb	Pe15	Has texture	0.68	0.19	2 Factor loading	MSA = 0.97073734
absorb	Pe4	Has an attractive design	0.17	0.66	2 Factor loading	MSA = 0.97073734
absorb	Pe11	Is more absorbent than any other bath tissue	0.65	0.22	2 Factor loading	MSA = 0.97073734
absorb	Pe3	The texture/pattern on the toilet tissue helps me get clean	0.87		1 Factor loading	MSA = 0.97073734

Source Author's work

The "Absorb" factor is formed by four variables combined based on the loadings factor analysis. This consists of only performance variables Pe15, Pe4, Pe11 and Pe3. Once these variables are combined and the factor is used in the LISREL SEM analysis. These factors were formed with an MSA of 0.9, MSA Test (Measure of Sampling Adequacy) is a single value that is used to assess the adequacy of the inter-correlations of a set of variables and each variable for factor analysis - if MSA score < 0.5, and then the variable is eliminated and not used in factor analysis.

Table 17: "Appeal" Factor formation with loadings and MSA.

Factor	Variable	Description	Factor Loading	Factor Loading	Factor split	MSA
appeal	Jd3	Has good and appealing advertising I like	0.17	0.66	2 Factor loading	MSA = 0.96682070

Source Author's work

The "Appeal" factor is formed by only one variable with a factor loading of 0.66 from a variable Jd3. This consists of only one judgment variable. This variable can be used as a stand-alone or as a named factor, either ways the behavior in a SEM analysis the effect would be the same.

Table 18: "Heritage" Factor formation with loadings and MSA.

Factor	Variable	Description	Factor Loading	Factor Loading	Factor split	MSA
Heritage	Img7	A toilet tissue brand I grew up with	0.05	0.78	2 Factor loading	MSA = 0.85949304
Heritage	Img6	A family favorite for years	0.33	0.55	2 Factor loading	MSA = 0.85949304
Heritage	Img5	A toilet tissue brand my mother used	0.03	0.78	2 Factor loading	MSA = 0.85949304
Heritage	Img4	Has been a leading brand in toilet tissue for years	0.79		1 Factor loading	MSA = 0.85949304
Heritage	Img1	Is an honest brand	0.71	0.06	2 Factor loading	MSA = 0.85949304

Source Author's work

The "Heritage" factor is formed with only imagery variables Img7, Img6, Img5, Img4 and Img1 with factor loadings above 0.5 and MSA of 0.85. This five variable factor highlights the image of the brand that is in them mind of the consumers and has been used by the consumer's family for long time spanning many years. As this factor talks about the multi-generation trust in the brand and product.

Table 19:"Thick" Factor formation with loadings and MSA.

Factor	Variable	Description	Factor Loading	Factor Loading	Factor split	MSA
thick	Pe7	Is stronger than any other bath tissue	0.26	0.60	2 Factor loading	MSA = 0.97073734
thick	Pe12	Is thicker than any other bath tissue	0.68	0.24	2 Factor loading	MSA = 0.97073734

Source Author's work

The "Thick" factor is a performance based and a two factor split that is formed by two variables Pe7 and Pe12, both these variables talks about the thickness and the durability of the product thus providing a sense of a strong product to the consumers. This has an MSA of 0.90 and is well above the threshold of 0.5.

Table 20:"Soft" Factor formation with loadings and MSA.

Factor	Variable	Description	Factor Loading	Factor Loading	Factor split	MSA
soft	Pe8	Is softer than any other bath tissue	0.19	0.67	2 Factor loading	MSA = 0.97073734

Source Author's work

The “Soft” factor is formed of only one variable Pe8 that is a performance variable. This talks about the softness of the product during the usage. The participant has used this product and is happy with its softness based on the survey response.

Table 21:”Use Less” Factor formation with loadings and MSA.

Factor	Variable	Description	Factor Loading	Factor Loading	Factor split	MSA
Use_Less	Pe14	Lets me use fewer sheets per task or visit	0.69	0.23	2 Factor loading	MSA = 0.97073734
Use_Less	Pe13	Don't have to change the roll as often	0.79	0.14	2 Factor loading	MSA = 0.97073734

Source Author’s work

The “Use Less” factor describes the minimal usage of the product and the results are maximum. This factor consists of performance variables Pe14 and Pe13. This is only a two variable factor and has a MSA of 0.97. This factor plays an important role in the pricing of the product; if the consumers have rated high on this factor at the current price point then it is very efficient in its usage. This ideally should have significant impact on the overall rating of the product but will have to see this post the SEM execution.

Table 22:”Strength” Factor formation with loadings and MSA.

Factor	Variable	Description	Factor Loading	Factor Loading	Factor split	MSA
Strength	Pe16	Doesn't fall apart when in use	0.65	0.24	2 Factor loading	MSA = 0.97073734
Strength	Pe10	Does not cause irritation or allergic reactions	0.26	0.63	2 Factor loading	MSA = 0.97073734
Strength	Pe1	Is effective	0.31	0.54	2 Factor loading	MSA = 0.97073734
Strength	Pe2	Is reliable	0.25	0.62	2 Factor loading	MSA = 0.97073734

Source Author’s work

The “strength” factor is formed by performance variables Pe16, Pe10, Pe1 and Pe2. The MSA for this factor is 0.97. The factor portrays the effectiveness and reliability of the product. The performance as a product and if there are any side-effects due to the usage of the product plays an important part of the product performance. This factor is from based on a two factor loadings to form a single factor.

Table 23: "Value" Factor formation with loadings and MSA.

Factor	Variable	Description	Factor Loading	Factor Loading	Factor split	MSA
value	Jd1	Is a brand that has the right balance between the benefits it provides and how much it costs	0.20	0.67	2 Factor loading	MSA = 0.96682070
value	Jd5	This brand regularly offers coupons	0.35	0.46	2 Factor loading	MSA = 0.96682070
value	Jd2	Is a good value for the money	0.14	0.72	2 Factor loading	MSA = 0.96682070
value	Jd8	Worth a few cents more	0.79	0.04	2 Factor loading	MSA = 0.96682070

Source Author's work

The "Value" factor is formed by judgment variables, JD5, JD2 and JD8. The MSA for forming the factor is 0.96 and is formed by a two factor loading. This factor plays an important role in the consumer's mind even before the usage by variable Jd5 like providing regular coupons for discounts. The factor also talks about the value for money and if the consumer is willing to spend a little more to get the same preferred brand or product.

Table 24: "Delivers" Factor formation with loadings and MSA.

Factor	Variable	Description	Factor Loading	Factor Loading	Factor split	MSA
delivers	Img3	Is a brand for everyone in the family	0.64	0.05	2 Factor loading	MSA = 0.85949304
delivers	Jd14	The makers of this brand understand my needs in a toilet tissue product	0.57	0.30	2 Factor loading	MSA = 0.96682070
delivers	Jd13	This brand does what it promises	0.64	0.22	2 Factor loading	MSA = 0.96682070
delivers	Jd12	This brand is more effective than other brands	0.72	0.20	2 Factor loading	MSA = 0.96682070
delivers	Jd9	This brand cares about me and my needs	0.61	0.27	2 Factor loading	MSA = 0.96682070
delivers	Jd11	This is a brand I can trust	0.68	0.19	2 Factor loading	MSA = 0.96682070
delivers	Jd6	Is a brand that's much better than others	0.63	0.25	2 Factor loading	MSA = 0.96682070

Source Author's work

The "Delivers" factor is formed by a combination of Judgment and Imagery variables. The MSA is 0.96 and consists of Img3, Jd14, Jd13, JD12, Jd9, Jd11 and Jd6. The factor mainly talks about the trust on the product and does what its intended for. There is an important variable in this factor that is JD6, this talk about if the brand in

focus is better than others. That way we can evaluate the perception of the brand in the consumers mind.

Table 25: "Scent" Factor formation with loadings and MSA.

Factor	Variable	Description	Factor Loading	Factor Loading	Factor split	MSA
scent	Pe6	Has a pleasant scent	0.33	0.42	2 Factor loading	MSA = 0.97073734

Source Author's work

The factor "Scent" is a single variable factor, hence can be used as a factor or the variable as a stand-alone variable. This talks about the fragrance of the product and if it is appealing to the consumer. This has a MSA of 0.97 during factor analysis.

Table 26: "For me" Factor formation with loadings and MSA.

Factor	Variable	Description	Factor Loading	Factor Loading	Factor split	MSA
for_me	Jd10	This brand is relevant to me	0.59	0.29	2 Factor loading	MSA = 0.96682070
for_me	Jd7	Is a brand that I strongly prefer	0.65	0.25	2 Factor loading	MSA = 0.96682070

Source Author's work

The "For me" factor is formed by two judgment variables Jd10 and Jd7. This has an MSA of 0.96. This factor talks about the relevance of the brand to the survey respondent and the consumer's preference of this brand over others. This is based on two factor loadings but is part of a single factor formation.

Table 27: "Smart" Factor formation with loadings and MSA.

Factor	Variable	Description	Factor Loading	Factor Loading	Factor Loading	Factor Loading	Factor split	MSA
smart	Fe11	This brand makes me feel like a smart shopper	0.56	0.17	0.16		3 Factor loading	MSA = 0.95821613
smart	Fe5	Helps me feel that I am spending my money wisely by buying this brand	0.66	0.08	0.14			MSA = 0.95821613
smart	Fe2	This brand makes me feel like I am making the sensible choice	0.17	0.17	0.16	0.48	4 Factor loading	MSA = 0.95821613

Source Author's work

The “Smart” factor is formed by feeling variables; the MSA for this is 0.95. The variables that constitute in the factor creation talks about how smart the shopper is to choose this brand and product. The consumer feels that he/she is making a wise choice.

Table 28:”Best” Factor formation with loadings and MSA.

Factor	Variable	Description	Factor Loading	Factor Loading	Factor Loading	Factor split	MSA
Best	Fe13	This brand makes me feel confident	0.47	0.21	0.22	3 Factor loading	MSA = 0.95821613
Best	Fe12	This brand makes me feel like I am doing the best for myself	0.10	0.59	0.24	3 Factor loading	MSA = 0.95821613
Best	Fe10	This brand helps me feel good about myself	0.26	0.58	0.07	3 Factor loading	MSA = 0.95821613
Best	Fe9	This brand makes me feel personally fulfilled/satisfied	0.44	0.23	0.23	3 Factor loading	MSA = 0.95821613
Best	Fe7	This toilet tissue helps me feel like I am in control	0.65	0.16	0.08	3 Factor loading	MSA = 0.95821613

Source Author’s work

The Best factor is formed by a set of feeling variables based on their factor loadings, the MSA here is 0.95 and there are five feeling variables contributing. The factor shows that the participant feels that this product makes him/her confident. The particular brand of focus makes the respondent feel that this is the best for them. The shopper feels satisfied and feels good about oneself.

Table 29:”Me Feel” Factor formation with loadings and MSA.

Factor	Variable	Description	Factor Loading	Factor Loading	Factor Loading	Factor split	MSA
me_feel	Fe6	Helps me feel I am taking good care of my family	0.36	0.33	0.24	3 Factor loading	MSA = 0.95821613
me_feel	Pe9	Feels silky on my skin	0.25	0.62		2 Factor loading	MSA = 0.97073734
me_feel	Pe5	This toilet tissue gets me clean without leaving pieces behind	0.54	0.35		2 Factor loading	MSA = 0.97073734
me_feel	Fe14	This brand provides me with a peace of mind	0.52	0.37	0.07	Multiple factor Loading	MSA = 0.95821613
me_feel	Fe8	This brand provides a comforting experience	0.17	0.21	0.53	3 Factor loading	MSA = 0.95821613
me_feel	Fe4	This brand makes me feel confident that I am getting clean	0.45	0.01	0.43	Multiple factor Loading	MSA = 0.95821613
me_feel	Fe3	Brand that's best at solving little annoyances that can happen in the bathroom	0.21	0.13	0.52	3 Factor loading	MSA = 0.95821613
me_feel	Fe1	I feel like this brand is acting in my best interest	0.52	0.37	0.03	Multiple factor Loading	MSA = 0.95821613
me_feel	Img2	Is part of an irreplaceable bathroom experience	0.67	0.13		2 Factor loading	MSA = 0.85949304

Source Author’s work

The “Me Fell” factor is one of the largest factors with nine imagery, feeling and performance variables; The MSA is 0.95 and talks about impact on the consumers experience using the product. The shopper feels that the family is taken good care of. The

product feels great on the skin while using. The product does not peel off and leave residue after usage. The brand provides peace of mind and a comforting experience while using.

The Factor definition is created based on the kind of variables that are included in the formation of the factor as shown in Table. The final set of Factor formation is based on multiple iteration of factor analysis and business consultation to see if it makes business sense. This dimensionality reduction method of this study has two main steps, one in the stacking of variables according to the brands and the second the formation of factors. These steps are very necessary as we are dealing with a dataset of around 3500 variables. This important step of Dimensionality reduction is necessary to avoid the “Curse of Dimensionality”. As the number of features increase the model adds more complexity (Santhosh, 2020, pp.1-74).

Table 30: Final factor formation and composition of variables

Factor Definition	Variables	Factor Definition	Variables	Factor Definition	Variables
Smart Shopper	Fe11	Heritage	Img7	Absorbency/Texture	Pe15
	Fe5		Img6		Pe4
	Fe2		Img5		Pe11
	Img4		Pe3		
			Img1		
Doing the Best for Myself/Feel in Control	Fe13	Appealing Ads	Jd3	Thick/Strong	Pe7
	Fe12				Pe12
	Fe10				
	Fe9				
	Fe7				
Makes Me Feel Better	Fe6	Value	Jd1	Soft	Pe8
	Pe9		Jd5		
	Pe5		Jd2	Use Less	Pe14
	Fe14		Jd8	Pe13	
	Fe8				
	Fe4				
	Fe3				
	Fe1				
Img2					
				Strength in use	Pe16
					Pe10
					Pe1
					Pe2

Source Author’s work

Table 31: Fe1 Brand feeling variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	26	4%
Brand 2 :Charmin (Red)	245	41%
Brand 3 :Charmin Basic	159	27%
Brand 4 :Charmin Ultra (Blue)	85	14%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	38	6%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	17	3%
Brand 7 :Quilted Northern (Blue)	17	3%
Brand 8 :Quilted Northern Ultra (Pink)	6	1%
Brand 9 :Scott	5	1%
Brand 10 :Angel Soft	1	0%
Brand 11 :Members Mark (Sams Club)	1	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Fe1: I feel like this brand is acting in my best interest: The variable that you feel the brand is acting in your best interest. 41% of the customers preferred brand 2, 27% chose brand 3 and 14% favored brand 3. This sentiment could stem from various factors such as their customer service, product quality, ethical practices, or alignment with your values. Feeling that a brand has your best interest at heart can foster loyalty and positive relationships between consumers and businesses.

There are several indicators that might lead you to believe that a brand is acting in your best interest:

Transparency: The brand openly communicates about its products, services, and business practices, providing clear information to consumers.

Customer-centric approach: The brand prioritizes customer satisfaction and strives to meet the needs and preferences of its target audience.

Ethical practices: The brand demonstrates integrity and ethical behavior in its operations, including fair treatment of employees, sustainable sourcing, and responsible manufacturing processes.

Quality products/services: The brand consistently delivers high-quality products or services that meet or exceed customer expectations.

Responsiveness: The brand is responsive to customer feedback, addressing concerns promptly and making improvements based on customer input.

Value alignment: The brand's values and mission resonate with your own beliefs and priorities, creating a sense of trust and affinity.

Long-term relationships: The brand focuses on building long-term relationships with customers rather than pursuing short-term gains, fostering loyalty and repeat business.

If you feel that a particular brand is acting in your best interest, it is important to continue supporting them and advocating for their positive practices. Additionally, providing feedback and sharing your positive experiences with others can help reinforce the relationship between consumers and brands that prioritize customer satisfaction and ethical behavior.

Table 32: Fe2 Brand feeling variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	22	4%
Brand 2 :Charmin (Red)	233	39%
Brand 3 :Charmin Basic	152	25%
Brand 4 :Charmin Ultra (Blue)	94	16%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	48	8%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	25	4%
Brand 7 :Quilted Northern (Blue)	21	4%
Brand 8 :Quilted Northern Ultra (Pink)	3	1%
Brand 9 :Scott	2	0%
Brand 10 :Angel Soft	0	0%

Brand 11 :Members Mark (Sams Club)	0	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Fe2 : This brand makes me feel like I am making the sensible choice: Feeling like you are making the sensible choice when interacting with a brand can stem from various factors that instill confidence and trust in their products, services, or overall approach.

Here are several aspects that might contribute to this feeling:

Quality and Reliability: When a brand consistently delivers high-quality products or services that perform as expected and meet your needs, it can make you feel confident that you are making a sensible choice by choosing them.

Value for Money: If the brand offers products or services that provide good value for the price, you may feel reassured that you are making a wise investment in something that will deliver the benefits you expect without overspending.

Transparency and Honesty: Brands that are transparent about their offerings, pricing, policies, and practices can foster trust and make consumers feel that they are making an informed decision based on truthful information.

Customer Service and Support: Effective customer service and support can enhance your confidence in a brand, knowing that if you encounter any issues or have questions, there is a responsive and helpful team ready to assist you.

Ethical and Sustainable Practices: Brands that prioritize ethical sourcing, manufacturing, and sustainability initiatives may make you feel good about choosing them, knowing that your purchase aligns with your values and contributes to positive social or environmental impact.

User Reviews and Recommendations: Positive reviews and recommendations from other customers can validate your choice and provide social proof that others have had good experiences with the brand.

Brand Reputation and History: Established brands with a history of success and positive reputation may instill confidence in consumers, making them feel that choosing such a brand is a sensible decision based on its track record.

Innovative Solutions: Brands that innovate and stay ahead of the curve in their industry may give you confidence that you are choosing a forward-thinking option that will continue to meet your needs in the future.

Alignment with Personal Values: If a brand's mission, values, and messaging align with your own beliefs and priorities, you may feel that choosing them is not only sensible but also meaningful on a personal level.

By considering these factors, you can better understand why a particular brand makes you feel like you are making the sensible choice and continue to support them based on the confidence and trust they inspire.

Table 33: Fe3 Brand feeling variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	28	5%
Brand 2 :Charmin (Red)	223	37%
Brand 3 :Charmin Basic	159	27%
Brand 4 :Charmin Ultra (Blue)	93	16%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	45	8%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	26	4%
Brand 7 :Quilted Northern (Blue)	12	2%
Brand 8 :Quilted Northern Ultra (Pink)	7	1%
Brand 9 :Scott	1	0%
Brand 10 :Angel Soft	3	1%
Brand 11 :Members Mark (Sams Club)	3	1%

Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Fe3 : Brand that is best at solving little annoyances that can happen while usage:
When it comes to brands that excel at solving little annoyances that can occur during product use:

Product Design: They often include innovative features that address common pain points or inconveniences users may encounter. For example, their furniture often includes built-in storage solutions to help declutter living spaces, or easy-to-assemble designs that simplify the setup process.

Affordability: Some brands have products that are affordable and accessible, making them an attractive option for consumers seeking practical solutions to everyday annoyances without breaking the bank. This affordability allows customers to address small inconveniences without significant financial investment.

Modular and Custom options :The modular and custom approach allows customers to adapt their furniture to changing circumstances or address specific annoyances, such as limited storage space or awkward room layouts.

Innovative Solutions: Brands continually innovates to address customer needs and preferences. For example, they have introduced products like light strips with motion sensors, which can be used to illuminate dark closets or cabinets automatically, reducing the annoyance of fumbling for light switches in dimly lit areas.

Customer Feedback and Support: value customer feedback and incorporate it into product development and improvement. A dedicated customer support team that can assist with

any issues or questions, helping to alleviate frustrations that may arise during product use.

Sustainability: Commitment to sustainability and prioritizing environmental responsibility. Focus on sustainable materials and production methods not only align with the values of environmentally conscious consumers but also ensure that products are of high quality and durability, reducing the likelihood of annoyances such as premature wear or damage.

Overall, combination of smart design, affordability, modularity, innovation, and customer-centric approach makes a brand excel at solving little annoyances that can occur during product use, making everyday life a bit easier and more enjoyable for its customers.

Table 34: Fe4 Brand feeling variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	23	4%
Brand 2 :Charmin (Red)	219	37%
Brand 3 :Charmin Basic	144	24%
Brand 4 :Charmin Ultra (Blue)	100	17%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	45	8%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	23	4%
Brand 7 :Quilted Northern (Blue)	19	3%
Brand 8 :Quilted Northern Ultra (Pink)	17	3%
Brand 9 :Scott	4	1%
Brand 10 :Angel Soft	3	1%
Brand 11 :Members Mark (Sams Club)	1	0%
Brand 12 :Kirkland Signature (Costco)	1	0%
Brand 13 :White Cloud (Wal-Mart)	1	0%
Grand Total	600	100%

Source Author's Work

Fe4: This brand makes me feel confident that I am getting what I need: A brand that instills confidence that you are getting what you need. Here is why:

Vast Product Selection: Offering an incredibly wide range of products across virtually every category imaginable. Whether you are shopping for electronics, household goods, clothing, or groceries, the brand should likely have what you need. The extensive selection gives you confidence that you will be able to find the specific item you are looking for.

Customer Reviews and Ratings: Brand features detailed, customer reviews and ratings for most products. These reviews provide valuable insights from other customers who have purchased and used the products, helping you make informed decisions and feel confident that you are getting something that meets your needs and expectations.

Convenient Shopping Experience: Brands offering a seamless and convenient shopping experience, with features like one-click purchasing, fast and reliable shipping options, and easy returns. The convenience of shopping on Omni channel makes it easy to find and acquire the items you need quickly and efficiently.

Product Descriptions and Specifications: Brands that provide detailed product descriptions, specifications, and images for each item listed on their platform. This information allows you to carefully evaluate whether a product meets your requirements before making a purchase, giving you confidence that you are selecting the right product for your needs.

Variety of Sellers and Brands: In addition to selling products directly, brand should also hosts third-party sellers and other brands on its platform. This diverse marketplace gives you access to a wide variety of products from different sellers and brands, increasing the likelihood of finding exactly what you need.

Customer Service and Support: Responsive and customer-centric approach to service and support. If you encounter any issues with your purchase, whether it is a problem with the product itself, shipping, or returns, A customer service team that is available 24/7 to help and ensure that you are satisfied with your experience.

Innovative Features: Brand that continually introduces innovative features and services to enhance the shopping experience for customers. For example, features like recommendation engine, personalized product recommendations, and subscription services (such as Subscribe & Save) make it easier to discover and purchase items that align with your preferences and needs.

Overall, a brand that has comprehensive platform, customer reviews, convenient shopping experience, vast product selection, and responsive customer service instill confidence that you are getting what you need when shopping on their platform. This sense of confidence makes a brand a go-to destination for millions of consumers worldwide.

Table 35: Fe5 Brand feeling variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	19	3%
Brand 2 :Charmin (Red)	245	41%
Brand 3 :Charmin Basic	143	24%
Brand 4 :Charmin Ultra (Blue)	100	17%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	47	8%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	17	3%
Brand 7 :Quilted Northern (Blue)	13	2%
Brand 8 :Quilted Northern Ultra (Pink)	9	2%
Brand 9 :Scott	3	1%
Brand 10 :Angel Soft	2	0%
Brand 11 :Members Mark (Sams Club)	2	0%
Brand 12 :Kirkland Signature (Costco)	0	0%

Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Fe5: Helps me feel that I am spending my money wisely by buying this brand: A brand that makes you feel like you are spending your money wisely:

Value for Money: Brand known for offering high-quality products at competitive prices. By purchasing items in bulk quantities, brand is able to negotiate lower prices from suppliers, passing on the savings to customers. This value-oriented approach makes you feel like you are getting more for your money compared to traditional retail stores.

Quality Assurance: Brand that is selective about the products it sells and often carries well-known brands or its own private label, which is known for its quality and value. The assurance of quality gives you confidence that you are investing in products that will meet your expectations and last over time, thereby maximizing the value of your purchase.

Transparent Pricing: Pricing model is transparent, with prices clearly displayed for members to see. There are no hidden fees or markups, and pricing philosophy focuses on providing the best possible value to its members. This transparency helps you make informed decisions and feel confident that you are not overpaying for products.

Member Benefits: Brands offers a membership program that provides additional benefits to its customers, such as access to exclusive deals, discounts on services like travel and insurance, and the opportunity to earn cash back rewards on purchases. These membership benefits enhance the overall value proposition and make you feel like you are getting more value for your money.

Customer Satisfaction Guarantee: Brand that stands behind the quality of its products and offers a generous return policy. If you are not satisfied with a purchase for any reason,

few brands allow you to return it for a full refund, no questions asked. This satisfaction guarantee gives you peace of mind and reinforces the notion that you are spending your money wisely by choosing that particular brand.

Ethical and Sustainable Practices: Brands that are committed to ethical sourcing and sustainability initiatives, including responsible sourcing of food standards, animal welfare standards, and environmental stewardship. Knowing that your purchases support ethical and sustainable practices can enhance the sense of value and make you feel good about where your money is going.

Community Engagement: Brands that are actively involved in supporting local communities through charitable initiatives and philanthropic efforts. By shopping these brands, you are not only getting value for your money but also contributing to positive social impact in your community, further reinforcing the notion that you are spending your money wisely.

Overall, brands that focus on value, quality, transparency, member benefits, customer satisfaction, ethical practices, and community engagement helps you feel like you are spending your money wisely by choosing their brand. This sense of value and confidence in your purchasing decisions makes a trusted destination for savvy shoppers.

Table 36: Fe6 Brand feeling variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	30	5%
Brand 2 :Charmin (Red)	226	38%
Brand 3 :Charmin Basic	147	25%
Brand 4 :Charmin Ultra (Blue)	102	17%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	42	7%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	26	4%
Brand 7 :Quilted Northern (Blue)	15	3%
Brand 8 :Quilted Northern Ultra (Pink)	3	1%

Brand 9 :Scott	3	1%
Brand 10 :Angel Soft	1	0%
Brand 11 :Members Mark (Sams Club)	3	1%
Brand 12 :Kirkland Signature (Costco)	1	0%
Brand 13 :White Cloud (Wal-Mart)	1	0%
Grand Total	600	100%

Source Author's Work

Fe6: This brand helps me feel I am taking good care of my family: A brand that helps you feel like you are taking good care of your family:

Trusted Products: A globally recognized brand known for its range of products designed to promote health, hygiene, and well-being for the whole family. From various products offering a variety of trusted usage for every member of the family.

Safety and Reliability: Prioritize safety and reliability in its products, using rigorous testing and quality control measures to ensure that its products meet high standards of efficacy and safety. This commitment to quality gives you confidence that you are providing your family with products that are safe and effective for their intended use.

Doctor recommended: Many of products are recommended by doctors and trusted by customers worldwide. Knowing that these products have the endorsement of healthcare professionals can provide reassurance that you are making choices that are in the best interest of your health and well-being.

Gentle Formulations: Brand offering gentle formulations that are suitable for sensitive skin, making them ideal for use on babies and children. These hypoallergenic and dermatologist-tested products are designed to minimize the risk of irritation or allergic reactions, ensuring that your family's skincare needs are met with care and consideration.

Family-Centric Approach: Product portfolio spanning multiple categories, including baby care, personal care, oral care, and first aid. This comprehensive range of products allows

you to address the diverse needs of your family members, from infants to adults, with trusted solutions that cater to their specific needs.

Commitment to Health and Wellness: Brand that is committed to promoting health and wellness beyond its product offerings. The company invests in initiatives aimed at improving public health, supporting community health programs, and advancing medical research to address global health challenges. By supporting such brand, you are contributing to these efforts and helping to create a healthier future for your family and communities.

Heritage of Care: With a history dating back over multiple years, brands have built a legacy of care and innovation. Generations of families have relied on products to meet their healthcare and hygiene needs, creating a sense of trust and familiarity that extends across households worldwide.

Overall, Brands commitment to safety, reliability, gentle formulations, pediatrician recommendations, comprehensive product range, community engagement, and heritage of care makes it a brand that helps you feel like you are taking good care of your family. Choosing such products allows you to provide your loved ones with the care and attention they deserve, ensuring their health, hygiene, and well-being are prioritized.

Table 37: Fe7 Brand feeling variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	30	5%
Brand 2 :Charmin (Red)	226	38%
Brand 3 :Charmin Basic	147	25%
Brand 4 :Charmin Ultra (Blue)	102	17%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	42	7%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	26	4%
Brand 7 :Quilted Northern (Blue)	15	3%

Brand 8 :Quilted Northern Ultra (Pink)	3	1%
Brand 9 :Scott	3	1%
Brand 10 :Angel Soft	1	0%
Brand 11 :Members Mark (Sams Club)	3	1%
Brand 12 :Kirkland Signature (Costco)	1	0%
Brand 13 :White Cloud (Wal-Mart)	1	0%
Grand Total	600	100%

Source Author's Work

Fe7: This brand helps me feel like I am in control: A brand that helps you feel like you are in control is:

Intuitive User Experience: Products known for their user-friendly interfaces and intuitive design. Whether you are using different versions, the seamless integration of raw material and usage allows you to navigate and control your products with ease, empowering you to accomplish tasks efficiently and effectively.

Customization Options: While products are known for their sleek and uniform design, they also offer a degree of customization that allows you to tailor your product to your preferences. From customizable settings and accessibility features to personalize your user experience.

Privacy and Security Features: Brand prioritizes user privacy and security, offering robust features and controls to safeguard your personal information and data. From end-to-end encryption and secure authentication methods to granular privacy settings and app permissions, few brands gives you the tools to control who has access to your data and how it is used.

Ecosystem Integration: Brands ecosystem of devices, services, and software applications is designed to work seamlessly together, providing a cohesive and interconnected

experience across all your devices. Whether you are accessing your photos, messages, or documents, the integration services give you centralized control over your digital life.

Empowering Tools and Apps: Brands provides a wide range of tools and apps that empower you to create, collaborate, and stay productive. Whether you are using productivity apps or creative tools, brand equips you with powerful resources to take control of your projects and pursuits.

Innovative Features and Technologies: Some brands continuously innovate with new features and technologies that enhance user control and functionality.

Customer Support and Service: Brands offers comprehensive customer support and service options to assist you with any questions or issues you may encounter. Whether you visit a store, contact Apple Support online, or utilize self-help resources like the Support app, brand that empowers you to take control of your device maintenance and troubleshooting needs.

Overall, Brands that focus on intuitive design, customization options, privacy and security features, ecosystem integration, empowering tools and apps, innovative technologies, and customer support services makes it a brand that helps you feel like you are in control of your experience. Choosing such products allows you to harness the power to enhance your productivity, creativity, and connectivity while maintaining control over your personal needs and interactions.

Table 38: Fe8 Brand feeling variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	31	5%
Brand 2 :Charmin (Red)	231	39%
Brand 3 :Charmin Basic	143	24%
Brand 4 :Charmin Ultra (Blue)	107	18%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	39	7%

Brand 6 :Kleenex Cottonelle Ultra (Purple)	25	4%
Brand 7 :Quilted Northern (Blue)	11	2%
Brand 8 :Quilted Northern Ultra (Pink)	6	1%
Brand 9 :Scott	2	0%
Brand 10 :Angel Soft	3	1%
Brand 11 :Members Mark (Sams Club)	2	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Fe8: This brand provides a comforting experience: A brand that consistently provides a comforting experience is:

Nostalgia and Fond Memories: Brands that advertise or show deeply ingrained in popular culture and has a rich history of creating beloved characters, stories, and experiences that evoke feelings of nostalgia and fond memories for many people. Legacy resonates with customers of all ages, providing a comforting sense of familiarity and warmth.

Magical Environments: Brand's advertising themes that are renowned for their immersive and enchanting environments that transport guests to magical worlds filled with wonder and excitement. Themes that are meticulously designed to create a sense of escapism and joy, offering customers a break from the stresses of everyday life and providing a comforting experience where dreams come true.

Family-Friendly: Content is known for its family-friendly nature and positive messages that promote values like friendship, courage, and perseverance. Whether it is animated films, television shows, or live-action productions, advertising offerings appeal to audiences of all ages and provide a comforting escape from the negativity and cynicism often found in the world.

Attention to Detail: Brands is renowned for its attention to detail and commitment to excellence in everything it does. Whether it is the intricate designs of its products, the quality of its merchandise, or the creativity of its storytelling, consistently deliver experiences that exceed expectations and provide a comforting sense of reliability and trust.

Exceptional Customer Service: Brands known for its exceptional customer service and commitment to creating conducive experience for customers. From friendly and helpful cast members to personalized experiences and special touches, brand that goes above and beyond to ensure that every customer feels valued and cared for, providing a comforting sense of hospitality and warmth.

Community and Belonging: Brands that fosters a sense of community and belonging among its customers, creating a shared bond that transcends age, background, and geography. Whether it is through fan clubs, online communities, or in-person events like conventions and Expo, brand promoters find comfort in connecting with like-minded individuals who share their passion for all similar things.

Philanthropic Initiatives: Brands committed to giving back to the community and making a positive impact on the world. Through these brands provide a comforting sense of hope and optimism for a better future.

Overall, Brands' ability to evoke feelings of nostalgia, create magical environments, deliver family-friendly experience, attention to detail, exceptional customer service, sense of community, and philanthropic initiatives all contribute to the comforting experience that brand consistently provides to its customer around the world.

Table 39: Fe9 Brand feeling variable distribution

Brands Considered	Count	Percentage
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Brand 1 :Charmin Franchise	47	8%
Brand 2 :Charmin (Red)	232	39%
Brand 3 :Charmin Basic	145	24%
Brand 4 :Charmin Ultra (Blue)	95	16%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	34	6%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	22	4%
Brand 7 :Quilted Northern (Blue)	12	2%
Brand 8 :Quilted Northern Ultra (Pink)	5	1%
Brand 9 :Scott	5	1%
Brand 10 :Angel Soft	2	0%
Brand 11 :Members Mark (Sams Club)	1	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Fe9: This brand makes me feel personally fulfilled/satisfied: Focus on Wellness: Brand known for its high-quality design by offering products that support an active lifestyle, brand that helps customers to pursue their wellness goals and feel fulfilled.

Comfort and Performance: Products that is not only stylish but also engineered for comfort, performance, and durability. Enhancing your overall comfort and satisfaction with the activities you engage in.

Community Engagement: Brands that fosters a sense of community among its customers through initiatives like local events, workout classes, and social media engagement. By bringing like-minded individuals together, Brand events that creates opportunities for connection, support, and inspiration, contributing to a sense of personal fulfilment and belonging.

Focus on Mindfulness and Self-Care: Brand's philosophy emphasizes mindfulness, self-care, and personal development. Through initiatives like their festivals, meditation

sessions, and wellness workshops, company’s encourages customers to prioritize their mental and emotional well-being, leading to a greater sense of personal fulfilment and satisfaction.

Empowerment and Confidence: Designed to make customers feel empowered, confident, and ready to take on any challenge. The flattering fits, technical materials, and stylish designs help customers feel good about themselves and their bodies, enhancing their self-esteem and personal satisfaction.

Quality and Longevity: Commitment to quality ensures that their products are built to last, reducing the need for frequent replacements and contributing to a sense of satisfaction with your purchase. Investing in high-quality allows you to enjoy long-lasting performance and value, leading to greater personal fulfilment.

Innovation and Inspiration: Brands that continually innovates with new product designs, materials, and technologies that inspire customers to push their boundaries and pursue their passions. Whether it is through advanced sweat-wicking fabrics, reflective details for night-time visibility, or innovative storage solutions, products inspire customers to achieve their goals and feel personally fulfilled in their active lifestyles.

Overall, a brand’s focus on wellness, comfort, community, mindfulness, empowerment, quality, and innovation creates a holistic experience that fosters personal fulfilment and satisfaction for customers seeking to lead active, healthy, and balanced lives. Choosing such brand allows individuals to align their values with their purchasing decisions and invest in products that enhance their overall well-being and happiness.

Table 40: Fe10 Brand feeling variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	40	7%
Brand 2 :Charmin (Red)	225	38%

Brand 3 :Charmin Basic	150	25%
Brand 4 :Charmin Ultra (Blue)	91	15%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	47	8%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	24	4%
Brand 7 :Quilted Northern (Blue)	14	2%
Brand 8 :Quilted Northern Ultra (Pink)	6	1%
Brand 9 :Scott	1	0%
Brand 10 :Angel Soft	2	0%
Brand 11 :Members Mark (Sams Club)	0	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Fe10: This brand helps me feel good about myself: A brand that helps you feel good about yourself has the below components:

Body Positivity and Self-Acceptance: Brand well-known for its campaigns promoting body positivity and self-acceptance. Through initiatives like campaign, celebrate diversity and challenges narrow beauty standards, encouraging individuals to embrace their unique features and feel good about them just the way they are.

Inclusive Marketing: Marketing campaigns feature a diverse range of models representing various ages, body types, ethnicities, and backgrounds. By showcasing real people with diverse appearances and stories, brand sends a message of inclusivity and representation, helping individuals see them reflected in the brand's advertising and feel valued and accepted.

Skin and Hair Care Products: Offer a range of skin and hair care products formulated to nourish, hydrate, and pamper your body from head to toe. Whether it is their moisturizing body washes, gentle facial cleansers, or nourishing hair care treatments, products are

designed to help you look and feel your best, enhancing your self-confidence and self-esteem.

Social Responsibility: Brand committed to social responsibility and ethical sourcing, with initiatives aimed at promoting sustainability, supporting women's empowerment, and fostering positive social change. By choosing such products, individuals can feel good about supporting a brand that prioritizes ethical practices and makes a positive impact on society and the environment.

Self-Care Rituals: Products are often associated with self-care rituals that promote relaxation, rejuvenation, and well-being. Products encourage you to prioritize self-care and take time for yourself, leading to feelings of self-love and self-appreciation.

Empowering Messaging: Messaging emphasizes empowerment, confidence, and inner beauty. Through slogans like "You are more beautiful than you think" and "Real beauty is in your confidence, your courage, and your kindness," few brands inspire individuals to recognize their intrinsic worth.

Positive Brand Image: Brands that have built a positive brand image based on trust, authenticity, and integrity. With a long history of promoting beauty from within and championing self-confidence, Dove has earned the trust and loyalty of consumers who appreciate the brand's commitment to uplifting and empowering individuals to feel good about them.

Overall, a brand's commitment to body positivity, inclusivity, high-quality products, social responsibility, self-care, positive brand image all contribute to helping individuals feel good about them when choosing. By aligning with a brand that celebrates diversity, promotes self-acceptance, and fosters positive self-image, individuals can feel confident and empowered.

Table 41: Fe11 Brand feeling variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	21	4%
Brand 2 :Charmin (Red)	235	39%
Brand 3 :Charmin Basic	150	25%
Brand 4 :Charmin Ultra (Blue)	92	15%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	42	7%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	24	4%
Brand 7 :Quilted Northern (Blue)	18	3%
Brand 8 :Quilted Northern Ultra (Pink)	9	2%
Brand 9 :Scott	4	1%
Brand 10 :Angel Soft	1	0%
Brand 11 :Members Mark (Sams Club)	3	1%
Brand 12 :Kirkland Signature (Costco)	1	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Fe11: This brand makes me feel like a smart shopper: A brand that makes you feel like a smart shopper has the below components:

Bulk Buying: Brands known for offering products in bulk quantities at discounted prices. By purchasing larger quantities of items you use regularly, you can save money in the long run, making you feel like you are making a smart financial decision.

Value for Money: Products are often offered at lower prices compared to traditional retailers, providing excellent value for money. The combination of competitive pricing and high-quality products makes you feel like you are getting more for your money and making savvy shopping choices.

Exclusive Deals and Discounts: offers exclusive deals and discounts to its members, providing additional savings on a wide range of products and services. These member-

only perks make you feel like you are getting access to special offers and benefits that enhance your overall shopping experience.

Quality Assurance: selective about the products it sells and maintains high standards of quality and reliability. By offering trusted brands and products known for their quality and value, brands instil confidence in its customers that they are making smart purchasing decisions.

Wide Range of Products: offers a diverse selection of products across various categories. The wide range of options allows you to find everything you need in one place, saving you time and effort and making you feel like you are making efficient shopping choices.

Generous Return Policy: has a generous return policy that allows members to return products with ease if they are not satisfied for any reason. This satisfaction guarantee gives you peace of mind and reassurance that you can shop confidently knowing that you can return items if they do not meet your expectations.

Sustainability and Ethics: Committed to sustainability and ethical business practices, including responsible sourcing and environmental stewardship. By supporting a brand that prioritizes sustainability, you can feel good about your shopping choices and their impact on the environment and society.

Overall, brands that focus on value, quality, transparency, exclusive deals, wide selection, customer satisfaction, and sustainability makes it a brand that makes you feel like a smart shopper. Choosing such brands allows you to maximize savings, access exclusive benefits, and shop with confidence, knowing that you are making informed decisions and getting the best value for your money.

Table 42: Fe12 Brand feeling variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	39	7%

Brand 2 :Charmin (Red)	235	39%
Brand 3 :Charmin Basic	148	25%
Brand 4 :Charmin Ultra (Blue)	91	15%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	35	6%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	26	4%
Brand 7 :Quilted Northern (Blue)	18	3%
Brand 8 :Quilted Northern Ultra (Pink)	3	1%
Brand 9 :Scott	2	0%
Brand 10 :Angel Soft	2	0%
Brand 11 :Members Mark (Sams Club)	1	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Fe12: This brand makes me feel like I am doing the best for myself: A brand that gives you the impression that, in comparison to other brands, you are doing the best thing for yourself has the below components:

Innovative Technology: Brands renowned for its cutting-edge technology that push the envelope of what is conceivable and for its inventive technology. Products are frequently regarded as best-in-class due to their cutting-edge features, svelte designs, and seamless cross-platform interaction.

User Experience: places a high value on user experience. You feel as though you are utilizing the greatest tools possible while using the composition because of meticulous attention to detail and user-friendliness.

Dependability and Quality: Products renowned for their sturdy, dependable, and well-built designs. Purchasing such items will provide you with peace of mind and confidence in your choice because you know that you are getting a high-quality product that will last over time and perform well.

Stores, online help centers, and warranty program, offer first-rate customer support and service. In order to make customer feel supported and appreciated as a client, brand's skilled team and committed support channels make sure customer receive the assistance you need, whether you require technical assistance, repairs, or troubleshooting help.

Establish a robust brand image by prioritizing innovation, quality, and consumer satisfaction. Having a devoted following and a proven track record of achievement, frequently held up as the gold standard for excellence in the sector, giving the impression that you are selecting the greatest brand when you choose Apple goods.

All things considered, a brand that makes customers feel like you are doing the best for yourself in comparison to other companies because of its focus on innovation, user experience, quality, reliability, ecosystem integration, security, customer service, and brand reputation. Selecting such brand gives you access to state-of-the-art technology, a flawless user experience, and the assurance that you are utilizing the greatest resources available to improve your life.

Table 43: Fe13 Brand feeling variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	28	5%
Brand 2 :Charmin (Red)	236	39%
Brand 3 :Charmin Basic	147	25%
Brand 4 :Charmin Ultra (Blue)	100	17%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	39	7%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	23	4%
Brand 7 :Quilted Northern (Blue)	12	2%
Brand 8 :Quilted Northern Ultra (Pink)	6	1%
Brand 9 :Scott	4	1%
Brand 10 :Angel Soft	3	1%
Brand 11 :Members Mark (Sams Club)	1	0%
Brand 12 :Kirkland Signature (Costco)	1	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%

Grand Total	600	100%
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Source Author's Work

Fe13: This brand makes me feel confident: A brand that inspires confidence in its customers has the below components.

Innovative Technology: Brand that is at the vanguard, manufacturing that are renowned for their state-of-the-art features, efficiency, and sustainability.

Customer Satisfaction: a brands clientele should vocal about their happiness with the brand and is devoted and passionate about it. Good word-of-mouth recommendations from contented customers provide prospective customers confidence and reassure them that they are making the right decision in selecting.

Environmental Sustainability: Customers who are concerned about the environment and give sustainability top priority when making purchases are drawn to goal of hastening the global switch to sustainable practices. Customers can be sure that when they choose the brand, they are supporting a company that is dedicated to lowering carbon emissions and halting climate change by encouraging the wider use of electric cars and renewable energy sources.

Brand Reputation: By being innovative, progressive, and disruptive in the sector, brands have developed a strong brand reputation. History of pushing the envelope of what is possible give consumers confidence that they are supporting a company that is paving the way for a more technologically sophisticated and sustainable future.

All things considered, brand that inspires confidence in its customers because of its emphasis on cutting-edge technology, safety, dependability, charging infrastructure, customer happiness, environmental sustainability, and brand reputation. Choosing a

brand like that gives people the assurance that they are driving the epitome of innovation and technology, enabling them to embrace the future.

Table 44: Im1Brand Imagery variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	19	3%
Brand 2 :Charmin (Red)	245	41%
Brand 3 :Charmin Basic	131	22%
Brand 4 :Charmin Ultra (Blue)	82	14%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	35	6%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	29	5%
Brand 7 :Quilted Northern (Blue)	23	4%
Brand 8 :Quilted Northern Ultra (Pink)	13	2%
Brand 9 :Scott	8	1%
Brand 10 :Angel Soft	4	1%
Brand 11 :Members Mark (Sams Club)	6	1%
Brand 12 :Kirkland Signature (Costco)	3	1%
Brand 13 :White Cloud (Wal-Mart)	2	0%
Grand Total	600	100%

Source Author's Wok

Img1: The brand is an honest brand: A brand that is often associated with honesty in its brand imagery ha below components:

Transparent Communication: Known for its transparent communication about its products, practices, and values. The company openly shares information about its supply chain, manufacturing processes, and environmental initiatives, providing customers with a clear understanding of how their products are made and the impact they have on the planet.

Authentic Brand Story: A rich brand story rooted in its founder's passion for outdoor exploration and environmental activism. The company's pledge to environmental

sustainability and social responsibility echo in its brand imagery, which often features outdoor landscapes, adventurous activities, and messages of environmental stewardship.

Ethical Business Practices: Committed to ethical business practices, including fair labour standards, responsible sourcing, and environmental conservation. The company's commitment to fair trade, worker rights, and environmental protection is evident in its brand imagery, which often highlights the people and places behind its products.

Product Quality and Durability: Products are known for their high quality, durability, and performance. The company stands behind the quality of its products and offers repair services to extend their lifespan, reinforcing its commitment to sustainability and reducing waste. This focus on quality and durability is reflected in brand imagery, which often showcases well-worn garments and outdoor gear that have stood the test of time.

Social and Environmental Activism: Actively involved in social and environmental activism, using its platform to advocate for issues like climate change, public lands conservation, and environmental justice. The company's brand imagery often features messages of activism and calls to action, inspiring customers to join the movement for positive change.

Overall, Commitment to transparency, authenticity, ethical business practices, product quality, and social/environmental activism makes it a brand that is often associated with honesty in its brand imagery. Choosing such a brand allows individuals to align themselves with a brand that values integrity, transparency, and making a positive impact on the world.

Table 45: Im2 Brand Imagery variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	53	9%
Brand 2 :Charmin (Red)	234	39%
Brand 3 :Charmin Basic	144	24%

Brand 4 :Charmin Ultra (Blue)	95	16%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	43	7%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	16	3%
Brand 7 :Quilted Northern (Blue)	9	2%
Brand 8 :Quilted Northern Ultra (Pink)	4	1%
Brand 9 :Scott	1	0%
Brand 10 :Angel Soft	1	0%
Brand 11 :Members Mark (Sams Club)	0	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Im2: Is part of an irreplaceable user experience: Brand where imagery is an integral part of an irreplaceable experience has the below components:

Iconic Logo: Logo is one of the most recognizable brand symbols in the world. It represents the brand's commitment to excellence, performance, and innovation, and is synonymous with athletic achievement and empowerment.

Endorsements: brand imagery often includes endorsements from top personalities across various fields. These endorsements convey a message of excellence, determination, and success, inspiring consumers to strive for greatness in their own lives.

Campaign with famous personality is one of the most successful and enduring advertising in history. The campaign's imagery often features athletes overcoming challenges, pushing their limits, and achieving their goals, inspiring consumers to take action and pursue their dreams with confidence and determination.

Innovative Design: Brands known for its innovative product design and technology, which is often showcased in its brand imagery. Whether it is the iconic or the cutting-

edge performance used by elite personalities, Brand imagery communicates a message of innovation, performance, and style.

Cultural Relevance: brand imagery is deeply embedded in popular culture, with the brand's products frequently featured in music videos, movies, and fashion editorials. Collaborations with artists, designers, and celebrities contribute to its cultural relevance and make its brand imagery resonate with consumers across demographics and geographies.

Empowerment and Social Justice: brand imagery often incorporates themes of empowerment, diversity, and social justice. The brand has been praised for its inclusive advertising campaigns that celebrate athletes of all backgrounds and abilities, as well as its advocacy for social causes such as racial equality and gender empowerment.

Community Engagement: Actively engages with its community of consumers through events, sponsorships, and social media initiatives. The brand's imagery often highlights the sense of camaraderie, passion, and support that exists within the community, fostering a sense of belonging and connection among its fans and followers.

Overall, brand endorsements, campaign, innovative product design, cultural relevance, commitment to empowerment and social justice, and community engagement make it a brand where imagery is an integral part of an irreplaceable experience. Choosing such a brand allows individuals to align themselves with a brand that embodies excellence, determination, and empowerment, inspiring them to pursue their athletic goals with confidence and passion.

Table 46: Im3 Brand Imagery variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	17	3%
Brand 2 :Charmin (Red)	209	35%
Brand 3 :Charmin Basic	152	25%

Brand 4 :Charmin Ultra (Blue)	97	16%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	55	9%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	22	4%
Brand 7 :Quilted Northern (Blue)	17	3%
Brand 8 :Quilted Northern Ultra (Pink)	11	2%
Brand 9 :Scott	9	2%
Brand 10 :Angel Soft	1	0%
Brand 11 :Members Mark (Sams Club)	5	1%
Brand 12 :Kirkland Signature (Costco)	3	1%
Brand 13 :White Cloud (Wal-Mart)	2	0%
Grand Total	600	100%

Source Author's Work

Im3: Is a brand for everyone in the family: A brand that caters to everyone in the family through its brand imagery has the below components:

Iconic Characters and Franchises: Home to iconic characters and franchises that appeal to people of all ages, from children to adults. Characters have become cultural icons and have been beloved by generations of fans and this can be used to advertise the products.

Family-Friendly Content: Brands known for its family-friendly content that is suitable for of all ages. Whether it is the colourful and imaginative worlds or the adventurous quests designed to be accessible and enjoyable for all ages and gender. Provide opportunities for shared experiences and bonding among family members.

Nostalgia Factor: Brand imagery often evokes feelings of nostalgia for adults who grew up using the products. The brand's classic advertisement characters and franchises have been a part of many people's childhoods, and revisiting these beloved worlds with their own children can be a special and nostalgic experience.

Community and Events: Foster a sense of community among its loyal customers through events, conventions, and online communities. The brand's imagery often showcases fans

of all ages coming together to celebrate their love of brand and share their experiences with one another.

Overall, Iconic characters, family-friendly content, innovative, nostalgia factor, variety of options, and sense of community make it a brand that caters to everyone in the family through its brand imagery. Choosing such brands allows families to come together, have fun, and create lasting memories shared.

Table 47: Im4 Brand Imagery variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	42	7%
Brand 2 :Charmin (Red)	222	37%
Brand 3 :Charmin Basic	168	28%
Brand 4 :Charmin Ultra (Blue)	79	13%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	42	7%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	20	3%
Brand 7 :Quilted Northern (Blue)	11	2%
Brand 8 :Quilted Northern Ultra (Pink)	10	2%
Brand 9 :Scott	3	1%
Brand 10 :Angel Soft	2	0%
Brand 11 :Members Mark (Sams Club)	1	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Im4: Has been a leading brand for years : To be exemplary brand that has been a leading force in its segment for years, the brand should have the below components:

Iconic Brand Identity: The brand's imagery is deeply ingrained in popular culture and has become synonymous with refreshment, enjoyment, and happiness.

Market Dominance: The brand's portfolio includes a wide range of products.

Global Presence: Brand imagery is ubiquitous, with its products available in worldwide. The brand's global presence and distribution network will help it maintain leadership position in the industry and reach consumers in diverse markets and cultures.

Advertising and Marketing: Advertising and marketing efforts have to be consistently reinforced with the brand's positive image and emotional appeal.

Innovation and Adaptation: Despite its long history, the brand has to introduce new products, variants, and packaging formats to meet the evolving needs of consumers while staying true to its core values and identity.

Sponsorship and Partnerships: Brand imagery is often associated with major events, entertainment properties, and cultural moments through its sponsorship and partnership initiatives. The brand's presence at events like the Olympic Games, FIFA World Cup, and Super Bowl reinforces its association with excitement, celebration, and enjoyment.

Corporate Social Responsibility: Long-standing brand commitment to corporate social responsibility and sustainability. The brand's initiatives to reduce its environmental impact, promote community engagement, and support social causes contribute to its positive brand imagery and reputation as a responsible corporate citizen.

Overall, Brand’s iconic brand identity, market dominance, global presence, advertising and marketing prowess, innovation and adaptation, sponsorship and partnerships, and corporate social responsibility efforts have solidified its position as a leading brand in its segment for years. Choosing such brands allows consumers to align themselves with a brand that symbolizes timeless appeal, making it a trusted choice for millions of people around the world.

Table 48: Im5 Brand Imagery variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	95	16%

Brand 2 :Charmin (Red)	216	36%
Brand 3 :Charmin Basic	158	26%
Brand 4 :Charmin Ultra (Blue)	73	12%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	31	5%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	12	2%
Brand 7 :Quilted Northern (Blue)	9	2%
Brand 8 :Quilted Northern Ultra (Pink)	6	1%
Brand 9 :Scott	0	0%
Brand 10 :Angel Soft	0	0%
Brand 11 :Members Mark (Sams Club)	0	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Im5: A brand my mother used: A brand that has been trusted by mothers worldwide for decades has the below components.

Reliability and Trust: Brands that have built a reputation for reliability and trustworthiness in providing high-quality products that keep usage dry and comfortable. Mothers often rely on brads to protect their babies' delicate skin and prevent leaks, allowing them to feel confident and secure in their choice.

Caring for Babies: Brand imagery often emphasizes the brand's commitment to caring for babies' needs and supporting mothers in their parenting journey. Whether through advertising campaigns featuring happy, contented babies or educational resources for new parents, some brands creates a nurturing and supportive image that resonates with mothers.

Innovation and Technology: Brands continually invests in innovation and technology to improve its products and meet the evolving needs of mothers. From introducing new

materials for enhanced absorbency to developing features like wetness indicators and stretchy sides for a better fit, brand imagery highlights its dedication to innovation and excellence.

Comfort and Protection: Brand imagery evokes feelings of comfort and protection, emphasizing the brand's commitment to keeping babies dry, comfortable, and free from irritation. Mothers trust brands to provide gentle, soft products that are safe for their babies' sensitive skin, allowing them to feel reassured and at ease.

Celebrating Milestones: Some brands celebrate important milestones of customers, from their first smiles to their first steps, through its brand imagery and marketing campaigns. By acknowledging and commemorating these special moments, brand creates a sense of connection and emotional resonance with mothers, who appreciate the brand's role in their babies' development and growth.

Community and Support: fosters a sense of community and support among mothers through its online platforms, social media channels, and parenting resources. By providing tips, advice, and shared experiences, creates a supportive environment where mothers can connect with one another and feel empowered in their parenting journey.

Overall, brand imagery resonates with mothers by emphasizing reliability, trust, care, innovation, comfort, protection, celebration, and community. Choosing such brands allows mothers to feel confident and supported in caring for their babies, knowing that they are using a brand that prioritizes their well-being and understands the joys and challenges of parenting.

Table 49: Im6 Brand Imagery variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	40	7%
Brand 2 :Charmin (Red)	245	41%
Brand 3 :Charmin Basic	172	29%

Brand 4 :Charmin Ultra (Blue)	71	12%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	40	7%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	18	3%
Brand 7 :Quilted Northern (Blue)	11	2%
Brand 8 :Quilted Northern Ultra (Pink)	3	1%
Brand 9 :Scott	0	0%
Brand 10 :Angel Soft	0	0%
Brand 11 :Members Mark (Sams Club)	0	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Im6: A family favourite for years: A brand that has been a family favourite for years has the below components:

Tradition: Synonymous with tradition, offering a wide range of options that have been enjoyed by generations of families. Different variant of Classics to newer favourites providing a convenient and interesting way to start the day.

Variety and Choice: A diverse selection of products to cater to different tastes and preferences within families. Whether you prefer a simple or more indulgent option, brands should have something for everyone, making it easy for families to find their favourite breakfasts.

Nostalgia and Fond Memories: Many families have fond memories of enjoying legacy brands together. Brand imagery evokes feelings of nostalgia and nostalgia for these shared moments, reminding families of the special bonds and traditions that have been formed around breakfast time.

Quality and Trust: Brand that families trust for its quality and reliability. With a long history of producing that are made with ingredients backed by rigorous quality standards,

Such brands inspires confidence in parents who want to provide satisfying options for their families.

Fun and Enjoyment: Brand imagery often features colourful packaging, playful characters, and engaging promotions that appeal to children and adults making usage time fun and enjoyable. Sometimes a box with a prize inside or a special edition featuring a beloved cartoon character, some brands knows how to capture the imagination of young consumers and create excitement around its products.

Health and Wellness: In recent years, products have expanded their product offerings to include options that cater to health-conscious families, such as gluten-free, organic, and low-sugar cereals. Brand imagery reflects this commitment to health and wellness, emphasizing the nutritional benefits of its consumable products and promoting a balanced consumption as part of a healthy lifestyle.

Overall, brand imagery resonates with families by evoking feelings of tradition, variety, nostalgia, quality, fun, and health. Choosing such a brand allows families to continue the traditions they have enjoyed for years while also exploring new options that meet their evolving needs.

Table 50: Im7 Brand Imagery variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	107	18%
Brand 2 :Charmin (Red)	233	39%
Brand 3 :Charmin Basic	151	25%
Brand 4 :Charmin Ultra (Blue)	63	11%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	28	5%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	11	2%
Brand 7 :Quilted Northern (Blue)	3	1%
Brand 8 :Quilted Northern Ultra (Pink)	3	1%
Brand 9 :Scott	1	0%
Brand 10 :Angel Soft	0	0%

Brand 11 :Members Mark (Sams Club)	0	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Im7: A brand I grew up with: A brand that many people grew up with and has a strong sense of brand imagery has the below components:

Childhood Nostalgia: Some brands have been a beloved brand for generations, with many adults fondly remembering their childhood experiences. For those who grew up with the brand's imagery is associated with nostalgia and happy memories of carefree creativity.

Family Bonding: Products are a popular choice for family activities and bonding experiences. For those who grew up with the brand's imagery evokes memories of activities with siblings, parents, and friends, fostering a sense of connection and shared enjoyment through art.

Innovation and Quality: Brands known for its commitment to innovation and quality in its supplies, constantly introducing new products and technologies to enhance the creative experience. For those who grew up with the brand's imagery represents trust and reliability, with memories of using high-quality products that is efficient and smooth, consistent results.

Cultural Icon: Brands have become a cultural icon in its own right, with its distinctive packaging and iconic logo recognized around the world. For those who grew up with the brand's imagery is synonymous with creativity, childhood, and the joy of expression.

Overall, brand's imagery resonates with those who grew up with it by evoking feelings of nostalgia, creativity, educational value, family bonding, innovation, quality, and cultural significance. Choosing such a brand allows fans to reconnect with cherished memories

from their childhood while also continuing to inspire and empower future generations of artists and creators.

Table 51: Jd1 Brand Judgment variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	24	4%
Brand 2 :Charmin (Red)	258	43%
Brand 3 :Charmin Basic	150	25%
Brand 4 :Charmin Ultra (Blue)	87	15%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	41	7%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	19	3%
Brand 7 :Quilted Northern (Blue)	11	2%
Brand 8 :Quilted Northern Ultra (Pink)	5	1%
Brand 9 :Scott	1	0%
Brand 10 :Angel Soft	1	0%
Brand 11 :Members Mark (Sams Club)	1	0%
Brand 12 :Kirkland Signature (Costco)	2	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Jd1: Is a brand that has the right balance between the benefits it provides and how much it costs: A brand that is known for striking the right balance between the benefits it provides and its cost has the below components:

Affordable Pricing: A brand that offers high-quality at affordable prices. By streamlining its production process and focusing on efficiency, manufacturers are able to keep costs low and pass those savings on to customers, making appealing and functional products accessible to a wide range of consumers.

Quality Materials and Construction: Despite its affordable pricing, brands should be committed to using quality materials and efficient manufacturing techniques in its

products. Whether it is premium products, high-tech for special purposes, or innovative product, products are designed to be durable, comfortable, and long-lasting, providing customers with excellent value for money.

Functional Design: Brand is known for its functional design and versatility. From basics to specialized items brands offer products that are designed to meet the needs of everyday life, providing customers with practical solutions at an affordable price point.

Timeless Style: Focus on timeless, minimalist production rather than chasing trends, ensuring that it remains relevant throughout the year. This approach not only appeals to a wide range of consumers but also maximizes the longevity of products, allowing customers to get more out of their purchases and reducing the need for frequent replacements.

Convenient Shopping Experience: Stores are designed to provide customers with a convenient and enjoyable shopping experience. With spacious layouts, helpful staff, and a wide range of products available in-store and online, brands make it easy for customers to find what they need quickly and efficiently, saving them time and effort in the process.

Overall, brand strikes the right balance between the benefits it provides and its cost by offering affordable pricing, quality materials and construction, functional design, timeless style, innovative technologies, and a convenient shopping experience. Choosing such products allows customers to build a versatile and stylish wardrobe without breaking the bank, making it a brand that resonates with budget-conscious consumers who value quality and value.

Table 52: Jd2 Brand Judgment variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	19	3%
Brand 2 :Charmin (Red)	253	42%
Brand 3 :Charmin Basic	141	24%

Brand 4 :Charmin Ultra (Blue)	92	15%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	46	8%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	24	4%
Brand 7 :Quilted Northern (Blue)	17	3%
Brand 8 :Quilted Northern Ultra (Pink)	4	1%
Brand 9 :Scott	1	0%
Brand 10 :Angel Soft	2	0%
Brand 11 :Members Mark (Sams Club)	1	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Jd2: Is a good value for the money: When consumers perceive a brand as providing good value for the money, it often reflects positively on the brand's overall perception and reputation. Here is how this perception contributes to a brand's image judgment:

Affordable Pricing: One of the key factors in determining value for money is the affordability of the brand's products or services. Brands that offer competitive prices compared to their competitors are more likely to be perceived as providing good value for the money. This perception enhances the brand's imagery by positioning it as accessible and inclusive to a wide range of consumers.

Quality and Reliability: While affordability is important, consumers also expect a certain level of quality and reliability from the products or services they purchase. Brands that deliver on this expectation by offering well-made, durable products that meet or exceed consumers' needs and expectations are more likely to be perceived as providing good value for the money. This perception enhances the brand's imagery by building trust and loyalty among consumers.

Functional Benefits: In addition to affordability and quality, consumers also consider the functional benefits of a brand's products or services when assessing value for money. Brands that offer features, performance, or benefits that are aligned with consumers' needs and preferences are more likely to be perceived as providing good value for the money. This perception enhances the brand's imagery by positioning it as practical and solution-oriented.

Emotional Benefits: Beyond functional benefits, consumers also consider the emotional benefits they derive from a brand's products or services when assessing value for money. Brands that evoke positive emotions, such as happiness, satisfaction, or pride, are more likely to be perceived as providing good value for the money. This perception enhances the brand's imagery by creating a strong emotional connection with consumers.

Customer Experience: The overall customer experience, including factors such as convenience, customer service, and post-purchase support, also influences consumers' perceptions of value for money. Brands that prioritize the customer experience and provide exceptional service at every touchpoint are more likely to be perceived as providing good value for the money. This perception enhances the brand's imagery by fostering positive word-of-mouth and repeat business.

Overall, when consumers judge a brand as providing good value for the money, it contributes positively to the brand's imagery by positioning it as affordable, high-quality, functional, emotionally resonant, and customer-centric. This perception enhances consumer trust, loyalty, and advocacy, ultimately driving long-term success and growth for the brand.

Table 53: Jd3 Brand Judgment variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	36	6%

Brand 2 :Charmin (Red)	216	36%
Brand 3 :Charmin Basic	171	29%
Brand 4 :Charmin Ultra (Blue)	87	15%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	42	7%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	24	4%
Brand 7 :Quilted Northern (Blue)	12	2%
Brand 8 :Quilted Northern Ultra (Pink)	7	1%
Brand 9 :Scott	5	1%
Brand 10 :Angel Soft	0	0%
Brand 11 :Members Mark (Sams Club)	0	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Jd3: Has good and appealing advertising I like: When a brand's advertising is perceived as good and appealing, it significantly influences the brand's imagery judgment in several ways:

Positive Association: Effective advertising creates positive associations with the brand by captivating the audience's attention, evoking emotions, and delivering memorable messages. When consumers enjoy and appreciate a brand's advertising, they are more likely to form positive perceptions of the brand itself. The judgment of the brand becomes favourable, as consumers associate it with creativity, excitement, and relevance.

Brand Identity: Advertising plays a crucial role in shaping a brand's identity and personality. Brands that consistently produce good and appealing advertising establish a distinct identity in the minds of consumers. Whether it is through storytelling, humour, or visual aesthetics, compelling advertising helps define what the brand stands for and what sets it apart from competitors. The judgment of the brand becomes aligned with its desired identity, reinforcing key brand attributes and values.

Engagement and Connection: Good advertising resonates with consumers on a deeper level, fostering engagement and emotional connection. Brands that create ads that resonate with their target audience build stronger relationships and loyalty. When consumers feel personally connected to a brand's advertising, they are more likely to develop a favourable imagery judgment of the brand, viewing it as relatable, trustworthy, and authentic.

Perceived Quality: The quality of advertising can influence consumers' perceptions of the brand's overall quality. When a brand invests in high-quality, visually appealing advertising, it signals to consumers that it cares about attention to detail and excellence. This perception can translate into a favourable imagery judgment of the brand, with consumers attributing qualities of sophistication, professionalism, and excellence to the brand based on its advertising.

Brand Recall and Recognition: Memorable advertising helps enhance brand recall and recognition. When consumers recall positive experiences with a brand's advertising, it reinforces their judgment of the brand over time. Brands that consistently produce good and appealing advertising benefit from increased visibility and mindshare, further solidifying their positive brand imagery in the minds of consumers.

Purchase Intent and Loyalty: Ultimately, good and appealing advertising influences consumers' purchase intent and brand loyalty. When consumers have positive judgments of a brand based on its advertising, they are more likely to consider the brand for future purchases and recommend it to others. Effective advertising builds brand equity and drives business results by converting favourable imagery judgments into tangible actions and outcomes.

Overall, good and appealing advertising contributes significantly to a brand's imagery judgment by creating positive associations, shaping brand identity, fostering engagement

and connection, influencing perceived quality, enhancing brand recall and recognition, and driving purchase intent and loyalty. Brands that prioritize creating compelling advertising experiences stand to gain a competitive advantage and build lasting relationships with consumers.

Table 54: Jd4 Brand Judgment variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	37	6%
Brand 2 :Charmin (Red)	212	35%
Brand 3 :Charmin Basic	144	24%
Brand 4 :Charmin Ultra (Blue)	107	18%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	50	8%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	20	3%
Brand 7 :Quilted Northern (Blue)	17	3%
Brand 8 :Quilted Northern Ultra (Pink)	10	2%
Brand 9 :Scott	3	1%
Brand 10 :Angel Soft	0	0%
Brand 11 :Members Mark (Sams Club)	0	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Jd4: Has packaging designs that stand out on the shelf: When a brand's packaging designs stand out on the shelf, it profoundly influences the brand's imagery judgment in several key ways:

Distinctive Brand Identity: Packaging that stands out on the shelf helps establish a distinctive brand identity. Consumers are more likely to notice and remember brands with unique and eye-catching packaging designs, which contribute to a favourable judgment.

The brand becomes associated with innovation, creativity, and originality, setting it apart from competitors and creating a lasting impression in consumers' minds.

Visual Appeal: Packaging designs that stand out on the shelf are visually appealing and attractive to consumers. When packaging features bold colours, captivating graphics, and stylish typography, it captures the attention of shoppers and draws them in. The imagery judgment of the brand becomes positive, as consumers perceive it as visually appealing, modern, and aesthetically pleasing.

Perceived Quality: High-quality packaging designs convey a sense of professionalism and attention to detail, which reflects positively on the brand's perceived quality. When consumers encounter packaging that is well-designed, sturdy, and thoughtfully executed, they are more likely to associate the brand with quality and reliability. The imagery judgment of the brand becomes favourable, with consumers attributing qualities of excellence and sophistication to the brand based on its packaging.

Brand Personality: Packaging designs communicate the brand's personality and values to consumers. Brands that use packaging to express their unique identity, voice, and story create a deeper connection with consumers. Whether it is through playful illustrations, minimalist design elements, or eco-friendly materials, packaging designs that reflect the brand's personality help shape consumers' imagery judgment of the brand, fostering feelings of resonance, authenticity, and trust.

Differentiation and Brand Recall: Packaging designs that stand out on the shelf make it easier for consumers to differentiate the brand from competitors and recall it later. Brands that invest in distinctive packaging designs benefit from increased visibility and memorability, which strengthens their judgment in the minds of consumers over time.

Purchase Decision Influence: Effective packaging designs have the power to influence consumers' purchase decisions at the point of sale. When packaging stands out on the

shelf and captures consumers' attention, it increases the likelihood of product consideration and trial. Brands that leverage packaging as a strategic tool for marketing and branding gain a competitive advantage and drive sales. The imagery judgment of the brand becomes instrumental in driving purchase intent and loyalty, as consumers are drawn to products with packaging designs that resonate with them emotionally and visually.

Overall, packaging designs that stand out on the shelf play a critical role in shaping consumers' imagery judgment of the brand by establishing a distinctive identity, conveying visual appeal, enhancing perceived quality, expressing brand personality, facilitating differentiation and brand recall, and influencing purchase decisions. Brands that prioritize innovative and impactful packaging designs stand to gain consumer attention, preference, and loyalty, ultimately driving business success and growth.

Table 55: Jd5 Brand Judgment variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	57	10%
Brand 2 :Charmin (Red)	217	36%
Brand 3 :Charmin Basic	143	24%
Brand 4 :Charmin Ultra (Blue)	89	15%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	49	8%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	26	4%
Brand 7 :Quilted Northern (Blue)	9	2%
Brand 8 :Quilted Northern Ultra (Pink)	8	1%
Brand 9 :Scott	2	0%
Brand 10 :Angel Soft	0	0%
Brand 11 :Members Mark (Sams Club)	0	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Jd5: This brand regularly offers coupons: When a brand regularly offers coupons, it can significantly influence consumers' judgment of the brand in several ways:

Perceived Value: Offering coupons creates the perception of value among consumers. When shoppers receive discounts or special offers on a brand's products, they feel like they are getting a better deal and saving money. This perception enhances the brand's judgment by positioning it as budget-friendly and providing good value for the price.

Positive Brand Association: Regularly offering coupons can lead to positive brand associations in consumers' minds. When consumers receive coupons for a brand's products, they may feel appreciated and valued by the brand, which fosters a sense of loyalty and goodwill. This positive association enhances the brand's judgment by creating a favourable impression and increasing the likelihood of repeat purchases.

Incentive for Trial and Purchase: Coupons serve as incentives for consumers to try a brand's products or make a purchase. When consumers receive coupons, they are more likely to be motivated to buy the brand's products, especially if they were considering purchasing them anyway. This incentive drives sales and increases the brand's judgment by encouraging trial and conversion.

Competitive Advantage: Offering coupons can give a brand a competitive advantage in the marketplace. In industries where price sensitivity is high, such as retail or consumer goods, brands that regularly offer coupons may attract more customers and gain market share. This competitive advantage enhances the brand's judgment by positioning it as a preferred choice among consumers who are looking for discounts and savings.

Customer Engagement and Loyalty: Coupons can be used as a tool to engage with customers and build loyalty over time. Brands that regularly offer coupons may have

loyalty programs or email newsletters that provide exclusive discounts and offers to loyal customers. This engagement fosters a sense of connection and loyalty among consumers, which enhances the brand's judgment by creating long-term relationships and repeat business.

Brand Perception: Offering coupons can influence consumers' overall perception of the brand. When consumers consistently receive coupons for a brand's products, they may perceive the brand as generous, customer-focused, and responsive to their needs. This positive brand perception enhances the brand's judgment by building trust and credibility with consumers.

Overall, regularly offering coupons can positively influence consumers' judgment of a brand by creating the perception of value, fostering positive brand associations, providing incentives for trial and purchase, gaining a competitive advantage, driving customer engagement and loyalty, and shaping brand perception. Brands that strategically use coupons as part of their marketing and promotional efforts can strengthen their position in the marketplace and build stronger relationships with consumers over time.

Table 56: Jd6 Brand Judgment variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	31	5%
Brand 2 :Charmin (Red)	244	41%
Brand 3 :Charmin Basic	160	27%
Brand 4 :Charmin Ultra (Blue)	81	14%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	45	8%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	18	3%
Brand 7 :Quilted Northern (Blue)	12	2%
Brand 8 :Quilted Northern Ultra (Pink)	6	1%
Brand 9 :Scott	1	0%
Brand 10 :Angel Soft	2	0%
Brand 11 :Members Mark (Sams Club)	0	0%

Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Jd6: Is a brand that is much better than others: When consumers perceive a brand as "much better" than others, it reflects a highly favourable judgment of that brand compared to its competitors. This judgment can be influenced by various factors:

Product Quality: If a brand consistently offers products of superior quality compared to its competitors, consumers are likely to perceive it as much better. High-quality products that meet or exceed expectations contribute to a positive brand image and encourage repeat purchases.

Innovation: Brands that innovate and introduce new, cutting-edge products or services may be seen as much better than others. Innovation demonstrates a commitment to progress and improvement, which can set a brand apart and attract consumers seeking the latest advancements.

Customer Service: Exceptional customer service can differentiate a brand from its competitors and lead to a much better judgment. Brands that prioritize customer satisfaction, respond promptly to inquiries or issues, and go above and beyond to meet customers' needs are likely to earn high praise and loyalty.

Brand Reputation: A strong brand reputation built on trust, reliability, and integrity can contribute to a much better judgment. Positive word-of-mouth, reviews, and endorsements from satisfied customers or reputable sources can enhance a brand's perceived superiority.

Brand Experience: Brands that deliver a superior overall experience, both online and offline are often judged as much better than others. This includes factors such as ease of

shopping, website usability, packaging, and after-sales support, all of which contribute to a positive impression.

Value Proposition: Brands that offer exceptional value for money, whether through competitive pricing, promotions, or added benefits, may be perceived as much better than others. Consumers are drawn to brands that offer a compelling value proposition and feel they are getting more for their money.

Ethical Practices: Brands that demonstrate ethical practices, such as sustainability, social responsibility, and transparency, can earn a much better judgment from consumers who prioritize these values. Brands that align with consumers' personal beliefs and contribute positively to society are often viewed more favourably.

Emotional Connection: Brands that foster a strong emotional connection with consumers, through storytelling, branding, or shared values, are likely to be judged as much better. Emotional connections can create loyal brand advocates who are passionate about the brand and its offerings.

Overall, when consumers judge a brand as much better than others, it signifies a combination of factors that contribute to a highly positive perception of that brand in comparison to its competitors. Building and maintaining a much better judgment requires consistent excellence across product quality, innovation, customer service, reputation, experience, value proposition, ethical practices, and emotional connection. Brands that excel in these areas are positioned for long-term success and differentiation in the marketplace.

Table 57: Jd7 Brand Judgment variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	21	4%
Brand 2 :Charmin (Red)	254	42%
Brand 3 :Charmin Basic	159	27%

Brand 4 :Charmin Ultra (Blue)	88	15%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	45	8%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	21	4%
Brand 7 :Quilted Northern (Blue)	8	1%
Brand 8 :Quilted Northern Ultra (Pink)	2	0%
Brand 9 :Scott	1	0%
Brand 10 :Angel Soft	1	0%
Brand 11 :Members Mark (Sams Club)	0	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's work

Jd7: Is a brand that I strongly prefer: When a consumer strongly prefers a brand over others, it reflects a deep-seated positive judgment of that brand based on personal preferences, experiences, and perceptions. Here are some factors that contribute to this strong preference judgment:

Personal Experience: Positive personal experiences with the brand, such as exceptional product performance, outstanding customer service, or memorable interactions, can lead to a strong preference.

Brand Loyalty: Consumers who feel emotionally connected to a brand and identify with its values are more likely to prefer it over others, even when presented with alternative options.

Perceived Superiority: Consumers may strongly prefer a brand that they perceive as superior to others in terms of quality, innovation, or overall value. This perception of superiority can be based on factors such as product performance, reputation, or the brand's ability to consistently meet or exceed expectations.

Emotional connections can be formed through storytelling, branding, or shared values, creating a sense of affinity and loyalty that leads to a strong preference for the brand. Consumers who have come to rely on a brand for meeting their needs and expectations are more likely to prefer it over others.

Perceived Fit or Alignment: Consumers may strongly prefer a brand that aligns with their lifestyle, preferences, or values. Brands that offer products, services, or messaging that resonate with the consumer's identity or aspirations are more likely to be strongly preferred.

Overall, when a consumer strongly prefers a brand, it indicates a combination of positive experiences, perceptions, and emotional connections that contribute to a deep-seated preference for that brand over others. Building and maintaining strong preference judgments requires consistent delivery of quality, value, and emotional resonance that resonates with consumers and fosters long-term loyalty and advocacy.

Table 58: Jd8 Brand Judgment variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	47	8%
Brand 2 :Charmin (Red)	235	39%
Brand 3 :Charmin Basic	171	29%
Brand 4 :Charmin Ultra (Blue)	87	15%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	32	5%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	19	3%
Brand 7 :Quilted Northern (Blue)	6	1%
Brand 8 :Quilted Northern Ultra (Pink)	3	1%
Brand 9 :Scott	0	0%
Brand 10 :Angel Soft	0	0%
Brand 11 :Members Mark (Sams Club)	0	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Jd8: This brand is worth a few cents more: When a consumer judges a brand as "worth a few cents more," it reflects a perception that the brand offers added value or benefits that justify paying a slightly higher price compared to alternatives. Here are some factors that contribute to this judgment:

Quality Perception: Consumers may perceive the brand's products or services as being of higher quality compared to competitors, justifying a slightly higher price. This perception could be based on factors such as superior materials, craftsmanship, performance, or durability.

Brand Reputation: A strong brand reputation built on trust, reliability, and positive experiences can justify paying a premium for a brand's products or services. Consumers may be willing to pay a few cents more for a brand they trust and believe will consistently deliver on its promises.

Perceived Value: The overall value proposition offered by the brand, including factors such as features, benefits, convenience, or customer service, can justify paying a higher price. Consumers may feel that the additional benefits provided by the brand justify the slightly higher cost.

Emotional Connection: Brands that evoke strong emotions or resonate with consumers on a personal level may justify paying a premium. Consumers may be willing to pay a few cents more for a brand that aligns with their values, aspirations, or identity or that offers a sense of belonging or emotional satisfaction.

Differentiation: Brands that offer unique or differentiated products or experiences may justify paying a higher price. Consumers may be willing to pay a premium for a brand that stands out from competitors and offers something distinctive or special.

Perceived Scarcity or Exclusivity: Brands that are perceived as scarce or exclusive may justify paying a premium. Consumers may be willing to pay a few cents more for a brand that is difficult to obtain or that offers a sense of exclusivity or status.

Positive Past Experiences: Positive past experiences with the brand, such as exceptional product performance, outstanding customer service, or memorable interactions, may justify paying a higher price. Consumers may be willing to pay a premium based on their confidence in the brand's ability to consistently deliver value.

Overall, when a consumer judges a brand as "worth a few cents more," it reflects a combination of factors such as perceived quality, brand reputation, value proposition, emotional connection, differentiation, scarcity or exclusivity, and positive past experiences. These factors contribute to a perception that the brand offers added value or benefits that justify paying a slightly higher price compared to alternatives.

Table 59: Jd9 Brand Judgment variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	41	7%
Brand 2 :Charmin (Red)	235	39%
Brand 3 :Charmin Basic	151	25%
Brand 4 :Charmin Ultra (Blue)	94	16%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	44	7%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	17	3%
Brand 7 :Quilted Northern (Blue)	11	2%
Brand 8 :Quilted Northern Ultra (Pink)	4	1%
Brand 9 :Scott	1	0%
Brand 10 :Angel Soft	1	0%
Brand 11 :Members Mark (Sams Club)	1	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Jd9: This brand cares about me and my needs: When a consumer judges a brand as caring about them and their needs, it reflects a deep-seated positive perception of the brand's commitment to customer satisfaction and personalized experiences. Here are several factors that contribute to this judgment:

Customer-Centric Approach: Brands that prioritize the needs and preferences of their customers are perceived as caring. This includes offering personalized recommendations, addressing customer feedback and concerns promptly, and tailoring products or services to meet individual needs.

Excellent Customer Service: Brands that provide exceptional customer service demonstrate a commitment to caring for their customers. This includes offering responsive support, easy returns and exchanges, and going above and beyond to ensure customer satisfaction.

Product Quality and Reliability: Brands that consistently deliver high-quality products that meet or exceed customer expectations are seen as caring about their customers' needs. Reliability and durability also play a role, as brands that provide products customers can depend on demonstrate concern for their well-being.

Transparency and Trust: Brands that are transparent in their business practices and communication build trust with their customers. Being honest about product ingredients, sourcing, pricing, and policies fosters a sense of caring and respect for customers' intelligence and right to know.

Value Alignment: Brands that align with customers' values and beliefs are perceived as caring. This includes supporting causes that are important to customers, demonstrating corporate social responsibility, and taking a stand on issues that matter to the community.

Community Engagement: Brands that actively engage with their customers and communities demonstrate care beyond transactions.

Personalization and Customization: Brands that offer personalized experiences and customizable products demonstrate an understanding of their customers' unique needs and preferences. This level of attention to detail is perceived as caring and considerate.

Emotional Connection: Brands that evoke positive emotions and foster a sense of connection with their customers are perceived as caring. This can be achieved through storytelling, branding, and marketing that resonates with customers on a personal level.

Overall, when a consumer judges a brand as caring about them and their needs, it reflects a combination of factors including customer-centricity, excellent customer service, product quality and reliability, transparency and trust, value alignment, community engagement, personalization and customization, and emotional connection. Brands that prioritize these elements are more likely to earn the loyalty and advocacy of their customers by demonstrating genuine care and concern for their well-being.

Table 60: Jd10 Brand Judgment variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	28	5%
Brand 2 :Charmin (Red)	237	40%
Brand 3 :Charmin Basic	156	26%
Brand 4 :Charmin Ultra (Blue)	89	15%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	39	7%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	21	4%
Brand 7 :Quilted Northern (Blue)	10	2%
Brand 8 :Quilted Northern Ultra (Pink)	9	2%
Brand 9 :Scott	4	1%
Brand 10 :Angel Soft	1	0%
Brand 11 :Members Mark (Sams Club)	3	1%
Brand 12 :Kirkland Signature (Costco)	1	0%
Brand 13 :White Cloud (Wal-Mart)	2	0%

Grand Total	600	100%
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Source Author's Work

Jd10: This brand is relevant to me: When a consumer judges a brand as relevant to them, it signifies that the brand's offerings, messaging, and values resonate with their personal needs, preferences, and lifestyle. Here are several factors that contribute to this judgment:

Personalization: Brands that personalize their offerings and experiences to cater to individual preferences and needs are perceived as relevant. This could include personalized product recommendations, targeted marketing communications, or customized solutions based on the consumer's specific requirements.

Alignment with Interests and Values: Brands that align with the consumer's interests, values, and beliefs are considered relevant. This could involve supporting causes or initiatives that are important to the consumer, reflecting shared values in the brand's messaging, or offering products that cater to the consumer's lifestyle.

Understanding of Needs: Brands that demonstrate an understanding of the consumer's needs and challenges are seen as relevant. This could involve addressing pain points, providing solutions to common problems, or anticipating the consumer's requirements before they are even expressed.

Timeliness and Context: Brands that deliver timely and contextually relevant content or offerings are perceived as relevant. This could include responding to current events or trends, providing relevant recommendations based on the consumer's location or behaviour, or offering promotions that align with the consumer's interests.

Accessibility and Convenience: Brands that make their products or services easily accessible and convenient to use are considered relevant. This could involve offering

multiple channels for purchase, providing fast and efficient delivery options, or ensuring that products are available where and when the consumer needs them.

Consistency and Continuity: Brands that maintain consistency in their messaging, values, and offerings over time are seen as relevant. This consistency helps build trust and familiarity with the brand, making it a reliable choice for the consumer's needs.

Innovation and Adaptability: Brands that innovate and adapt to changing consumer preferences and market dynamics are perceived as relevant. This could involve introducing new products or services that address emerging needs, adopting new technologies to enhance the consumer experience, or evolving the brand's positioning to stay current and competitive.

Emotional Connection: Brands that evoke positive emotions and foster a sense of connection with the consumer are considered relevant. This could involve storytelling, branding, or marketing that resonates with the consumer on a personal level, creating a lasting impression and emotional bond with the brand.

Overall, when a consumer judges a brand as relevant to them, it indicates that the brand has successfully demonstrated an understanding of their needs, preferences, and values, and has positioned itself as a meaningful and valuable choice in their lives. Brands that prioritize personalization, alignment with consumer interests and values, understanding of needs, timeliness and context, accessibility and convenience, consistency and continuity, innovation and adaptability, and emotional connection are more likely to be perceived as relevant by their target audience.

Table 61: Jd11 Brand Judgment variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	25	4%
Brand 2 :Charmin (Red)	232	39%
Brand 3 :Charmin Basic	161	27%

Brand 4 :Charmin Ultra (Blue)	84	14%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	52	9%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	21	4%
Brand 7 :Quilted Northern (Blue)	13	2%
Brand 8 :Quilted Northern Ultra (Pink)	8	1%
Brand 9 :Scott	1	0%
Brand 10 :Angel Soft	1	0%
Brand 11 :Members Mark (Sams Club)	1	0%
Brand 12 :Kirkland Signature (Costco)	1	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Jd11: This is a brand I can trust: When a customer views a brand as trustworthy, it indicates that they have a strong faith in the brand's dependability, moral character, and dedication to keeping their word. The following are a few elements that influence this decision:

Consistent Quality: Companies who provide their customers with high-quality goods or services on a regular basis earn their trust. Reliance on the brand to meet or surpass expectations is strengthened by consistency in performance, robustness, and efficacy.

Transparency: Consumers are more likely to trust brands that are open and honest about their procedures, guidelines, and communications. Clear communication with customers regarding product ingredients, sourcing, pricing, and business operations establishes trust and gives them confidence that the brand is trustworthy.

Customer Testimonials and Reviews: A brand's credibility can be increased by positive comments and reviews from pleased customers. When consumers see proof of the good experiences and recommendations of others, they are more likely to trust the brand.

Customer Service: Companies that prioritize the happiness and welfare of their consumers show by offering first-rate customer service. Helpful advice, prompt assistance, and effective problem solving all contribute to a favourable impression of the brand's dependability.

Ethical Practices: Consumers are more likely to trust brands that exhibit moral behaviour, such as social responsibility, sustainability, and treating suppliers and employees fairly. Customers who see brands that share their values and exhibit social consciousness are more likely to support them.

Consistency and Reliability: Over time, trust is developed by brands that continually fulfil their commitments and promises. Positive opinions about a brand's credibility are influenced by its dependability in terms of product availability, delivery, and customer service.

Brand Reputation: A brand's credibility is increased by a solid reputation that is based on industry recognition, great customer experiences, and word-of-mouth referrals. Reputable brands among their peers or in their field have a higher chance of earning the trust of consumers.

Security and Privacy: Companies that put a high priority on protecting the privacy and security of consumer data gain the trust and confidence of their audience. Putting in place strong security measures, safeguarding personal information, and upholding the rights of consumers to privacy all help to create a favourable impression of the brand's reliability.

In general, a consumer's assessment of a brand's trustworthiness is based on a number of elements, such as the brand's reputation, ethical procedures, customer service, reviews and testimonials from previous customers, consistent quality, transparency, and security and privacy precautions. Companies that put these factors first gain the confidence and allegiance of their clients, creating enduring bonds and propelling commercial prosperity.

Table 62: Jd12 Brand Judgment variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	32	5%
Brand 2 :Charmin (Red)	237	40%
Brand 3 :Charmin Basic	161	27%
Brand 4 :Charmin Ultra (Blue)	86	14%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	42	7%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	23	4%
Brand 7 :Quilted Northern (Blue)	13	2%
Brand 8 :Quilted Northern Ultra (Pink)	4	1%
Brand 9 :Scott	1	0%
Brand 10 :Angel Soft	1	0%
Brand 11 :Members Mark (Sams Club)	0	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Jd12: This brand is more effective than other brands: When a consumer judges a brand as more effective than other brands, it reflects a perception that the brand's products or services deliver superior results or outcomes compared to alternatives. Here are several factors that contribute to this judgment:

Performance: Brands that consistently deliver superior performance or results are perceived as more effective. Whether it is a product that cleans better, lasts longer, or provides better functionality, performance is a key factor in determining effectiveness.

Innovation: Brands that innovate and introduce new technologies or features that improve performance are seen as more effective. Consumers may judge a brand as more effective if it offers innovative solutions that address their needs in a more efficient or advanced way.

Customer Reviews and Testimonials: Positive reviews and testimonials from satisfied customers can enhance a brand's perception of effectiveness. When consumers see evidence of others' positive experiences and results with a brand's products or services, they are more likely to judge it as more effective.

Expert Recommendations: Endorsements or recommendations from experts, professionals, or influencers can also influence consumers' perception of a brand's effectiveness. Expert validation adds credibility and reinforces the belief that the brand's products or services deliver on their promises.

Value for Money: Brands that offer a good balance of performance and value for money are perceived as more effective. Consumers may judge a brand as more effective if they feel that its products or services provide superior benefits relative to their cost.

Ease of Use: Brands that make it easy for consumers to achieve their desired outcomes are seen as more effective. Whether it is intuitive product design, clear instructions, or user-friendly interfaces, brands that prioritize ease of use enhance perceptions of effectiveness.

Problem-Solving Capabilities: Brands that effectively address consumers' problems or pain points are perceived as more effective. Whether it is a product that solves a common problem or a service that addresses a specific need, brands that provide effective solutions stand out from competitors.

Consistency and Reliability: Brands that consistently deliver on their promises and commitments build trust and confidence in their effectiveness. Reliability in product performance, service delivery, and customer support contributes to a positive perception of the brand's effectiveness.

Overall, when a consumer judges a brand as more effective than other brands, it reflects a combination of factors including superior performance, innovation, customer reviews and

testimonials, expert recommendations, value for money, ease of use, problem-solving capabilities, and consistency and reliability. Brands that prioritize these elements are more likely to be perceived as leaders in their industry and gain the trust and loyalty of their customers.

Table 63: Jd13 Brand Judgment variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	33	6%
Brand 2 :Charmin (Red)	223	37%
Brand 3 :Charmin Basic	157	26%
Brand 4 :Charmin Ultra (Blue)	91	15%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	35	6%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	31	5%
Brand 7 :Quilted Northern (Blue)	16	3%
Brand 8 :Quilted Northern Ultra (Pink)	7	1%
Brand 9 :Scott	4	1%
Brand 10 :Angel Soft	1	0%
Brand 11 :Members Mark (Sams Club)	1	0%
Brand 12 :Kirkland Signature (Costco)	1	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Jd13: This brand does what it promises: When a customer believes a brand is "doing what it promises," it indicates that they believe the company regularly fulfils its promises, pledges, and assertions. The following are a few elements that influence this decision:

Consistent Product Quality: Customers view brands as trustworthy and dependable when they regularly provide high-quality goods or services that meet or surpass their

expectations. Customers gain trust in a brand's capacity to fulfil its promises when they routinely acquire products that live up to expectations.

Dependable Performance: Brands that always meet expectation and do not let customers down strengthen their reputation for dependability and credibility. Reliable performance, whether it comes from a service that regularly meets deadlines or a product that works consistently over time, helps consumers build a favourable opinion of the brand.

Honesty and Transparency: Companies that establish credibility and trust with their customers by being transparent and honest in their communications, giving precise details about their offerings, costs, and policies. Customers are more inclined to trust a brand to deliver on its promises when they perceive it to be open and honest.

Client Testimonials and evaluations: Satisfied clients' positive evaluations and testimonials act as social proof that the business keeps its word. Consumers are more inclined to believe that a brand will live up to its promises when they witness proof of other people's positive interactions with it.

Consistency and Reliability: Over time, brands who fulfil their commitments on a regular basis establish a reputation for dependability and consistency. Consistency in satisfying product requirements, timely order delivery, and exceptional customer service all contribute to the idea that the business delivers on its promises.

Problem Solving: Companies that successfully handle grievances and complaints from consumers show that they are dedicated to keeping their word, even under trying circumstances. Fair treatment of consumers, prompt and sympathetic customer care, and effective problem solving all help to create a favourable impression of the business.

Brand Reputation: The belief that a brand keeps its word is strengthened by a solid reputation based on industry recognition, great customer experiences, and word-of-mouth

referrals. Customers are more inclined to think that a brand will live up to its promises when they trust it based on its reputation.

Value Alignment: People believe that brands that share their values and beliefs are more likely to follow through on their commitments. Customers are more likely to believe that a brand will behave ethically when they strongly identify with its goal and values.

In general, when a consumer determines that a brand is "doing what it promises," a number of factors come into play, such as consistent performance, honest and transparent communication, customer reviews and testimonials, high-quality products, effective problem-solving techniques, brand reputation, and value alignment. Prioritizing these components helps brands gain the confidence and loyalty of consumers by continuously keeping their word and fulfilling their obligations.

Table 64: Jd14 Brand Judgment variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	32	5%
Brand 2 :Charmin (Red)	231	39%
Brand 3 :Charmin Basic	155	26%
Brand 4 :Charmin Ultra (Blue)	94	16%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	35	6%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	18	3%
Brand 7 :Quilted Northern (Blue)	17	3%
Brand 8 :Quilted Northern Ultra (Pink)	12	2%
Brand 9 :Scott	2	0%
Brand 10 :Angel Soft	3	1%
Brand 11 :Members Mark (Sams Club)	1	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Jd14: The makers of this brand understand my needs in a product: Customers perceive that a brand's creators have a thorough awareness of their preferences, needs, and pain areas when they feel that the brand understands their needs in a product. Here are a few elements that went into making this decision:

Market Research: Companies are seen as being more audience-focused when they carry out in-depth market research to comprehend consumer demands, tastes, and behaviours. Through the use of focus groups, surveys, and data analysis, brands can obtain insights that help them better tailor their products to the needs of their target market.

User-Centred Design: Product features and functions that cater to specific user needs are produced by brands that place a high priority on this design approach. Brands may make sure that their products are appealing to their target market by incorporating consumer feedback and involve them in the design process.

Customization Options: Companies that provide customization options enable customers to alter products to suit their own requirements and tastes. Brands exhibit their grasp of the different requirements of consumers by offering flexibility in design, sizing, or functionality.

Respondent Customer Service: Companies that offer prompt customer service show that they are dedicated to attending to the requirements and worries of their customers. Through prompt support and help, brands may cultivate consumer loyalty and trust.

Brands that use feedback mechanisms—like customer surveys, reviews, and suggestion boxes—demonstrate that they appreciate the opinions of their customers. Brands may better serve their customers by continuously improving their products through active consumer feedback gathering and action.

Innovation: Forward-thinking and adaptive brands are those that develop novel solutions to meet changing consumer demands. Brands may establish themselves as leaders in their sector by staying ahead of market trends and anticipating consumer expectations.

Value Proposition: Brands are more likely to connect with their target audience if they can articulate their value proposition and how it meets customer demands. Through clearly communicating the qualities and benefits of their products, brands can draw in customers who value particular features or functionalities.

Brand Authenticity: Consumers are more likely to trust brands that are genuine and open in their messaging and behaviour. Brands can build credibility in their comprehension of consumer demands by adhering to their values and mission.

In general, a consumer's assessment of a brand's ability to meet their needs through product development is influenced by a number of elements, such as market research, user-centred design, customizable options, prompt customer support, feedback channels, innovation, value proposition, and brand authenticity. Prioritizing these components can help brands produce goods that appeal to their target market and build enduring relationships with consumers.

Table 65: Pe1 Brand Performance variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	15	3%
Brand 2 :Charmin (Red)	228	38%
Brand 3 :Charmin Basic	144	24%
Brand 4 :Charmin Ultra (Blue)	100	17%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	35	6%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	24	4%
Brand 7 :Quilted Northern (Blue)	18	3%
Brand 8 :Quilted Northern Ultra (Pink)	14	2%
Brand 9 :Scott	9	2%
Brand 10 :Angel Soft	4	1%
Brand 11 :Members Mark (Sams Club)	5	1%

Brand 12 :Kirkland Signature (Costco)	2	0%
Brand 13 :White Cloud (Wal-Mart)	2	0%
Grand Total	600	100%

Source Author's Work

Pe1: Is effective brand: A brand is considered effective if it continuously produces favourable results and fulfils its objectives in all facets of its operation. The following are a few essential elements that influence how well a brand performs:

Market positioning: A successful brand precisely pinpoints and identifies its ideal clientele, presenting itself in a way that appeals to customers and distinguishes it from rivals. This entails figuring out the target market's particular requirements and preferences and adjusting the brand's messaging and products to suit them.

Brand Awareness: Among its target market, a successful brand consistently enjoys high visibility and recognition. This entails implementing deliberate marketing initiatives, maintaining a consistent brand identity, and actively engaging with customers through various media in order to raise brand awareness.

Customer happiness is the first priority for successful companies, and they do this by continuously providing high-quality goods and services that either match or surpass customers' expectations. This entails making sure the product is dependable, offering top-notch customer support, and aggressively seeking out feedback to resolve any problems or complaints.

Brand Loyalty: A successful brand develops a strong sense of trust and loyalty among its target audience by establishing deep connections with them. This entails providing exclusive benefits, tailored experiences, and incentive systems to encourage advocacy and recurrent purchasing.

Strong brand equity, or the total value and perception attached to a brand name, is a characteristic of effective brands. This encompasses elements like consumer perception, brand reputation, and the asset value of the brand financially.

Differentiation: Vibrant brands set themselves apart from rivals by emphasizing their special selling points and standout features. This entails determining the brand's primary advantages and convincingly conveying them to customers in order to gain a competitive edge.

Financial Performance: A successful brand has high financial performance, which includes things like market share, profitability, and revenue growth. To promote sustainable growth, this entails managing resources efficiently, maximizing pricing tactics, and making adjustments in response to shifting market conditions.

Brand Consistency: To strengthen their brand identity and messaging, successful brands remain consistent across all touch points and communication platforms. To create a unified and unforgettable brand experience, this involves using consistent branding elements, visual aesthetics, and tone of voice.

Innovation: To remain relevant in a changing market, successful brands constantly innovate and change. This entails adapting to the shifting demands and tastes of consumers by embracing innovative technologies, launching new goods and services, and investigating untapped markets.

Social Responsibility: A successful brand shows social responsibility by making a positive impact on the environment and society. This entails putting into effect sustainable practices, lending support to charitable endeavours, and doing ethical business in accordance with the ideals and values of the brand.

All things considered, a successful brand is one that routinely exhibits strong performance in a number of areas, such as financial performance, market positioning,

brand awareness, customer happiness, distinction, brand loyalty, brand equity, and social responsibility. Brands may create long-term success and durability in the market by giving these components priority and keeping a strategic focus on providing value to customers.

Table 66: Pe2 Brand Performance variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	15	3%
Brand 2 :Charmin (Red)	220	37%
Brand 3 :Charmin Basic	155	26%
Brand 4 :Charmin Ultra (Blue)	92	15%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	31	5%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	25	4%
Brand 7 :Quilted Northern (Blue)	31	5%
Brand 8 :Quilted Northern Ultra (Pink)	11	2%
Brand 9 :Scott	5	1%
Brand 10 :Angel Soft	4	1%
Brand 11 :Members Mark (Sams Club)	5	1%
Brand 12 :Kirkland Signature (Costco)	3	1%
Brand 13 :White Cloud (Wal-Mart)	3	1%
Grand Total	600	100%

Source Author's Work

Pe2: Is reliable brand: A reliable brand is one that consistently delivers high-quality products, services, and experiences that meet or exceed consumer expectations. Its performance is influenced by several factors, including product quality, service delivery, on-time delivery, honesty and transparency, customer service, consistent brand experience, quality assurance, long-term performance and commitment to improvement. Product quality ensures that products meet or exceed consumer expectations, while service delivery ensures accurate order processing, timely response times, and effective

problem-solving. On-time delivery demonstrates commitment to customer satisfaction. Honesty and transparency foster trust in the brand, while customer service provides knowledgeable and accessible channels for customer concerns. Consistent branding, messaging, and service standards further emphasize the brand's credibility. Quality assurance ensures that products and services consistently meet established standards, while a successful history and commitment to improvement further solidify the brand's reputation.

Table 67: Pe3 Brand Performance variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	41	7%
Brand 2 :Charmin (Red)	222	37%
Brand 3 :Charmin Basic	152	25%
Brand 4 :Charmin Ultra (Blue)	100	17%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	39	7%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	21	4%
Brand 7 :Quilted Northern (Blue)	14	2%
Brand 8 :Quilted Northern Ultra (Pink)	6	1%
Brand 9 :Scott	1	0%
Brand 10 :Angel Soft	2	0%
Brand 11 :Members Mark (Sams Club)	1	0%
Brand 12 :Kirkland Signature (Costco)	1	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Pe3: The texture/pattern on the toilet tissue helps me get clean: The texture or pattern of a tissue brand's product plays a crucial role in ensuring effective cleaning performance. Here is how the texture or pattern contributes to the brand's performance:

Cleaning Efficiency: The texture or pattern of the tissue helps to effectively capture and remove dirt, oil, and other impurities from the skin's surface. Textured tissues may have ridges, embossed patterns, or raised fibres that enhance their ability to trap and lift debris, providing a thorough cleaning experience.

Gentle Exfoliation: Certain textures or patterns on tissue products can provide gentle exfoliation, helping to slough off dead skin cells and unclog pores for a deeper clean. This can leave the skin feeling smoother, softer, and more refreshed after use.

Absorbency: The texture or pattern of tissue products can impact their absorbency, determining how effectively they soak up moisture and oils from the skin. Tissues with a textured surface or pattern may have increased absorbency, allowing them to quickly and efficiently remove excess oils and impurities without leaving residue behind.

Enhanced Grip: Textured tissues may offer an enhanced grip, making them easier to hold and manoeuvre during use. This can improve the user experience and allow for more precise cleaning, especially in areas that require extra attention or detail.

Visual Cue for Cleanliness: The texture or pattern of tissue products can also serve as a visual cue for cleanliness, reassuring users that the product is effectively removing dirt and impurities from the skin's surface. This can enhance user confidence and satisfaction with the cleaning performance of the brand.

Brand Differentiation: The unique texture or pattern of a tissue brand's product can differentiate it from competitors in the market. By offering a distinctive cleaning experience, brands can attract and retain customers who prefer the specific benefits provided by their textured tissues.

Customer Satisfaction: Ultimately, the performance of tissue brands' products, including their texture or pattern, contributes to overall customer satisfaction. Brands that deliver

effective cleaning performance through their textured tissues are more likely to earn positive reviews, repeat purchases, and customer loyalty over time.

Overall, the texture or pattern of tissue brand products significantly impacts their cleaning performance, absorbency, user experience, and brand differentiation. By providing tissues with innovative textures or patterns that effectively remove impurities and leave the skin feeling clean and refreshed, brands can enhance their performance and meet the needs of their customers.

Table 68: Pe4 Brand Performance variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	50	8%
Brand 2 :Charmin (Red)	216	36%
Brand 3 :Charmin Basic	155	26%
Brand 4 :Charmin Ultra (Blue)	93	16%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	42	7%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	22	4%
Brand 7 :Quilted Northern (Blue)	11	2%
Brand 8 :Quilted Northern Ultra (Pink)	5	1%
Brand 9 :Scott	4	1%
Brand 10 :Angel Soft	2	0%
Brand 11 :Members Mark (Sams Club)	0	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Pe4: Has an attractive design: The design of tissue brand packaging plays a significant role in enhancing brand performance and consumer appeal. Here is how an attractive design contributes to brand performance:

Visual Impact: An attractive design grabs consumers' attention and stands out on store shelves, increasing the likelihood of purchase. Bright colours, eye-catching graphics, and appealing imagery draw consumers in and make the brand memorable.

Brand Recognition: A distinctive design helps build brand recognition and recall. When consumers encounter the brand's packaging repeatedly, they become familiar with its design elements, colours, and logo, which strengthen brand identity and loyalty over time.

Perceived Quality: A well-designed package conveys a sense of quality and professionalism. Consumers may associate an attractive design with superior product quality, leading to positive perceptions of the brand and increased trust in its offerings.

Differentiation: In a crowded market, an attractive design helps the brand stand out from competitors. By offering a unique and visually appealing packaging design, the brand can differentiate itself and capture the attention of consumers seeking something distinctive.

Emotional Connection: The design elements of packaging, such as colours, imagery, and typography, can evoke emotions and resonate with consumers on a deeper level. An attractive design that aligns with consumers' preferences and values can foster an emotional connection with the brand, driving loyalty and repeat purchases.

Consumer Engagement: Packaging design can engage consumers and spark curiosity about the brand's products. Interactive elements, such as QR codes, augmented reality features, or engaging copy, encourage consumers to interact with the packaging and learn more about the brand.

Consistency across products: A cohesive design strategy ensures consistency across the brand's product line, reinforcing brand identity and creating a unified brand experience.

Consistent design elements across different products build trust and familiarity with consumers.

Premium Perception: An attractive design can elevate the perceived value of the brand's products. Consumers may be willing to pay a premium for products packaged in well-designed packaging, associating the brand with luxury, sophistication, or elegance.

Word-of-Mouth Marketing: Consumers are more likely to share products with friends and family if they are attracted to the packaging design. An attractive design can generate positive word-of-mouth buzz, leading to increased brand visibility and awareness.

Environmental Considerations: Sustainable and eco-friendly packaging design can enhance brand performance by appealing to environmentally conscious consumers. Brands that prioritize sustainable packaging materials and practices demonstrate their commitment to environmental responsibility, resonating with eco-conscious consumers and enhancing brand reputation.

Overall, an attractive design enhances brand performance by increasing visibility, driving brand recognition, conveying quality, differentiating the brand from competitors, fostering emotional connections, engaging consumers, ensuring consistency, creating a premium perception, encouraging word-of-mouth marketing, and appealing to environmentally conscious consumers. By investing in well-designed packaging, tissue brands can strengthen their position in the market and drive growth and success over time.

Table 69: Pe5 Brand Performance variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	38	6%
Brand 2 :Charmin (Red)	226	38%
Brand 3 :Charmin Basic	161	27%
Brand 4 :Charmin Ultra (Blue)	96	16%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	32	5%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	17	3%
Brand 7 :Quilted Northern (Blue)	19	3%

Brand 8 :Quilted Northern Ultra (Pink)	4	1%
Brand 9 :Scott	4	1%
Brand 10 :Angel Soft	1	0%
Brand 11 :Members Mark (Sams Club)	2	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Pe5: This toilet tissue gets me clean without leaving pieces behind: The ability of a toilet tissue brand to effectively clean without leaving behind any residue or pieces is a critical aspect of brand performance. Here is how this aspect contributes to the overall performance of the brand:

Functional Effectiveness: The primary function of toilet tissue is to provide effective cleaning after restroom use. Brands that successfully achieve this goal by leaving the user feeling clean and refreshed without leaving behind any residue or pieces demonstrate functional effectiveness. This aspect is crucial for consumer satisfaction and loyalty.

Customer Satisfaction: Consumers expect toilet tissue to perform its intended function reliably and efficiently. Brands that consistently deliver a clean and residue-free experience are more likely to satisfy their customers and meet their expectations. Positive experiences with the product contribute to satisfaction and loyalty.

Quality Perception: The ability of a toilet tissue brand to clean without leaving residue reflects positively on the perceived quality of the product. Consumers associate a clean and residue-free experience with high-quality toilet tissue, leading to positive perceptions of the brand and its offerings.

Trust and Reliability: Brands that consistently deliver on their promise of effective cleaning without leaving behind pieces build trust and reliability with consumers. When

consumers can rely on a brand to consistently provide a clean and hygienic experience, they are more likely to trust the brand and remain loyal to it over time.

Innovation and Product Development: Toilet tissue brands that invest in innovation and product development to improve cleaning effectiveness contribute to their overall performance. By continuously refining their products to meet consumer needs and preferences, brands can stay competitive and relevant in the market.

Consumer Confidence: Brands that consistently deliver effective cleaning without residue instil confidence in their consumers. When consumers feel confident in the brand's ability to provide a clean and hygienic experience, they are more likely to choose the brand over competitors and recommend it to others.

Overall, the ability of a toilet tissue brand to effectively clean without leaving behind pieces or residue is a critical aspect of brand performance. Brands that prioritize functional effectiveness, customer satisfaction, quality perception, trust and reliability, brand reputation, user experience, innovation and product development, and consumer confidence are more likely to succeed in the market and build long-term relationships with their customers.

Table 70: Pe6 Brand Performance variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	67	11%
Brand 2 :Charmin (Red)	187	31%
Brand 3 :Charmin Basic	172	29%
Brand 4 :Charmin Ultra (Blue)	90	15%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	43	7%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	18	3%
Brand 7 :Quilted Northern (Blue)	10	2%
Brand 8 :Quilted Northern Ultra (Pink)	7	1%
Brand 9 :Scott	3	1%
Brand 10 :Angel Soft	2	0%

Brand 11 :Members Mark (Sams Club)	1	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Pe6: This brand has a pleasant scent: The presence of a pleasant scent in a tissue brand can significantly enhance its performance and consumer appeal. Here is how a pleasant scent contributes to the overall brand performance:

Enhanced User Experience: A pleasant scent adds an extra layer of enjoyment to the user experience, making the act of using the tissue more pleasant and satisfying. Consumers appreciate the sensory experience of a pleasant fragrance, which can contribute to a positive overall perception of the brand.

Positive Associations: Certain scents can evoke positive emotions and associations, such as feelings of freshness, cleanliness, or relaxation. When consumers associate a particular scent with the tissue brand, it can create positive brand associations and enhance their overall perception of the brand.

Increased Perceived Value: The addition of a pleasant scent can enhance the perceived value of the tissue brand. Consumers may be willing to pay a premium for tissue products with added fragrance, viewing them as a more luxurious or premium option compared to unscented alternatives.

Differentiation: In a crowded market, a pleasant scent can help the tissue brand stand out from competitors and differentiate itself. Brands that offer unique and appealing fragrance options can attract consumers seeking a sensory experience beyond basic functionality.

Longer Lasting Impression: The lingering scent of the tissue can leave a lasting impression on consumers, reinforcing brand recall and recognition. A pleasant fragrance can evoke memories of previous positive experiences with the brand, leading to increased loyalty and repeat purchases.

Increased Market Share: Brands that offer scented tissue products can attract a broader audience, including consumers who prioritize sensory experiences and enjoy fragrance-infused products. This can lead to increased market share and expanded brand reach.

Brand Extension Opportunities: The addition of a pleasant scent opens up opportunities for brand extensions into related product categories, such as air fresheners, body care products, or home fragrance lines. Brands can leverage their existing scent offerings to expand their product portfolio and reach new markets.

Overall, the presence of a pleasant scent in a tissue brand can significantly enhance brand performance by creating a more enjoyable user experience, evoking positive associations, increasing perceived value, differentiating the brand, leaving a lasting impression, enhancing brand loyalty, generating positive word-of-mouth, increasing market share, and creating opportunities for brand extensions. By incorporating appealing fragrance options into their tissue products, brands can enhance consumer satisfaction and loyalty while driving growth and success in the market.

Table 71: Pe7 Brand Performance variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	41	7%
Brand 2 :Charmin (Red)	243	41%
Brand 3 :Charmin Basic	156	26%
Brand 4 :Charmin Ultra (Blue)	90	15%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	37	6%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	18	3%
Brand 7 :Quilted Northern (Blue)	10	2%

Brand 8 :Quilted Northern Ultra (Pink)	2	0%
Brand 9 :Scott	2	0%
Brand 10 :Angel Soft	1	0%
Brand 11 :Members Mark (Sams Club)	0	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Pe7: Is stronger than any other bath tissue: When a brand asserts that its bath tissue is "stronger than any other," it implies superiority in several aspects of performance. Here is how such a claim contributes to brand performance:

Product Reliability: By asserting strength, the brand suggests that its bath tissue offers superior durability and resistance to tearing or shredding during use. This enhances consumer confidence in the product's reliability, reducing the likelihood of dissatisfaction or inconvenience due to tissue failure.

Enhanced User Experience: Bath tissue that is stronger provides a more satisfactory user experience by minimizing issues such as tearing or crumbling, leading to smoother and more efficient use. This contributes to increased satisfaction and loyalty among consumers, who appreciate the convenience and effectiveness of the product.

Value Proposition: Strength is often associated with value, as it implies that the product offers better performance and longevity compared to competitors. Consumers may perceive the brand's bath tissue as a cost-effective choice, as it may require fewer sheets for effective use, ultimately saving them money in the long run.

Consistent Performance: Brands that consistently deliver on their claims of strength build a reputation for reliability and consistency. Consumers come to rely on the brand's bath

tissue for its dependable performance, reinforcing brand loyalty and repeat purchases over time.

Product Innovation: Emphasizing strength encourages the brand to invest in product innovation and improvement to maintain its competitive edge. Research and development efforts may focus on enhancing the tissue's strength while maintaining other desirable qualities such as softness and absorbency, leading to ongoing product enhancements and consumer satisfaction.

Consumer Confidence: Brands that confidently assert the strength of their bath tissue instil confidence in consumers, reassuring them that they are making a smart and reliable choice.

Overall, claiming that a bath tissue brand is "stronger than any other" contributes to brand performance by enhancing product reliability, user experience, value proposition, trustworthiness, market differentiation, consistent performance, product innovation, and consumer confidence. By leveraging strength as a key attribute and delivering on this promise, the brand can position itself as a leader in the market and achieve long-term success and growth.

Table 72: Pe8 Brand Performance variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	35	6%
Brand 2 :Charmin (Red)	233	39%
Brand 3 :Charmin Basic	177	30%
Brand 4 :Charmin Ultra (Blue)	80	13%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	40	7%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	19	3%
Brand 7 :Quilted Northern (Blue)	10	2%
Brand 8 :Quilted Northern Ultra (Pink)	3	1%
Brand 9 :Scott	3	1%
Brand 10 :Angel Soft	0	0%

Brand 11 :Members Mark (Sams Club)	0	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Pe8: This brand is softer than any other bath tissue: Claiming that a bath tissue brand is "softer than any other" can significantly impact brand performance in several key ways:

Enhanced User Experience: Softness is a highly desirable attribute in bath tissue, as it contributes to a comfortable and gentle experience during use. By asserting superiority in softness, the brand enhances the overall user experience, leading to increased satisfaction and loyalty among consumers.

Consumer Preference: Softness is often a top priority for consumers when choosing bath tissue. By positioning the brand as the softest option on the market, the brand appeals to a broad range of consumers who prioritize comfort and gentleness in their personal care products.

Perceived Quality: Softness is associated with quality and premiumness in bath tissue products. By claiming superiority in softness, the brand enhances its perceived value and quality in the eyes of consumers, leading to increased trust, loyalty, and willingness to pay a premium price.

Market Differentiation: Softness can serve as a key point of differentiation in a crowded marketplace. By highlighting its superior softness compared to competitors, the brand stands out and captures consumer attention, ultimately driving market share and revenue growth.

Consistent Performance: Brands that consistently deliver on their claims of softness build a reputation for reliability and consistency. Consumers come to rely on the brand's bath tissue for its softness, reinforcing brand loyalty and repeat purchases over time.

Product Innovation: Emphasizing softness encourages the brand to invest in product innovation and improvement to maintain its competitive edge. Research and development efforts may focus on enhancing the tissue's softness while maintaining other desirable qualities, leading to ongoing product enhancements and consumer satisfaction.

Consumer Confidence: Brands that confidently assert the softness of their bath tissue instil confidence in consumers, reassuring them that they are making a comfortable and gentle choice for their personal care needs.

Overall, claiming that a bath tissue brand is "softer than any other" contributes to brand performance by enhancing the user experience, consumer preference, perceived quality, market differentiation, brand trustworthiness, consistent performance, product innovation, and consumer confidence. By leveraging softness as a key attribute and delivering on this promise, the brand can establish itself as a leader in the market and achieve long-term success and growth.

Table 73: Pe9 Brand Performance variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	40	7%
Brand 2 :Charmin (Red)	227	38%
Brand 3 :Charmin Basic	170	28%
Brand 4 :Charmin Ultra (Blue)	81	14%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	41	7%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	20	3%
Brand 7 :Quilted Northern (Blue)	15	3%
Brand 8 :Quilted Northern Ultra (Pink)	3	1%
Brand 9 :Scott	1	0%

Brand 10 :Angel Soft	1	0%
Brand 11 :Members Mark (Sams Club)	1	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Pe9: This brand feels silky on my skin: When a brand claims that its bath tissue "feels silky on my skin," it emphasizes a luxurious and comfortable user experience. Here is how this claim contributes to brand performance:

Enhanced User Experience: Bath tissue that feels silky on the skin provides a luxurious and comfortable experience for consumers.

Premium Perception: The association with silkiness suggests a premium product that offers superior quality and comfort. Consumers may perceive the brand as a higher-end option and be willing to pay a premium price for the luxurious experience it provides.

Differentiation in the Market: Silkiness sets the brand apart from competitors, particularly in a crowded market where differentiation is essential. By offering a unique and desirable attribute, the brand attracts consumers seeking a more luxurious option for their personal care needs.

Perceived Value: The luxurious feel of silkiness enhances the perceived value of the bath tissue. Consumers may be willing to pay more for a product that offers a superior sensory experience, leading to increased profitability and revenue for the brand. Users come to rely on the brand for its luxurious feel, reinforcing brand loyalty and driving repeat purchases over time.

Product Innovation: Emphasizing silkiness encourages the brand to invest in product innovation and improvement to maintain its competitive edge. Research and development

efforts may focus on enhancing the tissue's luxurious feel while maintaining other desirable qualities such as strength and absorbency.

Consumer Confidence: Brands that confidently assert the silky feel of their bath tissue instil confidence in consumers, reassuring them that they are making a comfortable and indulgent choice for their personal care needs. This confidence encourages repeat purchases and brand advocacy, driving sustained growth and success for the brand.

Overall, claiming that bath tissue "feels silky on my skin" contributes to brand performance by enhancing the user experience, premium perception, differentiation in the market, perceived value, brand trust and loyalty, positive word-of-mouth, product innovation, and consumer confidence. By leveraging silkiness as a key attribute and delivering on this promise, the brand can establish itself as a leader in the market and achieve long-term success and growth.

Table 74: Pe10 Brand Performance variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	26	4%
Brand 2 :Charmin (Red)	214	36%
Brand 3 :Charmin Basic	157	26%
Brand 4 :Charmin Ultra (Blue)	94	16%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	39	7%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	20	3%
Brand 7 :Quilted Northern (Blue)	20	3%
Brand 8 :Quilted Northern Ultra (Pink)	8	1%
Brand 9 :Scott	10	2%
Brand 10 :Angel Soft	3	1%
Brand 11 :Members Mark (Sams Club)	3	1%
Brand 12 :Kirkland Signature (Costco)	5	1%
Brand 13 :White Cloud (Wal-Mart)	1	0%
Grand Total	600	100%

Source Author's Work

Pe10: This brand does not cause irritation or allergic reactions: A brand's assurance that its product will not irritate customers or trigger allergic reactions speaks to important components of brand performance that are linked to customer satisfaction, safety, and dependability. This claim enhances brand performance in the following ways:

Increased Confidence among Customers: Customer confidence in the brand is increased when it is ensured that the product will not irritate skin or trigger allergic reactions. Customers are more inclined to select goods for personal care that they believe to be safe, which promotes favorable word-of-mouth recommendations and boosts brand loyalty.

Decreased Risk of Unfavorable encounters: The brand reduces the possibility of unfavorable encounters from customers by removing the possibility of irritation or allergic responses. This helps to boost customer pleasure and confidence in the product, which encourages recurring business and enduring brand loyalty.

Expanded Consumer Base: Products that are safe for sensitive skin appeal to a broader consumer base, including individuals with allergies, sensitivities, or specific skin conditions. By catering to this segment of the market, the brand can increase its market share and reach new demographics.

Positive Brand Perception: Brands that prioritize safety and consumer well-being are perceived more favourably by consumers. Assurance that the product does not cause irritation or allergic reactions reflects positively on the brand's commitment to quality, reliability, and consumer satisfaction.

Compliance with Regulatory Standards: Claims of non-irritating or hypoallergenic properties demonstrate the brand's compliance with regulatory standards and industry best practices. This reassures consumers that the product undergoes rigorous testing and meets stringent safety criteria.

Brand Differentiation: In a competitive market, the absence of irritants sets the brand apart from competitors that may not offer similar assurances. By highlighting its commitment to skin safety, the brand can differentiate itself and attract consumers seeking gentle and reliable products.

Positive User Experience: Customers are more satisfied and loyal to a business when products do not irritate them or trigger allergic responses. Products that fulfill their claims without creating discomfort or negative impacts are valued by consumers.

Long-Term Brand Loyalty: Customers develop a long-term brand loyalty to brands that continually meet their promises of safety and skin compatibility. Customers develop a sense of trust in the brand due to its dependability and dedication to their needs, which encourages advocacy and consistent repurchases.

Reduced Returns and Complaints: Unsatisfied customers are less likely to return or file complaints against products that do not irritate their skin or trigger allergic reactions. This lowers the price of product returns, replacements, and refunds and contributes to preserving a favourable reputation for the brand.

All things considered, a product's ability to avoid causing irritation or allergic reactions improves its performance as a brand because it increases consumer trust, lowers the possibility of bad experiences, grows the consumer base, cultivates a positive brand image, assures regulatory compliance, sets the brand apart in the marketplace, offers a satisfying user experience, fosters long-term brand loyalty, and decreases returns and complaints. Brands may become reputable industry leaders and achieve long-term success and growth by putting safety and consumer well-being first.

Table 75: Pe11 Brand Performance variable distribution

Brands Considered	Count	Percentage
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Brand 1 :Charmin Franchise	33	6%
Brand 2 :Charmin (Red)	218	36%
Brand 3 :Charmin Basic	156	26%
Brand 4 :Charmin Ultra (Blue)	103	17%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	50	8%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	20	3%
Brand 7 :Quilted Northern (Blue)	15	3%
Brand 8 :Quilted Northern Ultra (Pink)	2	0%
Brand 9 :Scott	2	0%
Brand 10 :Angel Soft	1	0%
Brand 11 :Members Mark (Sams Club)	0	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Pe11: This brand is more absorbent than any other bath tissue: The assertion that a certain brand of bath tissue is "more absorbent than any other" draws attention to a crucial performance factor that has a big influence on customer satisfaction and brand perception. This claim enhances brand performance in the following ways:

Effective Functionality: The performance of bath tissue is greatly influenced by its absorbency. The brand's claim of better absorbency reassures customers that its product performs dependably and efficiently, resulting in higher customer satisfaction and loyalty.

Improved User Experience: A more comfortable and effective user experience is offered by absorbent bath tissue. Products that efficiently absorb moisture are appreciated by consumers because they minimize the need for excessive use and encourage a cleaner feeling after use.

Decreased Waste: A more absorbent bath tissue uses fewer sheets to function effectively, which lowers waste and increases consumer cost-effectiveness. This enhances the brand's reputation and motivates customers to make eco-friendly purchases.

Brand Credibility: Proving a brand's superior absorbency helps people see it as dependable and trustworthy. Customers are more inclined to believe a company that boldly asserts that its products are superior to competitors', which fosters brand loyalty and encourages positive word-of-mouth referrals.

Market Differentiation: A distinguishing feature that helps a brand stand out from rivals is absorbency. The brand gains a competitive edge in the market and attracts consumer attention by providing a superior absorbent product.

Reliability and consistency are hallmarks of brands that fulfil their promises of absorbency on a regular basis. Over time, customers develop a dependence on the brand's bath tissue due to its consistent effectiveness, which strengthens brand loyalty and encourages repeat purchases.

Product Innovation: By highlighting absorbency, the company is encouraged to spend money on new and improved products in order to stay ahead of the competition. The goal of research and development can be to increase the tissue's absorbency without sacrificing its other desired characteristics, such softness and strength.

Consumer Confidence: Companies who boldly claim that their bath tissue is absorbent give consumer's confidence by telling them that they are selecting a dependable and wise product for their personal hygiene needs. This assurance promotes brand advocacy and recurring business, which propels the brand's long-term growth and success.

All things considered, the assertion that a certain brand of bath tissue is "more absorbent than any other" enhances effective functionality, user experience, decreased waste, brand credibility, market differentiation, consistent performance, product innovation, and

consumer confidence. The brand can become a market leader and have long-term success and growth by utilizing absorbency as a major quality and fulfilling this promise.

Table 76: Pe12 Brand Performance variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	40	7%
Brand 2 :Charmin (Red)	249	42%
Brand 3 :Charmin Basic	172	29%
Brand 4 :Charmin Ultra (Blue)	79	13%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	36	6%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	13	2%
Brand 7 :Quilted Northern (Blue)	10	2%
Brand 8 :Quilted Northern Ultra (Pink)	1	0%
Brand 9 :Scott	0	0%
Brand 10 :Angel Soft	0	0%
Brand 11 :Members Mark (Sams Club)	0	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Pe12: This brand is thicker than any other bath tissue: By stating that their bath tissue is "thicker than any other," a company draws attention to a crucial characteristic that has the power to profoundly affect both consumer perception and brand performance. This claim enhances brand performance in the following ways:

Perceived Quality: Durability and quality in bath tissue products are frequently linked to thickness. By claiming thickness superiority, the brand raises consumer perceptions of its worth and quality, which increases their trust, loyalty, and readiness to pay a higher price.

Increased Softness and Comfort: Using thicker bath tissue makes the experience more opulent and cozy. Thicker tissue has a plush feel and softness that consumers find appealing, which increases user happiness and loyalty among those who value comfort and indulgence in personal care items.

Better Absorbency: Because thicker bath tissue can retain more moisture and clean more effectively, it is often more absorbent. By focusing on thickness, the brand reassures customers of the product's exceptional absorbency, which boosts their happiness and confidence in its efficacy.

Decreased Usage and Waste: Thicker bath tissue uses fewer sheets to work, therefore it uses less and wastes less. Customers are encouraged to make cost-effective and ecologically conscientious purchases as a result, which enhances the reputation and image of the business.

Market Differentiation: Using thickness as a USP can help a business stand out from the competition. The brand increases market share and revenue growth by attracting consumers with a thicker and more substantial product, giving it a competitive advantage in the market.

Consistent Performance: Companies that live up to their thickness promises gain a reputation for dependability and consistency. Over time, customers develop a dependence on the brand's bath tissue due to its consistent effectiveness, which strengthens brand loyalty and encourages repeat purchases.

Product Innovation: By putting a strong emphasis on thickness, the brand is encouraged to make improvements and innovations to its products in order to stay competitive. The goal of research and development can be to increase the tissue's thickness without sacrificing its other desired characteristics, like softness, strength, and absorbency.

Consumer Confidence: Companies that boldly claim the thickness of their bath tissue provide consumers' confidence by telling them that they are selecting a dependable and wise product for their personal hygiene needs. This assurance promotes brand advocacy and recurring business, which propels the brand's long-term growth and success.

All things considered, making the claim that a certain brand of bath tissue is "thicker than any other" improves consumer confidence, market differentiation, perceived quality, comfort, absorbency, usage and waste reduction, and product innovation. The brand can become a market leader and have long-term success and growth by utilizing thickness as a major attribute and fulfilling this promise.

Table 77: Pe13 Brand Performance variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	36	6%
Brand 2 :Charmin (Red)	239	40%
Brand 3 :Charmin Basic	160	27%
Brand 4 :Charmin Ultra (Blue)	85	14%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	42	7%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	26	4%
Brand 7 :Quilted Northern (Blue)	9	2%
Brand 8 :Quilted Northern Ultra (Pink)	3	1%
Brand 9 :Scott	0	0%
Brand 10 :Angel Soft	0	0%
Brand 11 :Members Mark (Sams Club)	0	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Pe13: These tissue brands do not have to change the roll as often: When a tissue brand claims that changing the roll is not necessary as frequently, it draws attention to a

crucial convenience and usability feature that can have a big impact on brand performance. This claim enhances brand performance in the following ways:

Convenience: Customers will find fewer roll changes to be more convenient. The firm claims that by making its tissue rolls last longer, it makes the user experience easier and lessens the inconvenience of having to change the rolls frequently, which increases customer pleasure and loyalty.

Cost-Effectiveness: More economical tissue rolls are those that do not require frequent replacement. Longer-lasting items are valued by customers because they save them money over time and eliminate the need for frequent purchases. This encourages recurring business and fosters a favourable brand image.

Time-saving: By lowering the need for frequent refills, longer-lasting tissue rolls save consumers time. Products that limit disruptions and help consumers streamline their daily routines are valued by consumers, which boost pleasure and foster brand loyalty.

Reduced Waste: By reducing the quantity of empty rolls thrown away, longer-lasting tissue rolls help minimize waste. This enhances the brand's reputation and draws eco-friendly purchasing behaviour by promoting environmental sustainability and appealing to environmentally sensitive consumers.

Product Innovation: By highlighting durable rolls, the brand is incentivized to allocate resources towards product innovation and enhancement in order to sustain its competitive advantage. Research and development initiatives might concentrate on improving roll toughness and sheet count per roll while preserving other desired characteristics like absorbency and softness.

Market Differentiation: A brand can differentiate itself from rivals by offering long-lasting rolls as a USP. Offering a product that needs to be replaced less frequently gives

the brand a competitive advantage in the market, increases market share, and boosts revenue.

Customer Confidence: Brands that boldly proclaim the durability of their tissue rolls provide consumers' confidence by telling them that they are selecting a sensible and dependable option for their home requirements. This assurance promotes brand advocacy and recurring business, which propels the brand's long-term growth and success.

Overall, a tissue brand's ability to increase convenience, cost-effectiveness, time-saving advantages, decreased waste, product innovation, market distinction, and consumer confidence is enhanced when it is said that the brand does not need to change rolls as frequently. The brand can become a market leader and have long-term success and growth if it fulfils its promise to provide durable tissue rolls.

Table 78: Pe14 Brand Performance variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	42	7%
Brand 2 :Charmin (Red)	240	40%
Brand 3 :Charmin Basic	169	28%
Brand 4 :Charmin Ultra (Blue)	81	14%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	37	6%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	19	3%
Brand 7 :Quilted Northern (Blue)	6	1%
Brand 8 :Quilted Northern Ultra (Pink)	4	1%
Brand 9 :Scott	1	0%
Brand 10 :Angel Soft	1	0%
Brand 11 :Members Mark (Sams Club)	0	0%
Brand 12 :Kirkland Signature (Costco)	0	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Pe14: This brand lets me use fewer sheets per task or visit: Reducing the number of sheets used each activity or visit by a tissue brand addresses cost-effectiveness, efficiency, and convenience - all of which have a major impact on brand success. This claim improves brand performance in the following ways:

Cost-Effectiveness: The brand helps customers save money over time by enabling users to utilize fewer sheets per job or visit. Value-for-money items are valued by consumers, and cutting down on the number of sheets used each time helps save costs, which raises customer satisfaction and brand loyalty.

Efficiency: Using a brand of tissue that uses fewer sheets for each work or visit improves daily routine efficiency. Users can save time and effort by using fewer sheets to get the appropriate amount of absorption or cleaning. This effectiveness increases brand loyalty and enhances the user experience.

Environmental Sustainability: Paper waste is decreased when fewer pages are used for each work or visit, which helps maintain the environment. Prioritizing sustainability helps brands attract eco-friendly consumers and improve their brand reputation. It also encourages eco-friendly purchasing behaviour and builds long-term brand loyalty.

Perception of Product Quality: Users tend to see brands that allow them to use fewer sheets per activity or visit as having higher-quality products. Customers associate efficiency with the efficacy and dependability of a product, which boosts brand trust and encourages good word-of-mouth referrals.

Customer satisfaction: Customers value goods that fulfil their requirements with the least amount of waste. When a tissue brand enables consumers to use fewer sheets to attain the appropriate amount of absorption or cleanliness, it improves customer happiness and fosters enduring brand loyalty.

Convenience: Users' convenience is increased when fewer sheets are used for each task or visit. They can do jobs faster and with fewer disruptions, which improve consumer satisfaction. Brand selection and loyalty are significantly influenced by convenience.

Brand Differentiation: In a competitive market, a tissue brand that allows consumers to utilize fewer sheets each task or visit stands out. This brand's unique selling point distinguishes it from rivals and draws customers looking for personal care items that are efficient and reasonably priced.

Product Innovation: The brand is encouraged to invest in product innovation by highlighting the opportunity to require fewer sheets each activity or visit. Enhancing tissue strength, absorbency, and softness may be the main goal of research and development projects in order to help users get the best outcomes using fewer sheets.

Positive Brand Association: Consumers form positive brand associations with brands that place a high priority on cost-effectiveness and efficiency. Consumers feel that the brand knows what they need and can help them with it, which increases advocacy and brand loyalty.

Utilizing fewer sheets per task or visit overall improves brand performance for tissue brands because it fosters cost-effectiveness, efficiency, environmental sustainability, perceptions of product quality, customer satisfaction, convenience, brand differentiation, product innovation, and favourable brand associations. By fulfilling this commitment and offering goods that satisfy customers' expectations in an effective and efficient manner, the brand can become a market leader and experience sustained success and expansion.

Table 79: Pe15 Brand Performance variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	28	5%
Brand 2 :Charmin (Red)	227	38%
Brand 3 :Charmin Basic	162	27%

Brand 4 :Charmin Ultra (Blue)	78	13%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	46	8%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	26	4%
Brand 7 :Quilted Northern (Blue)	20	3%
Brand 8 :Quilted Northern Ultra (Pink)	4	1%
Brand 9 :Scott	4	1%
Brand 10 :Angel Soft	2	0%
Brand 11 :Members Mark (Sams Club)	1	0%
Brand 12 :Kirkland Signature (Costco)	2	0%
Brand 13 :White Cloud (Wal-Mart)	0	0%
Grand Total	600	100%

Source Author's Work

Pe15: This tissue brand has a great texture: Praise for a tissue brand's excellent texture has a big effect on brand performance since it improves user satisfaction, brand loyalty, and user experience. This characteristic helps the brand perform as follows:

Improved User Experience: When using tissue, a well-textured surface makes a big difference in the tactile experience for the user, making it feel cozy and enjoyable. The plushness, smoothness, or softness of the tissue is appreciated by users, adding to their overall satisfaction.

Enhanced contentment: Users' sensory preferences are satisfied by tissue with a superb texture, which increases their delight and contentment. Customers who constantly receive a good tactile experience from a company are more inclined to repurchase from it and to stick with it.

Perceived Quality: Superior materials and production techniques are frequently linked to excellent textures. When consumers think a brand of tissue has a wonderful texture, they assume the product is well-made and of high quality, which increases their trust and brand loyalty.

Brand Differentiation: Using texture as a unique selling point can help a brand stand out from the competition. A tissue brand with a unique and alluring texture stands out in a congested market, gaining consumer attention and a competitive advantage that boosts market share and revenue growth.

Emotional Connection: Users and a brand can form a stronger emotional bond when textures stimulate pleasant feelings and sensory experiences. Because of the tissue brand's distinctive texture, consumers may form positive connections and memories with it, increasing brand advocacy and loyalty.

Product Innovation: By highlighting a fantastic texture, the company is encouraged to make improvements and innovations to its products in order to stay competitive. The goal of research and development can be to improve the texture of the tissue without sacrificing its other desired characteristics, like strength, absorbency, and environmental friendliness.

Positive Word-of-Mouth: Happy customers are more inclined to tell others about their wonderful experiences, which generates positive word-of-mouth referrals. When friends and relatives test the tissue and like it, they might be inspired to try the brand themselves, which would lead to organic growth and an increase in the company's consumer base.

Brand Reputation: A good brand reputation is developed in the marketplace by regularly providing tissues with excellent texture. Consumers develop sustained brand loyalty and long-term success as a result of the brand's dependable and delightful tactile experience.

A great texturing tissue brand improves brand performance overall by offering a better user experience, raising satisfaction, boosting perceived quality, setting the brand apart in the marketplace, encouraging emotional connections, propelling product innovation, creating positive word-of-mouth, and developing a solid reputation. Through constant

delivery of its promised outstanding texture, the brand can become a market leader and experience long-term growth and success.

Table 80: Pe16 Brand Performance variable distribution

Brands Considered	Count	Percentage
Brand 1 :Charmin Franchise	28	5%
Brand 2 :Charmin (Red)	234	39%
Brand 3 :Charmin Basic	155	26%
Brand 4 :Charmin Ultra (Blue)	93	16%
Brand 5 :Kleenex Cottonelle Ripples (Blue)	34	6%
Brand 6 :Kleenex Cottonelle Ultra (Purple)	19	3%
Brand 7 :Quilted Northern (Blue)	18	3%
Brand 8 :Quilted Northern Ultra (Pink)	8	1%
Brand 9 :Scott	4	1%
Brand 10 :Angel Soft	1	0%
Brand 11 :Members Mark (Sams Club)	2	0%
Brand 12 :Kirkland Signature (Costco)	3	1%
Brand 13 :White Cloud (Wal-Mart)	1	0%
Grand Total	600	100%

Source Author's Work

Pe16: This tissue brand does not fall apart during usage: Brands that claim their tissue does not break apart while being used are addressing a critical performance factor that has a big impact on customer happiness and brand loyalty. This claim enhances brand performance in the following ways:

Improved User Experience: A more seamless and dependable user experience is offered by tissue that holds together while being used. Products that do not break or crumble are appreciated by customers, who are more satisfied and loyal.

Perceived Quality: Higher-quality tissue is thought to be that which retains its integrity while being used. Customers are more likely to trust and be loyal to a company when they associate dependability and durability with high-quality products.

Decreased Mess and Waste: The user experience is made more hygienic and enjoyable when using tissue that does not crumble. Because there are less problems like soiled hands or residue left behind, users are more satisfied and loyal to the brand.

Cost-Effectiveness: Consumers can save money by using fewer sheets when using tissue that holds together throughout use. This creates brand loyalty, value for money, and repeat purchases.

Brand Credibility and Trustworthiness: Companies that firmly declare that their tissue does not break up while being used get the confidence and trust of customers. When brands fulfil their promises of dependability and durability, consumers are more inclined to trust them, which promote brand loyalty and positive word-of-mouth referrals.

Market Differentiation: The tissue's capacity to maintain its integrity while being used distinguishes the brand from rivals. This distinctive selling proposition draws customers in and sets the brand apart in a crowded market, increasing market share and revenue growth.

Product Innovation: By highlighting durability during use, the company is encouraged to make improvements and innovations to its products. In order to preserve other desired characteristics like softness and absorbency, tissue strength and structural integrity may be improved through research and development.

Customer Confidence: Companies that brashly declare that their tissue does not break up while being used give consumers' confidence. Customers become more brand loyal and advocate for the brand because they feel certain that they are selecting a trustworthy and dependable option for their personal care needs.

All things considered, asserting that a tissue brand will not disintegrate while being used improves brand performance in a number of ways, including a more seamless user experience, enhanced perceived quality, less mess and waste, cost-effectiveness, increased brand trustworthiness, market differentiation, product innovation, and consumer confidence. The brand may establish itself as a market leader and achieve long-term success and growth by continuously fulfilling this promise.

4.9 Confirmatory factor analysis

In order to conclude the thematic groupings of variables that reflect the hypothesis of latent components, it is necessary to take into consideration the outcomes of the previous phase as well as the comprehension of categories. In an ideal situation, each element should have anywhere from three to six different variables. Establish, on the basis of the hypothesis, the variables that are representative of each component. In order to scale the loadings, you need first identify the unit variance and then set the factor variances to one. An analysis of confirmatory factors should be carried out, and the following outputs should be generated. In the event that the CFA is not deemed to be adequate, the variables-factors connections have to be re-hypothesized, and a fresh CFA ought to be carried out on the newly developed measurement model. If there is a considerable decrease in the Chi Square value of the updated measurement model, then this may indicate that there has been an improvement. It is important to note that the hypothesized variable-factor connection shows t-values that are not significant. It is possible that the relation might be re-specified based on the category information that is available. Testing hypotheses about the interactions between variables and factors is the purpose of the confirmatory factor analysis (CFA). A successful CFA would imply that the variable-factor loadings are substantial, as well as the latent factors displaying significant correlations, and that it is possible to model the connections between the

components. The hypothesised variable-factor connection may be re-specified based on the category information that is available if any of the hypothesized t-values for the relationship are found to be insignificant. The fact that a factor variable pair in the lambda-x table has a high modification index (more than 100) indicates that establishing a connection between this pair may enhance the model's ability to fit the data. A high modification index for a pair of indicators in the theta delta table indicates that there is an unanalyzed relationship between the pair. This unanalyzed association indicates that the two related indicators measure something that is shared by both of them, but that this shared characteristic is not explicitly reflected in the model. For the purpose of making the model better, specifying a correlation between these two error factors might be beneficial. It is possible that a better match may be achieved by re-specifying the measurement model in such a way that the unanalyzed relationship is included into the model representation.

In order to complete the structural equation modeling (SEM) study, the final factor-variable combination is established based on the factor loadings and business consultation. The outcome of the CFA will be shown in the table that may be seen below.

Table 81: CFA goodness of fit statistics

Goodness of Fit Statistics	Values	Ideal Preferable Values
Degrees of Freedom	1123	
Minimum Fit Function Chi-Square	7958.529 (P	
Normal Theory Weighted Least Squares Chi-Square	8151.407	
Estimated Non-centrality Parameter (NCP)	7028.407	
90 Percent Confidence Interval for NCP	(6745.262 ; 7318.743)	
Chi-Square/df	7.258599288	≤5
Minimum Fit Function Value	7.268	
Population Discrepancy Function Value (F0)	6.419	
90 Percent Confidence Interval for F0	(6.160 ; 6.684)	
Root Mean Square Error of Approximation (RMSEA)	0.0756	≤0.05
90 Percent Confidence Interval for RMSEA	(0.0741 ; 0.0771)	
P-Value for Test of Close Fit (RMSEA < 0.05)	0	
Expected Cross-Validation Index (ECVI)	7.815	
90 Percent Confidence Interval for ECVI	(7.556 ; 8.080)	
ECVI for Saturated Model	2.422	
ECVI for Independence Model	445.175	

Source Author's Work

Table 82: CFA goodness of fit statistics contd.

Goodness of Fit Statistics	Values	Ideal Preferable Values
Chi-Square for Independence Model with 1275 Degrees of Freedom	487364.715	
Independence AIC	487466.715	
Model AIC	8557.407	
Saturated AIC	2652	
Independence CAIC	487772.686	
Model CAIC	9775.289	
Saturated CAIC	10607.234	
Normed Fit Index (NFI)	0.984	≥0.90
Non-Normed Fit Index (NNFI)	0.984	≥0.90
Parsimony Normed Fit Index (PNFI)	0.866	≥0.90
Comparative Fit Index (CFI)	0.986	≥0.90
Incremental Fit Index (IFI)	0.986	≥0.90
Relative Fit Index (RFI)	0.981	≥0.90
Critical N (CN)	171.087	≥200
Root Mean Square Residual (RMR)	35.535	
Standardized RMR	0.0459	
Goodness of Fit Index (GFI)	0.774	≥0.90
Adjusted Goodness of Fit Index (AGFI)	0.733	≥0.90
Parsimony Goodness of Fit Index (PGFI)	0.656	≥0.90

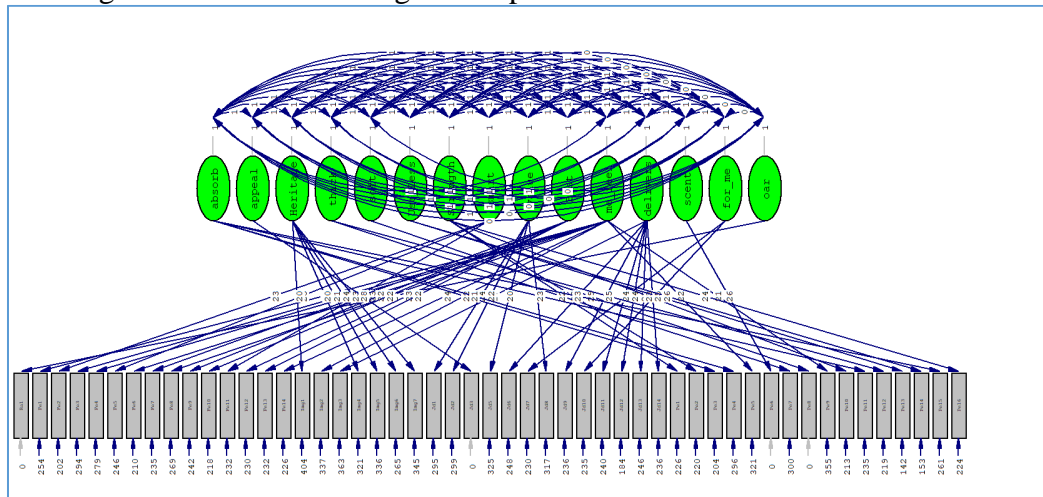
Source Author's Work

As displayed in the Table above the final goodness of Fit statistics of CFA, Usually if four or five parameters meet the ideal model targets then the model can be accepted to move further. The GFI is 77% that shows that the model is 77% accurate (Santhosh, 2020, pp.125- 175).

4.10 Confirmatory factor analysis path diagram

The Lisrel result of the CFA is shown in the figure below; in this case, none of the values are highlighted in red, which indicates that all of the relationships between the variables and the factors are statistically significant. There are no values that are too insignificant.

Figure 20: CFA Path Diagram output from Lisrel version 10.20.



Source Author's Work

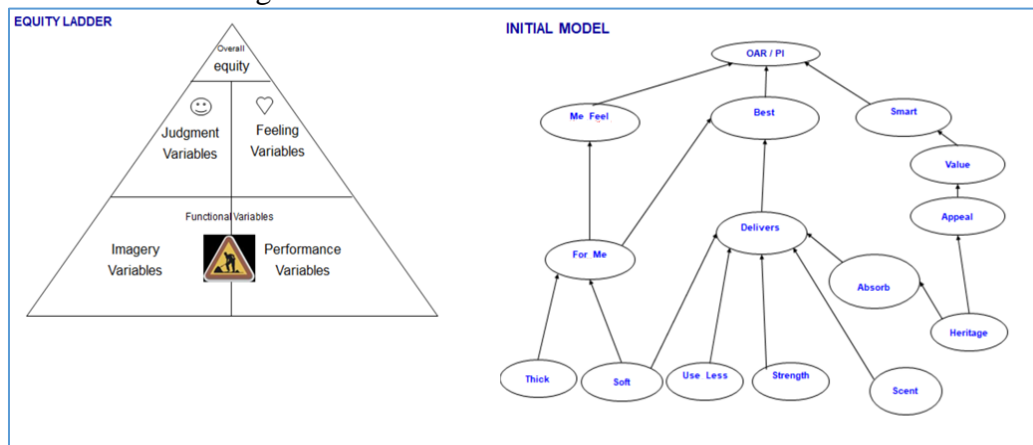
4.11 SEM initial model creation

Post the Confirmatory Factor Analysis is completed the Factor Analysis and final list of Factor-attribute combination is finalized. The conceptual model is prepared based on (Keller, 2003, p. 8) 5A model. This is defined by

Keller 5A model = “Awareness -> Association -> Attitude -> Attachment -> Activity “

Initial model as shown in Figure 10 Based on Keller’s model of equity ladder the conceptual model was created involving discussion with business stakeholders (Santhosh, 2020, pp.125- 175).

Figure 21: Initial SEM model creation.



Source Author’s Work

4.12 Summary of findings: SEM model outputs

The final model has been settled upon after a number of iterations and adjustments were made to the hyperparameters of the structural equation modeling (SEM) model. The fit indices are shown in Table 9. In order to achieve the best possible model, it was necessary to enable all of the available latent variables to fluctuate amongst each other inside the model. The whole SEM Model, which included all of the indications, was put through its paces. In the table that follows, you will get the final

model resulting fit indices as depicted. In order for a model to be considered a final model, it is necessary for at least five of the parameters that are given below to satisfy the ideal model definition. The value of the Goodness of Fit is 0.76, which indicates that the SEM model is correct within 76% of the time and provides an explanation for the connections between the latent variable (Santhosh, 2020, pp.125- 175).

Table 83: SEM effects for the final Model

FIT INDICES	Values	Ideal Values
Degrees of Freedom	1192	
Minimum Fit Function Chi-Square	8337.485	
Minimum Fit Function Chi-Square /DF	6.99	
Normal Theory Weighted Least Squares Chi-Square	8783.829	
Normal Theory Weighted Least Squares Chi-Square / DF	7.37	< 2
Minimum Fit Function Value	7.614	
Root Mean Square Error of Approximation (RMSEA)	0.076	< 0.05
Normed Fit Index (NFI)	0.983	> 0.90
Non-Normed Fit Index (NNFI)	0.984	> 0.90
Parsimony Normed Fit Index (PNFI)	0.919	> 0.90
Critical N (CN)	172.854	>200
Root Mean Square Residual (RMR)	36.253	Lower the better

Standardized RMR	0.047	Lower the better
Goodness of Fit Index (GFI)	0.761	> 0.90
Adjusted Goodness of Fit Index (AGFI)	0.734	> 0.90
Parsimony Goodness of Fit Index (PGFI)	0.684	> 0.90

Source Author's Work

The below mentioned Figure 14 shows the path diagram of the final SEM model, It should be noted that all the linkages are significant. The insignificant values would be highlighted in red if the values do not meet the required cut-off criteria (Santhosh, 2020, pp.125- 175).

Result highlights:

The top three drivers of purchase intent according to the consumers of the brand are Factors named “Absorbency “, “Strength “ and “Use less quantity of product”

Absorbency contribution to Purchase Intent and Overall Brand rating = 24%
Brand affinity impact

Strength contribution to Purchase Intent and Overall Brand rating = 23% Brand affinity impact

Use Less contribution to Purchase Intent and Overall Brand rating = 22% Brand affinity impact

So totally the three factors aiding Brand affinity and has an impact of **70%** on the Consumer's Purchase Intent. This also means that the Brand is doing pretty well in these areas in the market. Consumers looking for these three qualities will definitely go for considered brand.

Limitations of the brand, based on the Survey and SEM analysis for this particular brand is “Scent”, “Value” and “Appeal”, these three form the bottom three factors.

Competitors who are better at these factors will definitely gain from the features. The considered brand can lose a huge market share if the consumers prioritize the bottom three factors as important and that is not going to take long if a competitor launches a product fulfilling this requirement.

To survive in the market and not lose the brand value the client has to soon launch another variant of the product with the bottom three factors taken care of by implementing below suggestions.

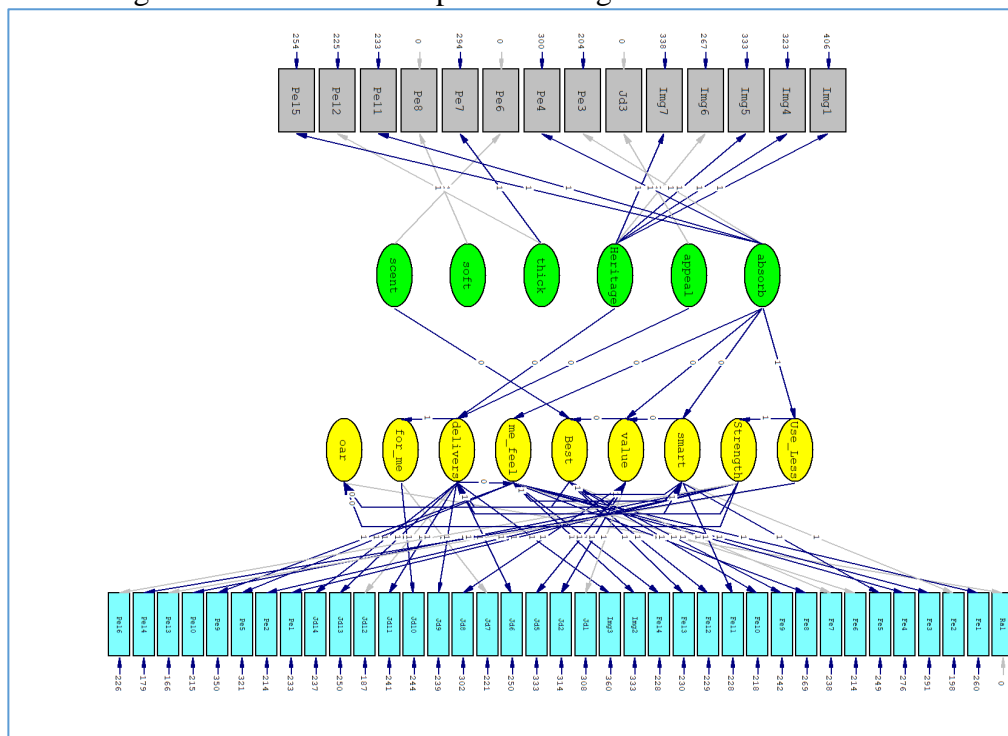
Add new variants with pleasant scent.

Provide a right balance between price and benefits.

Launch appealing Advertisements and product packaging.

These few actionable insights implemented will keep the brand affinity above all the competitors in the market (Santhosh, 2020, pp.125- 175).

Figure 22: Final SEM output Path Diagram from Lisrel.



4.13 Positive reinforcement: Positive factors that impact the purchase intent of a brand

A brand's purchase intent is influenced by several factors, including its reputation, product quality, brand credibility, positive testimonies and suggestions, brand image and identity, perceived value, innovative products or services, positive customer experience, robust marketing and branding, and sustainability and social responsibility. A well-respected brand attracts customers who are willing to spend more for high-quality, long-lasting, dependable, and efficient products. Trust is essential for building strong bonds between brands and customers, and satisfied customers' testimonies and recommendations can significantly influence their purchase decisions. Brands that strike a balance between pricing, features, benefits, and quality are seen as offering good value. Innovative products or services, prioritizing convenience, individualized care, and customer happiness, can also attract customers. Robust marketing and branding initiatives can raise awareness, spark curiosity, and increase demand for the products or services offered by the brand. Companies that prioritize sustainability and social responsibility can attract consumers who care about these issues. Overall, these favourable elements work together to shape consumers' opinions and attitudes, ultimately driving revenue and sales growth.

4.14 Negative reinforcement: Negative factors that impact the purchase intent of a brand

A brand's purchase intent may be negatively impacted by a number of issues, discouraging customers from purchasing its goods or services. Here are a few significant drawbacks:

Poor Product Quality: Purchase intent can be strongly impacted by low-quality items that are prone to breaking, ineffective, or unreliable. Customers are not inclined to buy from companies that are known for low quality because they are looking for goods that are both high quality and reasonably priced.

Negative Testimonials, Word-of-mouth, and Reviews: These can damage a brand's reputation and discourage prospective buyers from making a purchase. Unsatisfactory reviews or negative experiences from other customers can raise questions and reduce faith in the company.

Bad Customer Service: Unfavourable encounters with customer service agents, such as impolite or unhelpful conduct, protracted wait periods, or unresolved problems, can create a lasting bad impression in the minds of customers. Unsatisfactory customer service encounters may discourage future purchases from the brand.

High Prices but Low Value: Companies that sell goods or services that consumers feel are expensive or undervalued in comparison to rivals may find it difficult to draw in business. When a product does not live up to their expectations in terms of performance or quality, consumers are unlikely to rationalize spending more for it.

Unethical Business tactics: Consumers may take issue with brands that use unethical business tactics, such as false advertising, exaggerated promises, or abusive labour practices. Customers may be discouraged from supporting a brand by making purchases if they have a negative impression of the company's ethics and principles.

Negative publicity or scandals: A brand's reputation can be harmed and purchase intent may be affected by publicity pertaining to scandals, disputes, or unethical actions affecting the brand. Customers may shun or steer clear of firms linked to bad press or unethical actions.

Poor Customer Experience: Customers may be discouraged from returning or referring a brand to others if they have a bad overall experience, which includes complicated return or exchange policies, awkward purchasing procedures, and a slow response time to customer complaints.

Products that are out dated or irrelevant: Companies that do not adapt to changing consumer tastes or do not innovate risk becoming irrelevant in the marketplace. Products that are out-of-date, unfashionable, or do not satisfy consumer expectations may find it difficult to draw in new clients or hold onto their current clientele.

Negative Brand Associations: Customers may be discouraged from buying a brand's goods or services if they have negative connotations related to it, such as health hazards, safety issues, or environmental harm. Rebuilding trust and buying intent requires brands to address and reduce unfavourable connotations.

Absence of Sustainability or Social Responsibility: Customers that value sustainability and ethics may turn against brands that neglect these aspects of their business. A brand's perceived negative effects on the environment or society may have a detrimental impact on consumers' intentions to make a purchase.

All things considered, these unfavourable aspects can seriously harm a brand's standing, credibility, and customer appeal, which can reduce buy intent and even result in lost revenue. In order to restore confidence and increase buy intent, brands need to take proactive measures to address these negative issues and give priority to providing pleasant experiences (Santhosh, 2020, pp.125- 175).

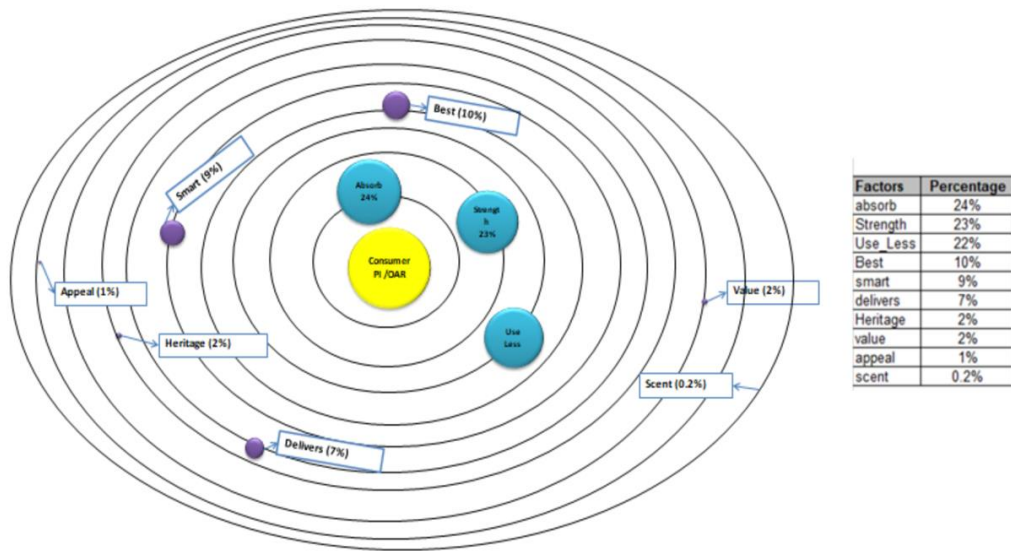
4.15 Conclusion

Overall, SEM provides a comprehensive framework for analyzing brand affinity by simultaneously examining the complex interrelationships between multiple latent constructs and their observed indicators. By applying SEM techniques, researchers can

gain valuable insights into the factors driving consumer loyalty and emotional attachment to brands.

The below chart is unique Solar Chart in Figure where the SEM effects of each and every factor on the Purchase Intent and Overall rating is depicted as the planets and the central Sun as the Brand product. The bubble size is conjured with the impact percentage and is also shown as a percentage in the label. The bigger the bubble it is closer to the central product and consumers feel they are its stronghold. The farthest smaller bubbles are the ones that the brand is failing to deliver and needs immediate attention (Santhosh, 2020, pp.125- 175).

Figure 23: Solar chart of SEM Effects for the Factors



Source Author's Work

CHAPTER V: DISCUSSION

5.1 Introduction

This research paper is involved with an empirical analysis of Consumer intent and indicating factors. The study encapsulates the social sciences and econometric theories forming a new research insight using the equity model as the base. The central objective of the thesis was to help business identify the consumer intentions of the drivers of Purchase Intent of the brand and performance of the considered brand and competitor brands. To achieve this objective a detailed review of theoretical literature and references was conducted and all the relevant guidelines were followed to identify the drivers of Brand affinity was consolidated in chapter 2. A detailed methodology approach was developed and detailed to achieve the objectives in chapter 3. A Quantitative and Qualitative research model was proposed in the chapter 3 for better insight into understanding the factors contributing to Brand affinity. The research methodology also defines and details all the statistical techniques that are applied in the following chapters to achieve the objectives. The Chapter 4 gives information of the industry project that will be a part of the research. The dataset was provided by the sponsorer for this research paper. A detailed data analysis is conducted in the chapter 4 for all the statistical techniques that is detailed in the research methodology. The dataset is evaluated for univariate, bivariate and multivariate analysis. The directionality reduction also has been applied in order to reduce the number of variables that are considered for the experiment. The factors formed were also confirmed in the chapter and a conceptual model of the SEM was initiated. Post multiple iterations the final SEM model was arrived at and the results were discussed in the chapter 6. The chapter concludes and gives a perspective on

the future enhancements to the research that can be implemented (Santhosh, 2020, pp.125- 175).

5.2 Answer to research question 1

Which consumer themes drive equity within the category most and the key attribute within the themes?

This study was aimed at examining the factors that impact brand affinity of consumers of Toilet tissue companies can learn which elements of their products and marketing tactics have the biggest influence on consumer perceptions and preferences by utilizing SEM to examine the links between these important characteristics and overall brand equity. Afterwards, by optimizing brand positioning, product development, and marketing initiatives, brand equity can be increased and a competitive edge can be gained in the market.

The factor or Theme named Absorb that contains the attributes

- Pe15: Has texture(68%)
- Pe4:has an attractive design (66%)
- Pe11:Is more absorbent than any tissue (65%)
- Pe3:The texture/pattern on the tissue helps get clean (87%)

The attribute Pe3 has the highest contribution to the top theme.

5.3 Answer to research Question 2

What are the key equity pathways influencing the purchase intent?

This below equations used in the structural equation modeling are equity pathways that impact brand affinity of consumers of Toilet tissue

Purchase Intent = Strength + Best

Best = value + smart + scent + for_me

$for_me = delivers + soft$
 $value = smart + absorb + delivers$
 $delivers = appeal + Heritage + Strength$
 $smart = delivers + absorb$
 $Strength = Use_Less$
 $me_feel = absorb + smart + delivers$
 $Use_Less = absorb$
 $soft = thick$

Structural equation modeling (SEM) is a tool used to understand how purchase intent is influenced by various factors. Key equity pathways include brand image, perceived value, customer satisfaction, brand loyalty, trust and credibility, and brand awareness and familiarity. Brand image refers to consumers' perceptions of a brand's identity, personality, and associations, while perceived value is the perceived value of the benefits they receive relative to the cost of the product. Customer satisfaction is the overall evaluation of their experience with the brand, and higher satisfaction is more likely to exhibit higher purchase intent and brand loyalty. Trust and credibility (Absorb) are essential for building consumer confidence and purchase intent. Brand awareness and familiarity are the level of knowledge and experience with the brand, which can positively impact purchase intent by reducing perceived risk and increasing brand consideration.

5.4 Answer to research question 3

In what segments does brand in focus have the right to win and is strength for competitor brands without any bias?

Finding Structural equation modeling (SEM) is a crucial tool for tissue brands to identify market niches and assess the strengths of competitors. This process involves analyzing various variables and constructs, such as segmentation analysis, brand attributes evaluation, equity pathways assessment, segment-specific analysis, benchmarking competitors, reducing weaknesses, and constant monitoring.

Segmentation analysis uses psychographics, habits, preferences, and demographic data to determine consumer segments to target. Brand attributes evaluation considers factors like quality, price, sustainability, innovation, brand image, and customer service. Equity pathways assessment models the links between consumer perceptions, purchasing intent, and brand features using SEM. Segment-specific analysis examines how different consumer segments perceive the brand and rival brands, identifying market niches that reflect the brand's value proposition and strong points.

Benchmarking competitors using indicators related to brand equity helps identify the advantages and reasons behind their successes. Opportunities are identified by determining which market niches the brand has a competitive edge in and a chance to succeed in. Reducing weaknesses involves evaluating areas where rival brands' strengths present obstacles for the brand and creating plans to counteract these shortcomings.

Constant monitoring allows the brand to adjust its posture and tactics based on changes in consumer preferences, market conditions, and rival plans. By utilizing SEM in conjunction with a thorough examination of customer categories, brand features, and competition strengths, marketers can gain valuable insights into areas where the target brand has the right to succeed and those where it needs to make improvements to remain competitive in the tissue brands market.

5.5 Limitations of study

The purpose of this research was to investigate the elements that influence the sense of brand loyalty that customers have for a certain product that falls under the category of personal care products. With some reservations, the comprehensive results of this study were interpreted as an effort at empirical research that was relevant to the contemporary research situation. However, the worldwide business research community may naturally impose and effect the outcomes due to the availability of a broad variety of topics to choose from as well as the production of endogenous and exogenous elements. In addition, this suggests that future research should exercise caution when incorporating the framework into their study and should use this as a conceptual framework themselves. There is a vast selection of brands and items available on the market, and the product that is being discussed is only a tiny portion of that selection. Knowledge about the brand and category from a business perspective is an essential component in the process of developing the factor themes. Therefore, there are issues about what should be adopted and what should not be adopted. It is possible that the following are the problems, but this list is not exhaustive; any attempt to generalize the results would definitely need rigorous verification.

On the basis of the replies that were given to the present set of questions and the time range, the results will be determined. This may not accurately represent the ever-evolving nature of goods, brands, features, preferences of consumers, or the time period during which the questionnaire was filled out.

When applied to a different nation with a different percentage of representative sample, the generalization of the results may be confined to the geography that is mentioned in the respondent demographic part of the research. This may alter when the findings are applied to a different continent.

The information was gathered via the use of a survey that was administered to a group of respondents who are consumers of these specific brands and items. The viewpoint presented here may not be applicable to all of the items that are currently on the market.

The information was gathered for a particular group of prominent brands and goods at that period of time; however, this may change in the future as a result of new players joining the market and new versions being offered by rivals.

In spite of the fact that all of the constraints are being recognized, this study provides a thorough and detailed assessment of the commitment that customers have to brands. This study also provides evidence that the SEM framework that has been built is accurate (Santhosh, 2020, pp.125- 175).

5.6 Discussion and conclusion

The use of structural equation modeling is widely recognized as one of the most effective approaches for determining the level of brand loyalty or affinity shown by consumers. As technological innovation continues, it is inevitable that the procedures that are now being used will undergo changes. Through the use of advanced analytics techniques, this study was carried out with the intention of expanding the use of search engine marketing (SEM). During the course of the research, a unique dataset was used, and the relevant ethical permissions and procedures were accomplished. It is important to note that the data acquired via the Survey contains important demographic information about the users; however, for reasons of security, this information has been pseudonymized. Because structural equation modeling is such a comprehensive framework, a number of different pieces of literature were examined in order to develop a framework for this research. During the course of the literature study, it was discovered that the basics of structural equation modeling have not changed. This is because the

formation of profiles is mostly accomplished by analyzing similarities between the demographic, psychographic, geographic, and social behaviors of customers. The Internet of Things (IoT) and Artificial Intelligence (AI) are two technologies that are being used to gather data and provide outcomes in real time as part of the progression of technology. For the purpose of ensuring that this research is carried out in a manner that is well-organized, the research method that was chosen for this study was implemented. When it comes to accomplishing the goals that have been set without making any concessions, the structure and framework are of utmost importance. Execution that is flawless is of the highest significance in order to ensure that the findings acquired are accurate. Data analysis techniques, data pre-processing methods, modeling, and result interpretation are all components of the planning process. The planning process also involves the selection of software. Following the stacking of metrics and non-metrics and the cleaning of the data, a total of 3523 variables were analyzed and reduced to a set of 51 variables and 1096 observations for the purposes of the structural equation modeling study. Microsoft Excel and Power BI were the tools that were used in the process of data visualization. Based on the relevance of the variables and the relationships that have been verified a definitive version of the SEM Model was generated. Taking into account the findings, suggestions were also made in order to ensure that the product or brand in question is improved in order to prevent the Consumer Brand Shift Index (CBSI) from increasing as a consequence of the low lying components of the model (Santhosh, 2020, pp.125- 175).

CHAPTER VI:
SUMMARY, IMPLICATIONS, AND RECOMMENDATIONS

6.1 Summary

The corporation values its brands. Brand affinity is a customer's emotional attachment to a brand. Brand affinity drives revenue-boosting strategies across industries. Any industry's goal is to retain current consumers and onboard new ones to boost sales. In this study, structural equation modeling is used to determine brand affinity, the most common way. It involves estimating endogenous and exogenous links between elements described by many measured attributes and merged into a coherent model. This technique uses customers' psychographic, demographic, and geographic answers to direct research to improve brand perception and meet consumer needs.

In the personal care division of a big cosmetics company, the introduction of a new product or variant based on such an effort boosts brand value. This study shows that brand affinity at the point of purchase drives niche retail brand success and ROI. Multi-iteration SEM Model results. The model's main objective is to develop the consumer affinity Structural Equation Model (SEM), which captures personality attribute behavior toward the client's company's personal care brands. This study conceptualized and studied customer affinity for personal care goods and its variables. Keller's 5A model and prior research underpinned the conceptual SEM model. A fixed hypothesis was created for direct and indirect component relationships. The conceptual model has rearranged links based on the covariance matrix and changed component variable weights in several iterations. This Model's final model uses SEM effects to determine which factors/variables affect the product/brand rating.

6.2 Implications of future of the research

The development of the three "T" (Technology, Technique, and Transmission Speed) has been a pivotal factor in determining the direction of future research. For the purpose of this research, a challenging circumstance was envisioned, and the bulk of the results were approached from the viewpoint of developed countries. Despite the fact that some of the findings in the research are in conflict with the most recent evidence and methodologies, it is possible to disregard them as provisional until they are confirmed by subsequent and subsequent investigations. A new group of items, nations, and samples might be used in the future to validate the study route, which is available for future validation (Santhosh, 2020, pp.125- 175).

6.2.1 Technological progress

There can be huge technological advancement in the near future with the growth of Internet of Things (IoT) and Artificial Intelligence (AI) solutions. Some of the known areas of additional input are video analytics through security cameras, sensors at the Isle to monitor product movements, social media presence, sensor installed cart and online shopping options (Website or Mobile Apps)

Both AI and the Internet of Things (IoT) have seen major technical breakthroughs that have changed the way people interact with the environment and each other. Synergistic effects that boost productivity, usability, and innovation in many different sectors are commonplace when advancements in one of these two areas propel the other forward. The ties between these two domains are becoming stronger.

One of the most significant advancements in the Internet of Things (IoT) has been the improvement of communication protocols, including 5G technology, which has decreased latency and improved bandwidth. The reliability and responsiveness of IoT systems are greatly enhanced by this capability, which allows devices to transmit data in real time. Due to the decreasing size and cost of sensors, Internet of Things technology

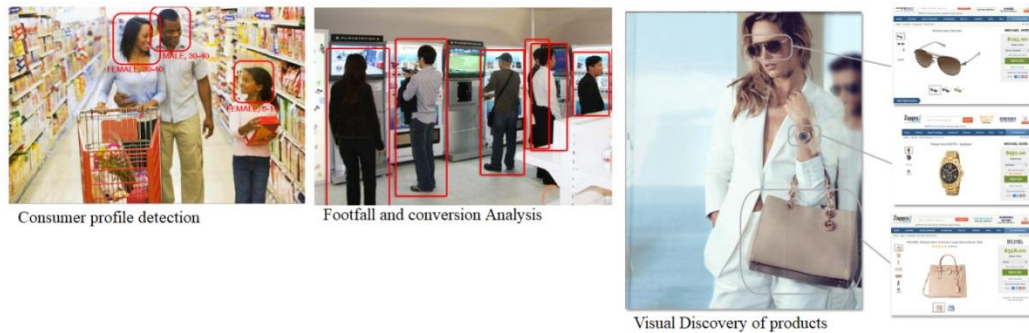
may now be integrated into a broader array of applications, spanning from healthcare to agriculture.

The Internet of Things (IoT) benefits from artificial intelligence (AI) because it provides the analytical abilities needed to make sense of the enormous amounts of data generated by linked devices. Artificial intelligence systems may analyze this data to spot patterns, forecast results, and automate decision-making. For example, AI in smart homes may figure out what people want in order to reduce energy use or increase security via smart monitoring systems. You may use any of these examples.

Advancements in machine learning, a branch of AI, have also allowed for more sophisticated data processing. Internet of Things devices may now grow smarter and more efficient as algorithms can learn from data they collect and improve their performance over time. This functionality is particularly important in industrial settings where artificial intelligence-enabled predictive maintenance has the potential to reduce downtime and expenditures.

To sum up, the convergence of AI and the IoT is setting the stage for a more intelligent and interconnected future. In order to achieve sustainable growth and better our lives, we must overcome the challenges we are now experiencing and fully use the potential of these advanced technologies.

Figure 24: Future technological advancements



As shown in the picture above most of the consumer profiling and product choice of moving to cart or conversion to purchase can be detected through click sense options, this combined with purchase history can easily be an input to what the consumer is intending to purchase. Business can get a real-time information regarding the progress or decline of product movement or brand preference. Most of these options can be a replacement to the research questions present in the questionnaires (Santhosh, 2020, pp.125- 175).

6.2.2 Technique advancement

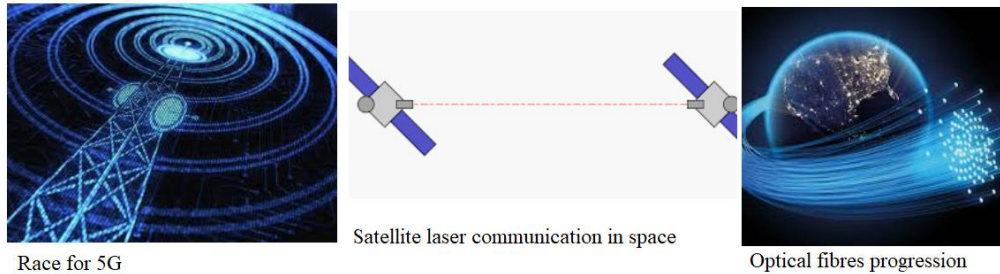
The Structural equation modelling framework also will go through a lot of progress with newer techniques getting embedded into the SEM framework. Few of them have been listed below as options for future research areas.

- Flavour of Bayesian method in SEM
- Multi-level SEM modeling techniques
- SEM Meta-Analysis
- Multiple group SEM Analysis
- Latent incremental growth curve Modeling

Though only a few have been listed above many newer techniques in the areas of modeling and data preparation can be included in the SEM overall framework (Santhosh, 2020, pp.125- 175).

6.2.3 Transmission speed advancement

Figure 25: transmission speed advancement



Source Author's work

The technology of the future is the transmission of very high speeds. Improvements in radio and optical fiber technology have made it possible to increase the speed at which data may be sent. A significant step forward in the process of technological integration is going to be the acceleration of the rate at which data is sent. As can be seen in the graphic, the progression of transmission speed to either 5G or 10G is unquestionably going to be the significant transition into the future (Santhosh, 2020, pp.125- 175).

6.3 Contributions

The primary objective of the researcher in this thesis is to provide a framework that can be used to comprehend the influence that brand affinity has in the business sector and the manner in which it can be comprehended in order to fulfill the expectations of customers. This framework is built on the Brand Equity model that is widely acknowledged across the world, but it also incorporates an organized approach that is peculiar to this industry. There are other studies that concentrate on the SEM method or the Brand equity concept, and this one is not the only one. Because of the intrinsic properties of the dataset, this framework will not be applicable to all other datasets that have features that are comparable to those of the dataset.

- The Novelty dataset is a contribution that this study makes to the research that is being done in a certain field that is related.

- The findings of this study provide a robust framework for determining brand affinity via the use of SEM technique that is based on the Brand Equity model.

- This research also offers a suggestion on the manner in which modern technology might be used to get real-time insights that can be put into action.

- Draws attention to the fundamentally important success aspect of including business stakeholders in situations when category interventions are required.

- Offers a focal point for the incorporation of Internet of Things (IoT) solutions, which are technical artifacts that boost the research's application.

6.4 Conclusion

One of the main techniques for determining the consumer's brand affinity or loyalty is said to be gauged by structural equation modeling. It is inevitable that the techniques employed will change as technology advances. This study was carried out to employ advanced analytics techniques to enhance the use of SEM. By obtaining the required ethical permissions and conditions, a fresh dataset was employed in the investigation. The Internet of Things (IoT) and artificial intelligence (AI) are being used in technological advancement to collect data and provide real-time results. This study's research methodology was used to guarantee that the investigation is carried out in an orderly manner. To accomplish the targeted goals without sacrificing any quality, the framework and structure are crucial. The precision of the outcomes is contingent upon flawless implementation. The planning process entails selecting the software, modeling, data pre-processing, data analysis, and result interpretation. Recommendations were also provided in light of the findings for how to strengthen the brand or product in order to

stop the Consumer Brand Shift Index (CBSI) from rising as a result of the model's low-lying determinants.

APPENDIX A
SURVEY COVER LETTER

Dear Survey Participant,

The purpose of this survey is to identify the brand affinity of consumers and find out the drivers of a brand to be successful. We value your opinion and would greatly appreciate your participation in our survey. Your responses will help us make informed decisions about our products and services.

Participants : Specifically seeking views from households that use Toilet tissues of specific brand types listed in the survey.

The survey will take no more than 5-10 minutes to complete. Your responses against this survey will remain strictly confidential and will be used for research purposes only. We are committed to protecting your privacy and your anonymity will be maintained throughout this study.

Thank you for your time and valuable input.

Best regards,

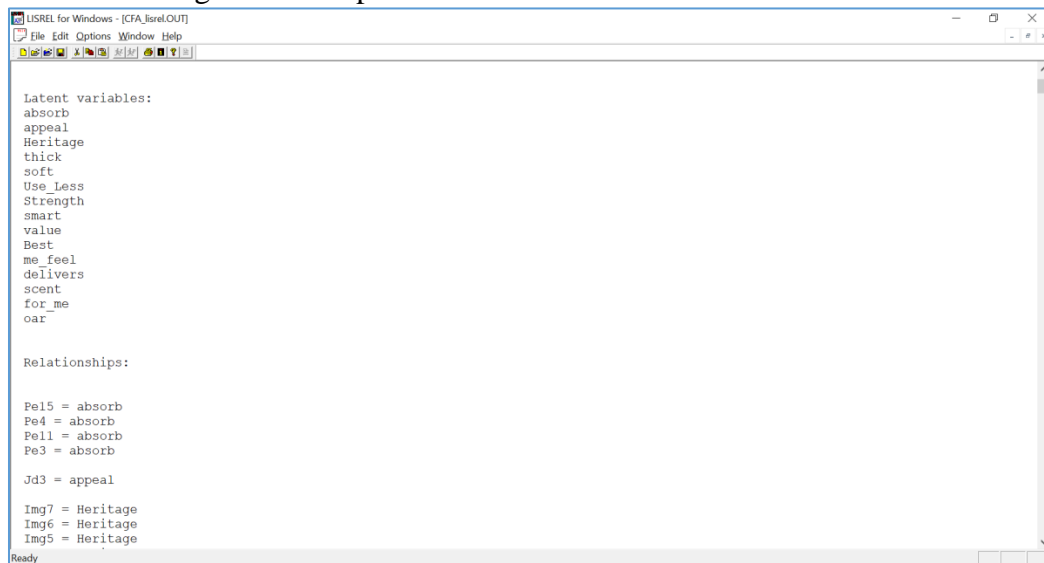
Santhosh Francis

APPENDIX B

LISREL SEM MODEL CODES

The below shown screen is the LISREL application with necessary codes used for executing SEM for the survey data collected.

Figure 26: Snapshot of LISREL window of codes



```
LISREL for Windows - [CFA_Isrel.OUT]
File Edit Options Window Help
[Icons]

Latent variables:
absorb
appeal
Heritage
thick
soft
Use_Less
Strength
smart
value
Best
me_feel
delivers
scent
for_me
oar

Relationships:

Pe15 = absorb
Pe4 = absorb
Pe11 = absorb
Pe3 = absorb

Jd3 = appeal

Img7 = Heritage
Img6 = Heritage
Img5 = Heritage

Ready
```

Source Author's work

The snapshot of the data set for SEM post data cleansing and stacking for both Metric and Non-metric purpose. The codes as shown above.

Figure 27: Snapshot of LISREL window of codes

	"Ra1"	"Fe1"	"Fe2"	"Fe3"	"Fe4"	"Fe5"	"Fe6"	"Fe7"	"Fe8"	"Fe9"	"Fe10"	"Fe11"	"Fe12"	"Fe13"	"Fe14"	"Im1"	"Im2"	"Im3"	"Im4"	"Im5"	"Im6"	"Im7"	"Jd1"	"Jd2"	"Jd3"	"Jd4"	"Jd5"	"Jd6"		
1	#####	12.50	16.67	9.09	11.11	12.50	16.67	8.33	12.50	20.00	20.00	16.67	16.67	16.67	7.69	16.67	7.69	20.00	20.00	20.00	20.00	20.00	7.69	20.00	20.00	20.00	20.00	20.00	20.00	
2	75.00	0.00	0.00	50.00	50.00	0.00	0.00	0.00	50.00	0.00	50.00	50.00	0.00	50.00	0.00	0.00	33.33	33.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	50.00	50.00	0.00	0.00
3	50.00	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4	75.00	25.00	25.00	25.00	25.00	25.00	33.33	25.00	33.33	25.00	25.00	33.33	33.33	25.00	25.00	20.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	20.00
5	75.00	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33
6	75.00	0.00	0.00	50.00	0.00	0.00	0.00	0.00	0.00	50.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	50.00	0.00	0.00	50.00	0.00	0.00	0.00	0.00	0.00	0.00	33.33	0.00	0.00
7	#####	50.00	0.00	50.00	50.00	50.00	50.00	50.00	50.00	0.00	0.00	0.00	50.00	50.00	50.00	33.33	50.00	50.00	50.00	50.00	50.00	50.00	50.00	33.33	50.00	50.00	50.00	50.00	50.00	50.00
8	#####	33.33	33.33	0.00	0.00	0.00	25.00	0.00	50.00	0.00	25.00	0.00	50.00	20.00	0.00	0.00	33.33	50.00	0.00	50.00	50.00	50.00	33.33	0.00	33.33	50.00	0.00	25.00	0.00	
9	50.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
10	#####	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00
11	#####	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00
12	#####	50.00	50.00	50.00	50.00	33.33	50.00	0.00	50.00	0.00	50.00	50.00	50.00	0.00	0.00	0.00	50.00	0.00	50.00	50.00	50.00	50.00	50.00	0.00	50.00	50.00	50.00	50.00	50.00	50.00
13	75.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
14	#####	25.00	33.33	33.33	0.00	0.00	0.00	25.00	33.33	0.00	0.00	0.00	0.00	0.00	0.00	16.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	25.00	25.00	25.00	33.33	33.33	33.33	
15	#####	20.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20.00	0.00	0.00	0.00	20.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
16	25.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	25.00	25.00	16.67	20.00	0.00	0.00	25.00	25.00	0.00	0.00	0.00	16.67	0.00	0.00	
17	75.00	25.00	16.67	14.29	14.29	14.29	14.29	14.29	0.00	25.00	16.67	14.29	14.29	14.29	14.29	0.00	16.67	16.67	14.29	14.29	14.29	14.29	14.29	0.00	25.00	14.29	14.29	14.29	14.29	14.29
18	75.00	0.00	50.00	50.00	0.00	0.00	0.00	50.00	0.00	50.00	50.00	0.00	50.00	0.00	50.00	33.33	0.00	0.00	50.00	50.00	0.00	50.00	0.00	50.00	0.00	50.00	50.00	50.00	0.00	50.00
19	#####	25.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	33.33	25.00	25.00	50.00	33.33	50.00	50.00	33.33	50.00	50.00	33.33	50.00	33.33	33.33	33.33
20	75.00	50.00	33.33	33.33	33.33	33.33	0.00	33.33	33.33	33.33	33.33	33.33	33.33	33.33	33.33	12.50	33.33	33.33	14.29	0.00	50.00	0.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	
21	75.00	0.00	0.00	0.00	14.29	0.00	0.00	0.00	25.00	16.67	16.67	0.00	0.00	0.00	0.00	16.67	16.67	25.00	0.00	0.00	0.00	0.00	25.00	20.00	25.00	25.00	25.00	25.00	25.00	
22	#####	0.00	50.00	33.33	14.29	16.67	12.50	0.00	16.67	0.00	14.29	12.50	12.50	12.50	12.50	12.50	0.00	20.00	0.00	0.00	0.00	20.00	20.00	0.00	16.67	16.67	14.29	14.29		
23	#####	33.33	25.00	33.33	33.33	33.33	25.00	33.33	33.33	20.00	25.00	33.33	0.00	33.33	33.33	33.33	0.00	33.33	25.00	50.00	25.00	33.33	33.33	25.00	0.00	33.33	33.33	33.33	33.33	
24	75.00	0.00	16.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.29	0.00	25.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20.00	0.00	
25	#####	50.00	50.00	50.00	33.33	50.00	50.00	50.00	33.33	50.00	50.00	50.00	50.00	33.33	50.00	50.00	50.00	33.33	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	33.33	33.33	50.00	
26	#####	50.00	50.00	50.00	12.50	50.00	50.00	50.00	50.00	50.00	50.00	50.00	12.50	12.50	50.00	50.00	12.50	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00
27	#####	50.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00
28	50.00	0.00	0.00	0.00	25.00	25.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	25.00	0.00	25.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
29	#####	50.00	0.00	0.00	50.00	50.00	33.33	50.00	25.00	33.33	0.00	50.00	0.00	50.00	50.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00
30	75.00	33.33	0.00	0.00	33.33	0.00	0.00	33.33	0.00	33.33	0.00	33.33	0.00	33.33	0.00	33.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	33.33	0.00	0.00	33.33	0.00	0.00	
31	#####	50.00	20.00	0.00	33.33	0.00	25.00	0.00	50.00	33.33	33.33	33.33	33.33	33.33	33.33	0.00	25.00	50.00	0.00	20.00	50.00	50.00	0.00	20.00	0.00	33.33	25.00	33.33	33.33	
32	75.00	50.00	50.00	50.00	50.00	33.33	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	33.33	50.00	50.00	50.00	50.00	33.33	0.00	33.33	50.00	33.33	50.00	50.00	50.00	50.00	

Source Author's work

Lisrel Code for SEM

Raw Data from file 'C:\LISREL Examples\All_Brand_SEM_Data.LSF'

Sample size=1096

Latent variables:

absorb

appeal

Heritage

thick

soft

Use_Less

Strength

smart

value

Best

me_feel

delivers

scent

for_me

oar

Relationships:

"Pe15" = absorb

"Pe4" = absorb

"Pe11" = absorb

"Pe3" = 1*absorb

"Jd3" = 1*appeal

"Img7" = Heritage

"Img6" = 1*Heritage

"Img5" = Heritage

"Img4" = Heritage

"Img1" = Heritage

"Pe7" = thick

"Pe12" = 1*thick

"Pe8" = 1*soft

"Pe14" = Use_Less
"Pe13" = 1*Use_Less
"Pe16" = 1*Strength
"Pe10" = Strength
"Pe1" = Strength
"Pe2" = Strength
"Fe11" = smart
"Fe5" = smart
"Fe2" = 1*smart
"Jd1" = 1*value
"Jd5" = value
"Jd2" = value
"Jd8" = value
"Fe13" = Best
"Fe12" = Best
"Fe10" = Best
"Fe9" = Best
"Fe7" = 1*Best
"Fe6" = 1*me_feel
"Pe9" = me_feel
"Pe5" = me_feel
"Fe14" = me_feel
"Fe8" = me_feel
"Fe4" = me_feel
"Fe3" = me_feel

"Fe1" = me_feel
 "Img2"= me_feel
 "Img3"= delivers
 "Jd14" = delivers
 "Jd13" = delivers
 "Jd12" = 1*delivers
 "Jd9" = delivers
 "Jd11" = delivers
 "Jd6" = delivers
 "Pe6" = 1*scent
 "Jd10" = for_me
 "Jd7" = 1*for_me
 "Ra1" = 1*oar

Set the error variance of Jd3 to 0

Set the error variance of Pe8 to 0

Set the error variance of Pe6 to 0

Set the error variance of Ra1 to 0

oar = Strength Best

Best = value smart scent for_me

for_me = delivers soft

value = smart absorb delivers

delivers = appeal Heritage Strength

smart = delivers absorb

Strength = Use_Less

me_feel= absorb smart delivers

Use_Less = absorb

soft = thick

lisrel output mi ef sc ad=off it=500 nd=3

Path Diagram

End of Problem

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