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How do smart watches influence the market
of luxury watches with particular regard
of the buying-reasons

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Abstract

Human beings do not have to look at their wristwatch to know the exact time. Smartphones, the computer clock or the clock in the car inform us about the time, too. Individuals spend enormous amounts of money to purchase luxury watches although ordinary watches also display the time.

A few years ago, smart watches entered the market and people are able to track data like their walking distance per day or to control their sleep with these watches. The question is: how will customers of luxury watches react?

The intention of this thesis is to inform the reader about the different types of reasons why human beings tend to buy luxury watches. The different reasons will be explained with the help of particular models and psychological explanations which make it easier to understand the motives of the people's buying behavior.

The importance and meaning of the brand personality with reference to the purchasing of smart watches and luxury watches are explained. This research informs about the benefits and features of smart watches which are understood as substitutes with reference to luxury watches. This thesis explains the reasons for buying smart watches compared with the motives for buying luxury watches. The intention is to find out if the typical luxury watch customer has got the same motives and buying reasons as the customer of smart watches.

After a separated explanation of the theory of attitude and the theory of congruity with reference to the buying-behavior and its influence on the brand choice a reunification of the findings occurs. The connection of these theories leads to the structural equation model that forms the basis for the methodology.

It is the intention to get a deep understanding of the psychological effect of brands to be able to explain the occurrence of buying-decisions of branded products.

The empirical findings are based on anonymous questionnaires regarding the Apple Watch and Rolex.

The influence of the intention of brand choice is higher with regard to Apple Watch customers in comparison with Rolex customers.

The subjective norm has the highest relevance with reference to the intention of brand choice with regard to Rolex. The actual congruence is not positively relevant concerning the intention to choose watches of the brand Rolex. This finding shows that the Rolex customer's actual congruence is insignificant in comparison with the ideal congruity.

With reference to the Apple Watch the ideal congruity plays the most important role for the intention of brand choice.

The brand personality of the Apple Watch is closer to the test person's ideal personality in comparison with the test person of Rolex.

According to this study the functional congruity has no positive relevance with reference to the intention of brand choice of the Apple Watch.

The relevant criteria for the functional congruity for this study are how well the product is processed, how durable it is, if the product is made of high-quality material and how the design of the product is perceived. It reveals that these criteria are not relevant for the intention of brand choice with reference to the Apple Watch.

Resumen

Ya no es necesario mirar el reloj de pulsera para saber la hora exacta. Los teléfonos inteligentes, el reloj del ordenador o el reloj del automóvil nos informan también sobre la hora. La gente paga miles de euros por un reloj de lujo, aunque podría comprar relojes mucho más económicos, que además cumplen la función de indicar la hora exacta.

Hace unos años, los relojes inteligentes entraron en el mercado y ahora la gente puede obtener además datos como la distancia que recorren a pie por día o controlar su sueño... La pregunta es: ¿cómo reaccionarán los clientes de relojes de lujo?

La intención de esta tesis, entre otros objetivos, es establecer los diferentes tipos de razones por las que los consumidores tienden a comprar relojes de lujo. Las diferentes razones pueden ser explicadas con la ayuda de modelos y variables psicológicas que facilitan la comprensión de los motivos del comportamiento de compra.

En el estudio se trata de explicar la importancia y el significado de identidad de la marca con referencia a la compra de relojes inteligentes y relojes de lujo, identificando los beneficios y características de los relojes inteligentes, que se entienden como productos sustitutivos de los relojes de lujo. Además, se pretende explicar las razones de compra de los relojes inteligentes en comparación con los motivos para comprar relojes de lujo, y averiguar si el cliente típico de relojes de lujo tiene los mismos motivos y razones de compra que el cliente de relojes inteligentes.

A través del análisis de la teoría de la actitud y la teoría de la congruencia, con referencia al comportamiento de compra y su influencia en la elección de marca, se establece un modelo de ecuación estructural que responde a los objetivos mencionados. La intención es obtener una comprensión profunda del efecto psicológico de las marcas para poder explicar la toma de decisiones de compra de este tipo de productos. Para ello, se han realizado estudios empíricos basados en cuestionarios anónimos sobre las marcas Apple Watch y Rolex.

Se comprueba que la influencia de la intención de elección de marca es mayor en Apple, en comparación con los clientes de Rolex. La norma subjetiva tiene la mayor relevancia con referencia a la intención de elección de marca en Rolex. Además, la congruencia real no es positivamente relevante con respecto a la intención de elegir relojes de la marca Rolex; de hecho, la congruencia real del cliente de Rolex es insignificante en comparación con la congruencia ideal.

Con referencia a Apple Watch, la congruencia ideal juega el papel más importante para la intención de la elección de la marca. La personalidad de la marca del Apple Watch está más cerca del ideal de la persona de prueba, en comparación con la persona de prueba de Rolex.

Según este estudio, la congruencia funcional no tiene relevancia positiva con referencia a la intención de elección de marca de Apple Watch. Los criterios relevantes para la congruencia funcional para la muestra que se aplican en este estudio son: cómo de bien está fabricado el producto, si es un producto duradero, cómo de alta es la calidad del material de fabricación y cómo se percibe el diseño del producto. Estos criterios, por tanto, no son relevantes para la intención de elección de marca en Apple Watch.

Palabras clave: Teoría de la acción razonada, teoría del comportamiento planificado, modelo de autoexpresión, Apple Watch, Rolex.

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LIST OF ABBREVIATIONS

CFI	=	Comparative Fit Index
NNFI	=	Non-Normed Fit Index
RMSEA	=	Root Mean Square Error of Approximation
SRMR	=	Standardized Root Mean Square Residual
X^2/df	=	Chi-square distribution

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FORMULA DIRECTORY

1   INTRODUCTION

1.1   PROBLEM DEFINITION

In our current society there is no need to take a look at the wristwatch to know the exact time. Smartphones, the clock in the car or the computer clock inform us about the time, too (Kapferer, 2017, p. 39). Luxury watches have for centuries exert a fascination on people (Cristini, Kauppinen-Räisänen, Barthod-Prothade, & Woodside, 2017, p. 101). Human beings pay a lot of money for luxury watches even though they could purchase watches that are not from luxury brands and they also tell the time (Kapferer & Valette-Florence, 2016a, p. 121). Some customers pay some hundred thousand US dollars for one watch (Kapferer & Bastien, 2009, p. 319.)

In 2015 the global turnover of luxury watches was expected to rise beyond the € 250 billion threshold (Kessous, Valette-Florence, & De Barnier, 2017, p. 213).

For a few years people have had an increased demand to track data like their walking distance per day or to track their sleep for example. Smart watches enable consumers to get information about these data (Peake, Kerr, & Sullivan, 2018, pp. 5-6). Some people start competitions that people intend to optimize parts of their social life and thus they get the impression that they are able to optimize themselves as human beings. Smart watches enable persons to increase their level of productivity (Jones, Chik, & Hafner, 2015, p. 43). These are only a few examples that the smart watches offer beside the fact that they indicate the time of the day. The question is: how will customers of luxury watches react?

1.2   GOALS

The thesis is meant to inform the reader about the various types of reasons why people tend to buy luxury watches. The different reasons will be explained with the help of particular models and psychological explanations which make it easier to understand the motives of the customer's buying behavior. This study will explain the importance and the meaning of the brand personality with reference to the purchasing of luxury watches. Another goal is to inform the reader about the benefits and features of smart watches which are understood as substitutes with

reference to luxury watches. Additionally, this thesis will explain the reasons for buying smart watches compared with the motives for buying luxury watches. The intention is to explain if the typical luxury watch customer has got the same motives and buying reasons as the customer of smart watches. As a result, conclusions can be drawn concerning the influence on the luxury watch market.

1.3   RESEARCH STRUCTURE

Chapter one represents the introduction of this thesis where the problem definition, the goals and the research structure will be explained. The second chapter deals with brands where the reader gets background information including the definition of the term brand, the benefits and functions of brands. Chapter 2 will additionally explain brand identity, brand image and the importance of the brand personality.

Chapter 3 is about the definition of the term luxury and the definition and separation of luxury brands. Thereby the reader gets background information about luxury in total and allow to distinguish ordinary brands from luxury brands. This chapter also includes the explanation of the luxury brands' functions and the definition of the relevant market.

Chapter 4 will define luxury watches and informs the reader about the distinction in comparison with ordinary watches. This chapter will additionally include the explanation of the functions of luxury watches. Chapter 5 will deal with the explanation and definition of smart watches and their functions. In the sixth chapter the explanatory models will be demonstrated and will offer the reader the psychological background to comprehend the different buying reasons. Chapter 7 will represent the empirical part of this thesis where the used structural equation model will be desribed. The empirical results are based on a questionnaire about the Apple watch and on a questionnaire about Rolex. The findings will be compared to inform the reader about the different buying motives with regard to smart watches and luxury watches. This chapter ends with the limitations of this research and indications for future studies. Chapter 8 will summarize the thesis and will provide an outlook. This thesis is based on numerous researches to be found in the respective literature in economics.

2   BRANDS

The reader of this thesis has to understand that brands are more than just labelled products that indicate their origin. Brands offer their customers different facets, functions and benefits that are important reasons why customers buy them. This chapter explains these functions and benefits to help the reader to understand the motives that lie behind the purchasing of brands. Brands offer human beings experiences during the shopping process (Chung, Ko, Joung, & Kim, 2020, p. 592). These experiences provide emotional, relational, cognitive values to individuals (Atwal & Williams, 2009, p. 345). We encounter brands numerous times per day. The usage of social media is on a high level and customers see brands on specific social media sites nearly every day. This chapter helps to understand that people buy brands to show their social status or to enhance it by the purchase of specific brands for example (Bazi, Filieri, & Gorton, 2020, p. 231). Individuals share specific information of their favorite brands within their social media community. It shows that brands become every-day partners for some customers and this underlines the brand's meaning with regard to some individuals (Pentina, Guilloux, & Micu, 2018, p. 67). The reader gets informed about the reasons human beings enter into relationships with brands. The human beings' self can be expandet and developed. (de Kerviler & Rodriguez, 2019, p. 257). This chapter gives insights that customers and brands do not only have a relationship with a brand but might also develop love towards a specific brand which leads to a motivation to purchase it and could be based on the brand's image (Rodrigues & Rodrigues, 2019, pp. 842-843). This chapter informs that individuals can develop an emotional connection with brands which can be understood as an attachment to the brand. The reader gets informed that individuals perceive a self-congruence according to brands (Shimul, Phau, & Lwin, 2019, p. 685).

Chapter two shows that brands offer values like for example exclusivity, refinement and elitism and are reasons why individuals choose a specific brand or prefer it in contrast to others (Roux, Tafani, & Vigneron, 2017, p. 110). It additionally explains that brands enable human beings to distinguish from others (Kapferer & Valette-Florence, 2018, pp. 39-40). The reader gets informed that brands enable

the individual's self-expression and self-presentation (Shao, Grace, & Ross, 2019, p. 358). In addition to this human beings can show their social status due to the possession of a brand and this leads to well-being (Prentice & Loureiro, 2018, p. 331). The individuals' brand loyalty is strengthened by the function of brand recognition.

The perceived quality, association and awareness represent the brand's attributes and influence the customer's loyalty towards the brand. The customers' loyalty towards the brand influences the customers' evaluation of the brand (Ahn, Park, & Hyun, 2018, p. 27). This chapter informs that human beings purchase brands for hedonistic reasons. Branded products might also be understood as goods of investments that increase in value over time (Seo & Buchanan-Oliver, 2019, p. 420).

2.1   DEFINITION OF THE TERM BRAND

The term brand has changed since the brand's origination (Gutjahr, 2015, pp. 4-5). As a result there exist several definitions of the term brand (Thieme, 2017a, p. 15). This chapter illuminates the various understandings which have developed since the brand's origination.

Due to the changed customer needs, the environmental changes and the changed market conditions the understanding and the meaning of the term brand have changed (Misof & Schwarz, 2017, p. 24).

The term brand derives from the German word "Markierung" which means boundary and from the French word "marque" which is used as information on the product's origin since the beginning of the 18th century (Dietert, 2018, p. 31).

The Trademark Act defines the brand as a labelling of products and services with the company's intention to distinguish their own products and services from the products and services of competitors (Weber, 2019, p. 477).

This brand definition was valid until the beginning of the 20th century and refers to the classical brand-understanding (Gaiser & Linxweiler, 2017b, p. 5).

The producer-related approach or attribute-oriented approach by Konrad Mellerowicz occurred due to the conditions which were characterized by the technical improvement, the economic growth and the innovation during that time (Errichiello, 2017, p. 23).

Konrad Mellerowicz is of the opinion that a brand represents a manufactured product with the aim to satisfy the private demand in a huge market under a special sign which verifies its origin and is available under a standardized design, a consistent quantity as well as a consistent or modified quality. If only one of these attributes and characteristics listed by Konrad Mellerowicz is not given, this kind of product is not defined as a branded product (Mellerovicz, 1963, p. 39).

This brand-understanding is not valid anymore because it is too narrow-minded (Gaiser & Linxweiler, 2017a, p. 101). Nowadays human beings, services, preliminary products, industrial commodities are perceived and understood as brands.

Since the mid-1960s the brand-understanding has achieved a new dimension of perception (Franck, Dumke, & Eckstein, 2016, p. 269). The market has changed from a seller's market to a buyer's market. Brands are understood as a marketing-system with the consideration of trading and the customers' proximity. This type of brand-understanding is called the offer-oriented approach.

Since the 1980s there exists a market saturation combined with the product transparency because of the internet which enables a product and service comparison by the customer and leads to a change of the market situation and the market environment (Meffert, Burmann, Kirchgeorg, & Eisenbeiß, 2019a, pp. 7-8). Additionally, customers have to deal with a product's assimilation and substitutability, which leads to a customer-related brand-understanding with socio-psychological aspects and the consideration of the customer's needs. This action-related brand-understanding explains that the brand is perceived as a trustful and intimate partner, which enables customers to reduce the risk of a negative buying decision (Burmann, Halaszovich, Schade, & Piehler, 2018, p. 3). According to the action-related approach the brand is defined as a distinctive idea of a product or a service which is anchored in the customer's mind (Sanny, Arina, Maulidya, & Pertiwi, 2020, p. 2.139).

The identity-oriented brand approach explains the customer's identification with a brand and relates to the fact that the customer has got a brand idea (Burmann et al., 2018, p. 13). Each brand has specific characteristics and a brand face which can be related to characteristics of human beings. Due to the personality traits associated with a brand, brands distinguish from their competitors (Aaker, 1997, p. 347). Coca-Cola for example is perceived as a really cool and all-American brand, whereas Pepsi is seen as an exciting, hip and young brand (Chia-Wen, Yang, &

Hung, 2017, p. 3.085). As mentioned before brands can be perceived as intimate partners. This brand-understanding is called the fractal approach and is based on the fact that the brand essence is perceived by the customer as a myth (C. L. Wang, Sarkar, & Sarkar, 2018, p. 741).

The identity-oriented brand-understanding forms the basis for the understanding of the term brand in this thesis (Burmann et al., 2018, p. 13).

2.2   BRAND BENEFITS AND FUNCTIONS

Brands support customers in the buying process as they act as orientation while selecting goods (Lacap & Tungcab, 2020, p. 17). Brand functions are differentiated between supplier's and demander's perspective (Khurram, Qadeer, & Sheeraz, 2018, p. 220). The customer's point of view subdivides brands into three different sections which are again divided. The first section applies to the information efficiency and explains that brands help customers to simplify the information processing (Dwivedi, Nayeem, & Murshed, 2018, p. 102). The first section is classified into the function of interpretation, the recognition function, the function of orientation and into the indication of origin (Jaemin Lee, 2018, p. 724). The following section refers to the reduction of risk during the buying process (S.-H. Lee, Workman, & Jung, 2016, p. 3). This section is divided into the function of reliance, the function of reliability and the consistency function (Fernández & Lewis, 2019, p. 233). The last section of the brand functions deals with the intangible benefit which is separated into the function of self-realization, the self-expression function, the function of identification, the prestige function which is connected with the self-expression function, the hedonistic function and the function of conveying values (Subawa, Widhiasthini, Pika, & Suryawati, 2020, p. 60). Brands offer customers a relief of information processing and as a result of this an orientation function of the buying-prearrangement (Iglesias & Ind, 2020, p. 710). Due to the fact that consumers are confronted with a lot of information during the buying process they prefer a simplification of the buying decision. Human beings obtain a small part of the available information with reference to the evaluation of the product. Brands represent information chunks that support customers during the decision-making process (Danniswara, Sandhyaduhita, & Munajat, 2017, p. 25).

Due to experience with specific brands customers already know about the product quality for example and this information chunk facilitates the orientation during the buying process. This example underlines the brand's function of orientation (Waites et al., 2017, p. 11). Demanders are able to decrease their information-gathering costs because of the brand choice. Brands help consumers to establish preferred products and thus allow the avoidance of brand purchases which lead to negative experiences. Therefore brands lower the degree of seeking costs (Wilson & Makmud, 2019, pp. 635-636). Due to the appellation of origin brands offer a function of recognition and orientation (Sehar, Ashraf, & Azam, 2019, p. 35).

Brands offer human beings a risk reduction due to the fact that brands minimize the possibility of taking a wrong purchasing decision. The function of risk reduction includes social, qualitative, temporal, psychological, financial and physical risks during the buying process. The social rejection represents the customers' social risk (Cuneo, Milberg, del Carmen Alarcon-del-Amo, & Lopez-Belbeze, 2019, p. 119).

Brands guarantee a specific quality standard and therefore customers minimize the risk to deal with quality defects (Abosag, Ramadan, Baker, & Jin, 2020, p. 48). Psychological risk means the possibility to purchase a brand which does not fit in with the individual's self-concept (T.-I. Han & Choi, 2019, pp. 4-5).

The experience of physical interference refers to the physical risk (Wenske, 2008, p. 131).

Wrong brand purchases might lead to financial losses and represent a financial risk. The function of risk reduction is meant by the establishment of reliability, consistency and reliance (Wanga, Lina, Daia, & Yanb, 2019, p. 86). Customers' brand loyalty is strengthened by the brand recognition function (Rafiq, Hussain, & Hussain, 2020, p. 118). The decision-making and the evaluation are simplified because of the individual's brand awareness and the related brand image which evoke customer-stored brand information (Sultan, Akram, Abdulhaliq, Jamal, & Saleem, 2019, p. 34). These facts enable consumers to reduce the risk to take wrong decisions during the buying process (Cuneo et al., 2019, p. 119). The consumer's brand awareness combined with the brand's competence and the brand's identity offers reliance and guarantee and is based on the brand's quality guarantee. The consistency of the brand's quality is promised by the brand's quality guarantee (Moulard, Raggio, & Folse, 2016, p. 426).

The brand's quality and reliability form the basis for the function of reliability. This leads to the customer's confidence with respect to the brand (Yaman, 2018, p. 176). The brand's quality guarantee is a warranty for customers that their needs will be satisfied even in the future.

The function of reliance, the function of reliability and the function of consistency are given by the brand's quality guarantee (Bruhn, 2017, p. 330).

Thus, customers are able to distinguish from others due to a brand purchase and this helps individuals to communicate the personal identity which underlines the uniqueness. This is possible because of the brand's distinction function (Abosag et al., 2020, p. 863). Human beings have the desire to distinguish from other groups and therewith from other value systems. The value system has an enormous impact on the individual's self-concept and customers are able to satisfy the desire of distinction by brands purchases (Cheah, Phau, Chong, & Shimul, 2015, p. 403).

Brands have a symbolic value and as a result of the public consumption of brands they offer a function of prestige (Heine, Phan, & Atwal, 2016, p. 185). The possession of specific brands allows the consumer's distinction from other social groups and underlines financial power which is expressed and explained by the brand's prestige function (Aureliano-Silva, Strehlau, & Strehlau, 2018, p. 6).

The prestige function is based on interpersonal effects and motivates customers to develop publicly demonstrative consumption whereas the function of self-realization represents an intrinsic dimension that is independent from others (Mousavi, Roper, & Keeling, 2017, p. 378).

With the help of the brand's self-expression function customers express their current or their ideal self (Assimos, Pinto, Leite, & Andrade, 2019, pp. 353-354). The function of self-expression is demonstrated by the symbolic brand value and the symbolic brand function which represent an expressive communicative function because the brand's purchase is recognized by the customer's social environment (Shin, Eastman, & Mothersbaugh, 2017, p. 62). With the possession of a brand human beings can show their membership to a group and therewith they can outline their dimensions of personality, their individual attitudes and their personal value system (Appiah & Ozuem, 2019, p. 65).

Human beings are able to amend, extend and strengthen their self-concept with the consumption of brands due to the brand's self-realization and self-

expression function (Delgado-Ballester, Palazón, & Pelaez-Muñoz, 2017, pp. 91-92). Brands allow consumers to identify with the brand which is possible because of the function of identification (Lin, Swarna, & Bruning, 2017, p. 626). This procedure indicates a customer's high brand awareness that allows him to remember the brand and thus makes identification possible (Tariq, Abbas, Abrar, & Iqbal, 2017, p. 87). The process of identification forms the basis for the identification function and consists of three steps. First comes the recognition of identity. The second step is the process of transferring followed by the third and last step which represents the process of becoming identical because of an adoption or a connection. Because of the individual's selective apperception and processing of information an entire identification with a brand is impossible according to Trommsdorff (Trommsdorff & Teichert, 2011, p. 244). The hedonistic brand function refers to the brand's hedonistic value that is expressed on an aesthetic and emotional level (Belaid, Mrad, Lacoeuilhe, & Petrescu, 2017, p. 112).

The hedonistic function of brands is given by the purchase behavior facets with respect to multi-sensory, emotive and fantasy experiences the consumer had with the brand. This function underlines that human beings buy brands to indulge themselves which includes happiness, fun, good health and feelings of aesthetic elegance (Sheeraz, Masood, & Hameed, 2018, pp. 599-600). Some specific brands are perceived and seen as religions and this type of brand function is called the function of conveying values. This is possible if customers appraise the brand's philosophy as their ideal of life combined with the fact that they orient their total behavior towards it if they identify with the brand. The brand function of conveying values could only be perceived if the brand has got a really deep meaning for the customer (Stolz & Usunier, 2019, p. 7).

Brands like Harley-Davidson or Apple for example represent so-called myth brands that have a great impact on some customers' conduct of life (Srivastava & Rai, 2018, p. 208). These brands have brand-communities where customers adore their favorite brands and live their values (Voyer, Kastanakis, & Rhode, 2017, p. 400).

There exist seven different types of brand benefits from the supplier's point of view. With the help of brands companies have the intention to offer an added value which enables consumers to distinguish from others and to enhance their current self and this allows companies to ask for higher prices (Jiao, Ertz, Jo, &

Sarigollu, 2018, p. 25). The development of the brand value might lead to an increased company value (Janoskova & Kliestikova, 2018, p. 153).

Customers develop brand preferences due to the added value brands offer and this leads to differentiation with reference to competitors. As a result, companies have the ability to use their perceived brand image as a communication tool (Durmaz & Vildan, 2016, p. 49).

Brand extension means the usage of the brand name for products of different categories (M. S. Shabbir, 2018, p. 1). An example is the brand Hermès that used to manufacture horse saddles and is now famous for its silk ties and scarves (Quan & Shen, 2017, pp. 13-14). Companies using brands have a target-group of loyal customers who are satisfied with reference to the services and benefits the specific brand offers and so companies are able to gain a high level of customer retention (Quan & Shen, 2017, p. 416). A positive effect is the included risk reduction because the risk of sales losses is minimized due to the customers' loyalty. Thus the company's value can be increased (Ngan, Thanh, Phuong, & Vinh, 2019, p. 13).

2.3   BRAND IDENTITY

The brand identity represents the brand's self-perception and includes the brand's characteristic attributes which are managed by the specific company (Barbu, 2016, pp. 180-181). The brand identity expresses how the brand should be perceived (P. S. Coelho, Rita, & Santos, 2018, pp. 102-103).

Figure 1:   Brand Identity
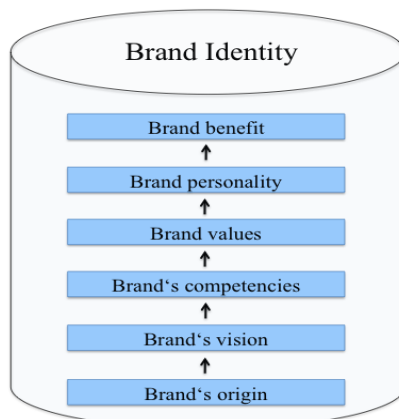
Source: (Burmann & Meffert, p. 57)

There exist six different components which form the brand identity (Runia, Wahl, Geyer, & Thewißen, 2011, p. 178). The first component is the brand's origin and informs the customer about the brand's heredity. The brand history is closely related to the brand and has a high relevancy with reference to the branding as a result of the fact that the brand is perceived and interpreted by internal and external target groups according to its origin. The complete set of past brand's events is included in the brand history, whereas the brand's origin extends and brings out specific facets of the brand history (Dion & Mazzalovo, 2016, p. 9895).

The brand's origin represents a dynamic, shapeable and long-term component of the brand identity (Barbu, 2016, p. 182). Another component of the brand identity is the brand's vision that shows where the brand wants to go and because of this it reveals the brand's direction of development. The vision of the brand represents the brand's desired long-term objective which includes and satisfies customer needs (Urde, 2016, pp. 28-29). The brand identity is set up by the conscious conjunction of the past, present and future (Essamri, McKechnie, & Winklhofer, 2019, p. 366). The brand's competencies are another constituent of the brand identity and demonstrate the brand's abilities. The brand competency includes the company's organizational skills with reference to a successful and market oriented combination of resources (Portal, Abratt, & Bendixen, 2018, p. 370). Corporations have the ability to develop an added value for the customer which could result in a competitive advantage (Jiao et al., 2018, p. 25).

Another element of the brand identity refers to the brand values which represent the brand management's and brand employee's fundamental beliefs. The brand values underline what the brand believes in (de Paula & Chaves, 2017, p. 1.249). The target groups' wishes and the brand identity's important and emotional components should be communicated by the brand values (Gupta, Gallear, Rudd, & Foroudi, 2020, pp. 211-212). Ideally there should be a close relationship between the brand's symbolic customer values and the brand values which emphasizes the brand value's high relevancy in terms of its authenticity (Boccardi, Ciappei, Zollo, & Laudano, 2016, pp. 140-141). If employees act out the brand values, they become an essential part of the brand's identity (Gilani & Jamshed, 2016, p. 306). A further element of the brand identity represents the brand personality which describes the brand's non-verbal and verbal communication in terms of the brand-customer communication. The brand gets an own personality because the customer

personifies a brand. The brand personality is characterized by the brand's personality traits (Aaker, 1997, pp. 347-348). The brand personality offers human beings an added value due to the brand's function of self-expression (Japutra & Molinillo, 2019, p. 467). Marketing specialists create techniques and strategies to develop brand personality traits that are similar to personality traits associated with persons. These personality traits are distinctly and consistently fixed in the customers' minds (Tong, Su, & Xu, 2018, p. 203). As a result of this, corporations have the possibility of differentiating from competitors (Akin, 2017, pp. 134-135).

Rolls-Royce is perceived as elegant and classy, whereas Bentley is seen as sporty and comfortable (Thieme, 2017b, pp. 64-65). Researchers have found out that the individual's preference for a brand increases the greater the coincidence is between the human characteristics that consistently specify a customer's current or ideal self and those that specify the brand (Sirgy, Johar, Samli, & Claiborne, 1991, p. 364). The brand personality traits are apprehended by consumers due to the direct or indirect contact with the brand (B. Nguyen, Wu, & Chen, 2017, p. 28). The personality traits associated with the brand are the personality traits of the company's employees which are transferred to the brand itself (Gilani & Jamshed, 2016, p. 306). Personality traits are associated with a brand by means of the product category, distribution channel and price, brand name product-related attributes, the way of advertisement and brand symbol or logo (Luffarelli, Stamatogiannakis, & Yang, 2019, p. 90). As a result of Jennifer Aaker's research customers perceive five distinctive dimensions of personality for brands which are Sincerity, Excitement, Competence, Sophistication and Ruggedness (Aaker, 1997, p. 352). The brand's individual type of communication is influenced by the brand's representatives and its origin.

The brand's reputation and the customer's brand recognition are influenced by the brand personality. Due to the brand personality customers establish relationships with brands (Meffert, Burmann, Kirchgeorg, & Eisenbeiß, 2019b, p. 267).

The brand benefit is the last component of the brand identity and it answers the question what the brand does offer and accomplish. The brand's competencies form the basis for the brand benefit and it communicates what it offers to its potential customers (Van der Lans, van Everdingen, & Melnyk, 2016, p. 928). In other words the brand benefit represents the functional brand benefit (Tseng & Lee, 2018, p. 1.299).

2.4   BRAND IMAGE

The establishment of a brand image necessitates brand awareness. Brand awareness is defined as the customer's ability to remember the trademark and the value of brand recognition (Shahid, Hussain, & Zafar, 2017, pp. 35-36). Every brand has a public image which shows the perspective of the external target group (M. Q. Shabbir, Khan, & Khan, 2017, pp. 417-418). The customer's brand perception and the decoding of all brand-related information are the brand image. The previous brand information can be discerned by the sensory modalities. Therefore the process of perception is individual, subjective and multi-sensory (Yaman, 2018, pp. 176-177). According to the identity-oriented brand management approach the brand image is separated into different components (Burmann et al., 2018, pp. 48-50). It starts with the brand attributes which comprise all brand characteristics that will be noticed by potential customers (Yeboah-Asiamah, Nimako, Quaye, & Buame, 2016, p. 101). A distinction is made between user-related and product-related dimensions with reference to brand attributes. The customer's apprehended brand image is influenced by factual-rational, pictorial and emotional characteristics. Brand attributes can be intangible like price, warranty and country of origin or they can be physical such as shape, colour or technical characteristics (Meffert et al., 2019b, p. 268). The buyer's evaluation process based on the different brand attributes influences the customer's perceived types of brand benefit as well as the perceived brand personality and it forms the customer-perceived functional and symbolic brand benefit (Dunuwille & Pathmini, 2016, pp. 1-2). The second component of the brand image is the functional brand benefit which is separated into economic and functional-utilitarian benefits. The economic benefit is defined as the brand's cost-benefit ratio whereas the functional-utilitarian benefit is based on physical-technical attributes and therewith represents the core benefit (Burmann et al., 2018, pp. 48-49). Included in the functional brand benefit are the function of reliability, the function of risk reduction and the function of information efficiency (Cuneo et al., 2019, p. 119). Another element of the brand image is the symbolic benefit which is separated into aesthetic-sensual, hedonistic and social benefits (Heine et al., 2016, p. 185). The aesthetic-sensual benefit dimension contains brand characteristics like elegancy, haptics, taste and acoustics (Burmann et al., 2018, p. 50). The extrinsic social benefit includes needs like self-expression, external esteem and group affiliation.

The hedonistic benefit dimension includes the customer's need of self-realization and self-esteem. The customer's need of diversion and variety, cognitive stimulation and the satisfaction of spiritual needs could be satisfied due to the hedonistic brand benefit (Meffert et al., 2019b, pp. 268-269).

2.5   BRAND PERSONALITY

2.5.1 The importance and meaning of the brand personality

The homogenization of the products and services is an ongoing procedure. Supplementary companies have to deal with a high level of price competition. The products that satisfy the customer's needs are very similar (Abosag et al., 2020, p. 863). Rational advantages do not satisfy the need of distinction and therefore brands have to offer a distinguishing added value, which is perceived by the customers (Durmaz & Vildan, 2016, p. 49). It is very difficult for brands to get the consumers' attention. To achieve this positive attention, companies have to create and afford an emotional brand value (Harsono, Perdana, & Riyadi, 2018, p. 3.198). The promised performance of the brand has a minor meaning to the customer and therefore he tries to gain a personal and emotional advantage (Prentice, Wang, & Loureiro, 2019, p. 51). That being the case the symbolic use of the brand has got a higher priority than the brand's effort. In the customer's mind, the brand gains human personality traits (Tong et al., 2018, p. 196). The customer personifies a brand; hence the brand gets a personality of its own, which is called the brand personality in that case (Hou, Zhao, & Zheng, 2019, p. 251). The more customers are able to identify with the personality of the brand, the higher is the potential that this brand becomes a preferred partner in everyday life. It is the same effect, which applies to human relationships, where persons with similar personalities are perceived as charming characters it is easier to identify with and establish a relationship (Sundar & Noseworthy, 2016, p. 45). Another benefit is that these brand personalities might help the customers to achieve their aspired personality by using these brands as symbols. The perceived brand personality becomes the added value of the brand (Japutra, Ekinci, & Simkin, 2019, p. 459). The customer is able to distinguish from others by using a specific brand which possesses this added value (de Kerviler & Rodriguez, 2019, p. 251).

2.5.2 Brand personality according to Aaker

Jennifer Aaker who is an Assistant Professor of Marketing at the Anderson School of Management at the University of California in Los Angeles, defines the brand personality as "the set of human characteristics associated with a brand" (Aaker, 1997, p. 347). The Brand personality's function of self-expression serves as an added value (Hu et al., 2019, p. 894). This added value is created because customer's associate brands with human personality traits. Brands receive personality traits due to marketing strategies (Davies, Rojas-Mendez, Whelan, Mete, & Loo, 2018, pp. 116-117). These strategies are the reason why brands become celebrities or historical figures in the imagination of the customers (Albert, Ambroise, & Valette-Florence, 2017, pp. 96-97). It is also possible that customers think that special brands relate to their ego (Voyer et al., 2017, p. 400). Anthropomorphism represents the attribution of humanlike characteristics, intentions and motivations to nonhuman entities. One type of specification with reference to anthropomorphism is that human qualities are observable traits in brands and the other specification is that customers perceive brands as humans with having a humanlike mental state (Portal et al., 2018, p. 368). Because of such techniques, the personality traits affiliated with a brand, such as those associated with a person, tend to be relatively consistently and distinctly fixed in the customers' minds (Sammy, Iravo, & Omwenga, 2016, p. 112). Due to the personality traits associated with a brand, brands distinguish from its competitors (Puzakova & Aggarwal, 2018, pp. 870-871). Fans of the brand Pepsi think of themselves as younger whereas Coca-Cola fans perceive themselves as more real and honest. According to this logic, previous research has assumed that the preference for a brand increases, the greater the coincidence between the human characteristics is that consistently specify a customer's current or ideal self and those that specify the brand (Chia-Wen et al., 2017, p. 3.085). The empirical research of this assumption has been constricted by a limited conceptual comprehension of the brand personality and the psychological mechanism by which it acts (Aaker, 1997, p. 348). Human personality traits and brand personality traits have a similar conceptualization, but they vary in their formation. The perception of brand personality traits is determined by the consumer's direct or indirect contact with the brand. Human personality traits are perceived because of the individual's behavior, the attitudes, the physical characteristics, the demographic characteristics of a person and the beliefs (Davies et al., 2018, pp. 117-118). The personality traits associated with

the brand are the result of the transferred personality traits of the individuals. These mentioned individuals might be the company's employees, the typical buyer of the brand or celebrities (Kakitek, 2018, p. 12). Personality traits are additionally associated with a brand by means of the product-related attributes, brand symbol or brand logo, brand name, product category associations, the way of advertisement, price and distribution channel (F. J. Coelho, Bairrada, & de Matos Coelho, 2020, p. 43). Brands also include demographic characteristics such as gender, age and class. They are perceived as female or male objects. Like personality characteristics, demographic characteristics are deviated directly from the imagery of the employees, the brand's user and indirectly from other brand associations (Boeuf, 2020, pp. 247-248). This is the reason why Chanel is perceived as a feminine brand, whereas Harley-Davidson stands for a masculine brand (Kalbaska, Sádaba, & Cantoni, 2018, p. 271). Therefore the possession of a luxury car is an expression of the class to which this consumer belongs (Dion & Borraz, 2017, p. 78). Apple and IBM are other examples of the different perception of brands. Apple is realized as a young and innovative brand. Compared to Apple, IBM is considered to be older (Hu et al., 2019, p. 897). Aaker uses two types of brand personality scales to reveal how the relationship between the brand personality and the human personality influences the preferences of the customers. On the one hand the ad hoc scales are to be found. These scales consist of 20 to 300 different sets of traits (JINADASA, PERERA, DISSANAYAKE, & WEERAKOON, 2020, p. 2.514). The disadvantage of these scales is the fact that they were developed for a specific study and as a result of this, some significant traits are missing. The reliability and the validity of these scales are disputable because the selected traits were chosen arbitrarily (Aaker, 1997, p. 348). On the other hand, theoretical scales which measure the brand personality have to be mentioned. They are based on human personality scales where a validation in the context of brands has not happened. Some dimensions of human personality are reflected in brands, but others will not associate with them. Hence, the validity of these brand personality scales is disputable and makes researchers develop their own definitions and instruments to verify the personality variables which influence the buying decision (Rauschnabel, Krey, Babin, & Ivens, 2016, p. 3.078). Jennifer Aaker developed a framework of brand personality dimensions for her research. The result is a multidimensional construct to measure brand personality (Aaker, 1997, p. 347). This simplifies the understanding of the independency between the brand personality

constructs and the consumer preferences. Malhotra uses a process of scale develop-
ment to measure the ego of the customers and the product constructs and in accord-
ance with this research Aaker developed a scale which provides a basis for the the-
ory concerning the explanation of the symbolic use of brands (Kakitek, 2018, pp. 15-
16). The reliability and the validity are guaranteed by the adequate selection of the
test persons who represent the population (Aaker, 1997, p. 350). Therefore the sys-
tematic selection is performed within a large pool of traits to ensure the content va-
lidity and to show the stability of the five dimensions of brand personality with an
independent set of brands and individuals. One of the main benefits of Aaker's scale
is the fact that the scale can be used for different product categories (Malik & Naeem,
2013, p. 895). Researchers are able to understand the symbolic use of brands in gen-
eral in contrast to the symbolic use of brands within a specific product category be-
cause of frameworks and scales that can be generalized. Accordingly, the utilitarian
and the symbolic nature of brands can be realized on the same level that is based on
the fact that both types of nature are established by broad-brush models like the
multi-attribute model. Like the multi-attribute models, which reveal when and why
consumers buy brands for utilitarian purposes, Aaker's scales provide a theoretical
insight into the causal connection, when and why customers buy brands for self-
expressive purposes (Groza & Gordon, 2016, p. 118). The application of models that
cannot be generalized would increase difficulties. It would be difficult to use cross-
category stimuli, to explore possible consequences of product type, or to explore the
psychological background of the brand's added value with reference to product cat-
egories, individuals, and cultures. The use of product category-specific personality
scales is limited according to the development of a generally accepted theory
(Aaker, 1997, p. 348). To identify the dimensions of brand personality and to estab-
lish a reliable, valid and generalizable scale to measure these dimensions is the ob-
jective of Aaker's study (Rauschnabel et al., 2016, p. 3.078). Therefore, Aaker selects
a random sample of 631 persons, who represent the population of the USA with
respect to the demographic characteristics like gender, age, income, ethnic affiliation
and place of residence (Kakitek, 2018, p. 15). Aaker defines 37 brands and 114 dif-
ferent personality traits (JINADASA et al., 2020, p. 2.515). The test persons are sep-
arated into four groups. On a five-point-Likert scale, they undertake the task to eval-
uate how adequately the 114 personality traits describe the particular brands
(Alazzawi, 2019, p. 201). According to Aaker consumers perceive five distinctive

dimensions of personality for brands (Kumar, 2018, p. 204). These five factors are: Sincerity, Excitement, Competence, Sophistication and Ruggedness. The eigenvalue of all five factors together is greater than one. Combined they explain a level of variance in brand personality of 92 % (Japutra & Molinillo, 2019, pp. 166-167). The robustness of the brand personality dimensions is shown by the results of a series of factor analyses, performed in a selected group of test persons. The result of the test-retest correlations reveals a high level of reliability of the five dimensions. A confirmatory factor analysis, based on 180 test persons, 20 brands separated into ten product categories and 42 personality traits, underlines again the stability of the five dimensions. To put it in a nutshell, these analyses prove the reliability, the validity and the ubiquitous application of the brand personality scales to measure brand personality (Aaker, 1997, p. 353). The following figure shows the five dimensions of the brand personality.

Figure 2:   A Brand Personality Framework
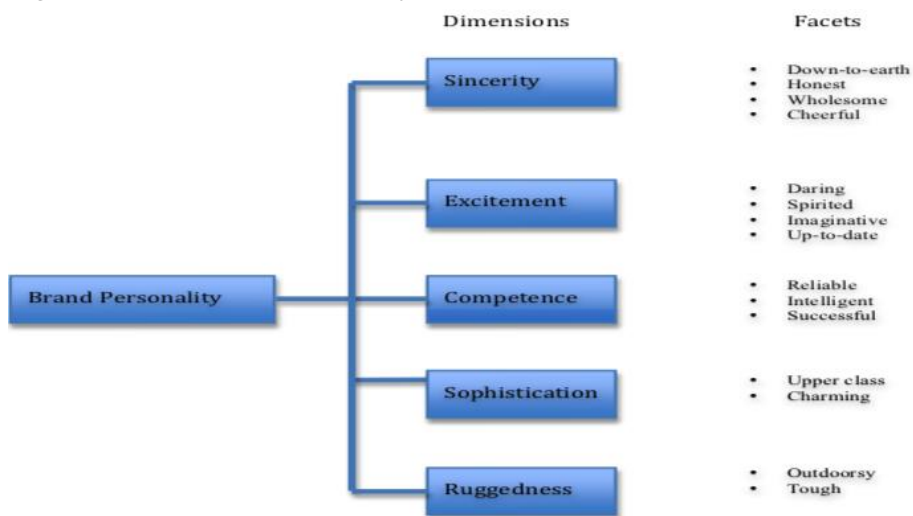
Source: (Aaker, 1997, p. 352)

These five dimensions are separated into different facets. The facets which belong to Sincerity are down-to-earth, honest, wholesome and cheerful (Rauschnabel et al., 2016, p. 3.081). Daring, spirited, imaginative and up-to-date represent the facets of Excitement (Molinillo, Japutra, Nguyen, & Chen, 2017, p. 168). Competence is separated into reliable, intelligent and successful, whereas Sophistication is separated into upper class and charming (Kakitek, 2018, p. 15).

Outdoorsy and tough belong to Ruggedness (Tong et al., 2018, p. 197). Aaker's study explains that the reason for the weak research results in the self-congruity literature is due to the difference between the structure of the human personality and the structure of the brand personality. Three brand personality dimensions of the five human personality dimensions relate to each other. These three dimensions are Sincerity, Excitement and Competence. The brand personality dimensions, Sophistication and Ruggedness distinguish from the five dimensions of human personality (Ahmad & Thyagaraj, 2017, p. 88). This awareness indicates that brand personality dimensions might operate in different ways, and express that the influence of consumer preferences are based on different reasons. Sincerity, Excitement and Competence are natural parts of human personality, whereas Sophistication and Ruggedness are not innate, but desired by individuals. This assumption is conform to the advertisement which is created for prototypically sophisticated brands like Mont Blanc, Revlon and BMW, where stress is put on aspirational associations such as classiness and sex appeal (Aaker, 1997, p. 353). Marlboro, Harley-Davidson and Levi's, which are ruggedness brands, are meant to glorify American Western ideals (Aaker, 2019, p. 1.205). If these results were true, it would mean that one reason for the poor empirical support for self-congruity is the fact that attention is mainly focused on the approximation of the brand personality and the consumer personality with reference to all personality traits. Aaker is of the opinion that the different dimensions have to be incorporated into the study. Additionally, the impact of these dimensions has to be determined in order to realize the major significance for the self, and to identify the extension of their impact with respect to the brand preferences in special situations (Aaker, 1999, p. 54). The results of Aaker's research are implementable. Her measurement scale is the first that is based on a prestigious random sample, an extensive list of brand traits, and a systematically selected group of brands in all product categories. This is an alternative to the ad hoc scales. The scale can be used to compare personalities of brands with reference to all product categories. Another benefit of the scale is that it helps to identify benchmark personality brands (Aaker, 2019, p. 1.205ff).

The following table shows a brand personality scale.

Table 1:   Brand Personality Scale

Traits	Facet Name	Factor Name	Traits	Facet Name	Factor Name
down-to-earth	Down-to-earth	Sincerity	reliable	Reliable	Competence
family-oriented			hard working		
small-town			secure		
honest	Honest		intelligent	Intelligent	
sincere			technical		
real			corporate		
wholesome	Wholesome		successful	Successful	
original			leader		
cheerful	Cheerful		confident		
sentimental			upper class	Upper class	Sophistication
friendly			glamorous		
daring	Daring	Excitement	good looking	Charming	
trendy			charming		
exciting			feminine		
spirited	Spirited		smooth		
cool			outdoorsy	Outdoorsy	Ruggedness
young			masculine		
imaginative	Imaginative		western		
unique					
up-to-date	Up-to-date		tough	Tough	
independent			rugged		
contemporary					

Source: (Aaker, 1997, p. 354)

As mentioned in the figure above, the brand personality dimensions are separated into different facets (Aaker, 1997, p. 354). These facets are separated into different traits. Down-to-earth, Honest, Wholesome and Cheerful belong to Sincerity, whereas Down-to-earth is separated into down-to-earth itself, family-oriented and small-town (Molinillo et al., 2017, p. 168). The traits of Honest are sincere, honest and real. If a brand is associated with the traits wholesome and original, it will be assigned to the facet Wholesome (Kakitek, 2018, p. 16). A brand relates to the facet Cheerful, if sentimental, cheerful or friendly are the traits it possesses (Aaker, 1997, p. 354). The facets Daring, Spirited, Imaginative and Up-to-date belong to the factor Excitement. Daring, trendy and exciting are concentrated in the facet Daring, whereas spirited, cool and young belong to Spirited. Imaginative and unique are brand traits, which are summarized under the facet Imaginative (X. A. Zhang, 2017, p. 175). In the category Up-to-date brands with the traits up-to-date, independent and contemporary are assembled (Kakitek, 2018, p. 16). Brands with the traits reliable, hardworking and secure belong to the facet Reliable and are categorized in the dimension Competence (Aaker, 2019, p. 1.205). The facets Intelligent and Successful also belong to the dimension Competence (Mohmood Mohammadian &

Dehabadi, 2012, p. 1.772). Corporate, intelligent and technical are brand traits which are summarized under the facet Intelligent. If a brand possesses the facet Successful, leader, confident and successful are the traits which describe the brand (Aaker, 1997, p. 354). The dimension Sophistication is separated into the facets Upper class and Charming. The facet Upper class will be dedicated to brands if their traits are upper class, glamorous or good looking, whereas charming, feminine and smooth are the traits of brands which are located under the facet Charming (Soundari & Shankar, 2019, p. 47). Outdoorsy and Tough are the facets which describe the dimension Ruggedness. Outdoorsy is separated into the brand traits masculine, outdoorsy and western. Tough and rugged are traits which belong to the facet Tough (Tong et al., 2018, p. 197). With this scale, researchers can allocate traits to facets which relate to a specific dimension. Furthermore, when dealing with the question how to develop a brand personality Aaker identified that the brand personality is important. The brand personality framework and the scale to measure the personality of brands create a significant theoretical and practical contribution to understand the development of a brand personality (Aaker, 1997, p. 354). As a matter of principle, brand personality is a result of a variety of marketing variables. For example, advertisement, packaging and user imagery are some of the variables that create brand personality (Bajaj & Bond, 2018, pp. 88-89). The Brand Personality Scale helps to manipulate the variables systematically and facilitates the measurement of their impact on a brand's personality (Ahmad & Thyagaraj, 2017, p. 92).

Researchers are of the opinion that brand personality increases customer preference and the utilization of the product (Molinillo et al., 2017, p. 92). Brand personality arouses emotions on behalf of the consumers (Becheur, Bayarassou, & Ghrib, 2017, p. 130). Researches explain that brand personality increases the customer's reliance on the brand and increases his brand loyalty (Su & Chang, 2018, p. 102). Due to systematic manipulation of particular dimensions of brand personality like sincerity, and because of the surveillance of their impact on the key-dependent variables, these assertions can be tested. This behavior should theoretically lead to a general comprehension of the symbolic use of brands. From the practical point of view, this should give insight into the variables which influence brand personality and furthermore provide insight into the variables which are influenced by brand personality (Aaker, 2019, p. 1.207). Additional research is necessary to explore how

the information of brand personality is processed by the customers. Other studies resulted in the conclusion that, under conditions of high motivation or ability, a systematic procession of brand attributes takes place. There exists a lack of research concerning the attitude accumulation under a low level of motivation. One alternative under a low level of motivation is that the information of brand personality is used as heuristic advice, which manipulates the attitude of the consumer and reduces the level of processing of information with reference to brand attitudes. Another possibility is that the comparison of the own personality and the brand personality requires a systematic verification of the information concerning the brand personality and due to that fact, even highly motivated customers get influenced (Aaker, 1997, p. 355). The last mentioned alternative is that brand personality influences the perception of brand attribute information, which tends to a varied interpretation of the brand attitudes towards the personality associated with brands (Aaker, 2019, p. 1.207). The brand personality framework and the scale to measure brand personality have a great impact on the research which deals with the symbolic use of brands cross-culturally (Mohtar, Rudd, & Evanschitzky, 2019, p. 870). It has to be determined to what extent the dimensions of brand personality are generalized cross-culturally. Although past researches showed that the dimensions of human personality are cross-culturally similar, it does not have to be the case for the dimensions of brand personality, because of the differences of determinants of both constructs (Kumar, 2018, p. 211). Therefore the scale might be inapplicable to measure the brand personality cross-culturally. If this is true, researchers have to find out why these dimensions have no cross-cultural validity. Aaker and Maheswaran published a study where they explain to what extent the personality of brands is similar in different cultures, which dimensions of brand personality are evaluated and how consumers use brands in these different cultures (Aaker, 1997, p. 355). This assignment will not go into detail regarding these studies. Researchers' results of the cultural psychology explain that the symbolic use of brands differs cross-culturally. In individualistic cultures where the main focus lies on the implementation of independency and uniqueness, consumers use brands to distinguish from others (Shavitt & Barnes, 2020, p. 41). In collectivistic cultures, where the focus lies on the implementation of interdependency, conformity and similarity, customers use brands to show their membership to a special group (Thomas & Saenger, 2017, p. 68). Researches on this topic will show that the symbol

of use and the value of self-expression of brands exist in all cultures, whereas self-expression differs cross-culturally (Miyamoto, 2017, p. 68).

Researchers have examined the relationship between the product's self and customers. Literature determines the relationship between brand personality and human personality (Davies et al., 2018, p. 117). Jennifer Aaker's work has triggered interest among scholars to examine the concept of brand personality (Aaker, 1997, p. 347). It was found out that the brand personality establishes a potential relationship with human personality, brand associations, organizations, consumers, brand identification, preference of consumer, brand trust, quality, gender, word of mouth and consumer loyalty. Aaker's concept was further applied to other constructs like corporate brand personality and destination personality (Kumar, 2018, p. 204). The brand personality scale of Jennifer Aaker gained that much popularity that some researchers adopted her brand personality scale without modification (Ahmad & Thyagaraj, 2017, p. 86).

According to the SCIimago Journal Rank indicator taken from SCIimago Journal & Country Rank, the top twenty journals of marketing were reviewed for articles published on brand personality between 1997 and 2015. Thirty articles were found.

All these articles on brand personality researched the different dimensions of brand personality and most of them cited Aaker's article about the dimensions of brand personality from 1997 (Kumar, 2018, p. 204). This underlines that Aaker's brand personality scale represents a seminal work and it is the most cited and applied scale in literature of brand personality (Mahmood Mohammadian, Afjeh, Amiri, & Kari, 2019, p. 16). Researchers used a bibliometric co-citation analysis which represents a well-established research approach that is widely used in social sciences to examine the current status of brand personality research. From 1995 until 2017 the article of Jennifer Aaker about the dimensions of brand personality from 1997 achieved rank number one within a ranking of twenty-six articles in the citation map. The following criteria present the measures used: Number of publications on brand personality within the time period studied, total local citations indicate the number of citations an article has received within the sample, total global citations indicate the number of citations an article has received within the International Scientific Indexing Web of Science, average local citations an article has received per year within the sample and average global citations an article has received per year

within the International Scientific Indexing Web of Science (Radler, 2018, pp. 372-373). Even criticizing scholars used directly or indirectly forty-two traits of brand personality identified by Aaker. With the inauguration of the brand personality scale researchers have developed numerous methods that result in different conclusions in comparison to Aaker's results (Kumar, 2018, p. 222). She acknowledged this as limitation of her work and accepted that her model may give different results across different regions (Aaker, 1997, p. 355). Scales should be evaluated according to their effectiveness on parameters and the ability to give reliable results, validation and acceptance across the globe and the simple usage. Her scale has been able to score high on these parameters (Kumar, 2018, p. 222).

3 THE TERM LUXURY AND LUXURY BRANDS

3.1 DEFINITION OF THE TERM LUXURY

The term luxury derives from the Latin word "luxus" and means abundance, debauchery and extravagance (Thieme, 2017a, p. 4). In literature only a few definitions of luxury exist (Kapferer, Klippert, & Leproux, 2014, p. 2).

The philosophical-sociological understanding of luxury is not marketable. This means that this kind of luxury cannot be bought. Things are included which are not necessary like true love or sporting talent. The economic definition of luxury includes only commodities which could be exchanged on the market (Gutsatz & Heine, 2018, p. 412).

In literature two different forms exist. Either luxury is critically examined for moral and social reasons or luxury is glorified because of political and economic reasons (Kapferer & Michaut, 2014, p. 62).

The German sociologist Werner Sombart defines luxury as an expenditure which exceeds the necessary. The necessary is not clearly defined, but Sombart describes it with the help of objective standards and subjective value judgements. The definition of the necessary and luxury differs and depends on the era.

According to Sombart, luxury can be defined qualitatively and quantitatively. The qualitative definition of luxury means the usage of commodities of a high quality. Additionally, it means that the commodities are refined beyond the necessary with respect to its usage. Quantitative luxury according to Sombart is synonymous with waste of goods (Sombart, 1913, pp. 71-72).

Nowadays citizens perceive free time or time which is spent with the family as luxury. Luxury includes the property, but the importance of individual experience increases. As a result of these relationships, time and self-optimization are defined as luxury (Aeberhard et al., 2019, p. 201).

Luxury can be defined as a complex social function. Luxury and the consumption of luxury regulate relationships within social networks and social groups. Luxury is a pattern of detection that reveals affiliation and non-affiliation.

The superficial unnecessary fulfills a social purpose and serves the preservation of social class. Luxury is used to demonstrate distinction within society (Siu, Kwan, & Zeng, 2016, p. 246). Something subjectively desirable and at the same time redundant is perceived as luxury. Nowadays products and services like specific clothes, journeys or meals at a restaurant could be regarded as subjective redundancy (Atwal & Williams, 2009, pp. 342-343). The individual economic wealth is essential for the subjective perception. The perspective from different social classes illustrates the subjectivity of luxury. Due to this, poor people have a different definition of luxury in comparison with wealthy human beings (Calvelli, Cannavale, Bassano, & Laurenza, 2019, p. 75).

3.2   DEFINITION AND SEPARATION OF LUXURY BRANDS

In literature there exist numerous definitions of the term luxury brand (E. Ko, Costello, & Taylor, 2019, pp. 405-406). According to Nueno & Quelch luxury brands have a high ratio of intangible and situational utility to price and a low ratio of functional utility to price (E. Ko et al., 2019, p. 407).

Dubois et al. are of the opinion that a superior quality, a high price, scarcity and uniqueness, aesthetics and polysensuality, ancestral heritage and personal history as well as superfluity represent the concept of luxury (Dubois, Laurent, & Czellar, 2001, pp. 8-14). Vickers & Renand examined that luxury goods indicate a performance of functionalism, experientialism and symbolic interactionism to an extent that ordinary brands do not achieve (E. Ko et al., 2019, p. 407).

Hagtvedt & Patrick define luxury brands as products that enable customers satisfaction and offer human beings an emotional connection (Hagtvedt & Patrick, 2009, p. 609).

Berthon et al. subdivide a luxury brand into three elements. The first element is the objective which means the material (Berthon, Pitt, Parent, & Berthon, 2009, p. 47). Due to their understanding luxury brands are the result of craftsmanship of excellent material (J.-E. Kim, Lloyd, & Cervellon, 2016, p. 305). This material has a high functionality. The second component is subjective and thus individual as it means the customers' hedonistic value of the brand (Kapferer & Valette-Florence, 2016b, p. 111). The third element is collective and it defines the brand's value it

signals to other human beings and the value it signals to the owner of the brand (Chattalas & Shukla, 2015, p. 41).

Keller defines ten characteristics that constitute a luxury brand (Keller, 2009, p. 291). The first is adherence to a premium image, followed by creating intangible brand associations (Shin et al., 2017, p. 60). The third one is the fact that the marketing strategy has to be arranged to ensure a high quality (Roux et al., 2017, p. 103). Symbols, packaging and logos are drivers of brand equity (Siu et al., 2016, p. 246). The fifth characteristic determines that important drivers for brand equity for luxury brands are secondary associations with linked personalities, events, countries and other entities (Keller, 2009, p. 291). Additionally Keller mentions that luxury brands have to control their distribution and they have to utilize a premium pricing strategy (Seo & Buchanan-Oliver, 2015, p. 89). The management of the brand architecture represents the eighth attribute (E. Ko et al., 2019, p. 407). Another aspect is a broad definition of competition (Heine et al., 2016, p. 182). The last characteristic is a legal protection of trademarks and the fighting of counterfeits (Roncha & Montecchi, 2017, p. 14).

Tynan, Mckenchie & Chuon say that luxury brands are non-essential products and services which are expensive, appear rarely, are prestigious, exclusive, authentic. They have a high quality and offer emotional, hedonistic and symbolic values by customer experiences (Tynan, McKechnie, & Chhuon, 2010, p. 1158).

According to Heine luxury brands are linked with consumer perceptions of a high degree of non-functional associations and a high degree of quality, price, exceptionality, scarcity, aesthetics and a high degree of non-functional associations (E. Ko et al., 2019, p. 407).

Regardless of these different classifications the consumers determine whether a brand is classified as a luxury brand (Kapferer & Michaut, 2015, p. 9). After detailed literature review the definition of a luxury brand is based on five particular characteristics (E. Ko et al., 2019, p. 406). High requirements concerning the material and the manufacturing process is the first characteristic (Kapferer & Laurent, 2016, p. 18). The brands' excellence is a result of the consumer's evaluation of the product quality (Roux et al., 2017, p. 103). Consumers of luxury brands are sophisticated and therefore it is important that brands satisfy the high demand (C. L. Wang, He, & Barnes, 2017, p. 460). The usage of scarce, pricey material is the reason for the excellent quality (Sun, D'Alessandro, & Johnson, 2016, p. 718). The manufacturing

process has a major influence on the quality due to manual production steps (Melosi, Campana, & Cimatti, 2018, pp. 806-807). The time consuming and excellent manufacturing of the luxury items result in high quality products and enable a competitor advantage (Robinson & Hsieh, 2016, p. 92). The longevity of luxury products is another evidence of the high quality (Moulard et al., 2016, p. 431).

The second criterion is the authentic value caused by the emotional and functional benefits (Jihyun Kim & Joung, 2016, p. 286). Studies examined that luxury brands arouse emotional reactions on behalf of the customers like sensory pleasure and aesthetic beauty (J.-E. Kim et al., 2016, p. 309).

Usability, quality, durability, reliability and uniqueness relate to the functional value which belongs to the core product benefits and utilities given by the luxury brand (Loureiro & Kaufmann, 2016, p. 3). Luxury brands' functional benefits are not significant (Semaan, Ashill, Williams, & Dhabi, 2019, p. 104). Customers purchase these brands because of their symbolic and hedonistic benefits (Cheah et al., 2015, p. 404). This leads to the fact that affiliation and prestige are important criteria for customers of luxury brands (Albrecht, Backhaus, Gurzki, & Woisetschläger, 2017, p. 263).

The outstanding image is formed by three different components. The magnificent service and craft (Miller & Mills, 2012, p. 1474).

The dignity to spend a superior price is the fourth criterion. This high price could be considered alone as well as in comparison with the same products from ordinary brands (Kauppinen-Räisänen, Björk, Lönnström, & Jauffret, 2018, p. 72). The premium price is an effect of the high level of satisfaction with respect to the customer needs and the high quality of the products (Martín-Consuegra, Díaz, Gómez, & Molina, 2019, p. 105). The high price is due to the exquisite material and the costs of handiwork (Arrigo, 2018, p. 660). The luxury brands' classic design and the long-lasting products are substantiations of the price (Athwal, Wells, Carrigan, & Henninger, 2019, p. 7).

A deep connection with the client demonstrates the fifth characteristic (Fastoso, Bartikowski, & Wang, 2018, p. 525). This includes the customer's loyalty to the brand and even love with reference to the brand (van der Westhuizen, 2018, pp. 173-174).

3.3   FUNCTIONS OF LUXURY BRANDS

As already mentioned before, the core benefit of luxury brands represents a subordinate role (Yoo & Park, 2016, p. 5776). The functions of ordinary brands and luxury brands are similar, but luxury brands satisfy some of these functions in a more pronounced way (Giovannini, Xu, & Thomas, 2015, p. 27).

The function of distinction, the symbolic function, the prestige function and the function of reliability are satisfied on a higher level by luxury brands in comparison with generic brands (Sung & Phau, 2019, p. 115). The included functions of the imaginary value play a major role concerning the importance of luxury brands and the customer's attitude towards them (Armitage & Roberts, 2016, p. 7). The luxury brand's heritage and tradition inform the consumer what the brand stands for (Dwivedi & McDonald, 2018, p. 1390). The role of the orientation is supported by the luxury brand's history and tradition (Oh, Prado, Korelo, & Frizzo, 2019, p. 231). Due to the high quality of luxury brands, they offer customers the function of relief as a result of the simplification of the buying process (Jain, 2019, p. 134).

The consumer of luxury brands perceives a risk reduction to buy low quality products as a result of the guarantee of high quality given by luxury brands (Kapferer, 2017, pp. 27-28). This constant level of high quality leads to the function of consistency, the function of reliability and the function of reliance (Uggla, 2017, p. 25). The luxury brand's heritage creates credibility and allows a high brand identification (P. S. Coelho et al., 2018, p. 108). One important reason why human beings purchase luxury brands is the function of distinction (Seo, Buchanan-Oliver, & Cruz, 2015, p. 142). The individual's desire for individuality plays a major role (Chakraborty & Sheppard, 2016, p. 623).

If products of specific brands are rare, they are perceived as unique and this applies to luxury brands (J. Han, Seo, & Ko, 2017, p. 164). The possession of a luxury brand satisfies the customers' need for uniqueness (Bhaduri & Stanforth, 2016, p. 473). To extend their level of uniqueness luxury brands reduce their number of offered products (Y. Kim, 2018, p. 284). If the customer thinks that a brand can distinguish him from third persons he favors these kind of brands (Peluso, Pino, Amatulli, & Guido, 2017, p. 2195). The high uniqueness is the result of the luxury brand's scarcity and exclusivity, expensive pricing and the high quality standards of the manufacturing process (Y. Chang, Ko, & Leite, 2016, p. 660). The individual's

desire of singularity is fulfilled by luxury brands on a higher level in comparison to normal brands (Esmaeilpour & Abdolvand, 2016, p. 710).

Human beings demonstrate their social status with the help of luxury brands and therewith they are able to distinguish from other social layers (Amaral & Loken, 2016, p. 484). Therefore luxury brands are understood as symbols of status (Dion & Borraz, 2017, p. 68). Individuals gain prestige when they own luxury brands (Y. Kim & Wingate, 2017, p. 456). Therewith the persons' wealth can be underlined (S. Lee, Baumgartner, & Winterich, 2018, p. 414). The luxury brand's function of prestige grants a social value of gratification to individuals (Cheah et al., 2015, p. 404). Customers receive tribute and esteem due to the possession of luxury brands (Aagerup, 2018, p. 4). Because of the possession of specific luxury brands customers become a member of an individual peer group (Jieun Kim & Johnson, 2015, p. 440). With the help of the luxury brand the customer can communicate his group membership or his distinction to a group (Sharda & Bhat, 2018, p. 226). This helps consumers to achieve social esteem (Makkar & Yap, 2018, p. 130). The luxury brand's function of prestige is able to strengthen the individual's status within a group and to enhance the individual's status (Nabi, O'Cass, & Siahtiri, 2019, p. 173). The customers' prestige motive is satisfied on a higher level with luxury brands than with ordinary brands as a result of their higher social attentiveness during the buying-process and due to the fact that they are more adequate to demonstrate social status and wealth (Janssen, Vanhamme, & Leblanc, 2017, p. 167). Throughout the process of self-realization brands corroborate the current personality traits of the individual and they help customers to achieve desired characteristics, which culminates in the achievement of the ideal self (R. Roy & Rabbanee, 2015, pp. 446-447). The luxury brand's values and associations correspond to the ideal self-concept of the customer (Koronaki, Kyrousi, & Panigyrakis, 2018, p. 408).

The symbolic value of luxury brands helps human beings to indicate their ideal and to classify their position within the population (Pino, Amatulli, Peluso, Nataraajan, & Guido, 2019, p. 165). The symbolic meaning of luxury brands is intensified by their brand heritage (Shin et al., 2017, p. 61). Customers can transmit the the image and the brand personality of the luxury brand to their image. Therewith they can achieve their ideal (Ferguson, Lau, & Phau, 2016, p. 344). Human beings purchase products as a result of cognitively and affectively unconscious reasons (Cho, Fiore, & Russell, 2015, pp. 28-29). Luxury brands offer a hedonistic function and have developed a hedonistic society (Dogan, Ozkara, & Dogan, 2018, p. 4). The

luxury brand's level of hedonism is higher in comparison to conventional brands (Petersen, Dretsch, & Loureiro, 2018, p. 174). The customer's emotional experience is satisfied by luxury brands (Martín-Consuegra et al., 2019, p. 105). The values of luxury brands are valid since decades therefore these brands are perfect to show the individual's ideal or actual self (S. S. A. S. S. Roy, 2016, pp. 467-468). Individuals use luxury brands for the conspicuous consumption and to gain prestige (Shin et al., 2017, p. 61).

3.4   DEFINITION OF THE RELEVANT MARKET

The distinction of a relevant market is made by the geographical, the temporal and the factual isolation.

The geographical separation examines if the market is locally, regionally, nationally or internationally limited.

The temporal distinction refers to the period of time in which customers are able to purchase the product of the company (Meffert et al., 2019a, pp. 217-218).

The factual boundary determines what kind of product or service is offered (Kürble, 2015, p. 31).

Nowadays luxury watches for example can be bought on the internet due to platforms that allow a secure purchase of these goods. Therefore they can be bought from nearly anybody on the globe with internet access who has the money to spend on such a watch. Customers do not have to travel and visit physical stores anymore. These watches can be bought every day because of the internet purchase (Morillo, Orduña, Casas, & Fernández, 2019, p. 307).

The factual relevant market includes all kind of watches as well as devices that indicate time and are portable.

Especially smart watches are a relevant substitute in comparison with luxury watches as they indicate time and offer customers numerous additional features and benefits. There are also included fitness bracelets, cellphones, tablets and personal computers as a result of the fact that they indicate time besides additional functions (Kapferer, 2017, p. 39).

4   LUXURY WATCHES

4.1   DEFINITION AND SEPARATION OF LUXURY WATCHES

The first factor is the high price seen as a whole as well as relatively with reference to other watch brands (Lacroix & Jolibert, 2017, p. 204).

Luxury watches have the ability to legitimate their price premium over a long period of time (Respen, Zufferey, & Wieser, 2017, p. 1195). These watches have a strong price stability because numerous watch models which were bought years ago can be sold at a higher price compared to the original price which was paid when these models were new. The price premium is defined as a price which is much higher than the price of watches with similar functions (Kapferer, 2017, p. 28).

The high price of luxury watches is a consequence of the high quality and the high level of perceived satisfaction with reference to the customer needs. Due to the high labour costs, the first-class material used and the long production periods, customers have to pay a very high price for luxury watches (Kapferer & Valette-Florence, 2016a, pp. 121-122). Another justification of the high price is the longevity of the products (Lacroix & Jolibert, 2017, p. 206).

The second criterion is the high quality with reference to the used material and the manufacture. The perceived product quality and the technical precision and accuracy of luxury watches are defined as the consumer's judgement about a product's overall excellence or superiority (Berghaus, Bossard, & Baehni, 2015, p. 77). Due to the fact that customers of luxury watches have very high demands as regards the quality and due to the fact that these customers have a high level of market transparency, luxury watches necessarily must fulfill these requirements.

The top quality is demonstrated in the brand and the product itself (Y. Kim, 2018, p. 286). The used material represents an important characteristic of the product quality. The high quality of luxury watches is due to the rare, expensive and first-class material used in the production process. The used material in the production process of luxury watches has to fulfill an established minimum standard (Ostapenko, 2016, p. 95). Apart from the first-class material the processing procedure represents an important characteristic of the perceived high quality of luxury

watches. Especially luxury watches are known for their manufacture (Deprince & Geerts, 2019, p. 87). The major part of the production process is handmade (Tuu, 2017, p. 97). Therefore it is important for the watch producing companies to find the right human beings who will learn the handicraft of horology (Munz, 2018, p. 202).

Due to the specific apprenticeship and the manufacture one can say that luxury watches are understood as unique and as a piece of art (Hitzler & Müller-Stewens, 2017, p. 44). The high quality is also a result of the high level of expenditure of time and the increasing labour costs due to the manual work. To put it in a nutshell, the production of luxury watches results from an elaborate process which tries to avoid the imitation of competitors and maintains the advances of quality (Roberts & Armitage, 2015, p. 46). Nevertheless the items of counterfeits even exceed the number of produced originals (Yeboah, Owusu-Prempeh, & Adjei, 2017, p. 31).

An additional characteristic of the high quality is implied in the longevity and the stability of luxury watch prices. The longevity and eternalness of luxury watch models are characteristics of the high quality (Chattalas & Shukla, 2015, p. 45). The watch model Datejust by Rolex may serve as an example. The design of this luxury watch model has nearly not changed during the time period from 1945 up to now (Kapferer, 2017, p. 31).

The third factor is the uniqueness which is reached by the production process, the accuracy of the watch itself, the rareness of the used material and the high price (Shin et al., 2017, p. 61). Not only the rareness of the material, the uniqueness is additionally underlined by the rareness and the availability of luxury watches as they are only offered at certified jewelers and own brand stores (Deprince & Geerts, 2019, p. 85).

Luxury watches are elitist and exclusive which is a result of the social and historical understanding of luxury (Sukharevska, 2016, p. 127).

An important point is the rareness of luxury watches (J. E. Lee & Watkins, 2016, p. 5753). Researchers distinguish between two dimensions of rareness. The subjective rareness is defined as the perceived rareness which is a result of the experienced value of distinction and the value of uniqueness of a luxury watch (Sharma, 2016, p. 509). The second dimension is the objective rareness which is understood as the limited availability as a result of the minimized production volume (Jang, Ko, Morris, & Chang, 2015, p. 990).

Jewelers who offer luxury watches and specific brand stores offer their con-sumers a kind of experience which is the result of the product quality, the used material and the atmosphere and the interior at the point of sales (S. Chen & Lamberti, 2015, pp. 13-14). During the whole buying process the individual has the impression to be someone special with the feeling of uniqueness due to the nice atmosphere and the excellent service (Alan, Dursun, Kabadayi, Aydin, & Anlagan, 2016, p. 12).

The aspect of aesthetic is the fourth point (E. Ko et al., 2019, p. 406). The aes-thetic of a luxury watch leads by means of its precision, functions and design to an experience value which appeals to all senses (Kapferer, 2016, p. 488).

Because of its classiness, its product and packaging design, its first-class inte-rior at the point of sales and the myth which surrounds the brand of the specific luxury watch, it creates an aesthetic which ordinary watch brands cannot achieve (Kapferer, 2017, p. 28).

The purchase of luxury watches is explained as a hedonistic experience due to the first-class material used, the design, the service, the served beverages and maybe the odor and the atmosphere of the point of sales (Hitzler & Müller-Stewens, 2017, pp. 38-39).

The fifth criterion is the history of a luxury watch because of the continuous design, craftsmanship and the communication (Lacroix & Jolibert, 2017, p. 204).

Luxury watch brands possess a history and therewith a brand heritage. This brand heritage and the tradition are associated with included traditions and values which last for a long period of time (Munz, 2018, p. 198).

This leads to a brand establishment and to a customer perceived consistency, authenticity, reliability and competence (Boisvert & Ashill, 2018, p. 1033). The brand heritage of the luxury watch is influenced by the functional value and this builds reliability that ends in a perception of similarity with the brand of the luxury watch (Dion & Mazzalovo, 2016, pp. 5894-5895).

The last point is the non-exigency which is shown by the fact that the sym-bolic characteristics dominate the functional characteristics (Kwon, Seo, & Ko, 2016, p. 461).

Another characteristic which has to be explained is the brand awareness of the luxury watch (Lacroix & Jolibert, 2017, p. 207). The brand awareness defines the

customer's knowledge about a specific brand (Asif, Abbas, Kashif, Hussain, & Hussain, 2015, p. 68). The consumer's awareness of the luxury watch brand has an enormous importance with respect to the brand, as it might lead to a high level of the customer's brand loyalty and might be part of the consideration set which is important during the process of the customer's purchase-decision (Setiadi, Adiwijaya, & Subagio, 2018, p. 71).

There exist two different types of brand awareness. If the customer is in the position to say that he has seen and heard something about the brand when he is confronted with the trademark, researchers talk about the passive brand awareness which is also called brand recognition (Shahid et al., 2017, pp. 35-36). If the satisfaction of needs or the product category are the reason for brand remembrance, researchers talk about active brand awareness which is also called the brand recall (Erfgen, Zenker, & Sattler, 2015, pp. 155-156). The passive brand awareness is typical for luxury watches because individuals know these watch brands but are not able to pay the high prices (Kapferer & Valette-Florence, 2016b, p. 113).

Nearly everybody has heard about luxury watches like Rolex, Omega and Breitling without having had the experience to buy and therewith possess a product of this brand (Kapferer, 2017, p. 27).

Luxury watches are characterized by their high level of brand awareness in comparison with ordinary watches. These perceived characteristics create an imaginary value which is generated by the social affiliation to a group and the prestige which is generated because of the possession of the luxury watch (Y. Kim, 2018, p. 286).

In conclusion the brand of a luxury watch is an image which is fixed in the customers' minds and is characterized by the high price, the high quality, the uniqueness, its aesthetic, its history and the non-exigency. These characteristics finally lead to the imaginary value which is generated by them (E. Ko et al., 2019, p. 406).

On the market of luxury watches there are some brands that produce their own mechanical movements instead of using movements from external suppliers. Rolex and Patek Philippe produce their own movements whereas Cartier for example uses movements from suppliers. Nevertheless the ability to produce own movements underlines the company's competence and exclusiveness (Donzé, 2019,

pp. 864-865). This shows that it is not possible to identify luxury watches by the ability to produce their own movements as there exist luxury watch brands that buy them from third parties.

McKinsey estimates that the average price of a luxury watch is 167 times higher than that of a standard watch. Obviously, that does not mean that its quality is 167 times better. In fact, even the notion of performance does not fully apply to luxury: Luxury redefines what quality means. As Patek Philippe watches are made by hand, they cannot be as precise as industrial mass marketed quartz watches; thus, they go late regularly (Kapferer & Valette-Florence, 2016a, p. 121). According to a study of the Boston Consulting Group, the price of a luxury watch is 163 times higher compared to watches of mass brands. They found out that ultra-luxury watches have prices that are 107 times higher than prices of core luxury watch brands and 17,441 times higher than prices of watches from mass brands (Kapferer, 2017, p. 28).

4.2   FUNCTIONS OF LUXURY WATCHES

Due to the fact that luxury watches are produced by luxury brands they generally offer customers the same functions as luxury brands (Lacroix & Jolibert, 2017, p. 203). Most luxury watches have a long tradition and heritage which result in the customer's trust regarding the high quality and therewith a simplification of the buying process and the offering of the function of reliability (Munz, 2018, pp. 213-214). The guarantee of the high quality leads to risk reduction and to the function of consistency and the function of reliance (Chattalas & Shukla, 2015, p. 45).

Additionally their heritage grants human beings a function of orientation and it informs consumers what the brand and therewith the watch stands for (Kapferer, 2017, p. 31). The heritage of the luxury watch brand allows human beings a high level of brand identification and it creates credibility (Deprince & Geerts, 2019, p. 85).

As a result of their high price, their scarcity and their superior product quality in comparison with ordinary watches, luxury watches allow consumers to distinguish from others and to use therewith their function of prestige, their symbolic function and they offer a function of uniqueness (Y. Kim, 2018, p. 284). Luxury watches are perceived as symbols of status (Seo & Buchanan-Oliver, 2015, p. 88).

Human beings can demonstrate their status when they own a luxury watch and they have the chance to use the luxury watch's prestige function (Kwon et al., 2016, p. 459). The wearing of luxury watches grants esteem and tribute (Chattalas & Shukla, 2015, p. 41). The buying of a luxury watch satisfies the individual's need for conspicuous consumption (Jang et al., 2015, p. 991). With the help of luxury watches human beings are able to show their membership to specific peer groups and thus they can distinguish from groups they do not want to belong to (Kapferer, 2016, p. 483). Customers perceive social acknowledgement because of this (Kapferer & Valette-Florence, 2016a, p. 122). As a result of the luxury watches' function of prestige, individuals can strengthen their status generally and within a group and they have the possibility of satisfying their prestige motive (Tuu, Olsen, & Cong, 2017, p. 782). Luxury watches enable individuals to underline their personality traits and enable the realisation of the human being's ideal self (S. S. A. S. S. Roy, 2016, p. 467). Human beings are able to demonstrate their ideal self due to the symbolic value of luxury watches (Shaikh, Malik, Akram, & Chakrabarti, 2017, p. 501). Customers have the possibility of transferring the brand image of the luxury watches to their individual image and thus they achieve their desired values (Ku & Lin, 2018, p. 3).

Due to their hedonistic function luxury watches develop a hedonistic society (Kwon et al., 2016, p. 459). Luxury brands and therewith luxury watches gratify the customer's need to indulge himself (Lyons, Wien, & Altintzoglou, 2019, p. 422). With the help of the purchase of a luxury watch human beings can satisfy their emotional experience (Makkar & Yap, 2018, p. 140). The luxury watches' brand heritage is the reason why these brands express their values since years and this allows human beings to achieve their ideal self when they purchase such a watch (Tuu et al., 2017, p. 780).

5   SMART WATCHES

5.1   DEFINITION OF SMART WATCHES

Wearable devices are attached as embedded or accessory device worn on the human being's body (Dehghani, Kim, & Dangelico, 2018, p. 481). According to the academic literature, there does not exist a well-founded definition of the smart watch technology with a clear distinction from related technologies. A smart watch is a device that is worn on the wrist and possesses computational power which enables the connection to other devices with the help of wireless connectivity (Cecchinato, Cox, & Bird, 2015, p. 2134). With the help of numerous sensors smart watches are able to collect data of the user and stores them. Additionally they offer an alert notification and have an integrated clock (Choi & Kim, 2016, p. 778).

Some researchers include wearables like smart bracelets, or smart fitness tracker into the category of smart watches (Chuah et al., 2016, p. 277). These wearables represent wrist-worn devices that track the user's physical functions like pulse or sleep, and they offer limited information (Nelson, Verhagen, & Noordzij, 2016, p. 364). They do not allow customers to install different apps. Smart watches are normally larger than smart wristbands (Yang, Yu, Zo, & Choi, 2016, p. 256). The operation of smart watches is the touchscreen where an operating and app ecosystem allows the installation of numerous apps (Wright & Keith, 2014, p. 206). Smart watches offer the most benefits with an internet connection. In comparison with smart wristbands, most smart watches present information like e-mails, Instagram for example and they collect, store and retrieve all recorded health-related information instead of only collecting data (Chuah et al., 2016, p. 277).

Combined with smartphones smart watches offer data and allow the access to information in a fast and convenient way. The customer saves time when he takes a look at his smart watch instead of picking the smartphone out of his pocket (K. J. Kim & Shin, 2015, p. 528).

The offered options for the user are in a developing process and increase continuously. New apps enable users for example to monitor their diabetes (Årsand, Muzny, Bradway, Muzik, & Hartvigsen, 2015, p. 557). Some health supporting apps

for example track health related activities, like counting steps, checking the sleep and the swimming distance (Chuah et al., 2016, p. 276). Smart watches are computing devices that are also perceived as fashion accessories (Jung, Kim, & Choi, 2016, p. 900).

The market distinguishes between classic smart watches where the watch has a touchscreen and enables the customer to install apps and so-called hybrid smart watches that look like traditional wristwatches without a touchscreen and the possibility of connectivity with smartphones and computers to analyse the collected data like walking distance and sleeping hours for example. A few producers of traditional luxury watches nowadays offer smart watches, too.

These luxury smart watches are different due to the brand reputation and the signature of the brand that signals heritage. Louis Vuitton's Connected Tambour Horizon, the Apple Hermes smart watch, Montblanc's Summit 2 are examples of luxury smart watches that have a unique and elegant design made of high quality material combined with a high price (Nieroda, Mrad, & Solomon, 2018, p. 162). TAG Heuer and Hublot are further luxury smart watch suppliers (Ostapenko, 2016, p. 96).

Frederique Constant and Breitling are further examples of hybrid smart watches (Nieroda et al., 2018, p. 162). This thesis defines smart watches as a device worn like a traditional wristwatch combined with the possibility of installing applications or of connecting with the smartphone to track and to analyze data (Mortazavi et al., 2015, p. 26786).

5.2   FUNCTIONS OF SMART WATCHES

The numerous types of application represent the functions for the user. Due to the fact that the number and the possibility of apps increase, the customer is able to use more and more functions (Hsiao, 2017, p. 187). Receiving messages on smart watches is the major benefit for users. With smart watches human beings increase their connectivity with regard to communication like WhatsApp, e-mails, calls and messages, social media like Instagram and Twitter, news, weather information or headlines, and health data like walking distance and sleep quality (Chuah et al., 2016, p. 276). Smart watches enable individuals to pay with the watch and as a consequence to save time not searching for money in their wallet (Mohr, Zhang, & Schueller, 2017, pp. 24-25). With the help of these payment apps customers cannot

only pay they can even check their balances and have a look at their payment history. As a result of the easy access to the app, human beings use it more often in comparison with other devices like the computer or the smartphone (Gaynor, 2016, p. 50).

Human beings are able to upload their boarding ticket for a flight or their train ticket on their watch which saves time, too, as the watch is on the wrist and the customer does not have to pull it out of the pocket (Asche, 2017, p. 62). Users have the chance to monitor their heart rate with the help of smart watches (Tison et al., 2018, p. 410). The number of human beings that intend to live a healthy lifestyle increases. The quantity and the quality of the sleep are a major indicator of health and it has influence on the everyday life like emotional balance, productivity and physical vitality (P.-R. T. Ko et al., 2015, p. 1456). With the help of sleep tracking apps individuals can monitor their sleep patterns and can identify sleep disorders. This helps to increase the level of healthiness (Alfeo et al., 2018, pp. 227-228). With smart watches customers can unlock their cars and their computers to save time (T. Nguyen & Memon, 2018, p. 174).

Researchers have developed apps that support individuals with dementia. These apps provide functions like navigation, monitoring, orientation and emergency help for example. Together with the smart watch customers are able to find their way due to the navigation. This might increase the individual's mobility and helps to stay in social contact with friends (King & Sarrafzadeh, 2018, p. 7). The monitoring function helps nurses to provide care on time due to the fact that the users' behavioral data are tracked (Thorpe et al., 2016, pp. 298-299). As a result of the orientation function delivered by the app, human beings are informed about their location and the current time (Perebner, Huang, & Gartner, 2019, p. 1). In the case the user gets lost or needs help he is in the position to send an emergency message with his location to receive help (Zylstra et al., 2018, p. 67). As previously mentioned an increasing number of human beings intend to live a healthier life (Canhoto & Arp, 2017, p. 34). Therefore they use apps on their smart watches to count and monitor calories to control their weight (Blaauw et al., 2016, p. 141). With the help of smart watches users are able to use an application to learn foreign vocabulary. Even language learning is possible with smart watches as they can provide access to relevant information and they allow interaction with information (Shadiev, Hwang, & Liu, 2018, p. 221). Smart watches can set lighting with Philips hue for example or to adjust temperature due to the communication with

thermostats. Even the preferred music can be adjusted with a smart watch and re-searchers try to develop such apps that allow this justification not only at the user's home, but also in his car and hotel room for example (Mayer, Verborgh, Kovatsch, & Mattern, 2016, pp. 1247-1248). Smart watches become personal assistants as human beings are able to use the voice input to make calls, text messages, notes or play favorite songs (Perlman et al., 2019, p. 8). The Apple Watch could be understood as a personal gym coach as it motivates you to achieve the aspired activity goals (Liao, Thompson, Peterson, Mandrola, & Beg, 2019, p. 117). With this watch users can set a goal for their aspired movement per day and therewith the calories burnt, the goal for training per minute and the standup goal (Tarabasz & Poddar, 2019, p. 124). It records the individual movements and motivates the user to achieve the daily goal and compares past values with the current day status and gives advice how to achieve the targets (Abedtash & Holden, 2017, p. 1002).

Smart watches enable parents to know the exact location of their children. The demand increases due to the increasing number of kidnappings (Kamalraj, Jayaram, & Madhan, 2018, p. 2523). Children can push a button on the smart watch to send an emergency call and their parents get informed about this action. It has to be considered that kidnappers might take off the smart watch and therefore producers have to implement a violent removal sensor on the bracelet (Peraković et al., 2019, pp. 430-431).

Researchers have developed apps that detect seizures with the help of smart watches. In combination with the app the smart watch captures the individual's heart rate changes and seizure-related movements (Jory et al., 2016, p. 6).

Doctors have the possibility of using smart watches during surgeries as navigation systems. The advantage is that it is perceived as an optimal monitor placement (Herrlich et al., 2017, p. 1599).

Researchers have developed an App that allows human beings to track their blood glucose and their insulin level. Additionally, people can enter their physical activity and their carbohydrate intake with the help of a smart watch. The diary of diabetes includes a vibrating alert function to inform users about blood glucose measurement and about timing of meals (Rollo et al., 2016, p. 385).

Researchers have developed an app that allows the monitoring of nocturnal scratching. The clinical use of this method is based on the high sensitivity and the

high quality of the predicted values. If the user scratches less than three seconds or if he only uses his fingers for scratching, it will not be detected. This App enables users to track the effectiveness of itch treatment. Human beings that are not in the position to quantify their discomfort or to communicate it can use this App to inform others (Ikoma et al., 2019, p. 271).

Smart watches remind human beings to calm down, to breathe and even to meditate with specific apps (Vinciguerra & Vinciguerra, 2019, p. 14). Smart watches can be used to diagnose and to analyze tremor of human beings with Parkinson (Zheng, Vieira, Marcos, Aladro, & Ordieres-Meré, 2019, p. 17).

Individuals can dictate text messages and use other voice commands as an input possibility on smart watches (Heo, Annett, Lafreniere, Grossman, & Fitzmaurice, 2017, p. 107).

Smart watches can be used to detect the time, movement patterns and duration of epileptic seizures supported by specific apps (Van de Vel et al., 2016, pp. 69-70). Researchers arranged a concept to design a smart watch application that can identify if car drivers are drowsy. This concept is tested and its formulas are presented (Bennakhi & Safar, 2016, p. 1061).

This whole solution is possible as a result of the fact that a smart watch contains all the necessary sensors to provide the demanded information. Smart watches include accelerometer which detect the heart rate. With included gyroscope and pedometer sensors smart watches are able to detect as accurately as possible states of drowsiness and sleepiness while driving. These sensors use light-based technology to sense the rate of blood flow as controlled by the heart's pumping action (Aguilar, Merino, Sánchez, & Sánchez, 2015, p. 97).

Researchers invented a tool that supports workers in shared industrial workplaces where humans and robots cooperate. In combination with a smart watch the operators are able to use functionalities that help them to interact with the robot (Gkournelos et al., 2018, p. 177).

Smart watches will offer more applications in the future due to the increased demand and interest of new technology. These applications offer functions that support human beings during their daily life and become part of their self (Chuah et al., 2016, p. 276).

6   EXPLANATORY MODELS

6.1   THE THEORY OF REASONED ACTION

As a model for the prediction of behavioral intentions and behavior, the theory of reasoned action has been widely used (Madden, Ellen, & Ajzen, 1992, p. 3). The theory of reasoned action has the intention to explain volitional behavior. The individual's behavior intention represents the strongest predictor of volitional behavior (Hale, Householder, & Greene, 2002, pp. 259-260). The behavioral intentions are affected by the normative influence and by the individual influence (Bandyopadhyay, 2016, pp. 526-527). A human being's attitude towards performing the volitional behavior is the individual's influence on intention. The normative influence on intention is the person's subjective norm (Vallerand, 1992, p. 98). The following mathematical function expresses the theory of reasoned action: $BI=(A_b)W_1+ (SN)W_2$ (Hale et al., 2002, p. 260).

BI is the behavioral intention and it is a function of A_b which represents the individual's attitude towards performing the behavior and SN which is the human being's subjective norm related to performing the behavior and Ws that constitute the empirically derived weights. Attitude with reference to the theory of reasoned action is an affective response to performing some behavior (Fishbein, 1967, pp. 487-488). The attitude A_b is weighted (W_1) by the meaning of the attitude of the target person. The influence of the subjective norm is weighted (W_2) by the normative influence on the target person (Hale et al., 2002, p. 260). The subjective norm is a human being's idea about whether relevant third persons feel that he should perform in a specific way (Buhmann & Brønn, 2018, p. 380). The theory of reasoned action shows that behavioral intentions are the result of attitudes towards performing the behavior and subjective norms related to the behavior. It illustrates that behavior is directly influenced by behavioral intentions (Madden et al., 1992, p. 3).

Figure 3:   Path model for the theory of reasoned action
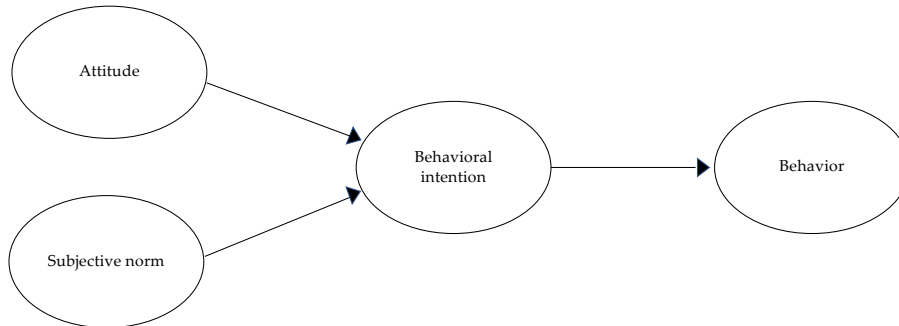
Source: (Madden et al., 1992 p. 4)

The attitude towards engaging in some behavior represents an important component of the theory of reasoned action. An attitude with reference to the performance of some activity is a construct of the human being's beliefs regarding the behavior:

Formula 1:   Summative model

$$A_B = \sum b_i e_i$$

Source: (Hale et al., 2002, p. 261)

A_B is the sum of belief strength (b_i) and belief evaluation (e_i) and it represents the attitude towards the behavior (Hale et al., 2002, p. 261). Beliefs link an attribute to an attitude or a behavior. The reliability with which the belief is held represents the belief strength (Fishbein, 1967, p. 489). The belief evaluation is the extent to which the attribute is evaluated to be negative or positive (Shi, 2019, p. 603). The subjective norm is based on the function normative belief added by the fact to meet this belief (La Barbera & Ajzen, 2020, pp. 401-402). The noticed expectation of relevant others with reference to the behavior is understood as a normative belief (Joonghwa Lee, Kim, Ham, & Kim, 2017, pp. 456-457). The mathematical function of the subjective norm is expressed in the following way:

Formula 2:   Mathematical function of subjective norm

$SN = \sum b_i m_i$

Source: (Hale et al., 2002, p. 262)

b_i represents the normative belief whereas m_i is understood as the human being's motivation to comply with perceived expectations of others (Hale et al., 2002, p. 262).

This theory explains the social norm as well as the social value (Jain, Khan, & Mishra, 2017, p. 6).

According to literature there exists a correlation between the individual's purchase intentions and attitudes towards using luxury smart watches (Blazquez, Alexander, & Fung, 2020, p. 353).

In comparison to functional or emotional values, emotional and social values are more important for human beings to develop brand affection (Akbar, Mahsud, Afzal, Cancan, & Riaz, 2020, pp. 9-10).

In collectivistic cultures the subjective norm has a major impact on purchase intentions (Jhamb, Aggarwal, Mittal, & Paul, 2020, p. 910). Brands help customers with regard to the attitude of behavior as the selection of a specific brand enables individuals to reduce the risk according to achieve the set expectations (Akkucuk & Esmaeili, 2016, p. 2). It is demonstrated in literature that the expectations of a third person influences women more than men when buying luxury brand products. This is based on the fact that they are interdependent (Stokburger-Sauer & Teichmann, 2013, pp. 894-895).

6.2   THE THEORY OF PLANNED BEHAVIOR

The expansion of Ajzen's theory of reasoned action represents the theory of planned behavior. The old theory reached its limits in dealing with dealing with behaviors over which humans do have incomplete volitional control.

The theory of planned behavior is focused on the human being's aim to accomplish a certain behavior (Icek Ajzen, 1991, p. 181). The motivational factors which influence a behavior are determined by intentions. These intentions

represent indications of how hard an individual is motivated to try and what kind of effort he is willing to apply in order to accomplish the behavior (I. Ajzen & Fishbein, 1980, p. 7). Intentions are evidence of the extent people are prepared to try to perform the behavior. The stronger the human being's wish to behave in a certain way the higher is the probability of its performance (Fishbein, 1967, p. 488). The respective behavior needs to be under volitional control so that the behavioral intention can be expressed in behavior (Icek Ajzen, 1991, pp. 181-182).

Figure 4:   Path model for the theory of planned behavior
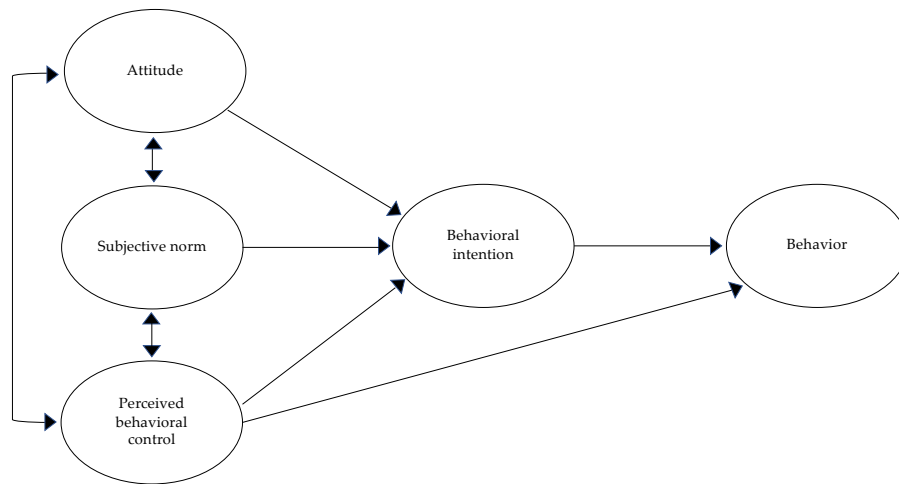
Source: (Madden et al., 1992, p. 4)

An extremely large number of behavior is under volitional control which means that human beings are able to perform these behaviors if they tend to do so (Icek Ajzen, 1985, p. 12). The theory of planned behavior is based on the acceptance that individuals behave in a reasonable manner. This means that human beings consider available information and implicitly or explicitly take the implications of their actions into account (Icek Ajzen, 1991, pp. 182-183). This theory assumes that a human being's intention to execute a behavior is the direct determinant of that action (Yadav & Pathak, 2017, p. 115). Apart from unexpected incidents, individuals anticipated to behave in accordance with their intentions. It has to be considered that intentions are able to change as time goes by. The longer the time interval the greater the possibility that unexpected events will produce changes in intentions (Icek Ajzen, 1985, p. 12). The perceived behavioral control and the importance of

intentions diversify in different situations and behaviors (I Ajzen, 2005, p. 101). If behaviors have no complications with influence it is possible to anticipate them based on objectives. A suitable example can be examined in behaviors that involve choices between alternatives (Icek Ajzen, 1991, p. 186). The theory of planned behavior postulates three independent determinants of intention. The attitude towards the behavior represents the first determinant. It refers to the degree to which a human being has a positive or negative evaluation of the respective behavior (Icek Ajzen, 1985, p. 12). The second one is the subjective norm that refers to the perceived social pressure to behave in a specific way. The third factor is the anticipated observable control. It considers equally the expected impediments and the past experience. (Icek Ajzen, 1991, p. 188). If the subjective norm and the attitude concerning the behavior are increasing, the behavioral control as it is perceived is also rising and so should the individual's intention to accomplish the examined behavior be (Icek Ajzen, 1985, pp. 12-13). It is shown that in the intention's prognosis the meaning of the subjective norm, the attitude and the perceived behavioral control vary. (I Ajzen, 2005, p. 120). The theory of planned behavior tries to point out the behavior of human beings using the history of subjective norms, attitudes and perceived behavior control. The theory is function of salient beliefs or information essential to the behavior. These salient beliefs are the significant determinants of human being's intentions and actions (Icek Ajzen, 1985, p. 12). There exist three different salient beliefs. Behavioral beliefs are the first and they influence attitudes towards behavior. They are followed by normative beliefs which represent the fundamental determinants of subjective norms. Control beliefs that form the foundation of behavioral control are the third salient belief (Yadav & Pathak, 2017, p. 118).

Based on the expectancy-value model of attitudes by Fishbein and Ajzen, human beings develop beliefs concerning an item through linking it with specific attributes. With reference to attitudes towards a behavior every conviction combines the behavior to a certain result or to another characteristic like the expenses accrued by accomplishing the behavior (Case, Sparks, & Pavey, 2016, p. 109). Individuals develop an attitude towards the behavior due to the valuation of the attributes that will be linked to the behavior. Persons favor behaviors that might lead to desirable consequences and vice versa (Hsu, Chang, & Yansritakul, 2017, p. 147). The result of the subjective value provides in immediate ratio the level of the faith.

Formula 3:   Formula to calculate a person's attitude

$$A \propto \sum_{i=1}^{n} b_i e_i$$

Source: (Ajzen, 1991, p. 191)

The formula demonstrates that the force of each salient belief (b) is connected in a multiplicative way with the subjective evaluation (e) of the belief's attribute and the consequent products are summarized over the n salient beliefs. An individual's attitude (A) is instantly proportional ($\propto$) to this aggregated indication of faith (I Ajzen, 2005, p. 124). To make the examination of an attitudes informational foundation possible it is necessary to elect the salient beliefs regarding the attitude object. Furthermore it is possible to evaluate the subjective chances and value connected to various beliefs (Icek Ajzen, 2011, p. 1.116). Combining the observed values according to the formula leads to an estimation of the attitude. This estimation shows the individual's assessment of the item or the practice under observation. Because this estimation grounded on salient beliefs concerning the setting item, it represents a belief-based measurement of attitude (Icek Ajzen, 1991, p. 191). Subjective norms are a function of the human being's belief that specific individuals think he should or should not perform the behavior. These beliefs are subject to the subjective norm and are called normative beliefs (Icek Ajzen, 1985, pp. 13-14). The strength of the normative belief (n) is multiplied by the human being's motivation to approve (m) with the referent in question. The total of the products across the n salient referents is instantly equal to the subjective norm (SN) (Icek Ajzen, 1991, p. 195):

Formula 4:   Formula to calculate the subjective norm

$$SN \propto \sum_{i=1}^{n} n_i m_i.$$

Source: (Ajzen, 1991, p. 195)

The beliefs that regulate motive and process are based on past experiences with the behavior and they will determined by other people experiences.

Furthermore other details can increase or decrease the recognized complexity of the operating action. The lower the number of obstacles individuals anticipate and the more capacity and possibilities they believe to possess, the higher their recognized domination with regard to behavior (I Ajzen, 2005, p. 111). For the enablement of the performance of behavior the multiplication of the control belief (c) by the perceived power (p) of the exact control factor is necessary. The results are totalized across the n salient control beliefs to cause the perception of behavioral control (PBC) (Icek Ajzen, 1991, p. 196). Beliefs with reference to effects of an action are perceived as certain perspectives towards the behavior. Normative beliefs are recognized as determining subjective norms. Beliefs referring to the individual's resources and possibilities are recognized as basically perceived behavioral control (Zaremohzzabieh et al., 2019, p. 265).

Formula 5:   Formula to calculate the perception of behavioral control (PBC)

$$PBC \propto \sum_{i=1}^{n} c_i p_i$$

Source: (Ajzen, 1991, p. 197)

Using inquiries about the character of beliefs as the basis of attitude towards subjective norm, behavior and perceived behavioral control have only been sometimes effective. The most difficult part represents the temperate interrelationship among faith-based indicators and more international ratings of the different factor even if the elements of the multiplicative items are ideally rescored (Icek Ajzen, 1991, p. 197). With reference to the planned behavior there exists a differentiation among three sorts of beliefs: the behavioral beliefs, normative beliefs and control beliefs (Ajina, 2019, pp. 1.555-551.556). Additionally the theory distinguishes between the linked form of attitude, subjective norm and perceived behavioral control (La Barbera & Ajzen, 2020, pp. 401-402). The reason of these differentiations has been questioned (Miniard & Cohen, 1981, p. 313). It might be able to include all types of faith with reference to a behavior into one aggregate to develop a scale of the comprehensive behavioral disposition. From a functional and from an imaginative point of view his maxim would obliterate differentiations (Icek Ajzen, 1991, pp. 198-199). The enormous amount of researches with regard to the theory of reasoned action

and the theory of planned behavior underlines the benefit of the differentiations stinctions by presenting that the forms constructs stand in certain alliances to motives of behavior (Icek Ajzen, 2011, p. 1.119). Additional distinctions between further faith and linked complexions could be an option. It might be possible to include additional predictors to the theory of planned behavior when it is an option to explain that they collect an essential proportion of the divergence in motive or action after the theory's actual factors have been considered (Icek Ajzen, 1991, p. 199). The theory of planned behavior includes the concept of perceived control and represents therewith the extension of the theory of reasoned action (I Ajzen, 2005, pp. 117-118). It might be reasonable to consider recognized social stress as well as individual feelings of moral obligation or responsibility to execute or decline a behavior. Moral obligations might effect motivations in parallel with subjective norms, attitudes and perceptions of behavioral control (Icek Ajzen, 1991, p. 199). Under the resumption of stable determinants, an evaluation of previous behavior is applicable to indentify the adequacy of any model designed to predict future behavior. Some researchers have proposed that past behavior might be added as an alternative substantive forecast of future behavior equivalently to the other autonomous factors in the model (Icek Ajzen, 2002, pp. 107-108). Prior behavior influences later behavior independently of the effects of attitudes, beliefs, intentions and subjective norms (I Ajzen, 2005, p. 90). Repeated accomplishment of a specific behavior leads to the establishment of a habit. Behavior at a later time then seems at least in some cases habitually excluding the mediation of attitudes, subjective norms, perceptions of control or intentions (Icek Ajzen, 1991, p. 203). Resumed past behavior represents no evaluation of routine, although it is a reflection of the items which represents the focussed behavior (Bamberg, Ajzen, & Schmidt, 2003, p. 176). As a signal of the behavior's strength and authenticity the interrelationship among previous and future behavior is a ceiling for a theory's anticipating legitimacy. Researchers showed with the help of structural model techniques that a model that possesses a direct path from past to future behavior examined a substantial more adequate fit to the information in comparison to a model revealing the theory of reasoned action where the influence of previous on future behavior is assumed to be mediated by purpose (Icek Ajzen, 2002, p. 108). Some researchers deny that the theory of planned behavior represents an adequate explanation of social human behavior even though this theory belongs to the most relevant models for the prediction of social behavior (Icek

Ajzen, 2011, p. 1.113). The critics deny the meaning of awareness as a causal agent. They are of the opinion that human social behavior is driven by unconscious mental processes and implicit attitudes. The majority of critics accept the theory's basically reasoned action assumptions, but doubt its sufficiency (Aarts & Dijksterhuis, 2000, pp. 53-54). The sum of empirical evidence best captured in meta-analytic syntheses leads to clear support of the theory of planned behavior (Icek Ajzen, 2011, p. 1.124).

6.3   THE SELF-EXPRESSION MODEL

6.3.1 Theory of congruency

The persons own perceived image influences his behavior and therefore the is important with regard to the research of the buying behavior (Grubb & Grathwohl, 1967, pp. 25-26).

The self-concept is defined as the individual perceived feelings and thoughts (Gecas, 1982, p. 3). From a subjective perspective individuals are of the opinion that they are a particular personality (Feng, Yan, Huang, Han, & Ma, 2018, p. 291). There exists a close relationship between the individual's self-concept and his personality (Adam, Obodaru, Lu, Maddux, & Galinsky, 2018, p. 18). Personality traits are persistently distinguishable characteristics of an individual's personality and they are important elements of the self-concept (Parks-Leduc, Feldman, & Bardi, 2015, p. 3).

Due to its subordinate dimension the personality represents all personality traits anchored in the customer's mind (Mõttus, 2016, p. 292). Additionally the self-concept relates to individual personality traits (Pilarska, 2018, p. 107). Mead and James represent relevant researchers in the field of the self-concept (Zhao, 2015, pp. 237-238). They think that the human being's self is a development of a conversation. They distinguish between "Me" and "I". "Me" is understood as the individual as an object whereas "I" represents the individual as a subject (Porankiewicz-Żukowska, 2017, p. 229). Similar to objects or human beings the "Me" can relate back to the subject. The "Me" constitutes the totality of the self-centered knowledge (Mead, 1913, p. 374). The "I" represents the evaluating thinking. It reacts to various conditions based on learning, experiences and perceptions (Raeff, 2010, p. 29). It is not possible that the "I" is an object of the intellectual action (James, Burkhardt, Bowers, & Skrupskelis, 1890, p. 290f). The structure of values, intentions, guidelines

and mindsets are the expertise according to the human beings' self (Pettit, 2016, p. 14f). Referred to reference groups, friends and family human beings can organize their actions and awareness (Showers, Ditzfeld, & Zeigler-Hill, 2015, p. 536). Feelings, emotions as well as desired characteristic traits are included (Hanley & Garland, 2017, p. 335). This information helps individuals to find out who he or she is.

The self-concept has a complex cognitive structure that is dynamic (Adam et al., 2018, p. 17). The person's insight about his identity and his standpoint about himself are the definition of the self-concept (Marsh et al., 2019, p. 335). The behavior of a customer is based on the individual's personality traits and is affected by exogenous and situational influences (Sosnowska, Kuppens, De Fruyt, & Hofmans, 2019, p. 14). It is a permanent particular development of social understanding (Köber, Schmiedek, & Habermas, 2015, pp. 14-15). Varied individual's self-concepts show the self-concept's multidimensionality (Mehrad, 2016, p. 62).

A distinction is made among the actual self-concept and the potential self-concept. (Sirgy, 1982, p. 288). The actual self-concept represents the presently recognized personal self (Astakhova, Swimberghe, & Wooldridge, 2017, p. 665). It reflects the human being's current image of himself (Tsai, Chang, & Ho, 2015, pp. 100-101). The social identification based on attributes like skin color for example or the individuals place of birth build the basis for the actual self-concept (Barnett & Womack, 2015, p. 280). The potential self-concept represent a future self-concept indiviuals are able to achieve (Oyserman et al., 2017, p. 140). This future self-concept can be reached because of a specific behavior (Ein-Gar, 2015, p. 269). The potential self-concept gives the actual self-concept an assessable framework (Molouki & Bartels, 2017, p. 9). The idealized version of the self-concept is understood as the ideal self-concept (Tsai et al., 2015, pp. 100-101). The individual compares the current self-concept with the ideal self-concept and therefore the ideal version serves as a reference point (Mason et al., 2019, p. 373). Human beings compare their current self with the ideal self-concept. If there is a gap between these two self-concepts the individual tries to achieve the ideal status due to the self-esteem motive (J. H. Kim, 2015, p. 351).

Values of society are able to influence the ideal self-concept (Mandel, Rucker, Levav, & Galinsky, 2017, p. 134). Another dimension of the self-concept is the social self-concept. The social self-concept is another dimension of the self-concept. This

type of self-concept represents the expression of the self-concept individuals think other people attributes them (Sirgy, 1982, p. 288). It is not possible that more that one type of self-concept can operate synchronically. The self-concept consists of numerous self-concepts with different responsibilities (Vater, Schröder-Abé, Weißgerber, Roepke, & Schütz, 2015, p. 51).

The working self-concept is defined by the different characteristics of the self which are relevant in several situations (Fielding-Smith et al., 2015, p. 3). It contains tangential and fundamental self-concepts (C Sedikides, 1995, p. 760). If social situations change, the tangential self-concepts are enabled. The essence of the working self-concept is formed by the central self-concepts. These self-concept are resilient (Markus & Wurf, 1987, p. 302). Because of the reason that only the operating self-concept effect the human beings' behavior one gets the impression that the self-concept is a volatile construct. The numerous performing self-concepts are the consequence of the persons' condition of motivation and circumstantial facets (Brenner, Serpe, & Stryker, 2018, pp. 60-61).

As already mentioned the self-concept of human beings is defined as the entirety of the individual's feelings and thoughts having reference to himself as an object (Rosenberg, 1989, p. 34). The self-concept comprises a system based on objectives, values and rules that allow individuals to arrange apperception and operations in conjunction with the environment and to be able to establish the individuals' own reality (Schlegel & Hicks, 2011, p. 991). The development of the self-concept is based on the individual's interaction with his social environment, like family, reference groups and friends (Streamer & Seery, 2015, p. 21). Therefore the customer has the possibility of establishing a relationship with his own behavior and the resonance of his environment (Markus & Wurf, 1987, p. 307). Brand personalities enable human beings to express dimensions of their self, to express their ideal self-identity or their ideal self (Xie, Batra, & Peng, 2015, p. 57).

Human beings have the desire to communicate their self-identity. This finding is described by the Self-Congruity (Sirgy, 1982, p. 287). Individuals have a desire to seek or to strengthen their self-esteem (J. H. Kim, 2015, p. 351).

The accomplishment of the ideal-concept can be achieved through the increase of self-esteem (Meijer, Gebhardt, van Laar, van den Putte, & Evers, 2018, pp. 1229-1230).

Self-esteem is the divergence of the ideal and the actual self (Mandel et al., 2017, p. 134). A small divergence of the ideal and the actual self means a high level of self-esteem (U. Orth, Erol, & Luciano, 2018, p. 1046). Customers can reduce this discrepancy and have the ability to achieve a high self-esteem due to the usage of specific brands (Munichor & Steinhart, 2016, p. 180). The aspiration of social acknowledgement accompanies the quest to enhance the self-esteem (Mahadevan, Gregg, Sedikides, & Waal-Andrews, 2016, p. 2). The individual's strive for social acceptance encourages him to achieve the ideal self, whereas the aspiration of a positive self-esteem allows individuals to approximate their ideal self (J. H. Kim, 2015, p. 351). The person's behavior is determined by the ambition to gain a positive self-esteem which permits realization of the ideal self-concept (Boyatzis & Akrivou, 2006, p. 625).

Customers prefer predictability, reliability and resistance (Giovanis & Athanasopoulou, 2018, pp. 288-289). Human beings feel the need to confirm and to support their self-identity (White, Stackhouse, & Argo, 2018, p. 61). The motive of the self-consistency includes a social aspect as the individual tries to achieve authentication granted by third persons as regards his self-concept (Whelpley & McDaniel, 2016, p. 852). The third type of motivation derives from the previous types of motivation and represents the ambition of self-assessment (Malär, Krohmer, Hoyer, & Nyffenegger, 2011, p. 37). It is mandatory for an individual to know the own self-assessment to increase the self-esteem (Constantine Sedikides, Gaertner, & Cai, 2015, pp. 225-226). The achievement of the self-consistency is based on the self-assessment (B. Wang et al., 2016, p. 187). The self-consistency is based on the system of the social substantial research (Richman, Slotter, Gardner, & DeWall, 2015, p. 65).

Researchers found out that a high level of consistency between the customer's personality and the personality of the brand leads to a customer's preference as regards the brand (Tsai et al., 2015, p. 101).

Researchers revised the hypothesis of congruency in the past decades (Yusof & Ariffin, 2016, pp. 352-353). According to the ideal and the actual self the hypothesis of congruency is well-founded (Tooray & Oodith, 2017b, p. 109). Individual's

inherent different social roles (R. Zhang, Noels, Lalonde, & Salas, 2017, p. 322). This is one reason why the human beings' self is not permanent (Oyserman et al., 2017, p. 145).

6.3.2 Symbolic Interactionism

The individual's involvement in the social context represents the concept of the symbolic interactionism (Carter & Fuller, 2016, p. 932).

This concept focusses on the effect of human being's communication with regard to society as well as the consequence and building of the individual by the environment (Kluttz & Fligstein, 2016, p. 188). The person's contemplation with society supports him gain an understanding of himself (Adler-Nissen, 2016, p. 32). Symbolic interactionism means that the self is constituted by social interaction with other human beings. A prosperous interaction is available if sender and receiver assign the equal definition to the used symbols (Lu, 2019, pp. 146-147).

Throughout an expanded development of communication actions within situations appear and therefore they are not fixed by constitutional and utilitarian conditions (Fischer & Wiswede, 2009, p. 442). A positive social identity is the individual's target (Zeugner-Roth, Žabkar, & Diamantopoulos, 2015, p. 27). The social identity is formed by the affiliation to an explicit party (Burke & Stets, 2015, pp. 162-163).

The comparison with other groups of relevance and their positioning with reference to them are defined as group evaluation (T. Wang, 2017, p. 46). The group membership plays a major role for the individual's achievement of self-worth (Trepte & Loy, 2017, p. 4). Self-assessments that are connected with several self-identifications as well as different self-characterizations form the person's self-concept (Suchańska & Worach, 2017, p. 218). Social and personal identifications are elements of self-identification. Membership to social categories represents the individual's social identification. The totality of social identifications defines the person's social identity (van Veelen, Otten, Cadinu, & Hansen, 2016, pp. 3-4). Individual facets of the individual's self-concept form the human being's personal identification. The personal identity is the completeness of the particular identification (S. Y. Chen, Urminsky, & Bartels, 2016, p. 1398). Circumstantially people define themselves with the help of their personal and social identities (Gatersleben,

Murtagh, & Abrahamse, 2014, p. 378). The human being's behavior is affected by group membership and by the identification with social sections (Roth, Steffens, & Vignoles, 2018, p. 2). The confidence of a person depends on the group's social status and the relation to other parties (Dimofte, Goodstein, & Brumbaugh, 2015, p. 418). The individual's social comparison with at least one other group results in the assessment of the own social identity. People have the intention to maximize the differences between the own group and other groups (Ouwerkerk, Van Dijk, Vonkeman, & Spears, 2018, p. 216).

Due to social comparison human beings receive information about characteristics of their social identity (Burson & Gershoff, 2015, p. 495). They intend to obtain a positive assessed comparison of their own group with regard to extraneous (Fielding & Hornsey, 2016, p. 2). If this evaluation is successful individuals can gain positive self-esteem (Gruenenfelder-Steiger, Harris, & Fend, 2016, p. 1564). Human beings intend to achieve a positive distinction with reference to social categories they identify with to attain a positive self-esteem (Dimofte et al., 2015, p. 418). The priority of the extend of assessment and the meaning of the out-group decide which group is used for the comparison (Fielding & Hornsey, 2016, p. 2). The higher the significance of the comparison facet with respect to the social identity is, the more important the party is in relation to the improvement of a positive social identity (Trepte & Loy, 2017, p. 3). The appreciation has a higher meaning if the extraneous is important for the individual. The evaluation of these groups leads to assessment of the social identity (Turner, Brown, & Tajfel, 1979, p. 190). The evaluation can be modified by the adjustment of the characteristics of judgment (Mor Barak et al., 2016, p. 307). Diverse scenarios can be used to attain a positive social identity (Zeugner-Roth et al., 2015, p. 27). Social mobility is a behaviour where individuals become a representative of another group that has a higher social status (Trepte & Loy, 2017, p. 5). Human beings are able to change their group-membership due to the strategy of social change (Hogg, Abrams, & Brewer, 2017, p. 573). This can be accomplished by the social competition where the human being's behaviour results in a clear differentiation with regard to the current group membership in contrast to the external group (Cikara, Van Bavel, Ingbretsen, & Lau, 2017, p. 621).

Another possibility is the prevention of comparison of a party that possess a superior position (Xin, Xin, & Lin, 2016, pp. 429-430). Persons can practice these different strategies to change the status relations of the group members' social identity

(Trepte & Loy, 2017, pp. 5-6). The theory of social identity says that every human feels the necessity to gain a positive self-worth and achieve a self-concept which is positive and satisfying (Blader & Yu, 2017, p. 804). The association to parties and the relationship between these parties is a self-concept' component (Slotter, Winger, & Soto, 2015, p. 15). The membership of groups with a positive evaluation is constituted by the strive of a positive social identity (Wolter & Cronin, 2016, p. 401). The representation of the distinctive social recognitions within the totality of the persons' self-concept means the social identity and it appears because of the process of categorization (Constantine, 2017, p. 89). The social identity and the personal identity are subdivisions of a complete self-concept and are able to effect the human beings' self-concept positively or negatively (Fielding & Hornsey, 2016, p. 2). The human being's behavior can be separated into two different characteristics. The first behavior refers to situations when the individual only behaves interpersonally; the other behavior can be seen when the individual only shows an intergroup behavior (Figueiredo, Valentim, & Doosje, 2015, p. 17). The intergroup interaction builds the basis for the social identity and the interpersonal interaction builds the basis for the personality identity (Adams & Van de Vijver, 2015, p. 324). With the help of a human being's social identity people develop self-images (BARKER & RODRIGUEZ, 2019, p. 1145). The social identity has an enormous impact on the individual's self-concept (Vernuccio, Pagani, Barbarossa, & Pastore, 2015, p. 708). The effect of the social identity on the individual's self-concept is enormous due to the fact that persons use group-based traits to define themselves (Crane, Louis, Phillips, Amiot, & Steffens, 2018, p. 868). Automatically everybody belongs to a specific group as a result of their socioeconomic characteristics (Hogg et al., 2017, p. 571). Individuals try to become members of social groups to enhance or to confirm their self-concept. Political parties or sports clubs are examples for such groups (Slotter et al., 2015, p. 16). Individuals try to find out the symbols preferred by the desired group. The possession of these symbols signalizes the same value understanding and this increases the possibility of the acceptance by the members (Harrison et al., 2018, p. 16). Human beings can develop their self-concept and strengthen their social standing due to a membership of parties with a superior social recognition (Millan & Mittal, 2017, p. 310).

Symbolic interactionism shows how society is built because of repeated interactions between individuals. Symbolic interactionism forms the source of additional researches for the self-concept (Carter & Fuller, 2016, p. 932). One concept is

the conception of a situational self-image (Tan, Salo, Juntunen, & Kumar, 2019, p. 43). The desired self-image is the situational self-image of what someone is trying to communicate in terms of feelings, attitude, perception (Bloch & Richins, 1992, p. 8). Humans can modify their behavior to transfer their image to build this image in the peer-groups' mind (Sampthirao, 2016, p. 180). Their target is to obtain the reaction of the party they would like to receive (Schulz, 2015, pp. 212-213). This type of behavior is called impression management. The behavior of human beings is influenced by social stimuli and specific situations. Across different scenarios individuals use specific self-concepts including numerous personality traits (Fox, Bacile, Nakhata, & Weible, 2018, p. 14). The usage of brands helps a person to achieve his desired situational self (E. Ko et al., 2019, pp. 406-408). Belongings and especially products and brands are understood as the individual's extended self (Belk, 1988, p. 139).

6.3.3 Symbolic consumer behavior

The symbolic meaning of the products exceeds their functional relevance (Grubb & Grathwohl, 1967, pp. 23-24). Individuals purchase products not for the core use but to accomplish their self and to express it (Holbrook & Hirschman, 1982, p. 134). All parties involved have to assign the same meaning to the used symbols to insure a smooth symbolic transmission (Harrison et al., 2018, p. 16). People recognize brands and products as symbols due to media accumulation of acceptance (Išoraitė, 2018, p. 117). Solomon defines product commodity as stimulus for the buying behavior. This type of definition stays in contrast to the traditional research approach to the buying behavior, which defines the product acquisition and the product assignment as a response to the existing needs (Solomon, 1983, p. 319ff). Individuals buy brands to express their actual self or to decrease the discrepancy of their actual and their ideal self-image (Ross, 1971, p. 39).

The theory of self-enhancement explains that customers purchase brands to preserve or to enhance the self-concept (Malhotra, 1988, p. 7ff). The definition of the self-image is possible because of the purchasing of branded products. This explanation shows the relevance of the brand's symbolic meaning. Especially customers with an unsettled self-image are affected (Solomon, 1983, p. 323). This behavior enables customers to express their self where brands play a major role (Ruane & Wallace, 2015, p. 333).

7 ANALYSIS AND CONSTRUCTION OF THE MODEL

7.1 PROCEDURE

Among other theories this thesis remits to the theory of planned behavior by Ajzen to examine the individual's buying-behavior of branded products. The theory of planned behavior explores how human beings make decisions and why they perform in a specific way if different opportunities are available (Icek Ajzen, 1991, p. 179). According to Ajzen the subjective norm and the individual's attitude towards the behavior represent the determinants of behavior (Icek Ajzen, 1991, p. 182). If human beings are convinced that their behavior leads to a positive outcome, they show a positive attitude towards the behavior (Buhmann & Brønn, 2018, p. 380). The effect of the individual's social environment towards the decision of a specific behavior represents the subjective norm (Jain et al., 2017, p. 7). The relation between intention and behavior is empirically confirmed by numerous researchers (Sussman & Gifford, 2019, p. 920). These findings yield to the following effective context:

H1: The greater the customer's intention to choose a brand, the higher the probability is that he buys the brand.

H2: The more positive the individual's attitude to select a brand, the stronger his intention is to buy this brand.

H3: The stronger the customer's subjective norm suggests that he chooses a brand, the greater his intention is to choose it.

The customers attitude towards the object has a great meaning in terms of the behavioral prediction (Rohit & Panda, 2018, p. 62). This construct indirectly influences the behavioral intention concerning the attitude towards the behavior (Eagly & Chaiken, 1993, p. 204ff). From this the fourth hypothesis arises.

H4: The more positive the customer's attitude to a brand (functional congruence), the more positive his attitude to the selection of the brand is. Supplementary determination factors with reference to the attitude towards the object are values.

According to literature, the personal norm influences the relationship of the attitude towards the behavior approach (Sebastian, Yammiyavar, & Jones, 2018, p. 5).

A part of the human personality consists of the human being's values and personal norms (Sandy, Gosling, Schwartz, & Koelkebeck, 2017, p. 545). As a result of the fact that personality traits form the human being's self-concept, it shows a linkage between the research of self-concept and therewith the research of the theory of congruency and the research of attitude (S Ajitha & Sivakumar, 2017, p. 105).

These findings lead to the expansion of the theory of reasoned action being influenced by the personal norm with reference to the attitude towards the object and the attitude towards the behavior (S. Huber, Herrmann, & Huber, 2006, p. 347). The self-expression model explains that people try to enhance their self-esteem or they try to confirm their actual self-concept to satisfy the need of self-consistency (Astakhova et al., 2017, p. 666). Individuals have an intrinsic need to maintain and to develop a consistent self-concept (Liu, Sprott, Spangenberg, Czellar, & Voss, 2018, p. 92). The human being's expression of the own self-concept is strongly connected with the human being's need of consistency (Schwartz, Meca, & Petrova, 2017, p. 146). The individual's need of self-worth increase forms the basis for the human being's approximation to the ideal self-concept (Gonzalez-Jimenez, 2017, p. 68). The discrepancy among the actual and the ideal self represents the self-esteem (Mandel et al., 2017, p. 134). Individuals use strategies to enhance or to confirm their self-concept (Sirgy, 1982, p. 289). To express themselves and to reduce the discrepancy among the actual and the ideal self-concept customers use specific products. This behavior enables them to achieve a high self-esteem (Munichor & Steinhart, 2016, p. 180). Another possibility of expressing themselves is the usage of different strategies of interactions and the usage of different partners of interaction (Kauppinen-Räisänen et al., 2018, p. 74). For the examination of the consumer the individual's self-concept is very important because the image of the customer himself is affecting his behavior in total. (Grubb & Grathwohl, 1967, pp. 25-26). The theory of congruency explains that the customer-behavior represents a function of the accordance between the individual's and the brand's personality. That is why the theory of congruency has the highest significance concerning the buying-behavior. (Bajac, Palacios, & Minton, 2018, p. 500). The higher the accordance between the human's personality and the brand's personality, the more positive the customer's assessment of the item is. This leads to a higher preference with respect to

the specific product (Tan et al., 2019, p. 38). As a result customers have the impression that this brand is suitable for self-expression which leads to a high desirability with respect to the brand (Japutra, Ekinci, Simkin, & Nguyen, 2018, pp. 685-686). Hypotheses H5 and H6 abstract these findings.

H5: The higher the customer's ideal congruence in relation to a brand, the higher his intention is to actually choose the brand.

H6: The higher the customer's actual congruence in relation to a brand, the higher is his intention to actually choose the brand.

The utilitarian need of a customer has an important meaning with reference to the purchase (Klein & Melnyk, 2016, pp. 131-132). This culminates in the maximization of tangible aspects that lead to negative and positive results of the product acquisition (Tang, Hsieh, & Chiu, 2017, p. 1250). The evaluation of expected brand characteristics concerning the human being's ideal brand characteristics is understood as the functional congruity (F. Huber, Eisele, & Meyer, 2018, p. 51). Individuals process self-centered information first and perceive it as self-relevant. As a consequence, Sirgy is convinced that the self-congruity distorts the functional congruity. According to his opinion, not self-relevant information is subject to positive distortion due to the evaluation of previously processed self-relevant information (Sirgy et al., 1991, p. 364).

Human beings evaluate if a specific brand is suitable for the self-expression with reference to the satisfaction of the individual needs and therefore the information about the brand personality is processed at first (U. R. Orth & Rose, 2017, p. 317). The ideal congruence is expressed by the awareness of the accordance of two factors: the personality of a brand and the desired person someone would like to be. (Astakhova et al., 2017, p. 664). The person's evaluation of the accordance of the own personality in comparison with the brand personality represents the actual congruence. If the personality of the brand and the personality of the individual are highly congruent the functional attributes of the brand are evaluated positively (Anand & Kaur, 2018, p. 161).

The following hypothesis is based on these findings.

H7: The higher the customer's ideal congruence in relation to a brand, the higher the functional congruence is with regard to the brand.

This circumstance corresponds to the actual congruence:

H8: The higher the customer's actual congruence in relation to a brand, the higher the functional congruence is with regard to the brand.

A low discrepancy between the actual and ideal brand characteristics and therewith a high level of functional congruity lead to a positive valuation (Shujaat, Haroon, Tahir, & Zaman, 2018, p. 69). A possible scenario is that an increased positive valuation of functional brand attributes leads to an increased intention to buy or to use a specific brand (Nikhashemi & Valaei, 2018, p. 98).

This forms the basis for the following hypothesis:

H9: The higher the individual's functional congruence in relation to a brand, the higher his intention is to actually acquire the brand.

How suitably individuals perceive a specific brand to express themselves is understood as the level of self-congruity. This assessment refers to the satisfaction of the need to enhance the self-worth and the need to confirm the self-concept (Jeong & Jang, 2018, p. 1570).

The brand's potential to satisfy these needs results from its level of social conspicuity (Gungordu, Yilmaz, & Yumusak, 2016, p. 782). When it comes to self-expression, brands with a high level of social conspicuity are preferred according to literature (Kauppinen-Räisänen et al., 2018, p. 73). The realization of actual congruity and ideal congruity is influenced by the level of social conspicuity (Roux et al., 2017, p. 103).

H10: The greater the social conspicuity of a brand, the higher the ideal congruence of a consumer is.

H11: The greater the social conspicuity of a brand, the higher the actual congruence of a consumer is.

A reunification of the findings occurs after a separated explanation of the theory of attitude and the theory of congruity with respect to the buying-behavior and its influence on the brand choice.

It is the intention to get a deep understanding of the psychic effect of brands to be able to explain the occurrence of buying-decisions of branded products and services.

The theory of the attitude's explanation of behavior gives an explanation how a connection with the theory of congruity might be possible.

The connecting factor is represented by the personal norm as a totality of values with regard to behavior (S. Huber et al., 2006, p. 349). Personality traits constitute an element of the self-concept and values represent a part of a human being's personality (Sandy et al., 2017, pp. 545-546). It might be possible that these correlations do also apply to the self-centered factors of the actual congruity and the ideal congruity. Due to these results and because of the inclusion of the theoretical knowledge regarding attitude and congruity, it seems logical to replace the personal norm by both constructs of congruity (S. Huber et al., 2006, p. 349).

The functional congruity indirectly influences the buying-behavior and it is comparable with the attitude towards the object (Kressmann et al., 2006).

Because of this, the actual and the ideal congruity represent factors in connection with the attitude towards the object and towards the brand choice (Astakhova et al., 2017, p. 664).

The subjective norm influences the actual congruity and the ideal congruity (J. H. Kim, 2015, p. 358). Individuals use brands as symbols to achieve targets they set themselves with reference to their self-concept (Moliner, Monferrer-Tirado, & Estrada-Guillén, 2018, p. 388). This enables customers to enhance their self-worth or to confirm their self-concept (Blader & Yu, 2017, p. 804). The individual's personality is shaped by the social environment, and additionally it influences the individual's goals (Dalpé, Demers, Verner-Filion, & Vallerand, 2019, p. 281). Human beings valuate information regarding the self-concept and with respect to the requirement of adaption of the current or the ideal self-concept and with respect to the satisfaction of the desired needs (F. Huber et al., 2018, pp. 48-49). This leads to the presumption that the actual and the ideal congruity are influenced by the subjective norm and therefore the model is extended by hypotheses H12 and H13.

H12: The stronger the subjective norm affects the choice of a brand, the higher the ideal congruence is in relation to this brand.

H13: The stronger the subjective norm works with regard to the choice of a brand, the higher the actual congruence with this brand (S. Huber et al., 2006, p. 350).

Figure 5:   Model including hypotheses to explain brand choice behavior
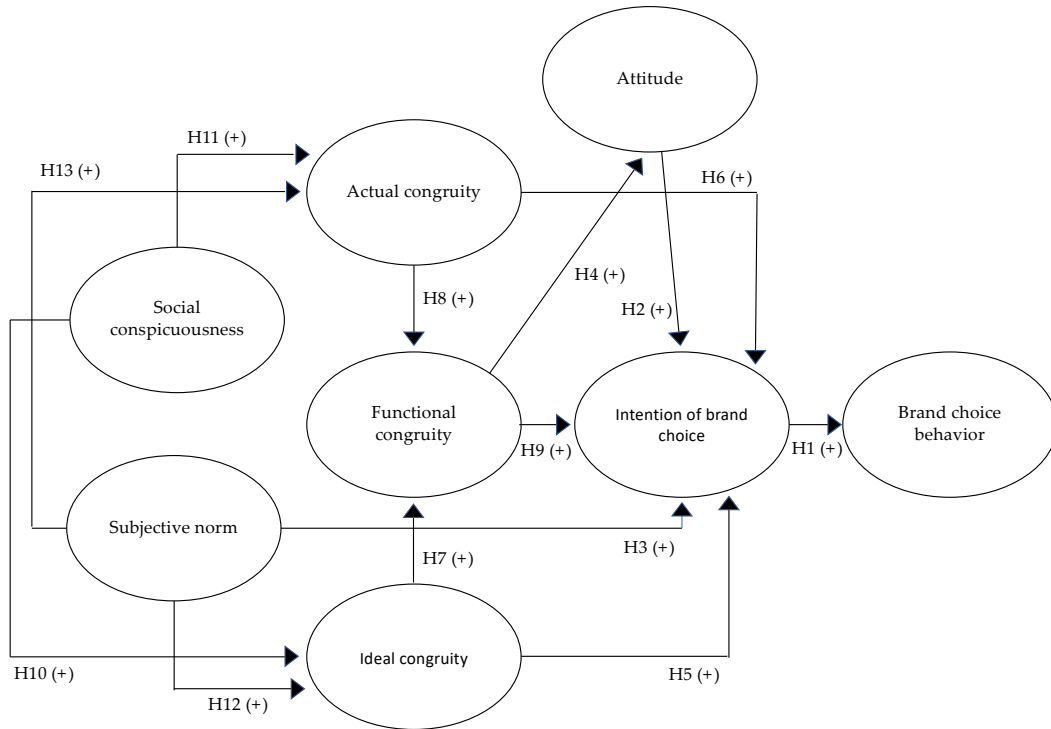
Source: (Huber et al., 2006, p. 350)

7.2   QUESTIONNAIRE DESCRIPTION

This study uses the 7-point-Likert-scale as it is one of the most frequently used tools with reference to social science research (Joshi, Kale, Chandel, & Pal, 2015, p. 396). Compared to the 5-point-Likert-scale, the 7-point-Likert-scale increases the chances that participants perform better because it offers more varieties of opinions (Joshi et al., 2015, p. 398).

The intention of the empirical study is to verify if the hypotheses represent an adequate reproduction of reality and if it leads to an adequate explanation of the customer's brand choice behavior.

The first research object is the Apple Watch. The reason of choice is that this smart watch is one of the most popular models on the smart watch market and it activates a process of information processing before the acquisition (J. E. Lee, Hur, & Watkins, 2018, p. 452).

The used structural equation model and the questionnaire are based on the article "Persönliche und soziale Norm als Determinanten der Markenwahl: Ein Erklärungsansatz auf Basis der neueren Einstellungs- und Kongruenztheorie".

This study considers the frequency of the brand's usage to identify the actual buying behavior (S. Huber et al., 2006, p. 352). The message is that the best medium to predict the behavior in the future is the behavior in the past (Icek Ajzen, 1991, p. 202).

This study considers the individual's and the brand's personality according to Aaker to identify the indicators of self-congruity.

The brand personality's five dimensions are reflected by Aaker's fifteen indicators (Aaker, 1997, pp. 351-352).

Table 2:   Scale to measure the ideal and actual congruity

Item	Rating-scale	Indices of the ideal congruity
The brand X is (personality attributes 1-15)	1= I completely disagree 7= I strongly agree	Index of the measured congruity between brand personality and ideal self-concept of the dimension j (j=1-15)
Ideally I would like to be (personality attributes 1-15)	1= I completely disagree 7= I strongly agree	
The fact that a person is (personality attributes 1-15) is … to me	1= completely unimportant 7= extremely important	
Item	**Rating-scale**	**Indices of the actual congruity**
The brand X is (personality attributes 1-15)	1= I completely disagree 7= I strongly agree	Index of the measured congruity between brand personality and actual self-concept of the dimension j (j=1-15)
I am (personality attributes 1-15)	1= I completely disagree 7= I strongly agree	
The fact that a person is (personality attributes 1-15) is … to me	1= completely unimportant 7= extremely important	

Source: (S. Huber et al., 2006, p. 353)

The Ideal congruity is based on the items IWAK1, IWAK2, IWAK3, IWAK4 and IWAK5. The items of the Actual congruity are AWAK1, AWAK2, AWAK3, AWAK4 and AWAK5. The index of congruity is calculated as follows:

Formula 6:   Calculation of the index of congruity of the Apple Watch

$$AWAK_k = -\frac{\sum\limits_{i=1}^{n} w_{ik}\left| MP_{ik} - ASK_{ik}\right|}{\sum\limits_{i=1}^{n} w_{ik}} \qquad IWAK_k = -\frac{\sum\limits_{i=1}^{n} w_{ik}\left| MP_{ik} - ISK_{ik}\right|}{\sum\limits_{i=1}^{n} w_{ik}}$$

Source: (Bauer, Mäder, & Huber, 2002, p. 699)

wik is the meaning of the personality attribute *i* of the attendee *k.*

MP_{ik} represents the measured expression of the brand personality attribute *i* of the attendee *k.*

$ASKik$ is explained as the measured expression of the actual self-concept attribute *i* of the attendee *k.*

AWAKk defines the weighted average congruity between the brand personality and the actual self-concept of the attendee *k.*

ISKik shows the measured expression of the ideal self-concept attribute *i* of the attendee *k.*

IWAKk defines the weighted average congruity between the brand personality and the ideal self-concept of the attendee *k.*

There is no normal distribution of the items according to the descriptive analysis of the model data and items (Bauer et al., 2002, p. 699).

The attitude about the object is represented by the functional congruity.

Ajzen's Multi-attributes approach shows that the attitude results in the subjective perception of product attributes and their evaluation. This study uses this approach by Ajzen (Icek Ajzen, 1991, p. 191). For each attribute both elements are multiplied. The summation of the products leads to a global setting value.

The salient characteristics of the functional congruity form the basis for the creation of the measured parameter of the attitude of behavior (S. Huber et al., 2006, p. 353). Indirectly the subjective norm is measured on the basis of the approach of the expectation multiplied by value.

The subjective norm's expectation component refers to the estimated response of specific peer groups with reference to a particular behavior. The value

dimension of the subjective norm represents the individual's willingness to behave as relevant third persons expect him to do (S. Huber et al., 2006, pp. 353-354.).

The following table shows the items that the test persons have to answer:

Table 3:   Constructs and their indicators for the Apple Watch

Construct	Indicators that are suitable with regard to the operationalization of the construct
Brand choice	How often have you bought an Apple Watch (rarely/never)?
Intention of brand choice	I intend to buy/wear an Apple Watch (absolutely impossible/very possible). I intend to buy/wear an Apple Watch (definitely doesn't apply/definitely applies). I intend to buy/wear an Apple Watch (not likely at all/extremely likely).
Ideal (actual) congruity	Index of the measured congruity between brand personality and ideal (actual) self-concept of the dimension sincerity Index of the measured congruity between brand personality and ideal (actual) self-concept of the dimension excitement Index of the measured congruity between brand personality and ideal (actual) self-concept of the dimension competence Index of the measured congruity between brand personality and ideal (actual) self-concept of the dimension sophistication Index of the measured congruity between brand personality and ideal (actual) self-concept of the dimension ruggedness
Functional congruity	Apple Watches are well processed. The fact that an Apple Watch is well processed is very unimportant/very important to me. Apple Watches are durable. The fact that an Apple Watch is durable is very unimportant/is very important to me. Apple Watches are made of high-quality materials. The fact that Apple Watches are made of high-quality materials is very unimportant/is very important to me. Apple Watches have a great design. The fact that an Apple Watch has a great design is very unimportant/very important to me.

Construct	Indicators that are suitable with regard to the operationalization of the construct
Attitude	If I buy/wear an Apple Watch, I am wearing a watch that is well processed.
	To buy/wear an Apple Watch which is well processed is very unimportant/very important to me.
	If I buy/wear an Apple Watch, I am wearing a watch that is made of high-quality materials.
	To buy/wear an Apple Watch which is made of high-quality materials is very unimportant/very important to me.
	If I buy/wear an Apple Watch, I buy/wear a watch that has a great design.
	To buy/wear an Apple Watch which has a great design is very unimportant/very important to me.
Subjective norm	My partner thinks that I should buy/wear an Apple Watch.
	During the wearing/buying-process of watches I normally behave as my partner expects me to.
	My best friend thinks that I should buy/ wear an Apple Watch.
	During the wearing/buying-process of watches I normally behave as my best friend expects me to.
	My circle of friends think that I should buy/ wear an Apple Watch.
	During the wearing/buying-process of watches I normally behave as my circle of friends expect me to.
Social conspicuousness	If I wore an Apple Watch, nearly nobody would notice it/nearly everybody would notice it.
	If I wore an Apple Watch, I would think first and foremost of me/I would think first and foremost of others

Source: Own data, (S. Huber et al., 2006, pp. 354-356)

The second research object is the brand Rolex as it is the most popular luxury watch. This study uses the same structural equation model and the same questionnaire as in the study of Apple. Just like the previous study the research about Rolex considers the individual's and the brand's personality according to Aaker to identify the indicators of self-congruity.

Table 4:   Scale to measure the ideal and the actual congruity

Item	Rating-scale	Indices of the ideal congruity
The brand X is (personality attributes 1-15)	1= I completely disagree 7= I strongly agree	Index of the measured congruity between brand personality and ideal self-concept of the dimension j (j=1-15)
Ideally I would like to be (personality attributes 1-15)	1= I completely disagree 7= I strongly agree	
The fact that a person is (personality attributes 1-15) is … to me	1= completely unimportant 7= extremely important	
Item	Rating-scale	Indices of the actual congruity
The brand X is (personality attributes 1-15)	1= I completely disagree 7= I strongly agree	Index of the measured congruity between brand personality and actual self-concept of the dimension j (j=1-15)
I am (personality attributes 1-15)	1= I completely disagree 7= I strongly agree	
The fact that a person is (personality attributes 1-15) is … to me	1= completely unimportant 7= extremely important	

Source: (S. Huber et al., 2006, p. 353)

The Ideal congruity is based on the items IWAK1, IWAK2, IWAK3, IWAK4 and IWAK5 whereas AWAK1, AWAK2, AWAK3, AWAK4 and AWAK5 represent the items of the Actual congruity.

The latent variables, the items of the model as well as the calculation of the index of congruity for Rolex are in accordance with the study of the Apple Watch.

Formula 7:   Calculation of the index of congruity of Rolex

$$AWAK_k = -\frac{\sum\limits_{i=1}^{n} w_{ik} \left| MP_{ik} - ASK_{ik} \right|}{\sum\limits_{i=1}^{n} w_{ik}} \qquad IWAK_k = -\frac{\sum\limits_{i=1}^{n} w_{ik} \left| MP_{ik} - ISK_{ik} \right|}{\sum\limits_{i=1}^{n} w_{ik}}$$

Source: (Bauer et al., 2002, p. 699)

There is no normal distribution of the items according to the descriptive analysis of the model data and items (Bauer et al., 2002, p. 699). The attitude towards the object is represented by the functional congruity.

In accordance with the study of the Apple Watch this study for Rolex also uses Ajzen's Multi-attributes approach. It explains that the attitude results from the

subjective perception of product attributes and their evaluation (Icek Ajzen, 1991, p. 191). For each attribute both elements are multiplied. Then the summation of the products leads to a global setting value.

The salient characteristics of the functional congruity form the basis for the building of the measured parameter of the attitude of behavior (S. Huber et al., 2006, p. 353). Indirectly the subjective norm is measured on the basis of the approach of the expectation multiplied by value.

The subjective norm's expectation component refers to the estimated response of specific peer groups with reference to a particular behavior. The value dimension of the subjective norm represents the individual's willingness to behave as relevant third persons expect him to (S. Huber et al., 2006, pp. 353-354.).

The following chart shows the items that the test persons have to answer:

Table 5: Constructs and their indicators for Rolex

Construct	Indicators that are suitable with regard to the operationalization of the construct
Brand choice	How often have you bought a watch of the brand Rolex (rarely/never)?
Intention of brand choice	I intend to buy wear a watch of the brand Rolex (absolutely impossible/very possible).
	I intend to buy/wear a watch of the brand Rolex (definitely doesn't apply/definitely applies).
	I intend to buy/wear a watch of the brand Rolex
	(not likely at all/extremely likely).
Ideal (actual) congruity	Index of the measured congruity between brand personality and ideal (actual) self-concept of the dimension sincerity
	Index of the measured congruity between brand personality and ideal (actual) self-concept of the dimension excitement
	Index of the measured congruity between brand personality and ideal (actual) self-concept of the dimension competence
	Index of the measured congruity between brand personality and ideal (actual) self-concept of the dimension sophistication
	Index of the measured congruity between brand personality and ideal (actual) self-concept of the dimension ruggedness.

Construct	Indicators that are suitable with regard to the operationalization of the construct
Functional congruity	Watches of the brand Rolex are well processed. The fact that a watch of the brand Rolex is well processed is very unimportant/very important to me. Watches of the brand Rolex are durable. The fact that a watch of the brand Rolex is durable is very unimportant/is very important to me. Watches of the brand Rolex are made of high-quality materials. The fact that watches of the brand Rolex are made of high-quality materials is very unimportant/is very important to me. Watches of the brand Rolex have a great design. The fact that watches of the brand Rolex have a great design is very unimportant/very important to me.
Attitude	If I buy/wear a watch of the brand Rolex, I am wearing a watch that is well processed. To buy/wear a watch of the brand Rolex which is well processed is very unimportant/very important to me. If I buy/wear a watch of the brand Rolex, I am wearing a watch that is made of high-quality materials. To buy/wear a watch of the brand Rolex which is made of high-quality materials is very unimportant/very important to me. If I buy/wear a watch of the brand Rolex, I buy/ wear a watch that has a great design. To buy/wear a watch of the brand Rolex which has a great design is very unimportant/very important to me.
Subjective norm	My partner thinks that I should buy/wear a watch of the brand Rolex. During the wearing/buying-process of watches I normally behave as my partner expects me to. My best friend thinks that I should buy/ wear a watch of the brand Rolex. During the wearing/buying-process of watches I normally behave as my best friend expects me to. My circle of friends think that I should buy/ wear a watch of the brand Rolex. During the wearing/buying-process of watches I normally behave as my circle of friends expect me to.
Social conspicuousness	If I wore a watch of the brand Rolex, nearly nobody would notice it/nearly everybody would notice it. If wore a watch of the brand Rolex, I would think first and foremost of me/I would think first and foremost of others.

Source: Own data, (S. Huber et al., 2006, pp. 354-356)

7.3   SAMPLE AND SOCIO-DEMOGRAPHIC CHARACTERISTICS

Literature shows that women have more positive attitudes towards luxury brands and therewith towards luxury watches than men (Stokburger-Sauer & Teichmann, 2013, p. 895).

Researchers revealed that independent and dominant men prefer exclusivity and elitism whereas emotional women emphasize refinement (Roux et al., 2017, p. 110).

Literature explains that heritage luxury brands increase the individuals' perceived emotional, functional and monetary values regardless of their group of age. The customer's difference of age does additionally not matter with regard to the purchase motive of heritage luxury product's value appreciation. Customers are of the opinion that products of heritage brands will increase their value over time and are able to be perceived as investment. The late-adolescent customers are the ones that are most interested in the monetary appreciation of luxury brands. Researchers explain that late-adolescent customers have a higher intention to adapt trends in comparison with other groups of age. This leads to the fact that the resale value of heritage luxury brands is important to them. Elderly customers consider the product's inheritance value as more important in comparison with young and middle-aged customers. Independent from the individual's age, customers perceive the function of social adjustment and the hedonic function as relevant. The majority of younger customers have a poor self-image and are more insecure in comparison with older customers (Halwani, 2020). As a result of this, they have the intention to impress their peers and they show a materialistic purchase behavior (L. Chang & Arkin, 2002, p. 404). The majority of elderly individuals perceive a high emotional value because of the purchase experience of heritage luxury brands (Francesca & Caroline, 2003, p. 103). Middle-aged and late-adolescent customers buy heritage luxury brands to relieve stress and to perceive excitement and to have a positive shopping experience (Halwani, 2020). The perception of the hedonic and the financial value of luxury brands is similar on behalf of Chinese and Germany individuals. The level of self-symbolic value of German customers is higher in comparison with Chinese customers. On the other hand, the functional value perception as well as the socio-symbolic perception of Chinese customers is higher compared with German individuals (Faschan, Chailan, & Huaman-Ramirez, 2020, p. 225). Researchers

found out that the effect of self-monitoring on value-expressive attitude is significant with respect to male test persons and non-significant for female respondents. The effect of need for uniqueness on the socio-adjustive attitude is weaker for female respondents in comparison with the male respondents. The effect of need for uniqueness on the socio-adjustive attitude is stronger for older individuals. The effect of self-monitoring on the value-expressive attitude is significant for older respondents (Soundararaj Ajitha & Sivakumar, 2019, p. 452). Personalization, order and delivery management, customer service, entertainment value and trust are critical dimensions for female luxury customers that influences e-satisfaction. In comparison delivery and order management are the only dimensions that influence e-satisfaction with reference to male luxury consumers (J.-H. Kim, 2020, p. 79).

Table 6:   Sample of the Apple Watch based on the anonymous questionnaire

Number of questions	Type of rating-scale	Total sample size	Number of sample after the selection of relevant questionnaires
98	7-point-Likert scale	652	n=398

Source: Own Data

The anonymous questionnaire of the Apple Watch was raised online on 05/07/2021. The questionnaire for the Apple Watch includes 98 questions. The total sample of the questionnaire includes 652 attendees.

The test persons were able to answer the questions with the 7-point-Likert scale except the questions regarding the demography and the control questions.

The answered questionnaires are selected as follows:

The questionnaire includes four control questions that which identify if the test persons are able to tell what the previous questions were about. Only questionnaires are tolerated in which the first three control questions were answered correctly.

I only tolerated a deviation ≥ 0.5 with reference to the questions which are included in the structural equation model. This selection results in a sample with a number of n=398.

Table 7: Demographics of the sample of the Apple Watch based on the anonymous questionnaire

Demographics	Frequency	Percentage
Gender		
Diverse	1	0.25 %
Female	144	36.18 %
Male	253	63.57 %
Total	398	100.00 %
Age Category		
18-25	67	16.83 %
26-35	186	46.73 %
36-45	93	23.37 %
46-55	35	8.79 %
56-65	11	2.76 %
66-75	6	1.51 %
Nationality		
Albania	1	0.25 %
Blegium	1	0.25 %
Brazil	12	3.02 %
Cambodia	1	0.25 %
Canada	8	2.01 %
Central African Republic	1	0.25 %
France	3	0.75 %
Georgia	1	0.25 %
Germany	56	14.07 %
India	132	33.17 %
Indonesia	1	0.25 %
Ireland	1	0.25 %
Italy	24	6.03 %
Mexico	2	0.50 %
Pakistan	1	0.25 %
Poland	1	0.25 %
Romania	1	0.25 %
Singapore	1	0.25 %
Spain	4	1.01 %
Turkey	1	0.25 %
United Kingdom	9	2.26 %
United States	135	33.92 %
Vietnam	1	0.25 %

Source: Own Data

The demographics of the data shows that one test person is diverse. The majority of the test persons are male with a percentage of 63.57 percent. 36.18 percent are female. 46.73 percent of the test persons are from 26-35 years of age. The second biggest part belongs to the age category 36-45 years. 16.83 percent belong to the youngest age category from 18-25 years. With a percentage of 33.92 percent most of the test persons are from the United States. 33.17 percent come from India. 14.07 percent of the test persons come from Germany.

Table 8:   Sample of Rolex based on the anonymous questionnaire

Number of questions	Type of rating-scale	Total sample size	Number of sample after the selection of relevant questionnaires
98	7-point-Likert scale	794	n=538

Source: Own Data

The anonymous questionnaire of Rolex was raised online on 10/05/2021. The questionnaire for Rolex includes 98 questions. The total sample of the questionnaire includes 794 attendees.

The test persons were able to answer the questions with the 7-point-Likert scale except the questions regarding the demography and the control questions.

The answered questionnaires are selected in the same way as the questionnaires of the Apple Watch were selected.

This selection results in a sample with a number of n=538.

Table 9:   Demographics of the sample of Rolex based on the anonymous question-
            naire

Demographics	Frequency	Percentage
Gender		
Female	246	45.72 %
Male	292	54.28 %
Total	538	100.00 %
Age Category		
18-25	139	25.84 %
26-35	228	42.38 %
36-45	141	26.21 %
46-55	28	5.20 %
56-65	2	0.37 %
Nationality		
Albania	2	0.37 %
Angola	1	0.19 %
Bangladesh	1	0.19 %
Belgium	2	0.37 %
Brazil	20	3.72 %
Canada	8	1.49 %
France	3	0.56 %
Georgia	3	0.56 %
Germany	19	3.53 %
India	245	45.54 %
Indonesia	6	1.12 %
Italy	45	8.36 %
Mexico	3	0.56 %
Philipines	1	0.19 %
Romania	7	1.30 %
Spain	5	0.93 %
United Kingdom	23	4.28 %
United States	135	25.09 %
Venezuela	8	1.49 %
Vietnam	1	0.19 %

Source: Own Data

The majority of the test persons are male with a percentage of 54.28 percent. 45.72 percent are female. The majority of the participants are from 26-35 years of age with a percentage of 42.48 percent. The second biggest group represents the age category 36-45 with a percentage of 26.21 percent. 25.84 percent of the test persons are 18-25 years old. With a percentage of 45.54 percent most of the test persons are from India. The second highest number of test persons are from the United States with a percentage of 25.09 percent. Italy represent the third biggest group of population with 8.36 percent.

This study shows that a higher percentage of women are interested in luxury watches with reference to smart watches as more female test persons took part in the study concerning Rolex. The proportion of the male percentage is higher referring to the questionnaire of the Apple Watch and this shows that men are more interested in smart watches than women. The age category 26-35 represents the majority of the test persons concerning the Apple Watch as well as Rolex. This research reveals that more younger persons are interested in luxury watches in comparison to smart watches as the percentage of the probands of the age category 18-25 years is 53,53 percent higher with reference to Rolex. Another difference is that most of the participants of the Rolex questionnaire are from India with a percentage of 45.54 percent whereas most of the test persons of the Apple Watch questionnaire are from the United States with a percentage of 33.92 percent.

7.4   DATA ANALYSIS

The basic assumption for structural equation models is the multivariate normal distribution. If the distribution of the data is not normal there is the possibility for researchers to take robust robust estimation algorithms (Urban & Mayerl, 2013, p. 15). The used items of this model were examined in this regard.

Table 10: Mardia-Test of multivariate normal distribution of the data of the Apple
           Watch

```
$multivariateNormality
            Test          Statistic p value Result
1 Mardia Skewness 8883.25811781967         0     NO
2 Mardia Kurtosis  43.502839447295         0     NO
3            MVN              <NA>      <NA>     NO
```

Source: Own data

With regard to the data of the Apple Watch, the Mardia-Skewness-Test as well as the Mardia-Kurtosis-Test show a p-value close to zero. This means that the zero-hypotheses and therewith the multivariate normal distribution have to be rejected with regard to the level of significance.

Figure 6:   Normal distribution quantil-plot of the items data of the Apple Watch
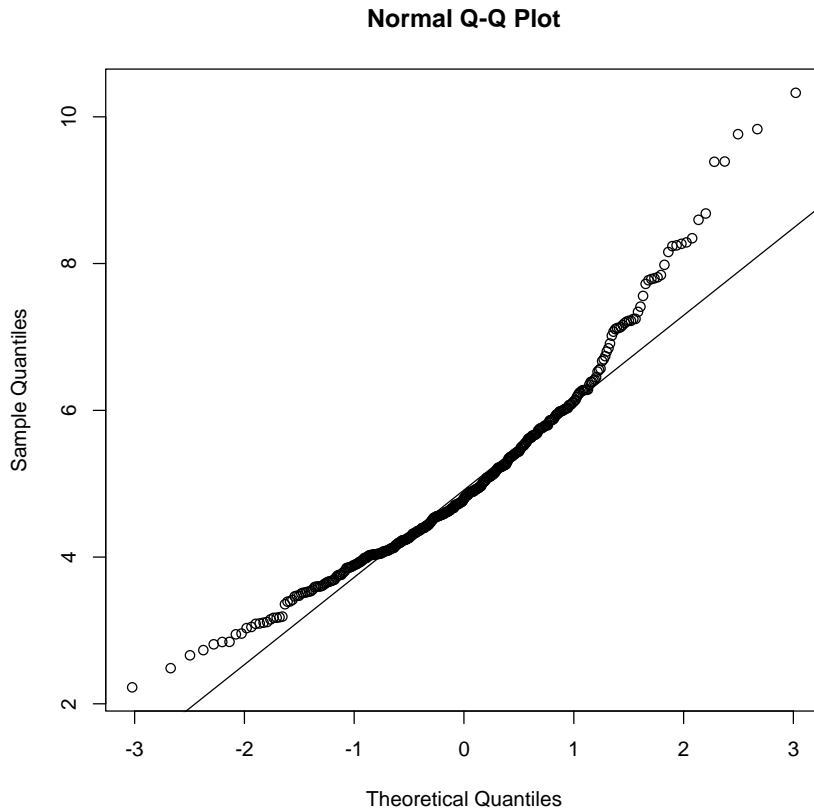
Source: Own data

The normal distribution quantil-plot confirms the absence of a multivariate normal distribution. If the data confirmed a multivariate normal distribution, the plots would lie nearly on the line.

The verification of each item with reference to normal distribution with the help of the Shapiro-Wilk-Test leads to a rejection of the zero-hypothesis due to the fact that the p-value for each item is <0.001. This leads to the result that a multivariate normal distribution with regard to the data of the Apple Watch cannot be confirmed.

The missing multivariate normal distribution is considered by the use of a maximum likelihood estimation of robust standard errors with the help of a maximum likelihood estimator (Chou, Bentler, & Satorra, 1991, pp. 347-348).

This study considers a Mardia-test to evaluate if there exists a multivariate normal distribution of the data (N. Kim, 2020, p. 502).

Table 11: Mardia-Test of multivariate normal distribution of the data of Rolex

```
$multivariateNormality
            Test      Statistic p value Result
1 Mardia Skewness 12695.7629163348        0     NO
2 Mardia Kurtosis 77.3125409528727        0     NO
3            MVN              <NA>     <NA>     NO
```

Source: Own data

With regard to the data of Rolex, the Mardia-Skewness-Test as well as the Mardia-Kurtosis-Test show a p-value close to zero. This means that the zero-hypotheses and therewith the multivariate normal distribution have to be rejected with regard to the level of significance.

Figure 7: Normal distribution quantil-plot of the items data of Rolex

Normal Q-Q Plot
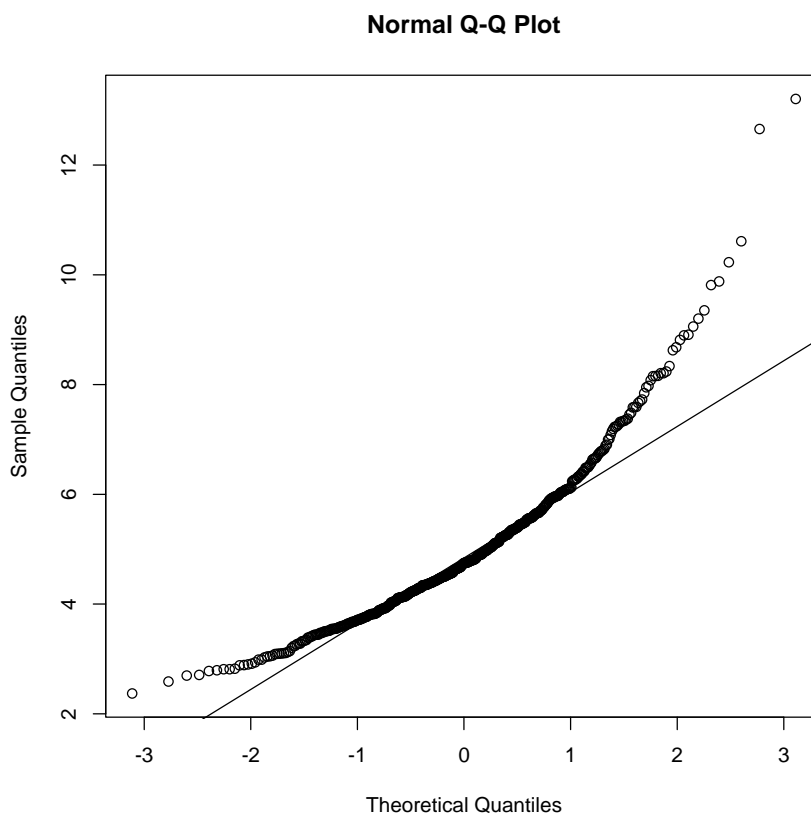
Source: Own data

With regard to the data of Rolex the normal distribution quantil-plot confirms the absence of a multivariate normal distribution. If the data confirmed a multivariate normal distribution, the plots would lie nearly on the line.

The verification of each item with reference to normal distribution with the help of the Shapiro-Wilk-Test leads to a rejection of the zero-hypothesis due to the fact that the p-value for each item is <0.001. This leads to the result that a multivariate normal distribution with regard to the data of Rolex cannot be confirmed.

The missing multivariate normal distribution is considered by the usage of a maximum likelihood estimation of robust standard errors with the help of a maximum likelihood estimator (Chou et al., 1991, pp. 347-348).

This study considers the Harman's single-factor test which represents a common method to address the issue of common method variance followed by a factor analysis with one factor for all items used. If the percentage of the variance which is explained by this single factor were higher than the majority, it would be an indication of a common method variance (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003, p. 889).

Table 12: Percentage of the variance with one factor with regard to the items

	Apple Watch	Rolex
Percentage of the variance	33.30%	34.50%

Source: Own data

With regard to the Apple Watch as well as to Rolex, the proportion of the variance is lower than fifty percent which does not confirm a common method variance (Podsakoff et al., 2003, p. 890).

To check the internal consistency of the scales Cronbach's alpha was determined for all factors.

Table 13: Cronbach's alpha of all items with regard to the starting model of the
          Apple Watch

Factors:	Functional congruity	Actual congruity	Ideal congruity	Subjective norm	Social conspicuousness	Attitude	Intention of brand choice	Brand choice behavior
Items:	Q73xQ74 Q75xQ76 Q77xQ78 Q79xQ80	AWAK1 AWAK2 AWAK3 AWAK4 AWAK5	IWAK1 IWAK2 IWAK3 IWAK4 IWAK5	Q87xQ88 Q89xQ90 Q91xQ92	Q93 Q94	Q81xQ82 Q83xQ84 Q85xQ86	Q20 Q37 Q54 Q71	Q72
Cronbach's alpha	0,88	0,75	0,82	0,91	0,37	0,89	0,95	-

Source: Own data

As mentioned before a maximum likelihood estimation of robust standard errors considers the missing normal distribution (Chou et al., 1991, pp. 347-348).

The items IWAKi show a strong correlation with the corresponding internal dimension item AWAKi. This is the result of a correlation analysis with regard to the items. The correlation coefficient between IWAK1 and AWAK1 is 0.691. This shows that it is a relevant factor that affects both items. Therefore, the covariances between IWAKi and AWAKi are released for estimation. The same was done for the factors attitude and functional congruity due to their high level of correlation between them.

An evaluation with reference to the reliability and validity by use of Cronbach's alpha and confirmatory factor analysis (only possible with at least three items) follows. Researchers have to evaluate if items should be eliminated in case the values are unsatisfactory.

If more than three items are used, there is an acceptable measurement if Cronbach's alpha is at least 0.7. If three items are used, there is an acceptable measurement if Cronbach's alpha is at least 0.6. If Cronbach's alpha is at least 0.5, there is an acceptable measurement if two items are used.

If both items, question 93 and question 94, of the latent variable Social Conspicuousness were used, the evaluation with the help of Cronbach's alpha was unsuitable. The reason is the value of Cronbach's alpha which was below 0.5 as well as the low reliability. As a result of this social conspicuousness there is only one item left which is represented by question 94.

The factor loading for the single-indicator measurement models, brand choice behavior and social conspicuousness, are fixed to 1 and the residual variance is fixed to 0. This corresponds to the presetting for R/Lavaan (Rosseel, 2012, p. 12).

Table 14: Cronbach's alpha of all items with regard to the starting model of Rolex

Factors:	Functional congruity	Actual congruity	Ideal congruity	Subjective norm	Social conspicuousness	Attitude	Intention of brand choice	Brand choice behavior
Items:	Q73xQ74 Q75xQ76 Q77xQ78 Q79xQ80	AWAK1 AWAK2 AWAK3 AWAK4 AWAK5	IWAK1 IWAK2 IWAK3 IWAK4 IWAK5	Q87xQ88 Q89xQ90 Q91xQ92	Q93 Q94	Q81xQ82 Q83xQ84 Q85xQ86	Q20 Q37 Q54 Q71	Q72
Cronbach's alpha	0,89	0,78	0,79	0,95	0,49	0,90	0,97	-

Source: Own data

A maximum likelihood estimation of robust standard errors considers the missing normal distribution (Chou et al., 1991, pp. 347-348).

The items IWAKi show a strong correlation with the corresponding internal dimension item AWAKi. This is the result of the correlation analysis with regard to the items. The correlation coefficient between IWAK1 and AWAK1 is 0.826. This shows it is a relevant factor that affects both items. The covariances between IWAKi and AWAKi are released for estimation. The same was done for the factors attitude and functional congruity due to their high level of correlation between them.

To check the dimensionality and variance extraction of the used scales an evaluation with reference to the reliability and validity by use of Cronbach's alpha and confirmatory factor analysis (only possible with at least three items) follows. Researchers have to evaluate if items should be eliminated if the values are unsatisfactory.

If more than three items are used, there is an acceptable measurement if Cronbach's alpha is at least 0.7. If three items are used, there is an acceptable measurement if Cronbach's alpha is at least 0.6. If Cronbach's alpha is at least 0.5, there is an acceptable measurement if two items are used (Kumar, 2018, p. 211).

If both items, question 93 and question 94, of the latent variable Social Conspicuousness were used, the evaluation with the help of Cronbach's alpha was unsuitable. The reason is the low reliability of Cronbach's alpha which is 0.49 and thus

below 0.5. As a result of this social conspicuousness there is only one item left which is represented by question 94 (S. Huber et al., 2006, p. 354).

All items (IWAKi and AWAKi) are included in this study due to a suitable result of Cronbach's alpha and a good reliability.

The factor loading for the single-indicator measurement models, brand choice behavior and social conspicuousness, is fixed to 1 and the residual variance is fixed to 0. This corresponds to the presetting for R/Lavaan (Rosseel, 2012, p. 12).

7.5 DISCUSSION AND IMPLICATIONS OF THE RESULTS

Table 15: Overview of the total and the partial criteria of the Apple Watch

Quality criterion:	χ^2/df	RMSEA	SRMR	CFI	NNFI
Value	$\dfrac{792.83}{281}$	0.075	0.103	0.913	0.899

Local quality criteria					
Factor	Indicator	Standardized loading	t-value of the loading	Indicator reliability	Factor reliability	Ø extracted variance (AVE)
Subjective Norm	Q87xQ88	0.766	-	0.587	0.918	0.792
	Q89xQ90	0.941	20.184	0.855		
	Q91xQ92	0.934	20.692	0.872		
Social conspicuousness	Q94	1	-	1	-	-
Functional congruity	Q73xQ74	0.766	-	0.587	0.879	0.646
	Q75xQ76	0.749	18.574	0.561		
	Q77xQ78	0.850	20.114	0. 723		
	Q79xQ80	0.855	19.385	0.731		
Attitude	Q81xQ82	0.859	-	0.738	0.885	0.721
	Q83xQ84	0.833	26.806	0.694		
	Q85xQ86	0.854	28.809	0.729		
Intention of brand choice	Q20	0.894	-	0.799	0.950	0.826
	Q37	0.924	37.134	0.854		
	Q54	0.928	38.389	0.861		
	Q71	0.988	27.580	0.790		
Brand choice behavior	Q72	1	-	1	-	-
Ideal congruity	IWAK1	0.767	-	0.588	0.791	0.438
	IWAK2	0.681	10.830	0.464		
	IWAK3	0.580	9.288	0.336		
	IWAK4	0.672	10.520	0.452		
	IWAK5	0.590	9.980	0.348		
Actual congruity	AWAK1	0. 658	-	0.433	0.713	0.338
	AWAK2	0. 610	8.417	0.372		
	AWAK3	0.585	7.091	0.342		
	AWAK4	0.631	8.692	0.398		
	AWAK5	0.419	7.840	0.176		

Source: Own data, (S. Huber et al., 2006, p. 358)

Global quality criteria are extracted from R/Lavaan. The robust indices are used. If no robust indices are available, this study uses the so-called scaled indices (Rosseel, 2012, p. 27).

Subjective norm, Social conspicuousness, Functional congruity, Attitude, Intention of brand choice, Brand choice behavior, Ideal congruity and Actual congruity represent the latent variables of the model. The indicators of Subjective norm are Question 87 x Question 88, Question 89 x Question 90 and Question 91 x Question 92. The latent variable Social conspicuousness is based on the indicator of Question 94. The indicators of Functional congruity are Question 73 x Question 74, Question 75 x Question 76, Question 77 x Question 78 and Question 79 x Question 80. Question 81 x Question 82, Question 83 x Question 84 and Question 85 x Question 86 form the indicators of Attitude. The latent variable Intention of brand choice is based on Questions 20, 37, 54 and 71. Question 72 represents the indicator of Brand choice behavior. The Ideal congruity is based on the indicators IWAK1, IWAK2, IWAK3, IWAK4 and IWAK5 whereas AWAK1, AWAK2, AWAK3, AWAK4 and AWAK5 represent the indicators of the Actual congruity.

Table 16: Path coefficients / regression coefficients of the Apple Watch

Regressions	Paths	Unstandardized path coefficients	Standard errors	t-value	p-value of testing significance of the coefficients	Standardized path coefficients (β)
Functional congruity is based on Ideal congruity + Actual congruity	Ideal congruity → Functional congruity Actual congruity → Functional congruity	5.666 0.078	0.756 0.979	7.497 0.079	0.000 0.937	0.479 0.005
Intention of brand choice is based on Ideal congruity + Actual congruity + Functional congruity + Subjective norm + Attitude	Ideal congruity → Intention of brand choice Actual congruity → Intention of brand choice Functional congruity → Intention of brand choice Subjective norm → Intention of brand choice Attitude → Intention of brand choice	0.702 0.733 0.111 0.044 - 0.080	0.148 0.190 0.103 0.010 0.090	4.734 3.857 1.076 4.469 - 0.894	0.000 0.000 0.282 0.000 0.371	0.332 0.266 0.622 0.292 - 0.515
Brand choice behavior is based on Intention of brand choice	Intention of brand choice → Brand choice behavior	0.326	0.080	4.097	0.000	0.263
Attitude is based on Functional congruity	Functional congruity → Attitude	1.144	0.076	15.013	0.000	0.994
Actual congruity is based on Subjective norm + Social conspicuousness	Subjective norm → Actual congruity Social conspicuousness → Actual congruity	0.025 0.047	0.004 0.024	5.485 1.952	0.000 0.051	0.452 0.161
Ideal congruity is based on Subjective norm + Social conspicuousness	Subjective norm → Ideal congruity Social conspicuousness → Ideal congruity	0.030 0.057	0.005 0.025	5.924 2.294	0.000 0.022	0.423 0.152

Source: Own data

Table 17: Mean score and standard deviation of the factors of the Apple Watch

Factors	Mean scores	Standard deviation
Functional congruity	0	8.27
Ideal congruity	0	0.67
Actual congruity	0	0.49
Intention of brand choice	0	1.55
Subjective norm	0	9.95
Social conspicuousness	0	1.92
Attitude	0	9.51
Brand choice behavior	0	1.91

Source: Own data

In the subsequent text the residual analysis of the Apple Watch will be discussed. The centered values of the factors were created in R/Lavaan with lavPredict(). Based on these values and based on the estimated path coefficients from the structural equation model estimation, the residuals are calculated.

Regression of Functional congruence:

Residuals of Functional congruity$_i$ = Functional congruity$_i$−(5.666·Ideal congruity$_i$+0.078·Actual congruity$_i$)

Figure 8: Normal quantil-plot of the Functional congruity residuals of the Apple Watch
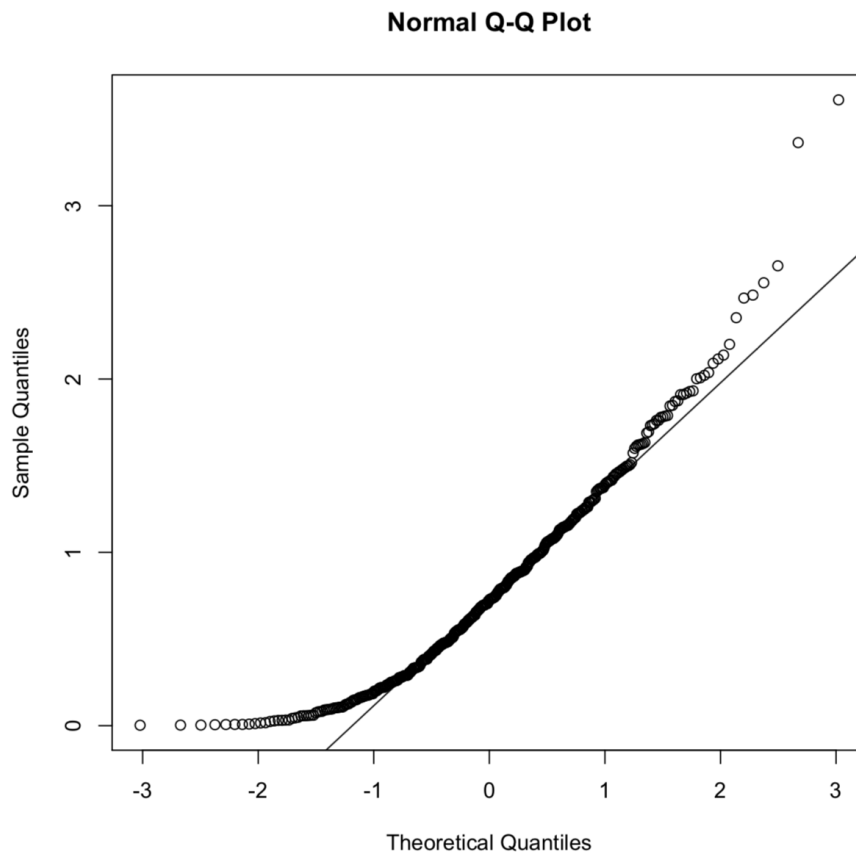
Normal Q-Q Plot

Source: Own data

Regression of Intention of brand choice:

Residuals of Intention of brand choice$_i$ = Intention of brand choice$_i$−(0.702·Ideal congruity$_i$+0.733·Actual congruity$_i$+0.111·Functional congruity$_i$+0.044·Subjective norm$_i$−0.08·Attitude$_i$)

Figure 9:   Normal quantil-plot of brand choice intention residuals of the Apple Watch
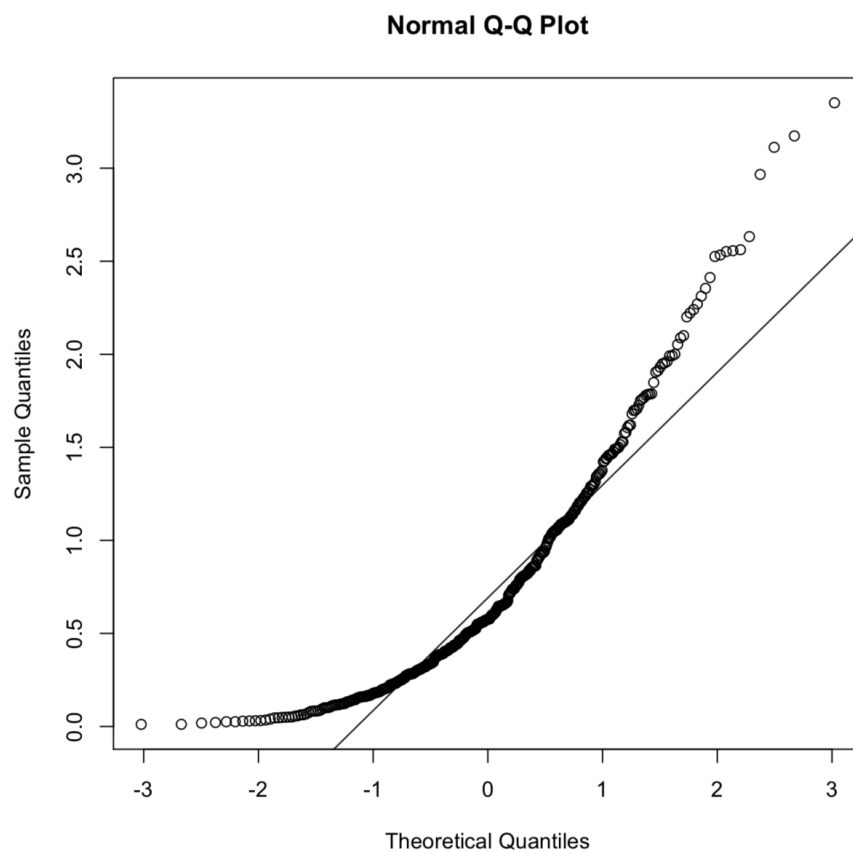
Normal Q-Q Plot

Source: Own data

Regression of brand choice behavior:

Residuals brand choice behavior $_i$ = Brand choice behavior $_i$ − 0.326·Intention of brand choice$_i$

Figure 10: Normal quantil-plot of Brand choice behavior residuals of the Apple Watch

Normal Q-Q Plot
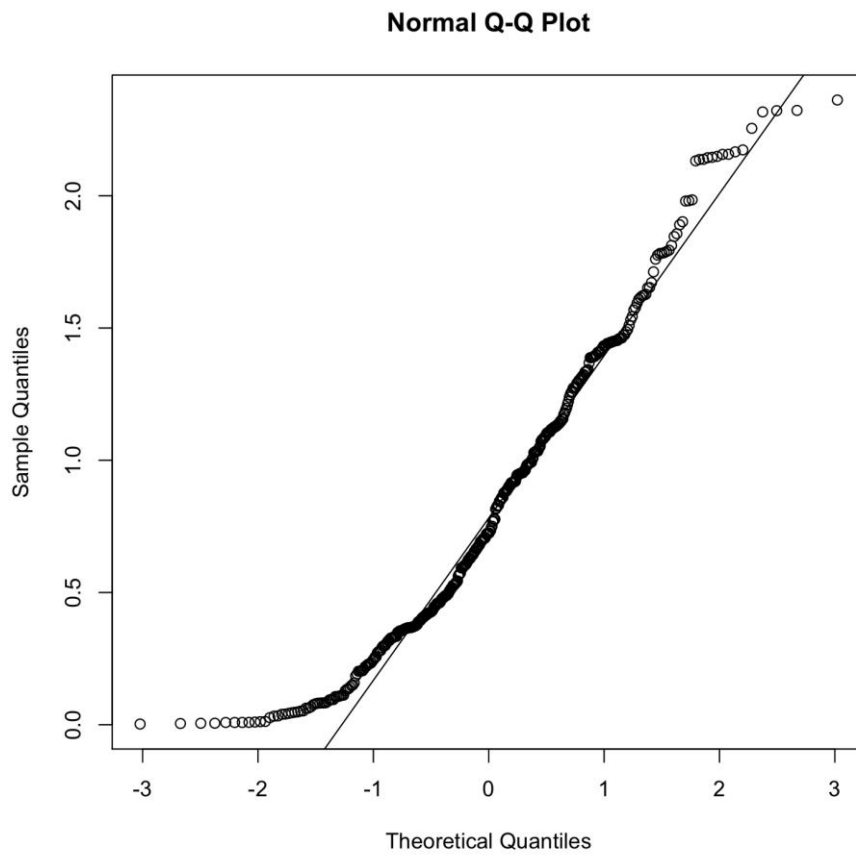
Source: Own data

Regression of Attitude:

Residuals of $\text{Attitude}_i = \text{Attitude}_i - 1.144 \cdot \text{Functional congruity}_i$

Figure 11: Normal quantil-plot of Attitude residuals of the Apple Watch
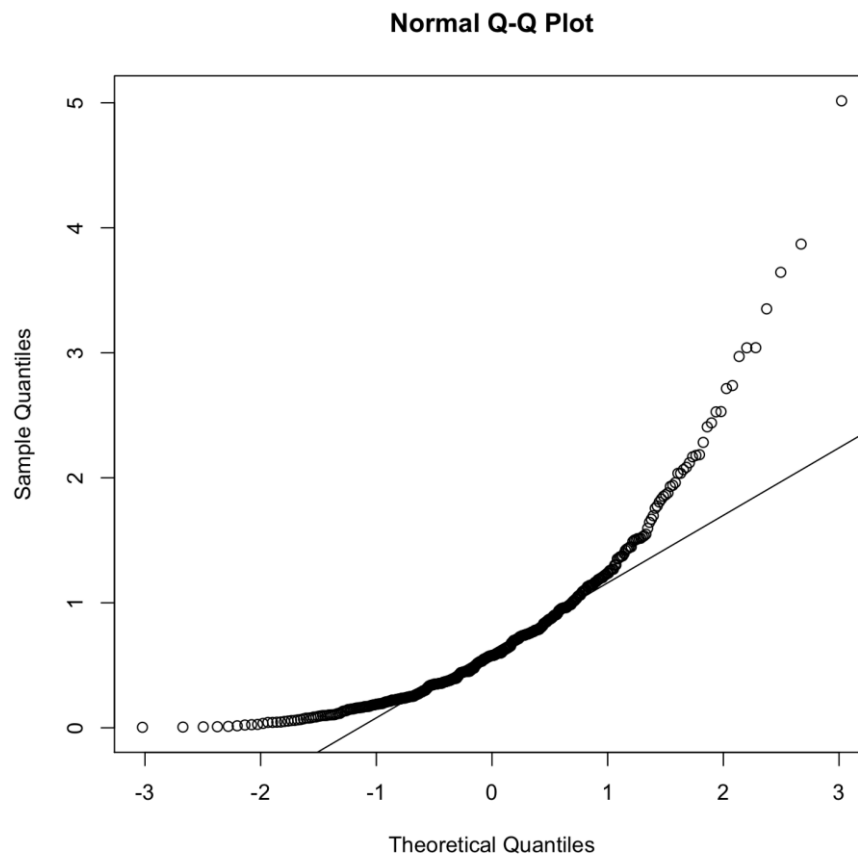
Normal Q-Q Plot

Source: Own data

Regression of Actual congruity:

Residuals of Actual congruity$_i$ = Actual Congruity$_i$ − (0.025·Subjective norm$_i$ + 0.047·Social conspicuousness$_i$)

Figure 12: Normal quantil-plot of Actual congruity residuals of the Apple Watch
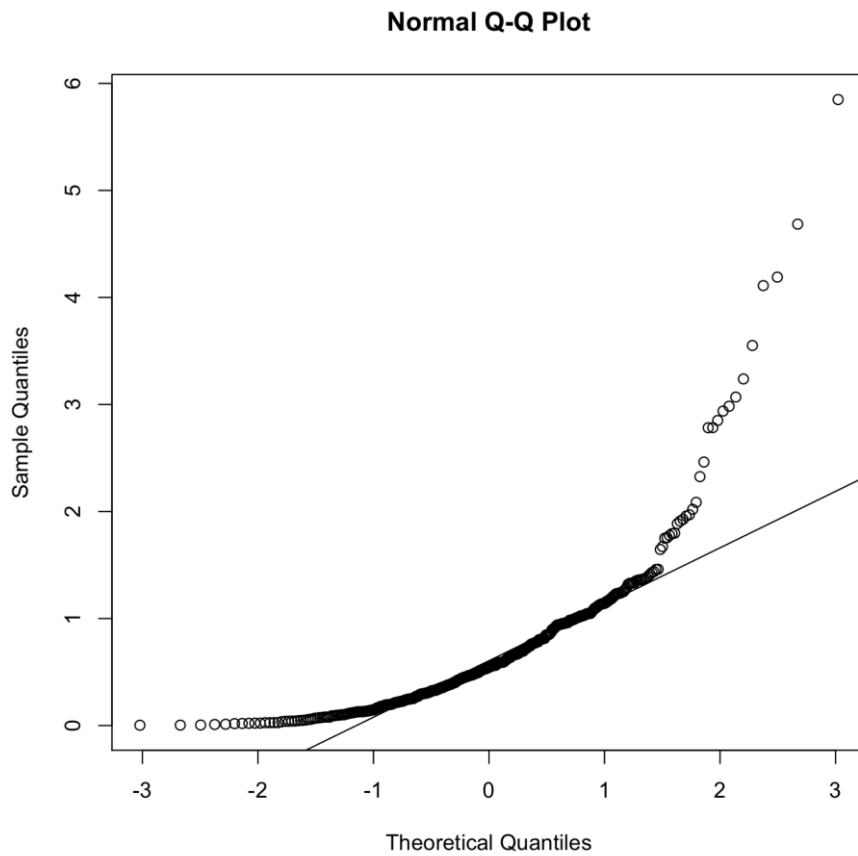
Normal Q-Q Plot

Source: Own data

Regression of Ideal congruity:

Residuals Ideal congruity$_i$ = Ideal congruity$_i$−(0.03·Subjective norm$_i$ +0.057·Social conspicuousness$_i$)

Figure 13: Normal quantil-plot of Ideal congruity residuals of the Apple Watch
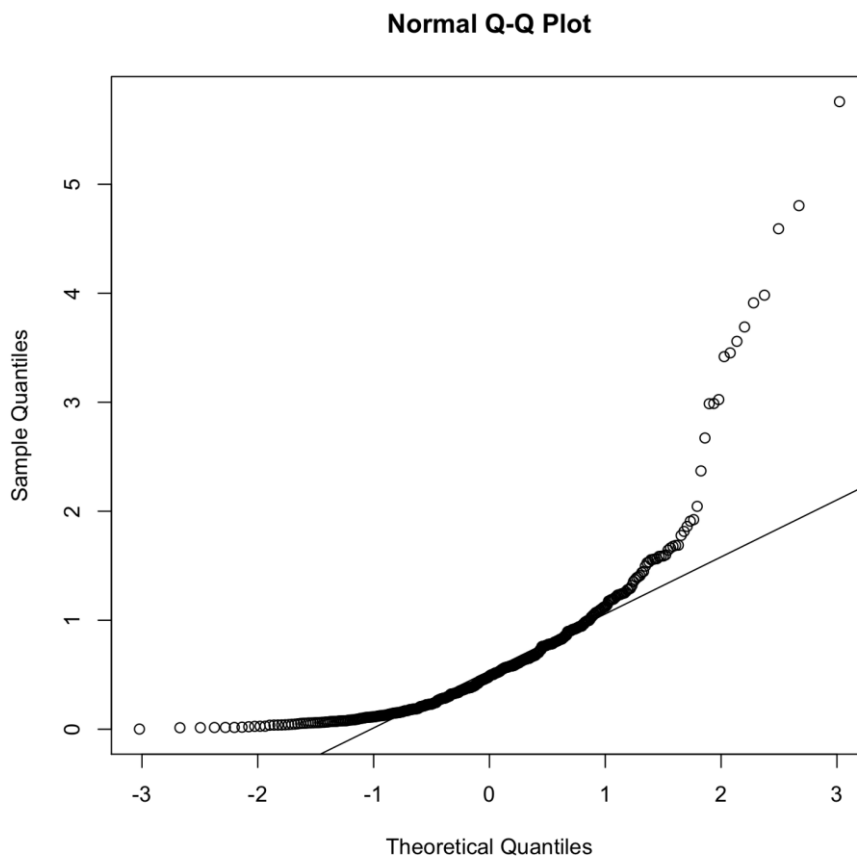
Normal Q-Q Plot

Source: Own data

The normal distribution of the residuals does not apply to any of the regressions because the dots of all plots are not lying on the line. If a normal distribution existed, the dots would be on the line. This was measured by the tests regarding the path coefficients having a high significance according to the calculation which considers the Santorra-Benteler-Corrected-Standard-Errors (Schermelleh-Engel, Moosbrugger, & Müller, 2003, pp. 26-27).

If the relevant path coefficient unstandardized (Bi) is significantly > 0, the hypotheses are confirmed.

The test hypotheses are H0: Bi≤0 vs H1: Bi>0. The used level of significance is α=0.05. As it is a right-sided test the specified p-value has been divided by two if the statistics of the text are positive. If the right-sided P-value is <5%, then the decision goes towards H1 which means that this hypothesis is confirmed.

Table 18: Overview of the hypotheses concerning the Apple Watch

Hypotheses	P-value / rounded value according to R	Value
Hypothesis 1	0.000	H1 is confirmed
Hypothesis 2	Test value is negatively confirmed	H2 is not confirmed
Hypothesis 3	0.000	H3 is confirmed
Hypothesis 4	0.000	H4 is confirmed
Hypothesis 5	0.000	H5 is confirmed
Hypothesis 6	0.000	H6 is confirmed
Hypothesis 7	0.000	H7 is confirmed
Hypothesis 8	$\dfrac{0.937}{2}$	H8 is not confirmed
Hypothesis 9	$\dfrac{0.282}{2}$	H9 is not confirmed
Hypothesis 10	$\dfrac{0.022}{2}$	H10 is confirmed
Hypothesis 11	$\dfrac{0.051}{2}$	H11 is confirmed
Hypothesis 12	0.000	H12 is confirmed
Hypothesis 13	0.000	H13 is confirmed

Source: Own data

According to the model the following three hypotheses could not be confirmed:

H2: The more positive the individual's attitude to select a brand, the stronger his intention is to buy this brand.

This hypothesis is not confirmed as there exists no significant positive relationship between the attitude and the intention of brand choice.

H8: The higher the customer's actual congruence in relation to a brand, the higher the functional congruence is with regard to the brand.

Due to the fact that this hypothesis could not be confirmed it shows that the actual congruence is not relevant concerning the functional congruity with reference to the Apple Watch.

The following hypothesis could also not be confirmed:

H9: The higher the individual's functional congruence in relation to a brand, the higher his intention is to actually acquire the brand.

The functional congruity has no meaning for human beings to intend to choose an Apple Watch. This is based on the fact that there exists no significant positive relationship between the functional congruity and the intention of brand choice.

Figure 14: Overview of the model's effect structure (Values of the structural equation coefficients: standardized value (t-value in brackets)) of the Apple Watch
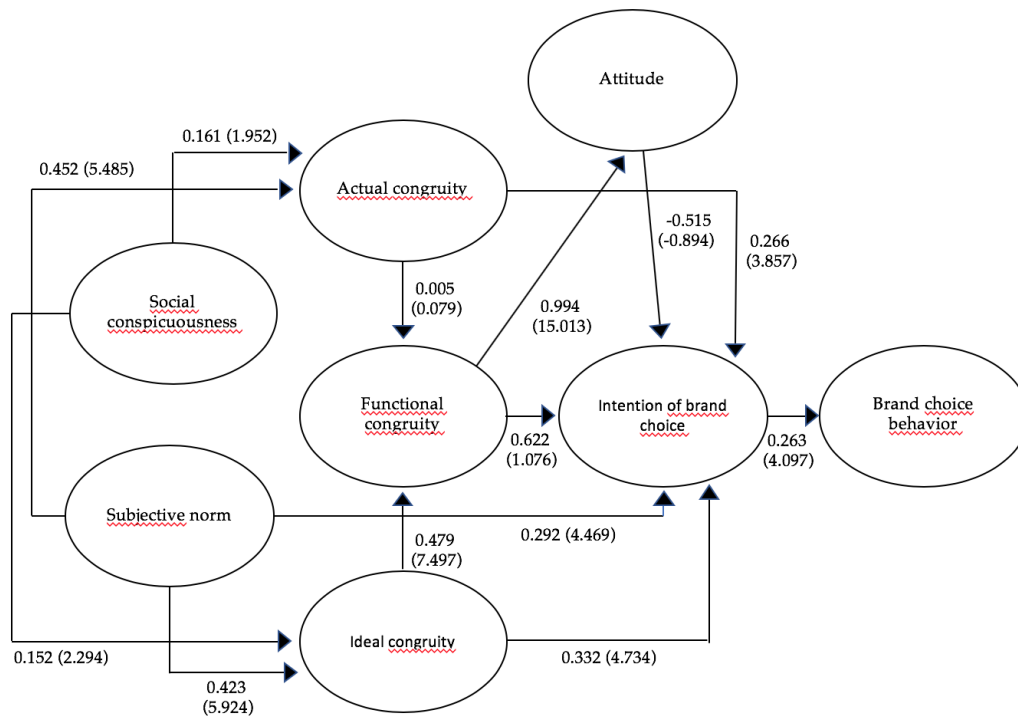
Source: Own data, (S. Huber et al., 2006, p. 357)

The measurement of the structural equation model was done with R/Lavaan. The conclusion of the theory of congruity is very important regarding the brand choice behavior. According to the results of the Apple Watch, it can be stated that the construct's ideal and actual congruity and therewith the symbolic facets of the brand image are of importance for the explanation of the brand choice intention and ultimately the brand choice behavior (S. Huber et al., 2006, p. 357).

The structural equation model of the Apple Watch shows that the ideal congruity has an impact on the functional congruity. The standardized path coefficients are identical with the standardized coefficients of regression. They show the extent of a change of a dependent variable on a standard scale with a mean value zero and a standard deviation of one which occurs when the value of an independent variable increases by a standard unit and when at the same time other

independent variables which also affect the dependent variable are kept constant (Urban & Mayerl, 2013, p. 48).

Hypothesis one can be confirmed. The standardized value of intention of brand choice to the brand choice behavior is 0.263. Hypothesis two is not confirmed and this means that a significant positive relationship cannot be confirmed. In addition to these findings the standardized value of the attitude to the intention of brand choice is -0.515. All that underlines that the attitude has no significance for the intention of brand choice with reference to the Apple Watch. Hypothesis three can be confirmed. The subjective norm influences the intention of brand choice with a standardized value of 0.292. This means with regard to the Apple Watch the test persons behave as their friends and family expect them to do.

Hypothesis four can also be confirmed. The standardized value of the functional congruity to attitude is 0.994. Hypothesis five can be confirmed. The ideal congruity influences the intention of brand choice with a standardized value of 0.332. Hypothesis six can be confirmed. The standardized value of the actual congruity to intention of brand choice is 0.266. This shows that the influence of the ideal congruity to the intention of brand choice is 24.81 percent higher in comparison with the influence of the actual congruity to the intention of brand choice.

Hypothesis seven can be confirmed. The functional congruity is influenced by the ideal congruity with a standardized value of 0.479.

A significant positive relationship between actual congruity and functional congruity cannot be stated. This means that hypothesis eight is not confirmed. The actual congruity has no positive significance for the functional congruity with regard to the Apple Watch. The level of functional congruity shows the evaluation of a brand with respect to its specific characteristics. A high level of functional congruity and therewith a low level of discrepancy between the actual and ideal characteristics leads to a positive valuation (Shujaat et al., 2018, p. 69). This study shows that the chosen functional attributes for this study are not the reasons why persons intend to buy an Apple Watch. In comparison with the functional congruity and the actual congruity the ideal congruity represents the most important reason why human beings intend to buy an Apple Watch.

Hypothesis nine is also not confirmed due to the fact that there exists no significant positive relationship between the functional congruity and the intention of

brand choice. This shows that the functional congruity has no meaning for the test persons to intend to choose an Apple Watch.

Hypotheses ten and eleven can be confirmed. The model shows that the influence of social conspicuousness on ideal congruity is lower than the influence on the actual congruity.

The social conspicuousness has a standardized value of 0.152 to the ideal congruity whereas the value of social conspicuousness to actual congruity is 0.161.

In case of the Apple Watch the expressive dimension has a greater influence on the intention of brand choice than the functional congruity because there exists no significant positive relationship between the functional congruity and the intention of brand choice. According to the structural equation model of the Apple Watch the subjective norm represents an important variable with regard to the occurrence of the ideal and the functional congruity. Hypotheses twelve and thirteen can be confirmed. The subjective norm influences the ideal congruity on a lower level in comparison with the actual congruity. The standardized value of the subjective norm to the ideal congruity is 0.423 whereas the value of the subjective norm to the actual congruity is 0.452.

Table 19: Overview of the total and the partial criteria concerning Rolex

Quality criterion:	χ^2/df	RMSEA	SRMR	CFI	NNFI
Value	$\dfrac{692.28}{281}$	0.061	0.098	0.948	0.940

Local quality criteria						
Factor	Indicator	Standardized loading	t-value of the loading	Indicator reliability	Factor reliability	Ø extracted variance (AVE)
Subjective Norm	Q87xQ88 Q89xQ90 Q91xQ92	0.908 0.951 0.919	- 48.993 37.547	0.824 0.904 0.845	0.948	0.858
Social conspicuousness	Q94	1	-	1	-	-
Functional congruity	Q73xQ74 Q75xQ76 Q77xQ78 Q79xQ80	0.747 0.830 0.845 0.852	- 20.995 21.156 21.277	0.558 0.689 0.714 0.726	0.892	0.674
Attitude	Q81xQ82 Q83xQ84 Q85xQ86	0.853 0.875 0.853	- 30.690 25.895	0.728 0.766 0.728	0.895	0.741
Intention of brand choice	Q20 Q37 Q54 Q71	0.912 0.926 0.963 0.952	- 40.471 56.958 51.718	0.832 0.857 0.927 0.906	0.967	0.881
Brand choice behavior	Q72	1	-	1	-	-
Ideal congruity	IWAK1 IWAK2 IWAK3 IWAK4 IWAK5	0.605 0.700 0.425 0.625 0.595	- 15.368 7.296 9.265 13.348	0.366 0.490 0.181 0.391 0.345	0.731	0.365
Actual congruity	AWAK1 AWAK2 AWAK3 AWAK4 AWAK5	0. 525 0. 703 0.572 0.642 0.493	- 12.137 9.027 10.161 9.891	0.276 0.494 0.327 0.412 0.243	0.718	0.340

Source: Own data, (S. Huber et al., 2006, p. 358)

Global quality criteria are extracted from R/Lavaan. The robust indices are used if no robust indices are available. This study uses the so-called scaled indices (Rosseel, 2012, p. 27).

Table 20: Path coefficients / regression coefficients of Rolex

Regressions	Paths		Unstandardized path coefficients	Standard errors	t-value	p-value of testing significance of the coefficients	Standardized path coefficients (β)
Functional congruity is based on Ideal congruity + Actual congruity	Ideal congruity	→ Functional congruity	7.583	0.892	8.504	0.000	0.479
	Actual congruity	→ Functional congruity	0.861	0.825	1.043	0.297	0.044
Intention of brand choice is based on Ideal congruity + Actual congruity + Functional congruity + Subjective norm + Attitude	Ideal congruity	→ Intention of brand choice	0.987	0.217	4.541	0.000	0.316
	Actual congruity	→ Intention of brand choice	0.019	0.216	0.088	0.930	0.005
	Functional congruity	→ Intention of brand choice	0.071	0.038	1.846	0.065	0.361
	Subjective norm	→ Intention of brand choice	0.063	0.010	6.090	0.000	0.465
	Attitude	→ Intention of brand choice	- 0.030	0.031	- 0.961	0.336	- 0.177
Brand choice behavior is based on Intention of brand choice	Intention of brand choice → Brand choice behavior		0.215	0.056	3.862	0.000	0.196
Attitude is based on Functional congruity	Functional congruity → Attitude		1.017	0.087	11.756	0.000	0.862
Actual congruity is based on Subjective norm + Social conspicuousness	Subjective norm → Actual congruity		0.019	0.002	7.786	0.000	0.541
	Social conspicuousness → Actual congruity		0.036	0.016	2.180	0.029	0.141
Ideal congruity is based on Subjective norm + Social conspicuousness	Subjective norm → Ideal congruity		0.024	0.003	8.815	0.000	0.556
	Social conspicuousness → Ideal congruity		0.038	0.018	2.123	0.034	0.123

Source: Own data

Table 21: Mean score and standard deviation of the factors of Rolex

Factors	Mean scores	Standard deviation
Functional congruity	0	9.16
Ideal congruity	0	0.54
Actual congruity	0	0.43
Intention of brand choice	0	1.84
Subjective norm	0	13.36
Social conspicuousness	0	1.91
Attitude	0	10.77
Brand choice behavior	0	2.03

Source: Own data

The residual analysis of Rolex follows. The centred values of the factors were created in R/Lavaan with lavPredict(). Based on these values and based on the estimated path coefficients from the structural equation model estimation the residuals are calculated.

Regression of Functional congruence:

Residuals of Functional congruity$_i$ = Functional congruity$_i$−(7.583·Ideal congruity$_i$+0.861·Actual congruity$_i$)

Figure 15: Normal quantil-plot of the Functional congruity residuals of Rolex
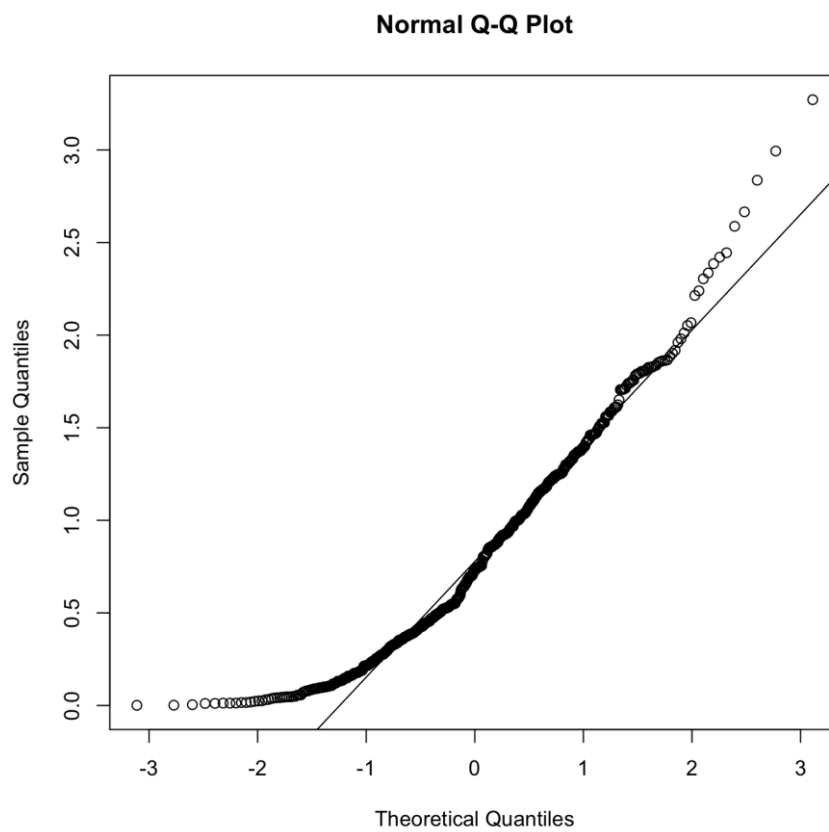
Normal Q-Q Plot

Source: Own data

Regression of Intention of brand choice:

Residuals of Intention of brand choice$_i$ = Intention of brand choice$_i$−(0.987·Ideal congruity$_i$+0.019·Actual congruity$_i$+0.071·Functional congruity$_i$+0.063·Subjective norm$_i$−0.03·Attitude$_i$)

Figure 16: Normal quantil-plot of brand choice intention residuals of Rolex
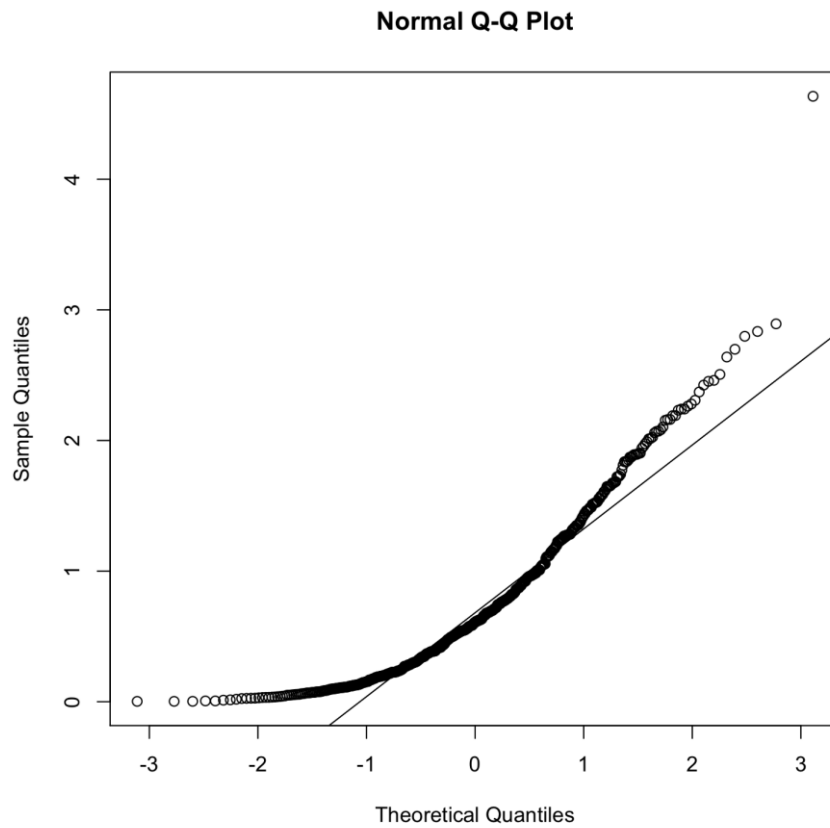
Normal Q-Q Plot

Source: Own data

Regression of brand choice behavior:

Residuals brand choice behavior $_i$ = Brand choice behavior $_i$−0.215·Intention of brand choice$_i$

Figure 17: Normal quantil-plot of Brand choice behavior residuals of Rolex

Normal Q-Q Plot
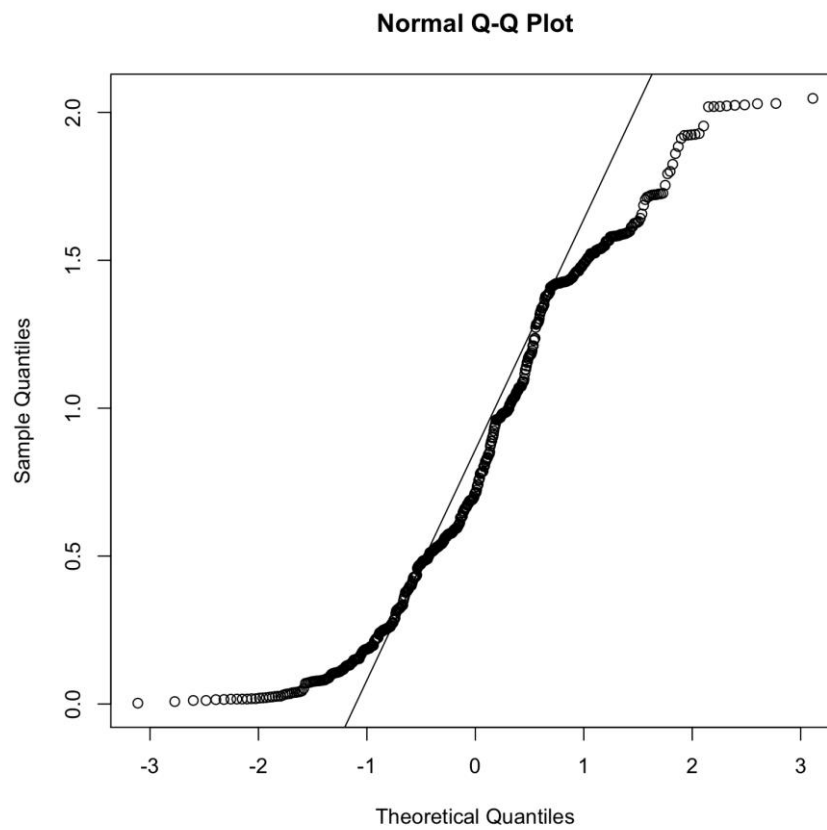
Source: Own data

Regression of Attitude:

Residuals of Attitude$_i$ = Attitude $_i$ $-1.017 \cdot$ Functional congruity$_i$

Figure 18: Normal quantil-plot of Attitude residuals of Rolex
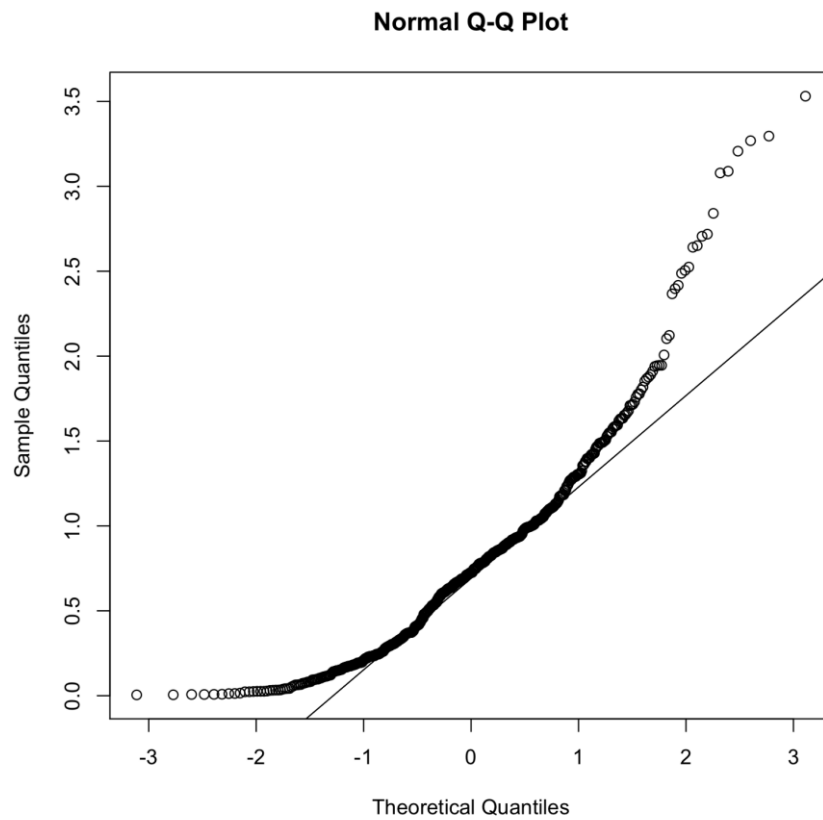
Normal Q-Q Plot

Source: Own data

Regression of Actual congruity:

Residuals of Actual congruity$_i$ = Actual Congruity$_i$−(0.019·Subjective norm$_i$ +0.036·Social conspicuousness$_i$)

Figure 19: Normal quantil-plot of Actual congruity residuals of Rolex
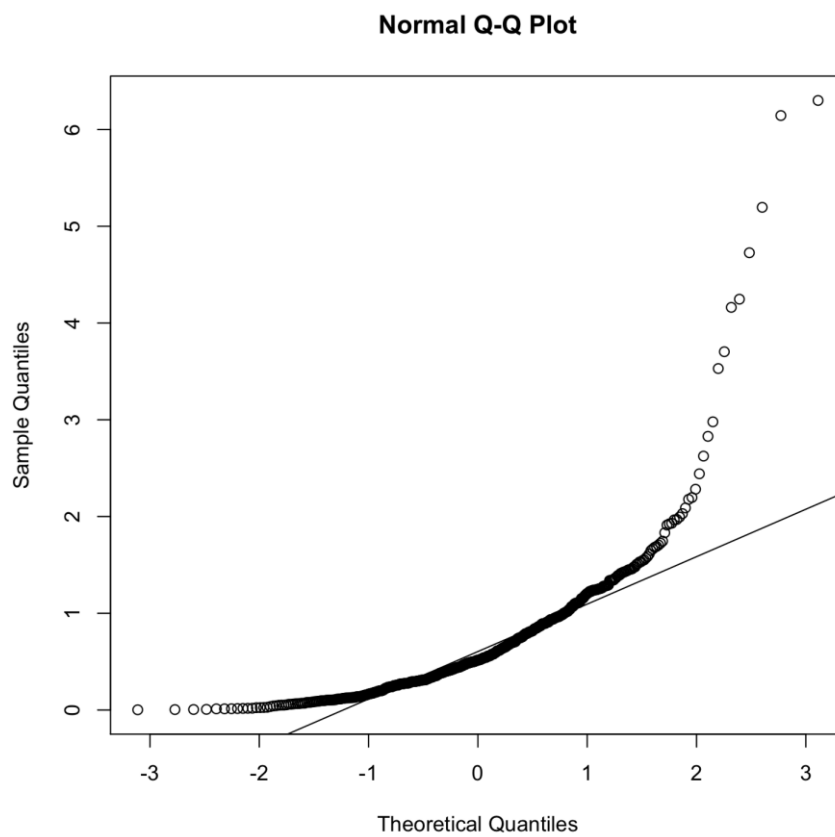
Normal Q-Q Plot

Source: Own data

Regression of Ideal congruity:

Residuals Ideal congruity$_i$ = Ideal congruity$_i$−(0.024·Subjective norm$_i$ +0.038·Social conspicuousness$_i$)

Figure 20: Normal quantil-plot of Ideal congruity residuals of Rolex
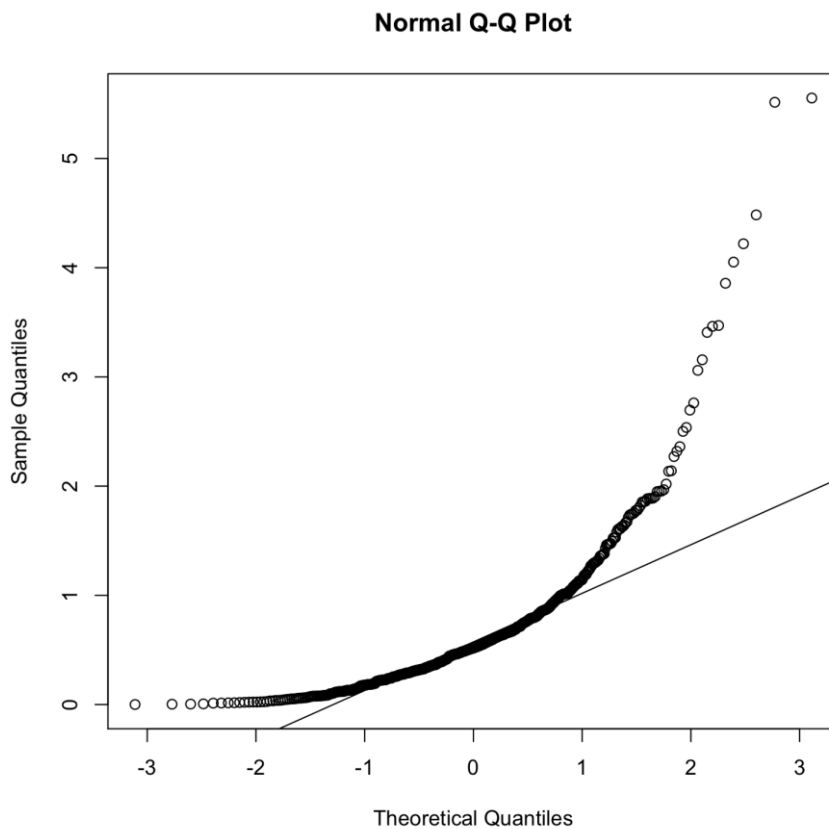
Normal Q-Q Plot

Source: Own data

The normal distribution of the residuals does not apply to any of the regressions because the dots of all plots are not lying on the line. If there existed a normal distribution, the dots would be on the line. This was considered by the tests with regard to the significance of the path coefficients due to the fact that the calculation considers the Santorra-Benteler-Corrected-Standard-Errors (Schermelleh-Engel et al., 2003, pp. 26-27).

If the relevant path coefficient unstandardized (Bi) is significantly > 0, the hypotheses are confirmed.

The test hypotheses are H0: Bi≤0 vs H1: Bi>0. The used level of significance is α=0.05. If the test statistics are positive, the specified p-value has been divided by two as a result of the fact that this is a right-sided test. If the right-sided P-value is <5%, then the decision goes towards H1 which means that this hypothesis is confirmed.

Table 22: Overview of the hypotheses concerning Rolex

Hypotheses	P-value / rounded value according to R	Value
Hypothesis 1	0.000	H1 is confirmed
Hypothesis 2	Test value is negatively confirmed	H2 is not confirmed
Hypothesis 3	0.000	H3 is confirmed
Hypothesis 4	0.000	H4 is confirmed
Hypothesis 5	0.000	H5 is confirmed
Hypothesis 6	$\frac{0.93}{2}$	H6 is not confirmed
Hypothesis 7	0.000	H7 is confirmed
Hypothesis 8	$\frac{0.297}{2}$	H8 is not confirmed
Hypothesis 9	$\frac{0.065}{2}$	H9 is confirmed
Hypothesis 10	$\frac{0.034}{2}$	H10 is confirmed
Hypothesis 11	$\frac{0.029}{2}$	H11 is confirmed
Hypothesis 12	0.000	H12 is confirmed
Hypothesis 13	0.000	H13 is confirmed

Source: Own data

The model also delivers the result that the following three hypotheses could not be confirmed:

H2: The more positive the individual's attitude to select a brand, the stronger his intention is to buy this brand.

As already mentioned the attitude has no meaning with respect to the intention of brand choice with regard to Rolex.

This hypothesis is not confirmed as there exists no significant positive relationship between the attitude and the intention of brand choice.

H6: The higher the customer's actual congruence in relation to a brand, the higher his intention is to actually choose the brand.

Due to the fact that this hypothesis could not be confirmed it shows that the actual congruence is not relevant concerning the intention to choose watches of the brand Rolex. There is no significant positive relationship between the test persons' attitude and their intention of brand choice.

It proves that the customer's actual congruence in relation to the brand Rolex plays a minor role in comparison with the ideal congruity. The brand Rolex represents characteristic traits the test persons aspire.

The current personality characteristics of an individual are confirmed throughout the process of self-realization by the brands to help clients to attain the characteristics that are desired. The summit is the accomplishment of the ideal self. (R. Roy & Rabbanee, 2015, pp. 446-447). Particularly luxury brands represent values and associations taken into consideration with reference to customers' aspired self-concept (Koronaki et al., 2018, p. 408).

H8: The higher the customer's actual congruence in relation to a brand, the higher the functional congruence is with regard to the brand.

The actual congruence is not important with reference to the functional congruity with respect to Rolex. There exists no significant positive relationship between the actual congruity and the functional congruity. As a result of this hypothesis eight cannot be confirmed.

Figure 21: Overview of the model's effect structure (Values of the structural equation coefficients: standardized value (t-value in brackets)) of Rolex
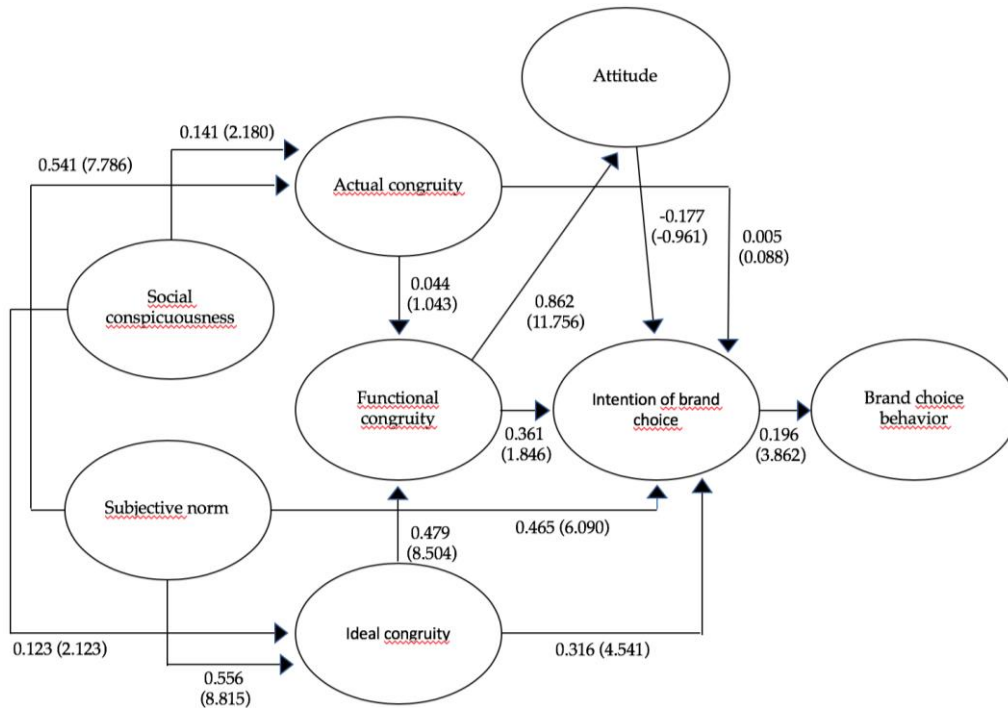
Source: Own data, (S. Huber et al., 2006, p. 357)

The structural equation model was measured with R/Lavaan.

The structural equation model of Rolex shows that the ideal congruity has an impact on the functional congruity.

Hypothesis one can be confirmed. The intention of brand choice influences the brand choice with a standardized value of 0.196.

Hypothesis two for Rolex is not confirmed and this means that a significant positive relationship cannot be stated. The standardized value of the attitude to the intention of brand choice is -0.177. All that underlines that the attitude has no significance for the intention of brand choice with reference to Rolex.

Hypothesis three can be confirmed. The intention of brand choice is influenced by the subjective norm with a standardized value of 0.465. Hypothesis four can be confirmed. The standardized value of the functional congruity to attitude is 0.862. Hypothesis five can be confirmed. The standardized value of the ideal congruity to the intention of brand choice with regard to Rolex is 0.316.

There exists no significant positive relationship between actual congruity and the intention of brand choice and therefore hypothesis six cannot be confirmed. This shows that the actual congruity has no relevance to the intention of brand choice with reference to Rolex. It proves that the customer's actual congruence in relation to the brand Rolex plays a minor role in comparison with the ideal congruity. The brand Rolex represents characteristic traits the test persons aspire. Throughout the process of self-realization brands corroborate the current personality traits of the individual and they help customers to achieve desired characteristics, which culminates in the achievement of the ideal self (R. Roy & Rabbanee, 2015, pp. 446-447). Particularly luxury brands represent values and associations taken into consideration with reference to the customers' aspired self-concept (Koronaki et al., 2018, p. 408).

It additionally reveals that the subjective norm has the highest relevance with respect to the intention of brand choice with regard to Rolex. It shows that the friends, family and partners of the test persons expect them to buy a watch of the brand Rolex. It underlines that the test persons are influenced by their close members with regard to their intention to buy this watch.

Hypothesis seven can be confirmed. The standardized value of ideal congruity to functional congruity is 0.479.

Hypothesis eight is not confirmed because there is no significant positive relationship between actual congruity and functional congruity exists. For this reason the actual congruity has no significance for the functional congruity on the subject of Rolex.

The level of functional congruity shows the evaluation of a brand with respect to its specific characteristics. Hypothesis nine can be confirmed. The standardized value of the functional congruity to the intention of brand choice is 0.361. Therefore the standardized value of the functional congruity is 14.24 percent higher in comparison with the standardized value of the ideal congruity to the intention of brand choice. It states that the human being's actual congruence in relation to Rolex plays a minor role in comparison to the functional congruity, the ideal congruity and in comparison to the subjective norm. The level of functional congruity shows the evaluation of a brand with respect to its specific characteristics. It shows that the test persons evaluate the functional attributes of Rolex positively and this leads to an increased intention to buy the watch.

Hypotheses ten and elven can be confirmed. This research explains that the social conspicuousness influences the actual congruity on a higher level than it influences the ideal congruity. With regard to the actual congruity the social conspicuousness has a standardized value of 0.141 whereas the standardized value of social conspicuousness to the ideal congruity is 0.123.

According to the structural equation model of Rolex the subjective norm represents an important variable with regard to the occurrence of the ideal and the functional congruity. Hypotheses twelve and thirteen can be confirmed. The subjective norm influences the ideal congruity on a higher level than the actual congruity. The standardized value of the subjective norm to the ideal congruity is 0.556 whereas the value of the subjective norm to the actual congruity is 0.541. The difference is 2.77 percent.

The subjective norm is an expression of the perceived social pressure of an individual to perform or to refrain from a specific behavior (Jain et al., 2017, p. 7). With respect to Rolex the subjective norm has the highest relevance with reference to the intention of brand choice.

7.6 COMPARISON OF THE STRUCTURAL EQUATION MODEL OF THE AP-
PLE WATCH AND ROLEX

Figure 22: Overview of the model's effect structure (Values of the structural equa-
tion coefficients: standardized value (t-value in brackets)) of the Apple
Watch
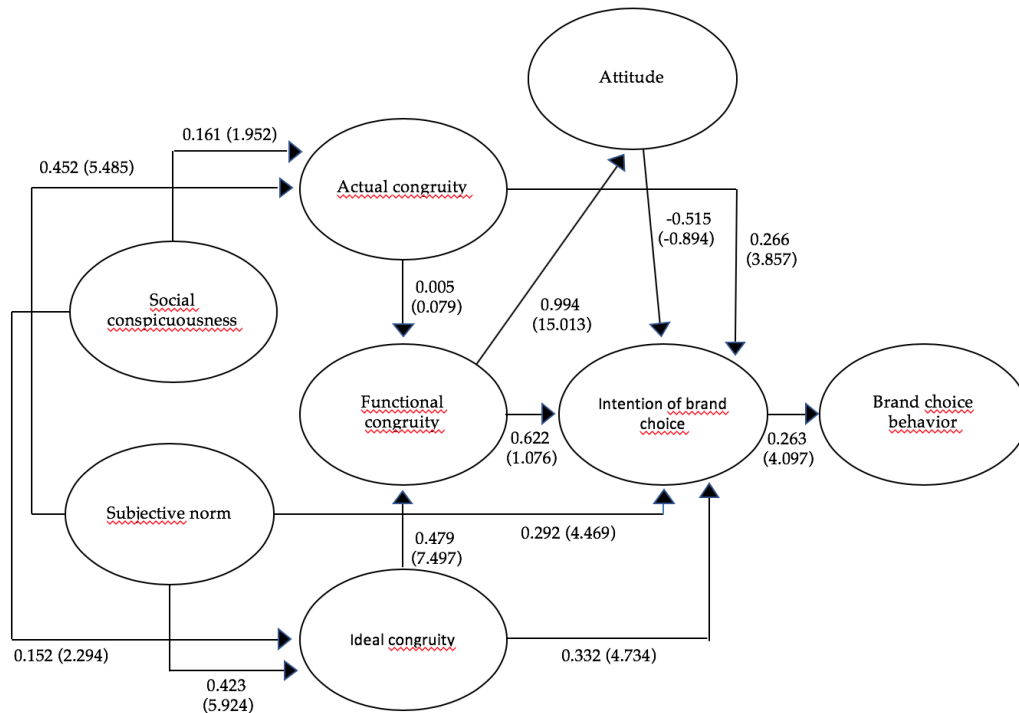
Source: Own data, (S. Huber et al., 2006, p. 357)

Figure 23: Overview of the model's effect structure (Values of the structural equation coefficients: standardized value (t-value in brackets)) of Rolex
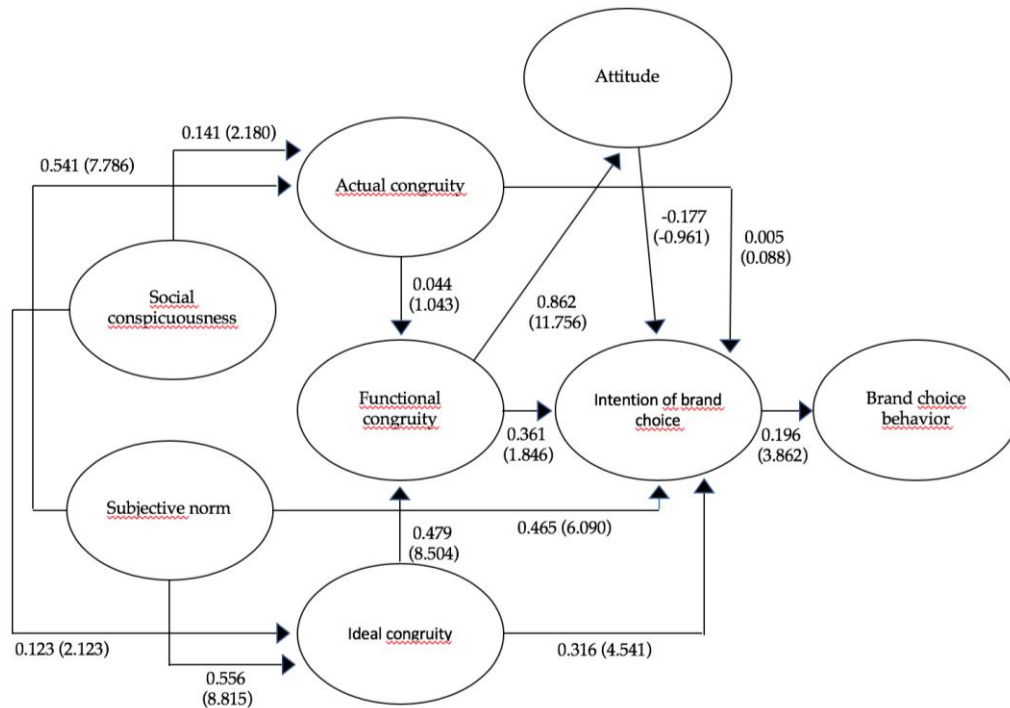
Source: Own data, (S. Huber et al., 2006, p. 357)

Hypothesis one can be confirmed for both the Apple Watch and for Rolex. The Apple Watch's standardized value of intention of brand choice to brand choice behavior is with a standardized value of 0.263 higher in comparison with Rolex' standardized value of 0.196. The Apple Watch' effect of a change of the intention of brand choice is 34,20 percent higher in comparison with Rolex.

This shows that smart watch customers have a high probability to buy a watch if they have the intention to choose it. Additionally, it shows that even if luxury watch brands are able to evoke a desire to choose the brand, it does not automatically lead to the buying act. This phenomenon is typical of luxury brands as many people know and desire these brands but they are not willing or financially not able to enter the price premium (Kapferer & Valette-Florence, 2016b, p. 113).

H2: The more positive the individual's attitude to select a brand is, the stronger his intention is to buy this brand.

This hypothesis cannot be confirmed for the smart watch sector. Neither can it be confirmed for the luxury watch sector. As already mentioned the attitude has no meaning with respect to the intention of brand choice with regard to the Apple Watch and no meaning with respect to Rolex.

This hypothesis is not confirmed for the smart watch sector neither for the luxury watch sector as there exists no significant positive relationship between the attitude and the intention of brand choice for both sectors.

Hypothesis three can be confirmed for the Apple Watch and for Rolex. The subjective norm is understood as the effect of the individual's social environment on the decision of a specific behavior (Jain et al., 2017, p. 7). The value dimension of the subjective norm represents the individual's willingness to behave as relevant third persons expect him to do (S. Huber et al., 2006, pp. 353-354.). As mentioned before the subjective norm is an expression of the perceived social pressure on an individual to perform or to refrain from a specific behavior (Jain et al., 2017, p. 7).

The standardized value of the subjective norm of Rolex to the intention of brand choice is 0.465 and thus 59.25 percent higher than the standardized value of the Apple Watch with 0.292. The subjective norm has the highest relevance with reference to the intention of brand choice with regard to Rolex. If friends, peer-groups, family and partners of the test person expect him to buy a Rolex this perceived social pressure leads with a high probability to the buying act. It means that test persons have a high tendency to behave as relevant third persons expect them to do. The subjective norm reflects how human beings perceived social pressure from friends, family or others who have a significant influence on an individual's behavior (Icek Ajzen, 1991, p. 188). This study confirms the findings of literature that identified the important of social pressure in luxury consumption (Ting, Goh, & Isa, 2018, p. 317).

The social influence plays an important role with regard to the human being's buying intention with reference to luxury brands (Chattalas & Shukla, 2015, p. 51). The existence of a positive connection between social influence and human beings' purchase intention towards luxury goods is revealed in the literature (Ting et al., 2018, p. 317).

Hypothesis four can be confirmed for the Apple Watch and for Rolex. The Apple watch's standardized value of the functional congruity to attitude is 15.31 percent higher in comparison with Rolex' standardized value of the functional congruity to attitude. It means that the relevance of the functional congruity to the attitude is higher for the Apple Watch in comparison with Rolex.

Hypothesis five can be confirmed for both the Apple Watch and for Rolex. The standardized value of the ideal congruity to the intention of brand choice of the Apple watch is 0.332 and therefore 5.06 percent higher than the standardized value of the ideal congruity to the intention of brand choice of Rolex.

Hypothesis six can be confirmed for the Apple Watch. The Apple watch' standardized value of the actual congruity to intention of brand choice is 0.266.

Regarding the 6th Rolex hypothesis it is obvious that there is no significant connection between the test persons' actual congruity and their intention of brand choice. The actual congruence is therefore not relevant regarding the aim to select watches of the brand Rolex. This underlines that Rolex customer's actual congruence plays a minor role in comparison with the ideal congruity. This luxury watch brand possesses characteristic traits human beings desire. With the purchase of such a watch the buyers gain the aspired characteristics which means they achieve their ideal self. (R. Roy & Rabbanee, 2015, pp. 446-447). The values and associations a luxury brand stands for are taken into account concerning the customers' aspired self-concept. (Koronaki et al., 2018, p. 408). This study shows the huge relevance in the matter of the ideal congruity to the intention of brand choice. This confirms the findings of literature which say that during the process of self-realization luxury watches substantiate the human being's current personality traits and allow human beings to achieve desired characteristics, which makes an achievement of the ideal self possible (S. S. A. S. S. Roy, 2016, p. 467). Customers are capable to demonstrate their ideal self using the luxury watches symbolic value (Shaikh et al., 2017, p. 501). They are able to transfer the brand image of the luxury watches to their individual image and therewith they achieve their desired values (Ku & Lin, 2018, p. 3). This is shown by the high level of the standardized value of the ideal congruity to the intention of brand choice. These findings are additionally confirmed by the result that there exists no positive relationship between the actual congruity and the intention of brand choice for the brand Rolex.

Hypothesis seven can be confirmed for the Apple Watch and for Rolex. The Apple watch's standardized value of the ideal congruity to the functional congruity is with a value of 0.479 identical to Rolex' standardized value.

Hypothesis eight cannot be confirmed for the smart watch sector. Neither can it be confirmed for the luxury watch sector. The actual congruity has no influence on the functional congruity with regard to the Apple Watch and no meaning with respect to Rolex.

This hypothesis is not confirmed for the smart watch sector neither for the luxury watch sector as there exists no significant positive relationship between the actual congruity and the functional congruity for both sectors.

Hypothesis nine is not confirmed for the Apple Watch due to the fact that there exists no significant positive relationship between the functional congruity and the intention of brand choice. Therefore the test persons decide to choose an apple watch without a relevance of the functional congruity.

With regard to Rolex hypothesis nine can be confirmed. The standardized value of the functional congruity to the intention of brand choice is 0.361. Therewith the standardized value of the functional congruity is 14.24 percent higher in comparison with the standardized value of the ideal congruity to the intention of brand choice. This study shows that the test person's actual congruence in relation to Rolex plays a minor role in comparison with the functional congruity, the ideal congruity and in comparison with the subjective norm. The level of functional congruity explains the evaluation of a brand with regard to its specific characteristics. This shows that human beings evaluate the functional attributes of Rolex positively and this leads to an increased intention to buy the watch.

Hypotheses ten and eleven can be confirmed for the Apple Watch and for Rolex. The Apple watch' standardized value of social conspicuousness to the ideal congruity is 23.58 percent higher in comparison with the standardized value of Rolex.

The Apple Watch's standardized value of social conspicuousness to actual congruity is 14.18 percent higher in comparison to Rolex. The degree of self-congruity explains how suitable individuals perceive a specific brand to express themselves. This valuation refers to the satisfaction of the need to confirm the self-concept and the need to enhance the self-worth (Jeong & Jang, 2018, p. 1570).

The higher the brand's social conspicuousness the higher their potential to satisfy these needs is, (Gungordu et al., 2016, p. 782). Researchers are of the opinion that brands with a high level of social conspicuousness are preferred when it comes to self-expression (Kauppinen-Räisänen et al., 2018, p. 73). The Apple Watch high level of influence with regard to social conspicuousness to the actual congruity shows again that customers of smart watches use them to express themselves, but not to achieve ideal self-concepts which applies to luxury watch brands as Rolex due to the fact that for Rolex the actual congruity has no influence on the intention of brand choice.

Hypotheses twelve and thirteen can be confirmed. Rolex' standardized value of the subjective norm to ideal congruity is 31.44 percent higher in comparison with the standardized value of the Apple Watch. Rolex' standardized value of the subjective norm to actual congruity is 19.69 percent higher in comparison with the standardized value of the Apple Watch. It means that Rolex' subjective norm has a higher influence on the ideal congruity and to the actual congruity than the subjective norm of the Apple Watch. The actual congruity and the ideal congruity are influenced by the subjective norm (J. H. Kim, 2015, p. 358). Human beings set targets with reference to their self-concept (Wong & Vallacher, 2018, p. 543). They use brands as symbols to achieve these targets (Moliner et al., 2018, p. 388). Customers behave that way to confirm their self-concept or to enhance their self-worth (Blader & Yu, 2017, p. 804). The social environment shapes personality and influences the individual's goals (Dalpé et al., 2019, p. 281).

Information regarding the self-concept is evaluated with respect to the requirement of adaption of the current or the ideal self-concept and with respect to the satisfaction of the desired needs (F. Huber et al., 2018, pp. 48-49). This shows again that luxury watches are used to achieve desired states of the self (Heine, Atwal, Crener-Ricard, & Phan, 2018, p. 484). It is underlined by the fact that the actual congruity has no positive relevance with regard to the intention of brand choice with reference to Rolex.

7.7 LIMITATIONS OF THE RESEARCH

Future research should take different consumer situations into consideration. The aim is to consider the influence of the situation itself with reference to the choice behavior. The consideration of the situation would also regard the dynamic parameter of the individual's self-concept which assumes different characteristics in different social situations.

Future research should examine if additional factors which are not included in the structural equation model used exist that explain the luxury watch and smart watch buying behavior.

Future studies should choose additional functional attributes apart from the four which were tested in this research.

The consideration of brand relationship quality might be meaningful for future studies. The reason is that together with expressive brand aspects it reflects the symbolic aspects of the brand image.

Prospective research should verify if there exists a difference of the parameters and the choosing behavior with reference to different smart watch brands and different luxury watch brands. A consideration and the comparison of luxury smart watches and luxury watches for future studies is interesting, too.

Beside gender, age and the country of living future research should consider a larger number of participants and further socio-economic characteristics like marital status, income, level of education for example to avoid bias. This consideration would have gone beyond the scope of this thesis but it might lead to a better understanding what kind of people prefer luxury watches in comparison to smart watches. This might also give information that the preferences could change depending on the different stages of life for example.

8   CONCLUSION AND OUTLOOK

The objective of this thesis was to identify if the motives and buying reasons of the typical luxury watch customer and the smart watch customer are the same. Furthermore, this work had the aim to inform the reader about the importance and meaning of brand personality with reference to the purchasing of luxury watches. The goals set can be answered with the help of the results of this thesis.

To understand the behavior and the motives of customers this thesis explains the theory of reasoned action which explains the individual's volitional behavior. This type of a human being's behavior intention represents the strongest predictor of volitional behavior (Hale et al., 2002, pp. 259-260). To receive further information about the customers' behavior this thesis uses the theory of planned behavior which represents an extension of the theory of reasoned action. A major factor in the theory of planned behavior is the individual's intention to perform a given behavior (Icek Ajzen, 1991, p. 181). The theory of planned behavior explores how human beings make decisions and why they behave in a specific way if different opportunities are available (Icek Ajzen, 1991, p. 179). The image of a human being has a strong influence on his behavior. Because of this the individual's self concept is essential for the analysis of the customer behavior. This thesis examines the self-expression model to gain more insights (Grubb & Grathwohl, 1967, pp. 25-26). It also extends the theory of reasoned action by the influence of the personal norm with regard to the attitude towards the object and the attitude towards the behavior (S. Huber et al., 2006, p. 347). This is because the personality traits form the human being's self-concept. It shows a linkage between the research of self-concept and therewith the research of the theory of congruency and the research of attitude (S Ajitha & Sivakumar, 2017, p. 105). This work connects the theory of attitude with the theory of congruity. The functional congruity is comparable with the attitude towards the object and influences the buying-behavior indirectly (Kressmann et al., 2006, p. 155). As a result of this the actual congruity and the ideal congruity represent factors with reference to the attitude towards the object and towards the brand choice (Astakhova et al., 2017, p. 664). The connection of these theories leads to the structural equation model that forms the basis for the methodology.

The influence of the intention of brand choice is higher with regard to smart watch customers in comparison with luxury watch customers.

It explains that smart watch customers have a high probability to buy a watch if they have the intention to choose it. Although luxury watch brands are able to evoke a desire to choose the brand, it does not automatically lead to the buying act. This is typical of luxury brands as many human beings know and desire these brands but they are financially not able or not willing to serve the price premium (Kapferer & Valette-Florence, 2016b, p. 113).

It means that the smart watch companies have to take care that they convince their target group of their watches and this leads to a buying act.

The subjective norm represents the effect of the individual's social environment on the decision of a specific behavior (Jain et al., 2017, p. 7).

The subjective norm has the highest level of influence and therewith the highest relevance with reference to the intention of brand choice with regard to Rolex. If family, partners, peer-groups and friends of the test persons expect them to buy a watch of the brand Rolex this perceived social pressure leads to a high probability to the fact that they behave as relevant third persons expect them to. The subjective norm illustrates how people perceive social pressure by friends, family or others who have a significant influence on an individual's behavior (Icek Ajzen, 1991, p. 188). This study confirms the findings of literature that identified the importance of social pressure in luxury consumption (Ting et al., 2018, p. 317).

The social influence has a high relevance with respect to the individual's buying intention of luxury brands (Chattalas & Shukla, 2015, p. 51).

The research findings are underlined by literature that revealed that there is a positive relationship between social influence and people's buying intention towards luxury goods (Ting et al., 2018, p. 317). The standardized value of the subjective norm of Rolex is 59,24 percent higher in comparison with the Apple Watch's standardized value. This expresses how important the subjective norm is for the intention of brand choice with regard to Rolex.

The missing positive correlation between the actual congruity and the intention of brand choice is another difference between the smart and the luxury watches. This underlines that the actual congruence is not positively relevant concerning the intention to choose watches of the brand Rolex. This finding shows that the Rolex customer's actual congruence is insignificant in comparison with the ideal congruity. A Rolex watch possesses characteristic traits human beings desire.

The buying of a watch like this enables the consumer to achieve the wished for characteristics to accomplish the ideal self.(R. Roy & Rabbanee, 2015, pp. 446-447). Literature says that luxury brands represent values and associations taken into consideration with reference to the customers' aspired self-concept (Koronaki et al., 2018, p. 408). This research reveals the huge level of relevance indicating ideal congruity to the intention of brand choice and it confirms the findings of literature which say that during the development of self-realization luxury watches substantiate the human being's current personality traits. Because of this customers are able to accomplish the characteristics they wished for so they can realize their ideal self. (S. S. A. S. S. Roy, 2016, p. 467). Luxury watches are understood as symbols of status (Seo & Buchanan-Oliver, 2019, p. 415). The symbolic meaning of luxury brands is intensified by their brand heritage (Shin et al., 2017, p. 61).

Human beings are able to demonstrate their ideal self through the symbolic value of luxury watches (Shaikh et al., 2017, p. 501). To accomplish their desired values they are able to transfer the image of a luxury watch brand to their own image (Ku & Lin, 2018, p. 3). Individuals buy luxury watches to transfer their strong personality to their own personality which is based on the theory of congruency (Zhu, Teng, Foti, & Yuan, 2019, p. 301). Because of this behavior they are able to show their aspired self-concept and to minimize the gap between the current and the ideal self. It is shown by the high level of the standardized value of the ideal congruity to the intention of brand choice. The high prices and therewith the buying of luxury watches seems to be irrational, but customers who prefer these watches have got the impression that the benefit exceeds the costs (Kapferer, 2017, p. 32). The property of luxury watches demonstrates the wealth of the owner. Therefor some individuals buy luxury watches to gain recognition by others. (S. S. A. S. S. Roy, 2016, p. 466).

Customers satisfy their craving for uniqueness by the purchase of luxury watches. Especially luxury watches are perceived as unique due to their high price,

their rareness and their high quality which means that they are reserved for a mi-
nority (E. Ko et al., 2019, p. 407). Individuals purchase these watches to achieve this
intention and to distinguish from others (Mrad, Farah, & Haddad, 2019, p. 576).
Because the desire to expand the social status in order to be part of the upper-class
consumers are convinced to gain this status by buying luxury watches (Roux et al.,
2017, p. 466). This phenomenon can be observed worldwide and can be transferred
to a global society as well. The gratification which is perceived during the buying-
process of luxury watches is also an important reason for the purchasing. On the
one hand the customer receives a social value of gratification due to the purchase
of luxury watches and on the other hand he receives gratification due to the hedon-
istic benefit of luxury watches (Shaikh et al., 2017, p. 500).

Hence the individual is able to confirm or to enhance his self-worth (Shimul
et al., 2019, p. 677). The motivation for consumer to buy luxury watches is the desire
to bring the feeling of pleasure, fun, happiness, good health and aesthetic elegancy
(J.-E. Kim et al., 2016, p. 309). In this case luxury watches have the higher capability
to satisfy the individual's demand to reward himself with something special com-
pared to the level smart watches are able to provide. This consumption is perceived
as an extremely emotional experience and a special pleasure. The purchase of lux-
ury watches satisfies the customer. The buying process can be compared with the
use of drugs, but on a lower level (Shimul et al., 2019, p. 678). In addition to this
consumers have the possibility to become part of certain group or to strengthen
there status because of the luxury-watch-consumption (Heine et al., 2018, p. 481).
This shows again that luxury watches are used to achieve desired states of the self
(Heine et al., 2018, p. 484). Rolex' high mean value of the question: "Ideally I would
like to be upper-class" underlines this fact.

These results are additionally underlined by the fact that there is no positive
relationship between the actual congruity and the intention of brand choice for the
brand Rolex.

The ideal congruity plays the most important role for the intention of brand
choice with reference to the Apple Watch.

A few examples to get an impression concerning the ideals of Apple Watch
and Rolex customers is shown in the following. The Apple Watch's mean value of

the statement: "Ideally I would like to be down-to-earth" is 5.41 whereas Rolex' mean value for this statement is 5.35.

Rolex customers ideally do not want to be on the same down-to-earth level as Apple Watch customers. The traits family-oriented and small-town are additionally included in this facet down-to-earth (Aaker, 1997, p. 354). This characteristic trait seems to be no ideal characteristic for the customer of Rolex in comparison with customers of the Apple Watch and this is also reflected by the high price of Rolex compared to smart watches as this price is not really down-to-earth.

Rolex' mean value of the statement: "Ideally I would like to be honest" is 6.15. In comparison the mean value for the Apple Watch is 6.02. Honest means in this case that Rolex promises a high quality and the customer can trust the brand and its products (Y. Kim, 2018, p. 284).

Another example is the characteristic up-to-date. The mean value of the Apple Watch regarding the statement: "Ideally I would like to be up-to-date" is 5.84. In comparison Rolex' mean value for this statement is 5.78.

Smart watches represent new technology. Customers of these smart watches use this technology to be or to become up-to-date (Chuah et al., 2016, p. 276).

Another example is the characteristic reliable.

The Apple Watch's mean value of the statement: "Ideally I would like to be reliable" is 5.99 whereas Rolex' mean value is 6.14.

Customers of Rolex would ideally be reliable and the possession of Rolex which has a long heritage and very high standards and therewith a product quality to rely on help them to be perceived as reliable (Munz, 2018, pp. 213-214).

Apple's mean value of the statement: "Ideally I would like to be successful" is 6.15 whereas Rolex' mean value for this statement is 6.24. Apple's mean value of the the question: "Ideally I would like to be upper-class" is 5.42 whereas Rolex' mean value for this question is 6.00. These findings show that status related characteristic like success and becoming upper-class has a higher relevance for customers of Rolex in comparison with customers of the Apple Watch.

Rolex' high price, its scarcity and its superior product quality in comparison with ordinary watches, luxury watches allow consumers to distinguish from others and to use therewith its function of prestige, its symbolic function and it offers a function of uniqueness (Y. Kim, 2018, p. 284). Luxury watches have a high price

and due to this, individuals are able to show their social status and to distinguish from other social layers because of the possession of a luxury watch (Shin et al., 2017, pp. 60-61). Therefore luxury watches are perceived as symbols of status (Seo & Buchanan-Oliver, 2015, p. 88). The purchase of luxury watches allows human beings a social value of gratification due to the function of prestige (Kwon et al., 2016, p. 459). The wearing of luxury watches allows esteem and tribute (Chattalas & Shukla, 2015, p. 41). The high relevance of becoming upper-class might be possible as a result of the buying of such a luxury watch.

Only in four out of fifteen facets were the Apple Watch's mean values were higher in comparison with Rolex. Although the ideal congruity has the highest influence on the intention of brand choice with reference to the Apple Watch the mean values of the test person's answers show that in nine of fifteen cases the Apple Watch's mean values of the ideal characteristics were lower in comparison with Rolex' mean values.

The summation of the mean value of IWAK1 until IWAK5 shows that the Apple Watch has a mean value of -5.29 in total and is a little bit higher in comparison with Rolex' total mean value of -5.39. This shows that the brand personality of the Apple Watch is closer to the test person's ideal personality in comparison with the test person of Rolex.

As mentioned before the self-expression model explains that people try to enhance their self-esteem or they try to confirm their actual self-concept to satisfy the need of self-consistency (Astakhova et al., 2017, p. 666). Human beings have an intrinsic need to maintain and to develop a consistent self-concept (Liu et al., 2018, p. 92). The human being's expression of the own self-concept is strongly connected with the human being's need of consistency (Schwartz et al., 2017, p. 146). The person's need of self-worth increase forms the basis for the human being's approximation to the ideal self-concept (Gonzalez-Jimenez, 2017, p. 68). The discrepancy between the current and the ideal self represents the self-esteem (Mandel et al., 2017, p. 134). People use strategies to enhance or to confirm their self-concept (Sirgy, 1982, p. 289). To express themselves and to reduce the discrepancy between the current and the ideal self-concept human beings use specific products. This behavior enables them to achieve a high self-esteem (Munichor & Steinhart, 2016, p. 180). Due to the fact that the test person's ideal self is already very close to the brand personality of the Apple Watch they are able to to express and to maintain their

individual's self with the purchasing of an Apple Watch. It shows that test persons need not buy an Apple Watch to achieve their ideal self, but they must do so to maintain it.

As already mentioned before the actual congruity has no positive relevancy with regard to the intention of brand choice with reference to Rolex. This fact increases the meaning of the ideal congruity for the intention of brand choice for Rolex.

The attitude towards the object is represented by the functional congruity (Shujaat et al., 2018, p. 69).

This research shows that the functional congruity has no positive relevance with reference to the intention of brand choice of the Apple Watch. This is expressed by the fact that there exists no significant positive relationship between the functional congruity and the intention of brand choice. The findings with reference to the Apple Watch show that the expressive dimension has a greater influence on the intention of brand choice than the functional congruity because there exists no significant positive relationship between the functional congruity and the intention of brand choice. The functional congruity explains that human beings want products not because of the physical products themselves, but because of the benefits they receive when using them. The match between the beliefs of the product's utilitarian attributes (performance-related) and the audience's referent attributes is understood as the functional congruity. The criteria used to appraise the performance of the product are the reference attributes. These are the ideal attributes a human being seeks in a product. Functional congruity represents the comparison between the ideal attributes and the product's actual performance. Functional congruity shows the level how well this product will meet the needs of the customer. It gives information if the product will do what the individual wants it to do.

The level of functional congruity explains the evaluation of a brand with regard to its specific characteristics (F. Huber et al., 2018, p. 51). It shows that individuals evaluate the functional attributes of Rolex positively and this leads to an increased intention to buy the watch.

The customers of Rolex are convinced that they receive what they expect and therefore they are able to pay the price premium. These findings underline the fact that most luxury watches possess a long tradition and heritage which result in the

customer's trust regarding the high quality and therewith a simplification of the buying process and the offering of the function of reliability (Munz, 2018, pp. 213-214). The guarantee of high quality leads to risk reduction and to the function of consistency and the function of reliance (Chattalas & Shukla, 2015, p. 45).

The luxury brand heritage grants a function of orientation to human beings and it informs consumers what the brand and therewith the watch stands for (Kapferer, 2017, p. 31). The heritage of the luxury watch brand allows human beings a high level of brand identification and it creates credibility (Deprince & Geerts, 2019, p. 85). As a result of these facts potential customer know what they will get when they buy a Rolex watch. The high relevance of the functional congruity reflects these findings.

The relevant criteria for the functional congruity for this thesis are how well the product is processed, how durable it is, if the product is made of high-quality material and how the design of the product is perceived. The research shows that these criteria are not relevant for the intention of brand choice with reference to the Apple Watch. Smart watches make their customer's life easier and more efficient like the opportunity to use the paying function or present his boarding ticket without picking his phone out of his pocket (Asche, 2017, p. 62). Their time indication is more accurate in comparison with luxury watches (Kapferer & Bastien, 2009, p. 17). Smart watches satisfy the needs of the new generation that have the intention to simplify life and to increase their level of health. They are used as helping agents in everyday life. They become kind of personal assistants (Perlman et al., 2019, p. 8). Not only the younger, but also the elder generation might benefit from smart watch functions as they offer applications that help to remind to take medication or might help dementia patients to train their brain (King & Sarrafzadeh, 2018, p. 7).

The Apple Watch's standardized values of social conspicuousness to actual congruity and to ideal congruity is higher in comparison with Rolex' standardized value. Rolex' standardized values of subjective norm to actual congruity and to ideal congruity is higher in comparison with the Apple Watch's standardized value and this underlines the importance of the subjective norm with reference to Rolex as mentioned before.

This thesis explains that the personality of a brand per se is not considered to be behavioral. This only results from the degree of perceived correspondence with the ideal or actual self-concept. Luxury watch companies have to create a high level of self-congruity between the brand's personality and the target groups' personality to influence the customer's brand choice behavior positively. These companies have to know the target groups' self-concept to achieve a suitable personality-oriented positioning of the brand (Gonzalez-Jimenez, 2017, p. 69). They should focus on their marketing activities with the intention to create and mediate a clear and distinctive brand personality that enables customers to find their desired self-concept in it (Tong et al., 2018, pp. 202-203).

Luxury watch companies have to separate customers based on their perceived ideal and actual congruity to achieve a target-group oriented communication. The luxury watch brand's communication policy enables a personality-oriented brand positioning and a revision of identified demand segments. The relative meaning of the specific congruity constructs of the brand choice behavior leads to the specific self-concept's characteristic luxury watch companies should focus on (Tooray & Oodith, 2017a, pp. 107-108). If luxury watch companies identify a high accordance between the ideal and the actual congruity with respect to the customer's self-concept, they can use a communication that leads to a high conformity between the brand personality traits and the customers' actual self-concept. Luxury watch brand companies have to examine the target group's perception of the brand personality regularly. They have to adjust undesired facets if they identify a difference between the customers' perceived brand personality and the target brand identity (Sandhu, Usman, Ahmad, & Rizwan, 2018, pp. 696-697).

The luxury watch market is based on the satisfaction of prestige, the individuals' hedonistic need and the need to show status and to achieve the desired ideal-self (E. Ko et al., 2019, pp. 408-409). The discrepancy of the brand personality to the ideal personality is a lot larger for Rolex customers than for Apple Watch customers. Additionally, the actual congruity has no significant positive influence on the intention of brand choice with regard to Rolex. Customers buy these luxury watches as they get what they expect. That means high-quality products the customer can rely on and which are very durable. The personality of the Apple Watch is closer to the ideal personality of the customer in comparison with Rolex. Therefor Apple Watch customers are able to express and to maintain their ideal-self.

Therewith they can satisfy their intrinsic need to maintain and to develop a consistent self-concept (Liu et al., 2018, p. 92). This helps them to satisfy the need of consistency (Schwartz et al., 2017, p. 146). Luxury watch companies should take care that the subjective norm still maintains its influence as the study reveals that it has a high level of influence with reference to the intention of brand choice (Jain et al., 2017, p. 7). These companies should keep in mind that the functional congruity will have this high level of relevance even in the future.

As mentioned before future studies should take the consumption situation as well as the brand relationship quality into account as they are not included in this study and they might give interesting insights into the luxury watch brand choice behavior. Another interesting point might be the examination of the influence of the situation with regard to the luxury watch brand choice behavior and the consideration of additional functional attributes.

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APPENDIX 1 – QUESTIONNAIRE ABOUT THE APPLE WATCH

In the context of my dissertation I'd like you to give me your thoughts about and views on the brand Apple and the Apple Watch.

* 1. What is your gender? 💬 0

○ Female

○ Male

○ Diverse

* 2. In which country do you live? 💬 0

[▲▼]

* 3. What is your age? 💬 0

[▲▼]

Please be so kind as to evaluate the following facets of the brand Apple honestly.

* 4. The brand Apple is down-to-earth. ♀ 0

I completely
disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

* 5. The brand Apple is honest. ♀ 0

I completely
disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

* 6. The brand Apple is wholesome. ♀ 0

I completely
disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

* 7. The brand Apple is cheerful. ♀ 0

I completely
disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

* 8. The brand Apple is daring. ♀ 0

I completely
disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

* 9. The brand Apple is spirited. ♀ 0

I completely
disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

* 10. The brand Apple is imaginative. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 11. The brand Apple is up-to-date. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 12. The brand Apple is reliable. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 13. The brand Apple is intelligent. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 14. The brand Apple is successful. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 15. These questions were about: ♀ 0

○ Apple's history.

○ Apple's facets.

○ Apple's founder.

* 16. The brand Apple is upper class. ♡ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 17. The brand Apple is charming. ♡ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 18. The brand Apple is outdoorsy. ♡ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 19. The brand Apple is tough. ♡ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 20. I intend to buy/ wear an Apple Watch. ♡ 0

absolutely impossible						very possible
★	★	★	★	★	★	★

Please be so kind as to take a moment to think about your ideals with regard to the following facets. How would you perceive yourself ideally?

* 21. Ideally I would like to be down-to-earth. ♀ 0

I completely
disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

* 22. Ideally I would like to be honest. ♀ 0

I completely
disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

* 23. Ideally I would like to be wholesome. ♀ 0

I completely
disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

* 24. Ideally I would like to be cheerful. ♀ 0

I completely
disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

* 25. Ideally I would like to be daring. ♀ 0

I completely
disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

* 26. Ideally I would like to be spirited. ♡ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 27. Ideally I would like to be imaginative. ♡ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 28. Ideally I would like to be up-to-date. ♡ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 29. Ideally I would like to be reliable. ♡ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 30. Ideally I would like to be intelligent. ♡ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 31. Ideally I would like to be successful. ♡ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 32. These questions related to your: ♡ 0

○ Friends.

○ Current-self.

○ Ideal-self.

* 33. Ideally I would like to be upper class. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 34. Ideally I would like to be charming. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 35. Ideally I would like to be outdoorsy. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 36. Ideally I would like to be tough. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 37. I intend to buy/ wear an Apple Watch. ♀ 0

very insecure						very sure
★	★	★	★	★	★	★

Please be so kind as to evaluate how you perceive yourself with reference to the following facets. How do you evaluate yourself?

* 38. I am down-to-earth. ♡ 0

I completely disagree   I strongly agree

★ ★ ★ ★ ★ ★ ★

* 39. I am honest. ♡ 0

I completely disagree   I strongly agree

★ ★ ★ ★ ★ ★ ★

* 40. I am wholesome. ♡ 0

I completely disagree   I strongly agree

★ ★ ★ ★ ★ ★ ★

* 41. I am cheerful. ♡ 0

I completely disagree   I strongly agree

★ ★ ★ ★ ★ ★ ★

* 42. I am daring. ♡ 0

I completely disagree   I strongly agree

★ ★ ★ ★ ★ ★ ★

* 43. I am spirited. 💬 0

I completely
disagree   I strongly agree

⭐   ⭐   ⭐   ⭐   ⭐   ⭐   ⭐

* 44. I am imaginative. 💬 0

I completely
disagree   I strongly agree

⭐   ⭐   ⭐   ⭐   ⭐   ⭐   ⭐

* 45. I am up-to-date. 💬 0

I completely
disagree   I strongly agree

⭐   ⭐   ⭐   ⭐   ⭐   ⭐   ⭐

* 46. I am reliable. 💬 0

I completely
disagree   I strongly agree

⭐   ⭐   ⭐   ⭐   ⭐   ⭐   ⭐

* 47. I am intelligent. 💬 0

I completely
disagree   I strongly agree

⭐   ⭐   ⭐   ⭐   ⭐   ⭐   ⭐

* 48. I am successful. 💬 0

I completely
disagree   I strongly agree

⭐   ⭐   ⭐   ⭐   ⭐   ⭐   ⭐

* 49. These questions were about: 💬 0

○ Yourself.

○ Your best friend.

○ A brand.

* 50. I am upper class. 💬 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 51. I am charming. 💬 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 52. I am outdoorsy. 💬 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 53. I am tough. 💬 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 54. I intend to buy/ wear an Apple Watch. 💬 0

definitely doesn't apply						definitely applies
★	★	★	★	★	★	★

Please be so kind as to evaluate the following facets about other people. How important is it to you that other people exhibit the following facets?

* 55. The fact that a person is down-to-earth is ... to me. ♀ 0

completely unimportant.   extremely important.

★ ★ ★ ★ ★ ★ ★

* 56. The fact that a person is honest is ... to me. ♀ 0

completely unimportant.   extremely important.

★ ★ ★ ★ ★ ★ ★

* 57. The fact that a person is wholesome is ... to me. ♀ 0

completely unimportant.   extremely important.

★ ★ ★ ★ ★ ★ ★

* 58. The fact that a person is cheerful is ... to me. ♀ 0

completely unimportant.   extremely important.

★ ★ ★ ★ ★ ★ ★

* 59. The fact that a person is daring is ... to me. ♀ 0

completely unimportant.   extremely important.

★ ★ ★ ★ ★ ★ ★

* 60. The fact that a person is spirited is ... to me. 💬 0

completely
unimportant.   extremely
                                                                                                        important.

★   ★   ★   ★   ★   ★   ★

* 61. The fact that a person is imaginative is ... to me. 💬 0

completely
unimportant.   extremely
                                                                                                        important.

★   ★   ★   ★   ★   ★   ★

* 62. The fact that a person is up-to-date is ... to me. 💬 0

completely
unimportant.   extremely
                                                                                                        important.

★   ★   ★   ★   ★   ★   ★

* 63. The fact that a person is reliable is ... to me. 💬 0

completely
unimportant.   extremely
                                                                                                        important.

★   ★   ★   ★   ★   ★   ★

* 64. The fact that a person is intelligent is ... to me. 💬 0

completely
unimportant.   extremely
                                                                                                        important.

★   ★   ★   ★   ★   ★   ★

* 65. The fact that a person is successful is ... to me. 💬 0

completely
unimportant.   extremely
                                                                                                        important.

★   ★   ★   ★   ★   ★   ★

* 66. The fact that a person is upper class is ... to me. 💬 0

completely
unimportant.   extremely
                                                                                                        important.

★   ★   ★   ★   ★   ★   ★

* 67. These questions were about: 💬 0

◯ Market research.

◯ My personal opinion.

◯ The opinion of a third person.

* 68. The fact that a person is charming is ... to me. 💬 0

completely unimportant.						extremely important.
★	★	★	★	★	★	★

* 69. The fact that a person is outdoorsy is ... to me. 💬 0

completely unimportant.						extremely important.
★	★	★	★	★	★	★

* 70. The fact that a person is tough is ... to me. 💬 0

completely unimportant.						extremely important.
★	★	★	★	★	★	★

* 71. I intend to buy/ wear an Apple Watch. 💬 0

not likey at all						extremely likely
★	★	★	★	★	★	★

* 72. How often have you bought an Apple Watch? 💬 0

rarely						never
★	★	★	★	★	★	★

Please be so kind as to evaluate the following questions with reference to the functional characteristics of the Apple Watch.

* 73. Apple Watches are well processed. ♀ 0

I completely
disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

* 74. The fact that an Apple Watch is well processed is very unimportant/ very important to me. ♀ 0

I completely
disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

* 75. Apple Watches are durable. ♀ 0

I completely
disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

* 76. The fact that an Apple Watch is durable is very unimportant/ is very important to me. ♀ 0

completely
disagree   strongly agree

★   ★   ★   ★   ★   ★   ★

* 77. Apple Watches are made of high-quality materials. ♀ 0

I completely
disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

* 78. The fact that Apple Watches are made of high-quality materials is very unimportant / is very important to me. ⚲ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 79. Apple Watches have a great design. ⚲ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 80. The fact that an Apple Watch has a great design is very unimportant / very important to me. ⚲ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

Please be so kind as to imagine the following situation:
You have bought an Apple Watch and wear it in different situations, for example at work or on a social occasion.

* 81. If I buy/ wear an Apple Watch, I am wearing a watch that is well processed. ♀ 0

I completely
disagree   I strongly agree
⭐   ⭐   ⭐   ⭐   ⭐   ⭐   ⭐

* 82. To buy/ wear an Apple Watch which is well processed is very unimportant/ very important to me. ♀ 0

I completely
disagree   I strongly agree
⭐   ⭐   ⭐   ⭐   ⭐   ⭐   ⭐

* 83. If I buy/ wear an Apple Watch, I am wearing a watch that is made of high-quality materials. ♀ 0

I completely
disagree   I strongly agree
⭐   ⭐   ⭐   ⭐   ⭐   ⭐   ⭐

* 84. To buy/ wear an Apple Watch which is made of high-quality materials is very unimportant/ very important to me. ♀ 0

I completely
disagree   I strongly agree
⭐   ⭐   ⭐   ⭐   ⭐   ⭐   ⭐

* 85. If I buy/ wear an Apple Watch I buy/ wear a watch that has a great design. ♀ 0

I completely
disagree   I strongly agree
⭐   ⭐   ⭐   ⭐   ⭐   ⭐   ⭐

* 86. To buy/ wear an Apple Watch which has a great design is very unimportant/ very important to me. ♀ 0

I completely
disagree   I strongly agree
⭐   ⭐   ⭐   ⭐   ⭐   ⭐   ⭐

The following questions are about the subjective norm.
How does your social environment influence your behavior?

* 87. My partner thinks that I should buy/ wear an Apple Watch. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 88. During the wearing/ buying-process of watches I normally behave as my partner expect me to. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 89. My best friend thinks that I should buy/ wear an Apple Watch. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 90. During the wearing/ buying-process of watches I normally behave as my best friend expect me to. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 91. My circle of friends think that I should buy / wear an Apple Watch. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 92. During the wearing/ buying-process of watches I normally behave as my circle of friends expect me to.
♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

Now the last questions follow. It is nearly done. These questions are about the social conspicuousness of the Apple Watch.

* 93. If I would wear an Apple Watch. 💬 0

nearly nobody would notice it						nearly everybody would notice it
★	★	★	★	★	★	★

* 94. If I would wear an Apple Watch. 💬 0

I would think first and foremost of me						I would think first and foremost of others
★	★	★	★	★	★	★

* 95. How likely is that an Apple Watch is too expensive and that this fact prevents the wearing/ buying of an Apple Watch. 💬 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 96. How does the high price of an Apple Watch facilitates/ impedes the buying/ wearing of it. 💬 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 97. How likely is that a bad financial situation facilitates/ impedes the buying/ wearing of an Apple Watch. 💬 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 98. How does a bad financial situation facilitates/ impedes the buying/ wearing of an Apple Watch. 💬 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

APPENDIX 2 – QUESTIONNAIRE ABOUT ROLEX

In the context of my dissertation I'd like you to give me your thoughts about and views on the luxury brand Rolex.

* 1. What is your gender? ⚲ 0

⚪ Female

⚪ Male

⚪ Diverse

* 2. In which country do you live? ⚲ 0

[⬍]

* 3. What is your age? ⚲ 0

[⬍]

Please be so kind as to evaluate the following facets of the brand Rolex honestly.

* 4. The brand Rolex is down-to-earth. ♡ 0

I completely
disagree   I strongly agree
★   ★   ★   ★   ★   ★   ★

* 5. The brand Rolex is honest. ♡ 0

I completely
disagree   I strongly agree
★   ★   ★   ★   ★   ★   ★

* 6. The brand Rolex is wholesome. ♡ 0

I completely
disagree   I strongly agree
★   ★   ★   ★   ★   ★   ★

* 7. The brand Rolex is cheerful. ♡ 0

I completely
disagree   I strongly agree
★   ★   ★   ★   ★   ★   ★

* 8. The brand Rolex is daring. ♡ 0

I completely
disagree   I strongly agree
★   ★   ★   ★   ★   ★   ★

* 9. The brand Rolex is spirited. ♡ 0

I completely
disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

* 10. The brand Rolex is imaginative. ♡ 0

I completely
disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

* 11. The brand Rolex is up-to-date. ♡ 0

I completely
disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

* 12. The brand Rolex is reliable. ♡ 0

I completely
disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

* 13. The brand Rolex is intelligent. ♡ 0

I completely
disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

* 14. The brand Rolex is successful. ♡ 0

I completely
disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

* 15. These questions were about: ♡ 0

○ Rolex' history.

○ Rolex' facets.

○ Rolex' founder.

* 16. The brand Rolex is upper class. ♀ 0

I completely
disagree   I strongly agree
★   ★   ★   ★   ★   ★   ★

* 17. The brand Rolex is charming. ♀ 0

I completely
disagree   I strongly agree
★   ★   ★   ★   ★   ★   ★

* 18. The brand Rolex is outdoorsy. ♀ 0

I completely
disagree   I strongly agree
★   ★   ★   ★   ★   ★   ★

* 19. The brand Rolex is tough. ♀ 0

I completely
disagree   I strongly agree
★   ★   ★   ★   ★   ★   ★

* 20. I intend to buy/ wear a watch of the brand Rolex. ♀ 0

absolutely
impossible   very possible
★   ★   ★   ★   ★   ★   ★

Please be so kind as to take a moment to think about your ideals with regard to the following facets. How would you perceive yourself ideally?

* 21. Ideally I would like to be down-to-earth. ○ 0

I completely disagree   I strongly agree

★ ★ ★ ★ ★ ★ ★

* 22. Ideally I would like to be honest. ○ 0

I completely disagree   I strongly agree

★ ★ ★ ★ ★ ★ ★

* 23. Ideally I would like to be wholesome. ○ 0

I completely disagree   I strongly agree

★ ★ ★ ★ ★ ★ ★

* 24. Ideally I would like to be cheerful. ○ 0

I completely disagree   I strongly agree

★ ★ ★ ★ ★ ★ ★

* 25. Ideally I would like to be daring. ○ 0

I completely disagree   I strongly agree

★ ★ ★ ★ ★ ★ ★

* 26. Ideally I would like to be spirited. 💬 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 27. Ideally I would like to be imaginative. 💬 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 28. Ideally I would like to be up-to-date. 💬 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 29. Ideally I would like to be reliable. 💬 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 30. Ideally I would like to be intelligent. 💬 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 31. Ideally I would like to be successful. 💬 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 32. These questions related to your: 💬 0

○ Friends.

○ Current-self.

○ Ideal-self.

* 33. Ideally I would like to be upper class. 💬 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 34. Ideally I would like to be charming. 💬 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 35. Ideally I would like to be outdoorsy. 💬 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 36. Ideally I would like to be tough. 💬 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 37. I intend to buy/ wear a watch of the brand Rolex. 💬 0

very insecure						very sure
★	★	★	★	★	★	★

Please be so kind as to evaluate how you perceive yourself with reference to the following facets. How do you evaluate yourself?

* 38. I am down-to-earth. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 39. I am honest. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 40. I am wholesome. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 41. I am cheerful. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 42. I am daring. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 43. I am spirited. ♀ 0

I completely
disagree   I strongly agree
★   ★   ★   ★   ★   ★   ★

* 44. I am imaginative. ♀ 0

I completely
disagree   I strongly agree
★   ★   ★   ★   ★   ★   ★

* 45. I am up-to-date. ♀ 0

I completely
disagree   I strongly agree
★   ★   ★   ★   ★   ★   ★

* 46. I am reliable. ♀ 0

I completely
disagree   I strongly agree
★   ★   ★   ★   ★   ★   ★

* 47. I am intelligent. ♀ 0

I completely
disagree   I strongly agree
★   ★   ★   ★   ★   ★   ★

* 48. I am successful. ♀ 0

I completely
disagree   I strongly agree
★   ★   ★   ★   ★   ★   ★

* 49. These questions were about: ♀ 0

○ Yourself.

○ Your best friend.

○ A brand.

* 50. I am upper class. 💬 0

I completely
disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

* 51. I am charming. 💬 0

I completely
disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

* 52. I am outdoorsy. 💬 0

I completely
disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

* 53. I am tough. 💬 0

I completely
disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

* 54. I intend to buy/ wear a watch of the brand Rolex. 💬 0

definitely doesn't
apply   definitely applies

★   ★   ★   ★   ★   ★   ★

Please be so kind as to evaluate the following facets about other people. How important is it to you that other people exhibit the following facets?

* 55. The fact that a person is down-to-earth is ... to me. ♀ 0

completely unimportant. | ★ ★ ★ ★ ★ ★ ★ | extremely important.

* 56. The fact that a person is honest is ... to me. ♀ 0

completely unimportant. | ★ ★ ★ ★ ★ ★ ★ | extremely important.

* 57. The fact that a person is wholesome is ... to me. ♀ 0

completely unimportant. | ★ ★ ★ ★ ★ ★ ★ | extremely important.

* 58. The fact that a person is cheerful is ... to me. ♀ 0

completely unimportant. | ★ ★ ★ ★ ★ ★ ★ | extremely important.

* 59. The fact that a person is daring is ... to me. ♀ 0

completely unimportant. | ★ ★ ★ ★ ★ ★ ★ | extremely important.

* 60. The fact that a person is spirited is ... to me. ⬭ 0

completely   extremely
unimportant.   important.

★   ★   ★   ★   ★   ★   ★

* 61. The fact that a person is imaginative is ... to me. ⬭ 0

completely   extremely
unimportant.   important.

★   ★   ★   ★   ★   ★   ★

* 62. The fact that a person is up-to-date is ... to me. ⬭ 0

completely   extremely
unimportant.   important.

★   ★   ★   ★   ★   ★   ★

* 63. The fact that a person is reliable is ... to me. ⬭ 0

completely   extremely
unimportant.   important.

★   ★   ★   ★   ★   ★   ★

* 64. The fact that a person is intelligent is ... to me. ⬭ 0

completely   extremely
unimportant.   important.

★   ★   ★   ★   ★   ★   ★

* 65. The fact that a person is successful is ... to me. ⬭ 0

completely   extremely
unimportant.   important.

★   ★   ★   ★   ★   ★   ★

* 66. The fact that a person is upper class is ... to me. ⬭ 0

completely   extremely
unimportant.   important.

★   ★   ★   ★   ★   ★   ★

* 67. These questions were about: ♡ 0

○ Market research.

○ My personal opinion.

○ The opinion of a third person.

* 68. The fact that a person is charming is ... to me. ♡ 0

completely unimportant.						extremely important.
★	★	★	★	★	★	★

* 69. The fact that a person is outdoorsy is ... to me. ♡ 0

completely unimportant.						extremely important.
★	★	★	★	★	★	★

* 70. The fact that a person is tough is ... to me. ♡ 0

completely unimportant.						extremely important.
★	★	★	★	★	★	★

* 71. I intend to buy/ wear a watch of the brand Rolex. ♡ 0

not likey at all						extremely likely
★	★	★	★	★	★	★

* 72. How often have you bought a watch of the brand Rolex? ♡ 0

rarely						never
★	★	★	★	★	★	★

Please be so kind as to evaluate the following questions with reference to the functional characteristics of watches of the brand Rolex.

* 73. Watches of the brand Rolex are well processed. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 74. The fact that a watch of the brand Rolex is well processed is very unimportant/ very important to me. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 75. Watches of the brand Rolex are durable. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 76. The fact that watch of the brand Rolex is durable is very unimportant/ is very important to me. ♀ 0

completely disagree						strongly agree
★	★	★	★	★	★	★

* 77. Watches of the brand Rolex are made of high-quality materials. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 78. The fact that watches of the brand Rolex are made of high-quality materials is very unimportant / is very important to me. 🗨 0

I completely disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

* 79. Watches of the brand Rolex have a great design. 🗨 0

I completely disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

* 80. The fact that watches of the brand Rolex have a great design is very unimportant / very important to me. 🗨 0

I completely disagree   I strongly agree

★   ★   ★   ★   ★   ★   ★

Please be so kind as to imagine the following situation:
You have bought a watch of the brand Rolex and wear it in different situations, for example at work or on a social occasion.

* 81. If I buy/ wear a watch of the brand Rolex, I am wearing a watch that is well processed. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 82. To buy/ wear a watch of the brand Rolex which is well processed is very unimportant/ very important to me. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 83. If I buy/ wear a watch of the brand Rolex I am wearing a watch that is made of high-quality materials. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 84. To buy/ wear a watch of the brand Rolex which is made of high-quality materials is very unimportant/ very important to me. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 85. If I buy/ wear a watch of the brand Rolex I buy/ wear a watch that has a great design. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 86. To buy/ wear a watch of the brand Rolex which has a great design is very unimportant/ very important to me. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

The following questions are about the subjective norm.
How does your social environment influence your behavior?

* 87. My partner thinks that I should buy/ wear a watch of the brand Rolex. ♀ 0

I completely
disagree   I strongly agree
★   ★   ★   ★   ★   ★   ★

* 88. During the wearing/ buying-process of watches I normally behave as my partner expect me to. ♀ 0

I completely
disagree   I strongly agree
★   ★   ★   ★   ★   ★   ★

* 89. My best friend thinks that I should buy/ wear a watch of the brand Rolex. ♀ 0

I completely
disagree   I strongly agree
★   ★   ★   ★   ★   ★   ★

* 90. During the wearing/ buying-process of watches I normally behave as my best friend expect me to. ♀ 0

I completely
disagree   I strongly agree
★   ★   ★   ★   ★   ★   ★

* 91. My circle of friends think that I should buy / wear a watch of the brand Rolex. ♀ 0

I completely
disagree   I strongly agree
★   ★   ★   ★   ★   ★   ★

* 92. During the wearing/ buying-process of watches I normally behave as my circle of friends expect me to. ♀ 0

I completely
disagree   I strongly agree
★   ★   ★   ★   ★   ★   ★

Now the last questions follow. It is nearly done. These questions are about the social conspicuousness of the brand Rolex.

* 93. If I would wear a watch of the brand Rolex. ♀ 0

nearly nobody would notice it						nearly everybody would notice it
★	★	★	★	★	★	★

* 94. If I would wear a watch of the brand Rolex. ♀ 0

I would think first and foremost of me						I would think first and foremost of others
★	★	★	★	★	★	★

* 95. How likely is that a watch of the brand Rolex is too expensive and that this fact prevents the wearing/ buying of a watch of the brand Rolex. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 96. How does the high price of a watch of the brand Rolex facilitates/ impedes the buying/ wearing of it. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 97. How likely is that a bad financial situation facilitates/ impedes the buying/ wearing of a watch of the brand Rolex. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★

* 98. How does a bad financial situation facilitates/ impedes the buying/ wearing of a watch of the brand Rolex. ♀ 0

I completely disagree						I strongly agree
★	★	★	★	★	★	★