Brand Heritage: Asset or Liability?

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Table of Contents

"The HP garage, the Wells Fargo stagecoach roots, GE tracing itself back to Thomas Edison days, Nike's earliest advances in track shows, and the Honda engine development going back to the 1940's and 1950's all help define these brands today and add value, especially when they are reinterpreted in a contemporary light" (Aaker, 2004, p. 7)

# I.	About the Author

Megan Groves is a consumer insights professional in the consumer packaged goods industry in Minneapolis, Minnesota. Her professional interests include brand planning, and brand identity development. Megan received a Bachelor of Arts in Journalism with a double major in Political Science from the University of Wisconsin-Madison, and a Master of Arts in Strategic Communications from the University of Minnesota-Twin Cities.

II.   Executive Summary

Marketing experts have recently written about changes they are witnessing in how a brand acquires heritage over time. Brand heritage is defined as a brand that exhibits longevity, track record, long-held core values, use of symbols that stand for the brand over time, and history that is important to the brand (Urde, 2007). According to one, what once took 200 years for a brand to earn now takes less than 20 (Clark, 2015). This piece examines a potential link between the proposed shift in what it means to be a heritage brand and the idea that millennial consumers could be the cause of the shift. To examine the link, this study looks at the age of consumers and the relationship between brand heritage and purchase-related attitudes and behaviors. Past studies on brand heritage indicate that it influences a consumer's trust in the brand (Leigh, Peters, & Shelton, 2006) and promotes positive purchase-related attitudes and behaviors for that brand There is a gap in the literature, however, as scholars have not explored differences in perceptions and purchase-related attitudes and behaviors based on age.

As part of this project, the author conducted a survey in May 2017 and asked respondents about their purchase-related attitudes and behaviors toward four brands – two with heritage and two without. Respondents exhibited more positive purchase attitudes toward the two heritage brands, but no major differences in purchase-related attitudes and behaviors were found between age groups. When it came to purchasing brands without heritage, younger consumers were not more likely to exhibit positive attitudes in comparison to older consumers. The data showed that younger consumers were slightly more likely than older consumers to purchase brands of athletic shoes and soda that were new within the past year. This indicates that younger consumers may be slightly more open to purchasing new brands, especially if the products have low-

involvement. Consumers exhibit a low level of interest in low-involvement products, and low-involvement products are not central to the person's ego-structure (Day, 1970, p. 45).

The results provide some directional guidance for those managing brands today. The data shows that brand heritage impacts purchase intent for every age group, but younger consumers are more willing than older consumers to purchase low-involvement brands that are new within the last year. Marketing professionals with lower-involvement products who are targeting younger consumers must find ways to maintain and bolster their brand's heritage as the data shows that it remains a key brand differentiator. At the same time, having heritage does not necessarily mean that younger consumers will remain loyal to the brand. These consumers are willing to purchase a new brand of a low-involvement product. This means that in addition to maintaining brand heritage, brands marketing to younger consumers should also explore ways to discourage these consumers from switching to new brands by remaining competitive through tactics such as new product innovation, and price promotions.

Marketing professionals should also understand the importance of a brand's heritage and how it drives positive purchase-related attitudes. Marketing professionals should be aware of the buzz in the industry indicating that brand heritage may be easier to obtain than it used to be. It provides hope for new brands that lack heritage and are trying to build it, and encouragement for heritage brands to continue building and maintaining what they already have. If a brand lacks heritage, the brand manager should learn how to build it. If their brands have rich heritage, the brand manager should learn how to harness it and grow it even further. Both heritage and non-heritage brands should employ brand stewards to help champion the brand's heritage and heed the advice from the current literature that brand heritage, when used well, can be a key differentiator for the brand.

III.   Introduction

In 2015, Nick Clark, executive creative director at The Partners in New York, wrote an op-ed for *Ad Age*, in which he discussed the evolution of brand heritage. In his piece, Clark wrote, "it used to be that we all looked for brands we knew and trusted based on what they had come to mean over the years -- brands that had been around for generations. Ones we could count on. Steady-as-a-rock permanence. This was a guarantee of quality, of integrity, of service and expertise built up over decades of experience. Now, Apple, PayPal and Amazon have heritage. We live in a world where what once took 200 years to earn now takes less than 20" (Clark, 2015).

Clark offers a thought-provoking observation on the transformation of brand heritage over time. If what he is claiming is truly the case, then something must be causing the trend. One possible explanation is that the composition of the consumer base, as well as consumer attitudes, are changing over time. Mintel tells us that millennials are entering their key buying and spending years, which means they make up a greater proportion of consumers versus previous years (Marketing to Millennials: Executive Summary, 2016). Findings from studies on millennial purchase attitudes are mixed, but some experts believe that millennials exhibit less brand loyalty than older generations (Caplan, 2005; Phillips, 2007). At the same time, according to the US Bureau of Labor Statistics, the number of new businesses has been growing year over year since 2010 ("Entrepreneurship and the U.S. Economy, 2015). Is it possible that millennials have greater exposure to new brands today than past generations did at their age? Could it be that due to this increased exposure to new brands, millennials are more willing to try and trust new brands quicker, and in turn are allowing these brands to gain heritage faster than before? If so,

does a brand's heritage carry as much weight as it used to, or do younger consumers see heritage brands differently than older consumers?

Clark's (2015) proposed shift alluding to a marketplace where heritage brands struggle to stay relevant in the face of newer brands can impact how brand marketers approach the concept of brand heritage in their strategies. As the millennial generation continues to age, find jobs, and gain purchasing power (Mintel, 2016), there is no considerable data that shows whether their attitudes toward brands are more or less likely to be influenced by a brand's heritage. The purpose of this study, therefore, is to leverage past studies and new primary research to understand if brands with heritage should continue to use heritage as a key differentiator when marketing to younger generations. We seek to answer the question, "what is the relationship between brand heritage and purchase-related attitudes and behaviors for consumers age 18-34?" By investigating this question, we can shed light on how younger generations view brand heritage, and whether brands should continue to leverage their heritage as they target millennials, or whether brand heritage is becoming more of a liability rather than an asset.

IV.　　　Literature Review

The topic of brand heritage has gained popularity over the past few years as a subject of academic study. Researchers and industry leaders are becoming increasingly interested in brand heritage as a tool for a brand's differentiation in the marketplace, and how or when it affects consumers' perceptions and purchase attitudes. As such, scholars have sought to operationalize the term, "brand heritage," understand how brand heritage can be used as a tool, and research how brand heritage can affect consumers' purchase-related attitudes and behaviors.

Defining "brand" and "brand heritage"

Brown, Kozinets, & Sherry (2003) write that a brand is experienced, shaped, and changed in communities. It can be interpreted as a social entity. Hatch & Rubin, (2006) agree with this definition and add that a brand's contemporary significance comes from a collection of interpretations by many individuals over many years. Consumers bond with brands in an active relationship through lived experiences (Fournier, 1998). These characterizations of brands are a suitable context for understanding brand heritage.

Scholars agree that a brand's heritage can help differentiate it from its competitors. Aaker (2004) writes that heritage drives value for a brand, because a brand is more authentic when its personality comes from its roots. Heritage helps "define these brands today and add value, especially when they are re-interpreted in a contemporary light" (Aaker, 2004, p. 7). Wiedmann, Hennigs, Schmidt, & Wuestefeld (2011a) write that heritage is an important tool for brand marketers, as it adds "depth, authenticity, and credibility to the brand's perceived value" (p. 205).

As the concept of brand heritage has grown in popularity, scholars have worked to define it and find ways to use it in brand communications. Scholars agree that brand heritage has its

own set of rules. According to Wiedmann, Hennings, Schmidt, and Wuestefeld (2011b), "heritage brands not only constitute a different branding category with their own set of defining criteria, but also necessitate a special approach to effective management and leadership" (p. 184).

One of the most prominently cited conceptualizations of brand heritage was developed by Mats Urde (2007). Urde (2007) writes that while all brands have history, only some have a true heritage. Through his research on heritage brands, Urde (2007) found five characteristics that he believes make up a brand's "heritage quotient" (Urde, 2007). The five elements of heritage are track record, longevity, core values, use of symbols, and the idea that history is important to the brand (Urde, 2007).

According to Urde (2007), the first element of brand heritage, track record, is "proof over time that the company has lived up to its values and promises (p. 9). Heritage brands accumulate credibility and trust over time through their positive track record (Urde 2007). An example of a brand with a track record is Volvo (Urde, 2007). Over time, the Volvo brand has become synonymous with safety (Urde, 2007). Volvo has established credibility with consumers over many years by consistently proving that its products are safe (Urde, 2007). Volvo's track record of providing safe cars has given the brand credibility, ultimately establishing it as a heritage brand (Urde, 2007).

Urde's second element of brand heritage, longevity, is defined as a "consistent demonstration of other heritage elements (especially track record and the use of history) under many CEOs, such that one can believe they are ingrained in the organization's culture" (2007, p. 10). Examples of companies with longevity include S C Johnson and Anheuser Busch (Urde, 2007). These family-led companies have been passed down from generation to generation and

throughout transfers of leadership, the brands have remained consistent with their heritage stories through the use of symbols and values (Urde, 2007).

The third element of brand heritage is "core values" (Urde, 2007).   Core values are long-held by the brand and form the base for the positioning expressed as a promise or covenant" through external and internal communications (Urde, 2007). A brand's core values guide behavior and actions in everyday decision making (Urde, 2007).   An example of a brand with long-held core values is the telecommunications company, LM Ericsson (Urde, 2007). LM Ericsson has upheld three core values – professionalism, respect, and perseverance -- for over 129 years (Urde, 2007). These values serve as guideposts for the brand, eventually becoming part of the brand's identity, and ultimately the brand's heritage (Urde, 2007).

Use of symbols is Urde's third element of brand heritage (2007). He believes brands that use symbols and design elements meaningfully in communication often have a high brand heritage quotient (Urde, 2007). Sometimes these symbols can even achieve an identity of their own, because they stand for the brand in the eyes of consumers (Urde 2007). Examples of these types of symbols include the five Olympic rings, the Mercedes star, the blue Tiffany color, and the Burberry plaid pattern (Urde 2007).

Lastly, brands with heritage place value on the brand's history and ensure it is instilled in the brand (Urde, 2007). History influences the brand's operations and the choices it makes for the future (Urde, 2007). It is important to note that Urde does not believe heritage brands should remain stuck in their past (Urde, 2007). Instead, he writes that a brand should remain adaptable while keeping the brand's history in mind, in order to maintain relevance over time (Urde, 2007).

Once Urde (2007) published his definition and elements of "brand heritage," other scholars sought to build upon this definition, adding more color and explanation. For example,

in a study by Banerjee (2008) in which he sought to match brand heritage with cultural heritage in order to find the right strategy for brands in different geographic areas, he developed his own definition of brand heritage. Banerjee's (2008) idea of brand heritage is slightly different than Urde's (2007). According to Banerjee (2008), brand heritage has four pillars: history, image, expectancy, and equity. A brand with history has a rich, eventful past. The concept of "image" as it relates to brand heritage is "an after-effect of the brand communication and positioning based on the benefits to be enjoyed by the consumers" (Banerjee, 2008, p. 314). If a consumer has a positive image of a brand, it means that the brand has a desired set of benefits that the consumer experiences (Banerjee, 2008). The third pillar, expectancy, constitutes the benefits (physical and emotional) that the brand brings to consumers (Banerjee, 2008). Lastly, the fourth pillar, equity, is defined as brand competencies that facilitate progression and differentiate the brand (Banerjee, 2008).

While Banerjee's (2008) definition of brand heritage differs slightly from Urde's (2007), the two have similarities, which Hakala, Lätti, & Sandberg (2011) combined into one definition. According to Hakala, Lätti, & Sandberg (2011), "brand heritage is a composite concept incorporating the history of the brand in numbers of years of operation and the power of the brand story over time, as well as the consistency and continuity of the core values, the product brands and the visual symbols" (p. 454).

Finally (Wiedmann et al., 2011a) were the first to measure brand heritage, and established the first operationalization of the concept. Building on Urde's (2007) definition, Wiedmann et al. (2011a) developed 15 indicators that they believe cover all five of Urde's elements of brand heritage. These indicators include continuity, bonding, cultural value, imagination, credibility differentiation, and prestige (Wiedmann et al., 2011a). Once they tested

these indicators to validate that they aligned with the brand heritage concept, they developed attitudinal statements for each. Examples include, "Brand XY is very continuous," and "Brand XY has strong cultural meaning" (Wiedmann et al., 2011a.)

The following study draws most heavily from Urde's (2007) definition of, "brand heritage," as this is the definition is most often cited in the literature. The study also draws from some of the brand heritage indicators developed by Wiedmann et al. (2011a), with modifications in order to eliminate marketing jargon.

Defining "purchase-related attitudes"

In their study on brand heritage's effects on consumer attitudes, Wiedmann et al. (2011a) present one of the more comprehensive definitions of purchase-related attitudes. This study draws on their definition. Purchase-related attitudes, according to Wiedmann et al. (2011a) include how the consumer feels about the brand (the "brand image,") customer satisfaction, brand trust, brand loyalty, a consumer's willingness to pay a premium price, and buying intention. Wiedmann et al., tested this variable in their study on the effects of brand heritage on consumer attitudes by developing survey questions to understand consumer attitudes toward brands based on the six aspects of purchase-related attitudes (2011a). Our study employs some of the survey questions from the study by Wiedmann et al. (2011a).

In their study on brand heritage and its effects on consumers' purchase-related attitudes, Rose, Merchant, Orth, & Horstmann (2016), defined "purchase-related attitudes" more narrowly than Wiedmann et al. (2011a). According to Rose et al., (2016) consumers exhibit positive purchase-related attitudes if they are willing to purchase a brand again and again. While the definition provided by Rose et al., worked well for their study, we find that the definition

provided by Wiedmann et al. (2011a) offers more depth and presents a more comprehensive idea of purchase-related attitudes.

Differentiating "brand heritage" from other similar concepts

A significant portion of the literature has focused on concepts that are similar, but not quite identical to brand heritage. These concepts include retro branding, iconic branding, nostalgic branding, and brand revival. By reviewing these concepts, scholars have sought to tease out what is considered "brand heritage" and what is not. Wiedmann, Hennigs, Schmidt, & Wuestefeld, (2011a) evaluated these concepts and their relation to brand heritage most comprehensively.

The first of these concepts is retro-branding, originally discussed by Brown et al. (2003). According to Brown et al. (2003), retro-branding takes place when historical brands are relaunched and updated. Retro brands are "predicated on a utopian communal element and an enlivening paradoxical essence" (Wiedmann et al., 2011a, p. 207). Retro brands relate to a specific period of time (Wiedmann et al., 2011a). The key difference between retro brands and heritage brands is that retro brands draw from the past without relating to the future (Wiedmann et al., 2011a). In contrast to retro brands, Urde (2007) write that heritage brands make the past relevant for today (Urde, 2007).

The second concept that is similar to heritage branding is "iconic branding," originally discussed by Douglas Holt (2004). According to Holt (2004), iconic brands are culturally dominant among consumers, with distinctive symbols. Mythmaking is imperative for iconic brands (Holt 2004). While this aligns with parts of Urde's (2007) definition of "brand heritage" (e.g. heritage brands have significant symbols), it does not necessarily mean that an iconic brand is also a heritage brand. According to Urde (2007) some iconic brands are heritage brands, but

not always. Iconic brands may be lacking some of the other elements necessary to make them true heritage brands (Urde, 2007). In addition, Urde (2007) writes that while mythmaking is necessary for iconic brands, it is not vital for heritage brands.

The third concept that is similar to heritage branding is "nostalgic branding" (Davis, 1979). Davis (1979) describes nostalgic brands as those that evoke past time periods and former selves. Nostalgic brands connect consumers with their pasts (Davis, 1979). Nostalgic branding is slightly different from brand heritage (Wiedmann et al., 2011a). Heritage branding, like nostalgic branding, links consumers to a past that is based on past experiences and associations, but unlike nostalgic branding, heritage branding also invokes the nostalgic character and makes it relevant for the future (Wiedmann et al., 2011a). Heritage, unlike iconic branding, expresses future promises (Wiedmann et al., 2011a).

Lastly, Wiedmann et al., (2011a) cite "brand revival" as a concept that is similar, but not quite identical to brand heritage. Brand revival is the relaunch of a product from a historical period in time (Brown et al., 2003). The product is often updated to contemporary standards with improved functionality or performance (Brown et al., 2003). The concepts of brand revival and retro brands are similar and overlap considerably, however unlike retro branding, revival brands do not involve a utopian communal element or an enlivening paradoxical essence. (Wiedmann et al., 2011a). In comparison to brand heritage, Wiedmann et al. (2011a) claim that both concepts evoke consumers' memories of the past, but heritage branding does not seek to renew a brand, rather its brand positioning and value proposition are based on its heritage (Wiedmann et al., 2011a).

Millennial purchase-related attitudes and behaviors

There is great depth in the literature on generational differences in purchase-related attitudes, especially as it relates to millennials. Millennials have often been studied, because scholars and industry experts believe that millennials' purchase-related attitudes might be different from older generations. They have sought to understand the motivations behind these attitudes.

When it comes to studies on millennials, some experts believe that the millennial generation is not brand loyal (Caplan, 2005; Phillips, 2007). Caplan (2005) claims that millennials look for products that fit their lifestyles and personalities rather than purchase a product based on its brand name. Phillips (2007) suggests that millennials value price and product features over brand names. These experts believe that overall, the millennial generation is not loyal to brands.

Some scholars suggest that varying degrees of brand loyalty among generations are due to the market context rather than a generational effect. McCrindle Research found that older generations have greater brand loyalty, but brand loyalty among all age groups has declined over time (*Seriously cool. Marketing and communicating with diverse generations,* 2008). These findings indicate that there may be other factors at work besides simply the differences among current generations. For example, economic climate could play a part in consumer attitudes toward brands.

There are gaps in the literature on millennials' purchase-related attitudes and behaviors. While the literature tells us that millennials may not be as brand loyal as older age groups, it does not tell us the degree to which brand heritage affects millennials' purchase-related attitudes and behaviors.

Persuasion theories pertaining to brand heritage and its effects on purchase-related attitudes and behaviors

Some theories of persuasion in the literature may help explain brand heritage and its effects on consumer attitudes. Krugman's (1965) Low Involvement Model theory demonstrated that for individuals with low involvement (i.e. a low level of personal relevance between the individual and the issue at hand), the brand becomes more important to the consumer over time through repetition such as consistent advertising (Krugman 1965). A change in attitude through repetition can lead to a change in purchase attitudes and behavior (Krugman 1965). Krugman's model may apply to the relationship between brand heritage and purchase-related attitudes. According to Urde (2007), a brand's heritage is partially based on its longevity. If a brand has longevity, then over time, the brand name is repeated to consumers more often than brands without longevity. For low-involvement individuals, a brand's longevity may significantly affect their attitudes toward that brand, because they are exposed to the brand over and over. Krugman's model (1965) would suggest that through repeated exposure, low-involvement consumers see heritage brands with longevity more favorably over time.

It is important to note that Krugman's (1965) definition of a low-involvement individual is different from the definition of a "low-involvement product" or category, a concept that is also referenced in this study. Day (1970) defines product involvement as, "the general level of interest in the object, or the centrality of the object to the person's ego-structure" (p. 45). Furthermore, Martin (1998) writes that involvement is, "the degree of psychological identification and affective, emotional ties the consumer has with a stimulus or stimuli – here, the stimuli being the product category or specific brand" (p. 9). For the purpose of this study, a high-involvement product is a product with which the consumer identifies, and has great

emotional ties. Conversely, a low-involvement product is one with which the consumer does not greatly identify and does not have strong emotional ties.

The Heuristic-Systematic model (Chaiken, Fee Iii, & John, 1980) is also important when discussing the concept of brand heritage, and can be used to help researchers understand how brand heritage can affect consumer attitudes. The Heuristic-Systematic model states that individuals use heuristic and systematic styles to process messages (Chaiken, 1980). When an individual has high involvement, he or she will process messages systematically (i.e. detailed processing of messaging content) (Chaiken, 1980). When an individual has low involvement, he or she will base their opinions on their reactions of non-content cues (Chaiken, 1980). These content cues are also known as "cognitive heuristics" (Chaiken, 1980). After the initial publication of the heuristic-systematic model, Maheswaran, Mackie, & Chaiken (1992) revisited the model and explored how brand names fit within the model. They tested this by asking subjects to read descriptions of new products that talked about important and unimportant attributes, and they varied the brand names on these descriptions by featuring some favorable brand names and some unfavorable brand names (Maheswaran et al., 1992). The study found that low task individuals were only influenced by the brand name they were exposed to (Maheswaran et al., 1992). When high task individuals were presented with high importance attributes and unfavorable brand names, they were only influenced by the attributes and not the unfavorable brand names (Maheswaran et al., 1992). When high task individuals were presented with high importance attributes and favorable brand names, their attitudes were impacted by both the attributes and the favorable brand names (Maheswaran et al, 1992). The studies on the heuristic-systematic model shed some light on the reasons why brand heritage may be a tool for brands to leverage in order to influence consumers' attitudes. If consumers have low

involvement, they may use the brand's heritage as a heuristic cue, and their attitudes and resulting purchase behavior may be influenced by this cue. The studies also suggest high-involvement individuals take brand name into account when the brand name is favorable and paired with favorable attributes.

Zajonc's Mere Exposure theory also can help inform how brand heritage can shape consumer attitudes (1968). Mere Exposure theory states that messages are easier to process and encode when they have been seen before (Zajonc, 1968). This means that consumers can grow to have favorable attitudes toward a product after seeing the message repeatedly, with no prior exposure to the brand (Zajonc, 1968). When applied to brand heritage, Mere Exposure theory helps explain why it influences consumers' attitudes. Brands with heritage have longevity, a track record, and history that is important to the brand's identity (Urde, 2007). Brands with heritage have been around for a number of years, and consumers have been more exposed to the brand name over time. The application of Mere Exposure theory means that brand heritage may influence consumer attitudes in a positive way because it is easier for consumers to process and encode when they have been exposed to the brand before. They may have more favorable attitudes toward the brand because they have seen it and been exposed to it repeatedly over time.

Brand heritage and consumer perceptions

Not only have scholars defined brand heritage and set parameters around what it is and what it is not, but they have begun to study how brand heritage can affect an individual's perceptions of the brand, how companies can tailor brand heritage to fit the needs of the brand, and the impact of brand heritage on consumers' purchase-related attitudes and behaviors.

One way scholars have explored brand heritage is by examining how it drives consumers' perceptions of the brand. Through such exploration, they have found that brands can leverage

their longevity and sustainability to demonstrate that their core values and performance are reliable (Aaker, 1996). Furthermore, a brand's heritage creates value for the consumer and gives the brand leverage, especially during times when consumer confidence is low (Leigh, Peters, & Shelton, 2006).

All of the studies conducted on how brand heritage drives consumers' perceptions of the brand have shown that brand heritage positively affects consumers' perceptions. For example, in the exploration of brand heritage in the car industry by Wiedmann et al. (2011a), they found that brand heritage in the car industry significantly affects purchase-related attitudes and behaviors.

A separate study by Merchant & Rose (2013) found similar results. Merchant and Rose (2013) studied ad-evoked vicarious nostalgia to understand if it had an impact on brand heritage and if it would lead to consumer brand attachment. The study found that nostalgia evoked through advertisements enhanced and built brand heritage perceptions for consumers who were prone to nostalgic feelings (Merchant & Rose, 2013). The study also found that for nostalgically-prone consumers, an increase in brand heritage perceptions led to an increase in consumers' attachment to the brand (Merchant & Rose, 2013).

Wiedmann et al. (2011a) found similar results and concluded that brand heritage drives brand perception and consumer behavior. In an exploration of fifteen brand heritage drivers including "continuity," "myth," "credibility," and "familiarity," they found that these dimensions of brand heritage were significantly linked to the cognitive, affective, and intentional attitudes of consumers as they evaluated a brand (Wiedmann et al., 2011a). They also found that consumers placed greater trust in heritage brands and felt that they were taking less of a financial risk by purchasing products from heritage brands versus brands without heritage (Wiedmann et al., 2011a). In all cases, scholars agree that brand heritage leads to positive perceptions of a brand.

Tailoring key brand heritage drivers to target consumers

One study has also explored how various elements of brand heritage can be tailored to fit the needs of the brand as brand managers develop their branding strategies. In their study on the drivers and dimensions of brand heritage, Wiedmann et al. (2011a) found that different dimensions of brand heritage did not all impact brand strength in equally. As they measured these different dimensions, they found that some more strongly impacted a consumer's attitude toward the brand than others (Wiedmann et al., 2011a). For example, brand heritage drivers such as bonding and credibility drove the highest impact on brand heritage and gave the greatest potential to differentiate a heritage brand from others (Wiedmann et al., 2011a). Wiedmann et al. (2011a) measured "bonding" by asking respondents to rate their attitudes toward the phrase, "I am bonded to brand XY." They asked respondents to rate their attitudes toward the statement, "Brand XY represents honesty and truthfulness."   Their study suggests that it is not a matter of a brand simply having heritage or not. Instead, marketers can pick and choose the dimensions of brand heritage that have the most impact in order to use their resources most effectively (Wiedmann et al., 2011a).

Brand heritage and purchase-related attitudes and behaviors

Lastly, scholars have studied brand heritage and its impact on purchase-related attitudes. Rose, Merchant, Orth, & Horstmann (2016) and Wiedmann et al (2011a) have been two of the few teams of scholars to examine brand heritage quantitatively and extend the work of Urde (2007) to understand how exactly brand heritage impacts purchase attitudes. Through their study, Rose et al. (2016) found that brands that successfully invoke their heritage encourage positive emotions and trust among consumers, which leads to consumers' attachment and commitment to the brand and increases purchase intent (Rose et al., 2016). In order to influence

purchase intent, a brand must successfully invoke its heritage by demonstrating its stability, reliability and past performance and tie these elements to the present (Rose et al, 2016).   If a brand successfully invokes its heritage, it can impact purchase intent among consumers. The study by Wiedmann et al. (2011a) found similar results and added to the literature by indicating that consumers are willing to pay a premium for heritage brands. According to Wiedmann et al. (2011a), brand heritage instills confidence in consumers when making their purchase decisions. Wiedmann et al. (2011a) write, "when brands invoke their heritage, consumers are more willing to pay a higher price for traditional values such as credibility, continuity, and orientation, especially in times of financial crises and perceived uncertainty" (p. 215). Based on their findings, Rose et al. (2016) and Wiedmann (2011a) have paved the way for future work in the area of brand heritage.

While scholars have defined the concept of brand heritage and explored the area quite deeply when it comes to understanding how it impacts consumers' attitudes, there are still major gaps in the literature to date. Most of the scholarly work on brand heritage has been purely conceptual in nature. The work has begun to explore the relationship between brand heritage and consumers' attitudes toward the brand, but it is difficult to make broad generalizations when the effects of brand heritage may vary depending on factors such as the type of company, type of consumer, or product category. Wiedmann et al. (2011a) for example, shed light on the concept of brand heritage, but their studies on brand heritage only span as far as the car industry. There are no studies that span across other categories.

The literature also does not address potential shifts in consumers' perceptions of brands with heritage over time. The sentiments on brand heritage captured by Nick Clark (2015) in his op-ed have never been put to the test. Scholars have confirmed that brand heritage affects

consumer perceptions of brands as well as their purchase-related attitudes, but they have not

sought to understand if "brand heritage" carries the same meaning it did years ago, or if brand

heritage takes less time to build than it used to.

Finally, scholars have not studied the relationship between brand heritage and

consumers' purchase-related attitudes and behaviors based on the type of consumer. Factors

such as a consumer's age, cultural background, and income may all influence how the individual

is impacted by a brand's heritage. Given the literature presented above, as well as the industry

commentary on the shift in what it means to be a "heritage brand," we pose the following

hypotheses:

H1: Consumers ages 18 to 34 exhibit more positive purchase-related attitudes and behaviors for

non-heritage brands than older generations (35-74 year olds).

H2: Consumers ages 18-34 are more likely to make a purchase from a company that is less than

one year old.

The following study is designed to understand age as it relates to brand heritage and its

impact on the consumer's purchase-related attitudes and behaviors. These findings will add to the

scholarly work on brand heritage and give marketers some food for thought as they decide if and

how to use their brand's heritage to target younger consumers.

V.   Primary Research

This study seeks to understand the relationship between brand heritage and purchase-

related attitudes and behaviors for individuals 18-34 years of age. The literature tells us that

brand heritage impacts trust and attachment for the brand, which leads to purchase intention

(Rose, 2016), however it does not indicate if these purchase-related attitudes and behaviors vary

by age group and if younger consumers are beginning to view heritage brands differently than older consumers. This study explores the question of age in more detail by comparing the purchase intent of 18-34 year olds to the purchase intent of 35-74 year olds.

Method

To measure the relationship between brand heritage and purchase-related attitudes and behaviors for younger consumers versus older consumers, an online survey was conducted from May 26, 2017 to May 27, 2017. All items in the survey questionnaire were rated on a five-point Likert scale (For the questions regarding attitudes toward a brand's heritage and purchase intent, 1= "strongly disagree," 5= "strongly agree." For the questions regarding attitudes toward *new* brands, 1= "highly unlikely," 5=highly likely.") For the full survey including the survey introduction and questions, see Appendix A.

The survey posed questions related to the brand heritage and consumers' purchase attitudes for four brands: Nike athletic shoes, Asics athletic shoes, Mist Twst lemon-lime soda, and Sprite lemon-lime soda. Respondents answered all questions about one brand before moving onto questions about the next brand. The survey questions were built to address three different areas:

1. **Confirming that respondents believed Nike and Sprite had brand heritage and Asics and Mist Twst did not have brand heritage (i.e. "brand heritage indicator questions").** To accomplish this, the survey posed five questions for each brand, drawing on Urde's (2007) definition of "brand heritage," as well as the brand heritage questions from Wiedmann et al. (2011a). The survey asked the respondents to rate their attitudes toward the trustworthiness and consistency of the brands, whether or

not the brands were "established," whether the brand would meet their expectations, and if they could easily think of symbols associated with each brand.

2. **Understanding purchase-related attitudes and behaviors**. The questions in this section of the survey drew from a similar study by Wiedmann et al. (2011a). The study by Wiedmann et al. (2011a) sought to establish the relationship between brand heritage and purchase intent among consumers, so this study used similar survey questions to understand the respondents' trust toward the brands, whether they believed the brands to be dependable, whether they would recommend the brands to a friend, their loyalty toward the brands, and their intentions to purchase the brands in the future.

3. **Uncovering purchase-related attitudes toward new versus old brands.** One portion of the brand heritage concept relates to a brand's longevity. This set of questions sought to understand the extent to which consumers of different age groups were willing to try new brands. The survey asked consumers how likely they would be to purchase a new soda or athletic shoe brand that is less than one year old.

Two product categories were selected for analysis: athletic shoes, and lemon-lime soda. Within the athletic shoe category, we chose to test Nike, because the brand has a high heritage quotient, per Urde's (2007) definition. The Nike brand was established in 1972, named for the Greek goddess of victory (Hoovers, 2017b). The company's longevity, track record, and its highly recognizable "swoosh" logo indicate that it is a heritage brand.

We chose Asics as the athletic shoe brand to test against Nike, because its heritage quotient is quite low. The Asics brand arrived in the United States in 1977 (Hoovers, 2017a). While the company has longevity similar to Nike, it is not a brand whose past is reflected and

expressed through the use of symbols, nor does it tout a track record of delivering values for customers over time. An examination of its website did not yield any evidence that history is important to the brand.

The second product category explored in the survey was lemon-lime soda. Sprite, a Coca-Cola brand, was selected as a lemon-lime soda brand with heritage, and Mist Twst, a Pepsi Co. brand, was selected as a brand with little heritage. Sprite was founded in 1961 ("The World's Most Valuable Brands," 2015). As of 2015, it was the world's leading lemon-lime soda, and the third best-selling soft drink brand worldwide ("The World's Most Valuable Brands," 2015). Its green color has remained a prominent design feature, which symbolizes the brand and communicates to consumers that Sprite's history is important to the company. The color has not changed since 1961 ("Primary Color: Why Sprite Has Supported Green Since 1961," 2017).

In contrast to Sprite, Mist Twst exhibits far fewer elements of brand heritage. The Mist Twst brand began as Sierra Mist in the year 2000 (Schultz, 2015). Since 2000, the brand has undergone several iterations and was eventually re-named as Mist Twst in 2016 (Schultz, 2015). The Mist Twst brand does not display any of its history on its public-facing sites. Due to the brand's lack of longevity, as well as its lack of consistency in symbols, values, and history, Mist Twst is considered a brand without heritage for this study.

Sample

The survey was conducted with respondents from Amazon Mechanical Turk. Respondents earned $0.50 for one completed survey. The survey yielded 608 responses. After cleaning the data of duplicate IP addresses and speeders, the final sample was 478. Respondents were limited to one survey per person.

Figure 1-1 shows the survey sample by age. Most respondents fell between the ages of

18 and 54. The sample size for 55-64-year olds (n=22) and 65-74-year olds (n=6) were lower

than the sample sizes for the younger age groups. Due to the low sample sizes of these two age

groups, this study uses the results to provide directional guidance in answering the research

question, however the data is not representative of the total population. See section VII for

further details.

Figure 1-1

Survey Respondents by Age		
Age Range	% of respondents	Count
Under 18	0.00%	0
18 - 24	14.23%	68
25 - 34	45.19%	216
35 - 44	22.18%	106
45 - 54	12.55%	60
55 - 64	4.60%	22
65 - 74	1.26%	6
75 or older	0.00%	0
Total	100%	478

The sample consisted 48.95% males and 51.05% female. 37.24% of respondents had a

four-year college degree, 27.82% of respondents had some college/trade school, and 12.13% of

respondents had a two-year college or trade school certificate. The remaining respondents

expressed having either some high school or less, completing a high school or equivalent (GED),

completing some graduate work, or having a graduate degree. Figure 1-2 illustrates the

breakdown of the sample by level of education

27

Figure 1-2
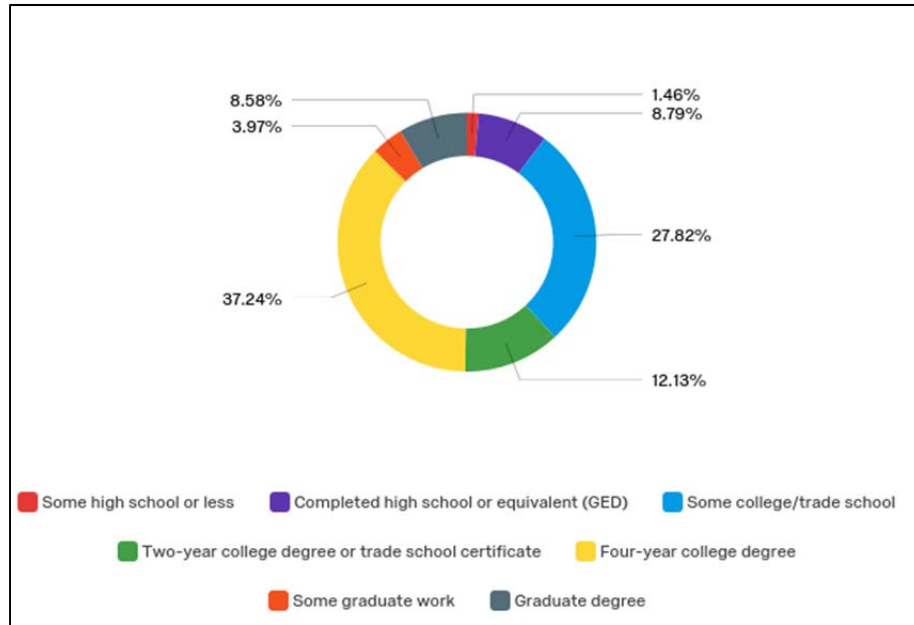
In regard to race, 72.15% of respondents indicated that they were Caucasian, and 9.96% of respondents indicated that they were black or African American. 12.40% of respondents indicated that they were Asian. The remainder of respondents indicated that they were either Native Hawaiian or Pacific Islander, American Indian or Alaska Native, or other. Figure 1-3 illustrates the sample by ethnicity.

Figure 1-3
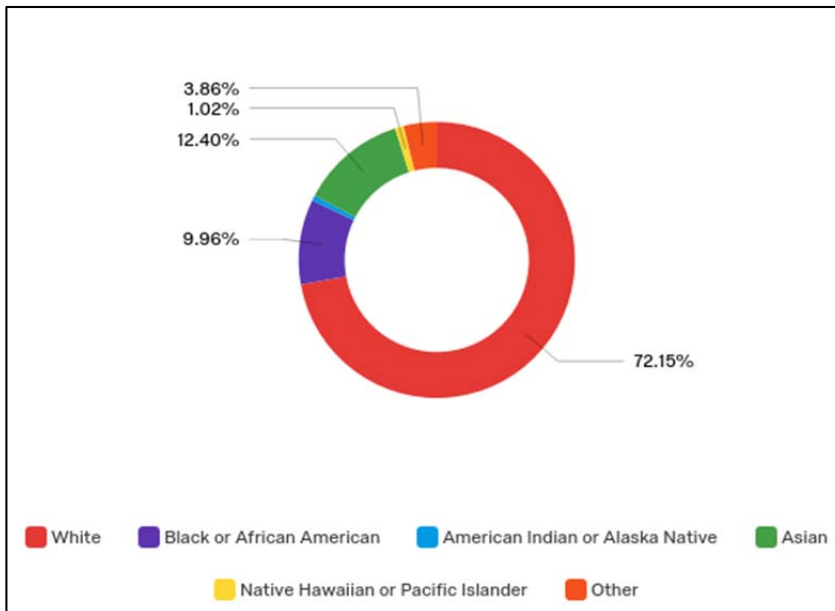
The income breakdown for all respondents varied. 19.5% indicated that they earned $50,000-$74,000 per year, 16.35% of respondents indicated that they earned $25,000-$34,000 per year, and 15.72% of respondents indicated that they earned $35,000-$49,000 per year. Figure 1-4 illustrates the full breakdown of income level among all respondents.

Figure 1-4
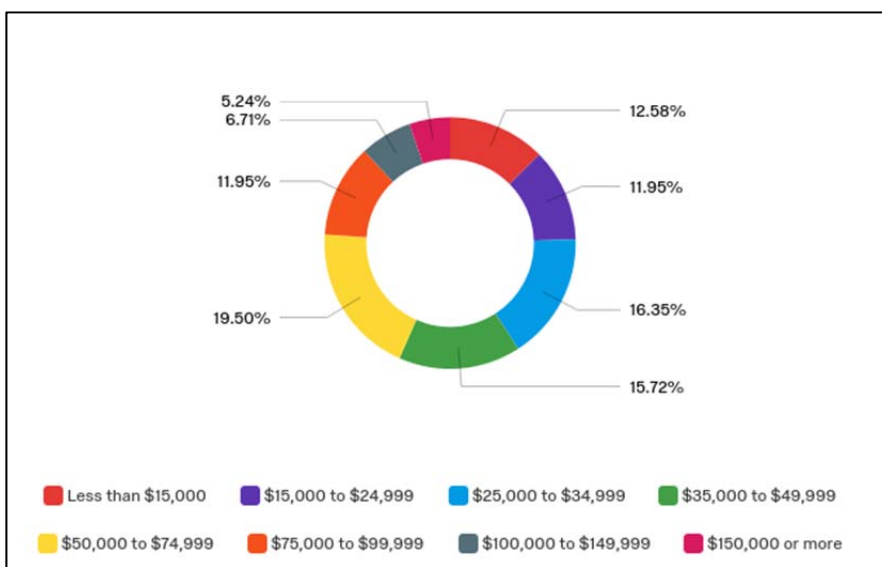
When examining the geographic breakdown of respondents, 17.48% indicated that they were from California, and 6.82% of respondents indicated that they were from Texas. For the full breakdown of respondents by state, see Appendix C.

Scholars have investigated Amazon Mechanical Turk (MTurk) as a source for sampling, and provided their findings on the similarities and differences between MTurk respondents and a representative sample of the general population. Chandler & Shapiro (2016) write that MTurk has more than 500,000 registered users. Similar to the sample in this study, MTurk respondents tend to report lower personal incomes than the general population (Corrigan et al., 2015, Shapiro et al., 2013). Scholars believe that MTurk users are younger than the generation population, which we found to be the case with the sample in this particular study (Chandler & Shapiro, 2016). MTurk samples are less representative than web-based probability samples when it comes to gender, race, income, and marital status (Berinsky et al., 2012; Mullinix et al., 2014; Weinberg et al., 2014) however Chandler and Shapiro (2016) find that MTurk samples are more diverse than typical samples used in clinical research such as community samples and students.

Results

The results of this study help provide direction for the hypotheses below.

H1: Younger consumers (ages 18 to 34) exhibit more positive purchase-related attitudes and behaviors for non-heritage brands than older generations (35-74 year olds).

The findings of this study refute the first hypothesis. As stated in the previous section, this study found that the younger age groups did not differ majorly in their purchase-related attitudes and behaviors toward non-heritage brands compared to the older age groups when it came to athletic shoes and lemon-lime soda. Millennials and the older age groups studied

exhibited similar purchase-related attitudes toward Asics and Mist Twst, indicating that it is possible that younger age groups value brand heritage similarly to older age groups when it comes to athletic shoes and lemon-lime soda. Further studies are recommended in order to understand if the attitudes and behaviors among different age groups extend to other product categories. These recommendations are detailed in section VIII.

H2: Consumers ages 18-34 are more likely to make a purchase from a company that is less than one year old.

The results of this study show that consumers ages 18-34 are more willing than older age groups to make a purchase from a soda brand that was less than one year old. When it comes to athletic shoes however, the results were not as strong. Respondents ages 25-34 (avg. 3.82/5.0) and ages 45-54 (avg. 2.87/5.0) were more likely than other age groups to purchase a brand that was new within the last year. 18-24 year olds trailed behind with a likelihood score of 2.84/5.0.

The difference in results among the athletic shoe and soda categories could reflect the difference in involvement for these two types of products. As athletic shoes can be a higher involvement product than soda, consumers may feel less apt to purchase from a newer brand because there is more of a risk. If this is the case, then new brands should take note of which types of products they are offering (high involvement or low involvement) and be sure to build trust with their new consumers in order to overcome that hurdle. While their brands may not have heritage at the onset, they can build this heritage over time, which can help influence purchase-related attitudes and behaviors for consumers.

An in-depth analysis of the results from the brand heritage indicator questions, the purchase-related attitudes and behaviors questions, and the likelihood to purchase new brands questions is below.

Brand Heritage Indicators

The brand heritage indicator questions were first analyzed to ensure that respondents felt that Nike and Sprite had more brand heritage than Asics and Mist Twst. Figure 2 shows that the Nike and Sprite brands consistently received more agreeable scores on questions related to brand heritage than Asics and Mist Twst. Break downs by age yielded similar results (see Appendix B for break downs by age.) Regardless of age group, Nike and Sprite received higher scores on their trustworthiness, consistency, established nature, delivering against consumers' expectations, and symbols associated with the brand.

Figure 3 shows responses according to brand heritage index. To get the brand heritage index numbers, we took the average score for each individual brand heritage indicator question, and averaged all five indicator questions together for each brand to achieve an index number. The closer the index number is to 5, the higher the brand heritage is for each respective brand. Nike and Sprite achieved 4.42 and 4.44 index numbers respectively. Asics achieved a 3.38 and Mist Twst achieved a 2.83, indicating that according to the brand heritage index, Asics and Mist Twst have lower brand heritage than Nike and Sprite.

Figure 2

BRAND HERITAGE INDICATORS
(ALL AGES) N=478

- Is a trustworthy brand
- Has delivered consistent products over the years
- Is an established brand
- If I purchased a [brand] product, it would live up to my expectations
- When I think of [brand] I can easily think of symbols and pictures that are associated with the brand

Figure 3

Brand Heritage Index
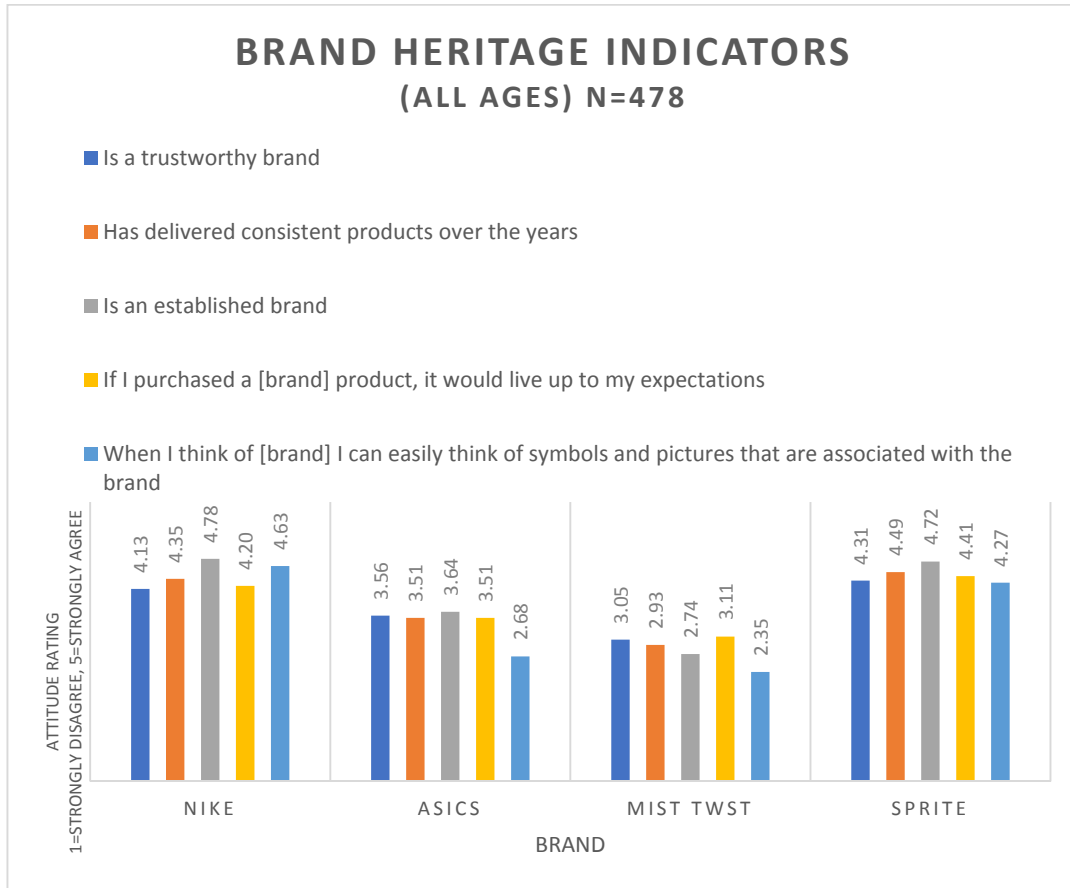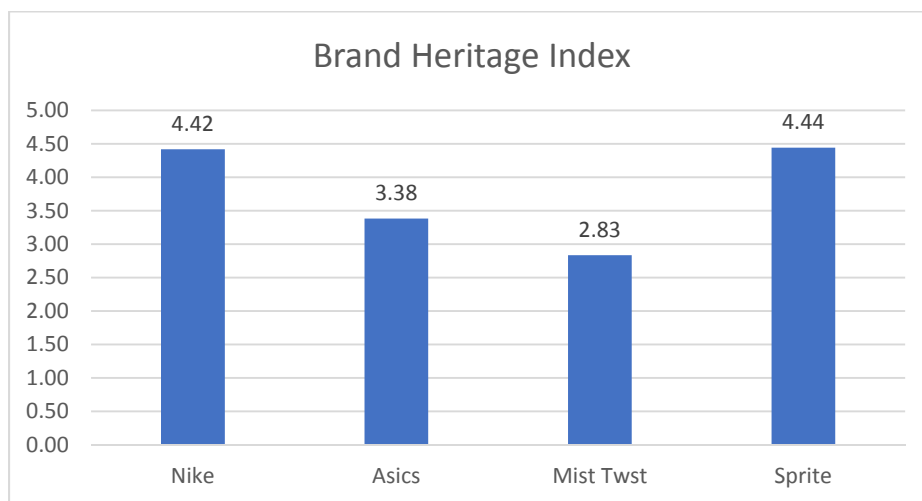
Respondents were also asked in an open-ended response question to list words that they associated with each brand. Figures 4-1 through 4-4 illustrate the responses to these four questions. Figure 4-1 shows that when respondents were asked which words they associate with Nike, they often listed Nike's slogan, "just do it," as well as the words, "swoosh," "sports," "athletic," and "quality." Figure 4-2 shows that when respondents were asked which words they associate with Asics, they provided more general words characterizing the product, but not the brand or its symbols. These words include "running," "shoes," "athletic," "brand," "unfamiliar," and "unknown." These findings indicate that respondents associate Nike with elements that stand for the brand such as Nike's slogan, "just do it" as well as it's swoosh logo. Nike's logo and slogan are part of its heritage, and its prominence in respondents' answers indicate that respondents believe Nike is a heritage brand. Conversely, respondents did not list any symbols, slogans, or historical words associated with the Asics brand, confirming that respondents did not believe Asics to be a heritage brand.

Figure 4-3 illustrates the words respondents listed most often when asked which words they associated with Mist Twist. Similar to the results from the question regarding Asics, respondents listed words and phrases such as, "lemon-lime," "soda," "Sprite," "refreshing," "Sierra Mist," and "unknown." The word associations indicate that respondents do not view Mist Twst as a heritage brand. Furthermore, respondents associated Mist Twst with its former brand name, "Sierra Mist," as well as its competitor, Sprite. This indicates that in addition to its lack of heritage, Mist Twst presents weak brand equity, or what it stands for in the hearts and minds of consumers.

Figure 4-4 illustrates the words that respondents most often cited when asked which words they associate with the Sprite brand. The responses to this question were similar to the

responses from the question regarding Mist Twst and included words such as "refreshing," "clear," "lemon-lime," and "soda." The respondents also added words unique to the Sprite brand including, "LeBron James" (Sprite's celebrity endorser) and "Coca-Cola." This question did not yield as strong of responses indicating brand heritage as the question about Nike, however due to responses yielded in the previous portion of the survey, we believe that respondents feel Sprite is a brand with heritage.

Figure 4-1
Nike Word Map

Figure 4-2
Asics Word Map

Figure 4-3
Mist Twst Word Map

Figure 4-4
Sprite Word Map

Likelihood to purchase newer brands

Next, we analyzed respondents' attitudes toward new brands in order to understand if the likelihood to purchase a newer brand varies by age. Urde (2007) states that "longevity" is a considerable factor in a brand's heritage, and this set of questions was designed to understand the importance of brand longevity and its impact on purchase-related attitudes and behaviors at a broad product category level.

According to the survey results, respondents indicated that they were more likely to purchase a new soda brand that is less than one year old than a new athletic shoe brand that is less than one year old. The average likelihood for athletic shoes was 2.9 out of 5.0, while the average likelihood for soda was 3.19 out of 5.0. These results show that respondents were not overwhelmingly likely to purchase a new brand from either category. In fact, the numbers do not

indicate a strong attitude in either direction. The results do, however, indicate that respondents were slightly more willing to purchase a new brand of soda than they were willing to purchase a new brand of athletic shoes. Figure 5 illustrates the results pertaining to this question for all age groups.

Figure 5

Likelihood to purchase a new athletic shoe/soda brand less than one year old
n=478
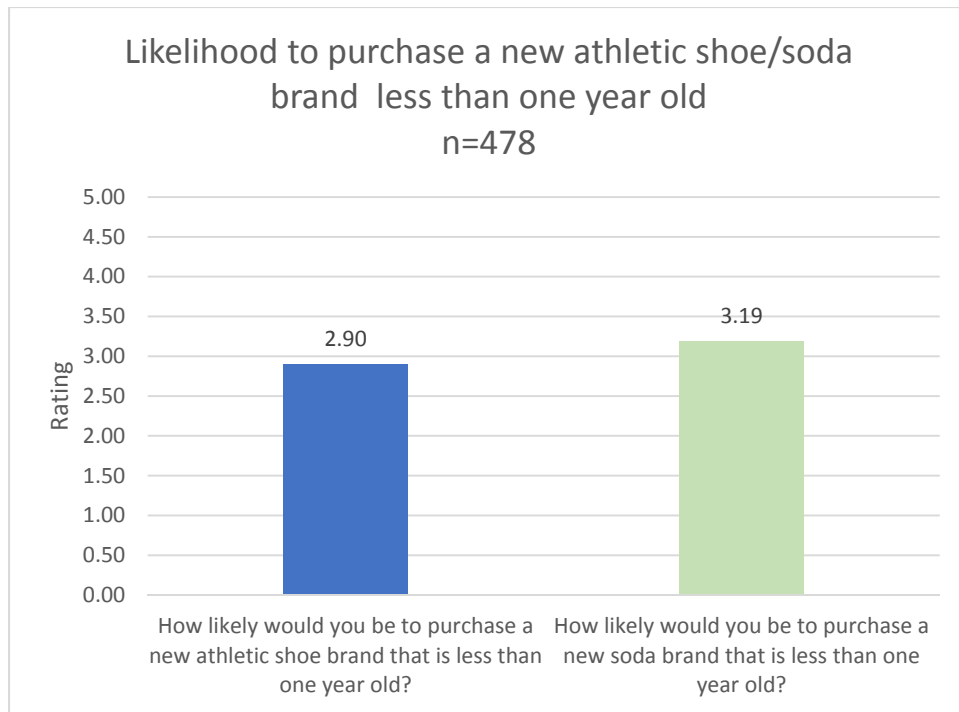
Next, we sought to understand if the responses to the questions regarding likelihood to purchase a new brand varied by age. Figure 5 shows the responses to these questions by age group. The data reveals two stories about consumers' attitudes toward purchasing new athletic shoe brands. First, the responses ranged from 2.33 to 3.02 out of 5.0, indicating that respondents tended to hug the midline at 3.0, indicating that they were neither highly nor highly unlikely to purchase a new brand of athletic shoe that was new within the last year. Judging by the results, it does not appear that consumers of any age group are swayed positively or negatively toward purchasing a new brand of athletic shoe.

Second, the data for purchase attitudes toward new athletic shoe brands did not indicate any apparent trends in attitude by age. The highest average response indicating the greatest likelihood to purchase a new athletic shoe brand came from the 25-34 age group, and the lowest average response came from the 65-74 age group, however the responses for the other age groups varied. There was no clear trend and younger respondents were not necessarily more likely to purchase a new brand of athletic shoes than older respondents. In fact, 18-24-year olds were less likely to purchase a new brand of athletic shoe than 45-54-year olds. Figure 6 illustrates the absence of an apparent trend in the data by age.

When the results are grouped into broader age ranges, the data tells a similar story on consumers' purchase attitudes toward new athletic shoe brands. Figure 7 illustrates the data by grouping respondents in two groups – 18-44-year olds, and 45 to 74-year olds. Respondents ages 18 to 44 indicated that they would be slightly less likely to purchase an athletic shoe brand that was less than one year old (2.93 out of 5.0). Respondents ages 45 to 74 indicated that they would also be slightly less likely than the younger group to purchase an athletic shoe brand that is less than one year old (2.8 out of 5). While the results are still close (.13 points of a difference) they indicate that the younger respondents 18-44 years old are slightly more willing to purchase a new brand of athletic shoes than the older respondents 45 to 74 years old.

The data on consumers' attitudes toward purchasing new soda brands is similar to the data on new athletic shoe brands, with a few slight differences. First, when grouped by age, the responses ranged from 2.33 to 3.26 out of 5.0, indicating that respondents were neither highly unlikely nor highly likely to purchase a new brand of soda that was new within the last year. The data indicates that consumers are not swayed positively or negatively toward purchasing a new brand of sodas, as the data are generally close to the midline of 3.0.

Second, the data for purchase attitudes toward new soda brands showed more of a trend by age than the data for purchase attitudes toward athletic shoes. Younger consumers were the most likely to purchase a brand of soda that was new within the past year. As the respondents' ages increased, their average likelihood to purchase a new brand of soda gradually decreased. Figure 5 illustrates this trend among consumers of different age groups. The differences in average likelihood to purchase a new brand of are very slight between the age groups, (0.93 between the youngest and oldest age groups) but the trend in the data indicates that differing attitudes may exist among respondents as their age increases.

When the results are grouped into broader age ranges, the data tell a similar story on consumers' purchase attitudes toward new soda brands. Figure 6 illustrates the data by grouping respondents in two groups – 18-44-year olds, and 45 to 74-year olds.   Respondents ages 18 to 44 indicated that they would be slightly unlikely to purchase an athletic shoe brand that was less than one year old (2.93 out of 5.0). Respondents ages 45 to 74 indicated that they would be less likely than the younger group to purchase an athletic shoe brand that is less than one year old (2.8 out of 5). While the results are still close (.13 points of a difference) they indicate that the younger respondents 18-44 years old are more willing to purchase a new brand of athletic shoes than the older respondents 45 to 74 years old.

Figure 6

LIKELIHOOD TO PURCHASE NEW ATHLETIC SHOE & SODA BRANDS N=478

Figure 7

LIKELIHOOD TO PURCHASE NEW ATHLETIC SHOE & SODA BRANDS (N=478)
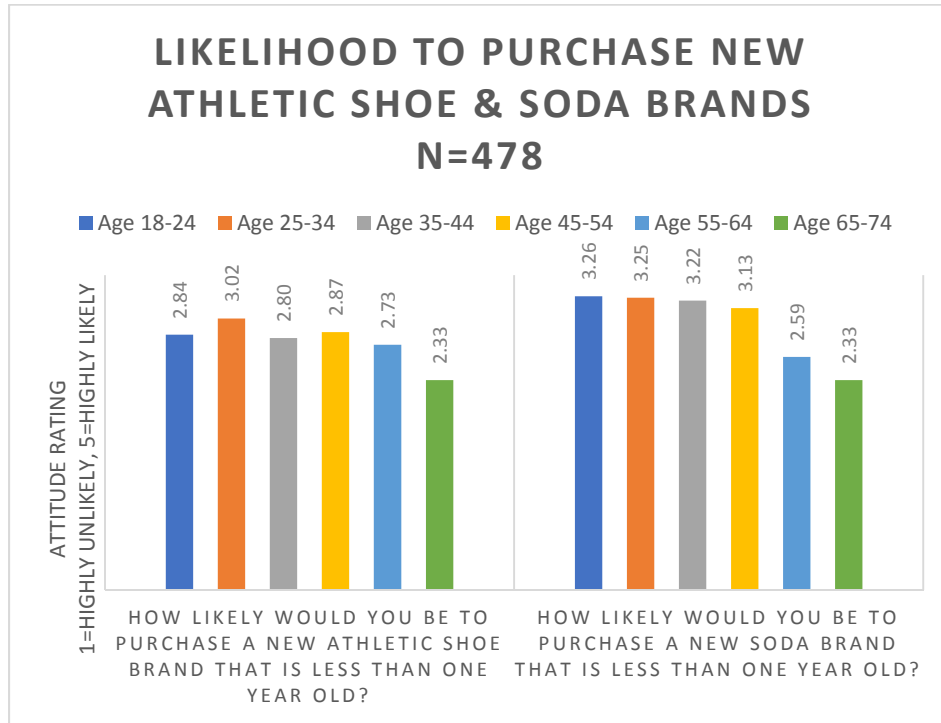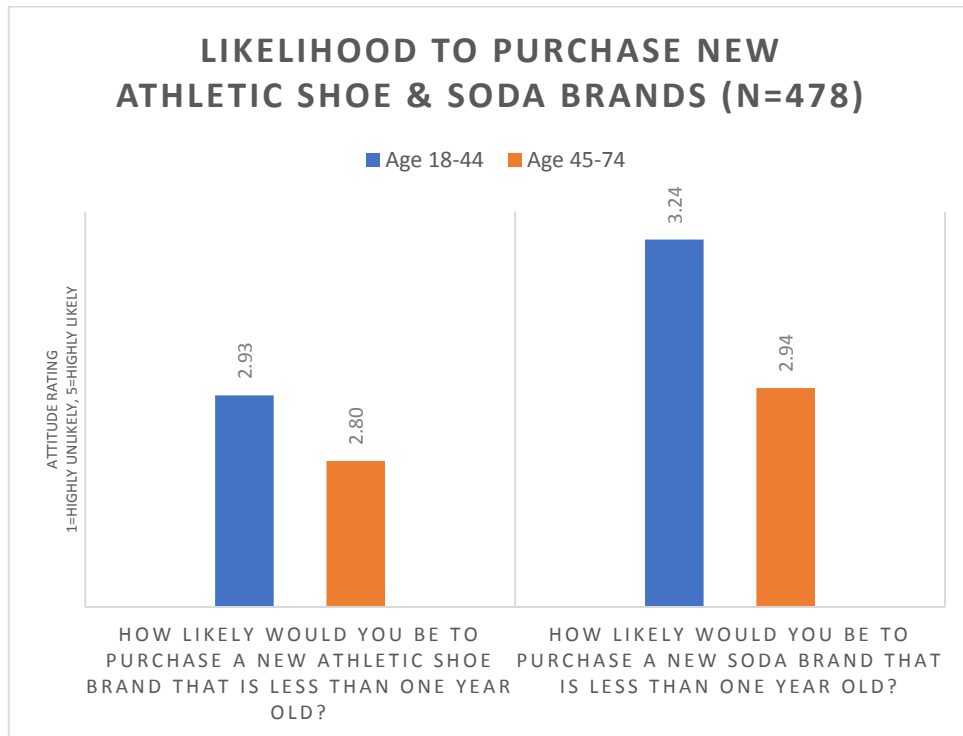
Brand Heritage and Purchase-related Attitudes and Behaviors

Lastly, respondents' purchase-related attitudes and behaviors were analyzed to determine if there was a difference in purchase-related attitudes and behaviors toward heritage brands when it comes to age.

The data confirms the previous findings by Rose, Merchant, Orth, & Horstmann (2016) and Wiedmann et al. (2011a), indicating that brand heritage influences purchase-related attitudes and behaviors. Figure 7 shows that for the heritage brands, purchase-related attitudes and behaviors were more positive than for the non-heritage brands. It is important to note that the survey question, "I do not intend to buy another [product type] other than [brand name] yielded results that may appear inconsistent with the rest of the data in Figure 7 because it was a negative question and conditional formatting will pick up on the answer in such a way that it appears to conflict with the answers surrounding it.

An interesting aspect to note is that the questions on trust, brand dependability, and willingness to recommend the brand yielded much higher results than the questions regarding brand loyalty and purchase intention. One possible reason for this result is that the questions on trust, dependability and willingness to recommend the brand to a friend are questions that indirectly affect the respondent. These questions do not concern their actual purchase of the product, rather how they view the brand and if they would recommend it to a friend. Furthermore, the question, "I do not intend to buy another [product type] other than [brand name]," while taken directly from a past study, may have been confusing to the respondents as it was a double negative.

Figure 7

Purchase-Related Attitudes and Behaviors (All Ages) n=478	I trust the brand.	[Brand name] is a dependable brand.	I would recommend [brand name] to my friends.	I am loyal to [brand name] over other [product type] brands.	I do not intend to buy another [product type] other than [brand name].	I intend to buy [brand name] again in the future versus another brand of [product type].
Nike	4.10947368	4.27463312	4.0359408	2.99576271	2.32983193	3.17400419
Asics	3.35714286	3.4884696	3.01902748	2.12761506	1.95178197	2.29288703
Mist Twst	2.85894737	2.97478992	2.58577406	1.89748954	1.88235294	2.11506276
Sprite	4.27578947	4.35639413	4.0041841	3.44957983	3.00628931	3.5083682

Brand Heritage and Purchase-related Attitudes and Behaviors by Age Group

While there is slight variation in the data between age groups when it comes to purchase-related attitudes and behaviors for heritage and non-heritage brands, the data was not different enough to indicate major differences among age groups on these survey questions. Figure 8 shows average response scores broken down by age group. Conditional formatting was applied to these grids in order to illustrate the differences and similarities among the average scores. When comparing the grids to one another, no major differences exist. The six grids are very similar in pattern, illustrating that the differences between the six age groups are minor. Overall, although the data indicate that these respondents had more positive purchase-related attitudes toward Nike and Sprite, the responses did not majorly vary by age. There was no clear trend in attitudinal differences between age groups.

Figure 8

Purchase-Related Attitudes and Behaviors (18-24) n=68	I trust the brand.	[Brand name] is a dependable brand.	I would recommend [brand name] to my friends.	I am loyal to [brand name] over other [product type] brands.	I do not intend to buy another [product type] other than [brand name].	I intend to buy [brand name] again in the future versus another brand of [product type].
Nike	4.01	4.12	3.92	2.95	2.43	3.13
Asics	3.26	3.43	3.07	2.29	1.97	2.34
Mist Twst	2.82	2.97	2.78	2.06	2.10	2.16
Sprite	4.25	4.35	4.28	3.64	3.21	3.78

Purchase-Related Attitudes and Behaviors (25-34) n=216	I trust the brand.	[Brand name] is a dependable brand.	I would recommend [brand name] to my friends.	I am loyal to [brand name] over other [product type] brands.	I do not intend to buy another [product type] other than [brand name].	I intend to buy [brand name] again in the future versus another brand of [product type].
Nike	4.12	4.27	4.05	3.06	2.44	3.29
Asics	3.36	3.43	2.96	2.25	2.00	2.31
Mist Twst	2.94	2.99	2.62	2.01	1.90	2.17
Sprite	4.28	4.29	4.01	3.62	3.12	3.62

Purchase-Related Attitudes and Behaviors (35-44) n=106	I trust the brand.	[Brand name] is a dependable brand.	I would recommend [brand name] to my friends.	I am loyal to [brand name] over other [product type] brands.	I do not intend to buy another [product type] other than [brand name].	I intend to buy [brand name] again in the future versus another brand of [product type].
Nike	4.07	4.26	3.98	2.82	2.08	3.10
Asics	3.46	3.65	3.07	1.82	1.74	2.19
Mist Twst	2.77	2.99	2.44	1.68	1.71	2.05
Sprite	4.24	4.40	3.95	3.19	2.71	3.25

Purchase-Related Attitudes and Behaviors (45-54) n=60	I trust the brand.	[Brand name] is a dependable brand.	I would recommend [brand name] to my friends.	I am loyal to [brand name] over other [product type] brands.	I do not intend to buy another [product type] other than [brand name].	I intend to buy [brand name] again in the future versus another brand of [product type].
Nike	4.22	4.42	4.17	3.17	2.42	3.08
Asics	3.30	3.45	3.05	2.12	2.08	2.33
Mist Twst	2.77	2.92	2.50	1.75	1.93	2.00
Sprite	4.37	4.43	3.88	3.22	2.87	3.30

Purchase-Related Attitudes and Behaviors (55-64) n=22	I trust the brand.	[Brand name] is a dependable brand.	I would recommend [brand name] to my friends.	I am loyal to [brand name] over other [product type] brands.	I do not intend to buy another [product type] other than [brand name].	I intend to buy [brand name] again in the future versus another brand of [product type].
Nike	4.27	4.45	4.14	2.91	2.05	3.00
Asics	3.41	3.68	3.23	2.05	2.18	2.45
Mist Twst	2.86	3.00	2.73	1.82	1.76	2.18
Sprite	4.29	4.55	3.95	3.27	3.14	3.55

Purchase-Related Attitudes and Behaviors (65-74) n=6	I trust the brand.	[Brand name] is a dependable brand.	I would recommend [brand name] to my friends.	I am loyal to [brand name] over other [product type] brands.	I do not intend to buy another [product type] other than [brand name].	I intend to buy [brand name] again in the future versus another brand of [product type].
Nike	4.00	4.33	4.00	2.83	1.83	2.33
Asics	3.00	3.00	2.50	1.67	1.83	2.17
Mist Twst	2.67	2.67	2.17	1.67	1.50	1.67
Sprite	4.17	4.50	2.83	2.67	2.67	3.00

VI.   Limitations

While the results of this study are good indicators of the relationship between brand heritage and purchase-related attitudes and behaviors for 18-34 year olds, there are limitations to the research.

First, while this study yielded a good geographic cross-section of the United States, this study was conducted among self-selecting members of Amazon's Mechanical Turk database and is not a representative of the general population. Additionally, the study yielded small sample sizes, especially for the older age groups. Of the total sample, 60 respondents were 45-54 years of age, 22 respondents were 55-64 years of age, and 6 respondents were 65-74 years of age. The data provide directional guidance for brands as they make decisions related to their heritage, but it is recommended that additional studies be conducted with larger sample sizes in order to get data that is more representative of the general population.

Second, this study only assessed two product categories – athletic shoes, and lemon-lime soda. In turn, brand managers of other categories cannot assume that the results fielded from this study are directly applicable to their brands. This work is only a starting point to the research that should be conducted on other types of products, and recommendations for further studies are addressed more thoroughly in the following section.

Additionally, there are limitations to this study because the survey did not examine how involved respondents were in the categories studied. There is a potential that some of the respondents do not purchase athletic shoes or lemon-lime soda regularly, and their low involvement in the category may affect their views of the brands studied. Those conducting future studies on this topic may consider using a screener to ensure that survey participants are involved in the category studied and are familiar with the brands.

Lastly, in their open-ended responses regarding the words they associate with each brand, some respondents indicated that they were not aware of the Asics and Mist Twst brands. They provided phrases such as, "never heard of this brand," and "don't know this brand." Due to their lack of familiarity with Asics and/or Mist Twst, the answers provided from these respondents may not truly represent the purchase-related attitudes and behaviors of consumers. These respondents rated their attitudes toward brands they did not know, and in turn this data could have altered the results.

VII.   Future Research

This study is a starting point for future research on the relationship between brand heritage and purchase-related attitudes and behaviors for 18-34 year olds. As stated above, we propose extending this study to other product categories to understand if there are consistencies or differences between the categories studied here and other such as other foods, technology products, and apparel brands.

In addition, a future study is recommended that seeks to understand how product and category involvement plays into purchase-related attitudes and behaviors of heritage brands. There is a possibility that consumers' purchase-related attitudes and behaviors toward heritage brands vary when they are assessing low-involvement products versus high-involvement products. Future studies in this area should also explore whether younger demographics respond to heritage brands differently when the product is low-involvement versus high-involvement. Furthermore, the industry would benefit from studies that indicate whether brand heritage is ever a liability for certain categories versus others. We did not find that to be the case in this study, but it could be more of a liability depending on the brand's category (e.g. technology companies

may be negatively affected by their heritage if they have been around for a long time and are not seen to be providing the latest technology due to possible consumer perceptions of the brand being "outdated" or "old."

Lastly, it is possible that consumer attitudes toward brands with heritage vary by life stage rather than generation. Some literature suggests that consumers ages 18 to 34 may think differently about brands due to the stage of life they are in and not their generational title. We recommend repeating this study in fifteen years to see if it yields similar findings. If there are changes in the data, it could indicate that different generations hold different purchase attitudes. If there are no changes in the data, it could indicate that the purchase-related attitudes and behaviors of 18-34 year olds reflect a stage of life rather than a generational categorization.

VIII. Discussion & Recommendations

Recommendations for brands with and without heritage

While the results of this study do not precisely align with the proposed hypotheses, they do help provide direction for brands moving forward. Through this study, we confirmed past findings from the literature that brand heritage affects consumers' attitudes. Regardless of their age, consumers' purchase-related attitudes and behaviors differ depending on if the brand has heritage or not. The findings from Zajonc (1968) could play significantly into the reason behind why heritage influences purchase-related attitudes and behaviors. If a consumer is exposed to a brand name repeatedly over time, their attitude can grow more favorable toward that brand. The findings from the study by Rose et al. (2016) also help explain why brand heritage is so influential for consumers. They write that brand heritage influences positive emotions, enhances trust, increases brand attachment, commitment to the brand, and ultimately influences purchase

intentions (Rose, 2016). All of the findings in the literature and in this study point toward brand heritage as an asset versus a liability for a brand. While this could change over time, the current data suggests that brand heritage still promotes positive purchase-related attitudes and behaviors for every age group.

While the results are based on only two product categories – athletic shoes and lemon-lime soda – they bring to light consumer attitudes that brands should take into consideration moving forward.

For established brands with a high heritage quotient, the results of this study bring good news. Brand heritage still influences the purchase attitudes of younger consumers. In the case of athletic shoes and lemon-lime soda, consumers ages 18 to 34 are not turned off by brands with heritage, and still exhibit positive purchase-related attitudes and behaviors toward these brands.

This does not mean that heritage brands are in the clear, however. As Clark (2015) mentioned, building up a brand's heritage may take less time than it used to. Newer brands may quickly become threats to heritage brands if they are able to build their heritage quickly.   If this is truly the case, then heritage brands must remain vigilant by continuing to grow and nurture their heritage, while adapting their heritage to fit with the modern times.

According to Urde (2007), the difference between a brand with history and a brand with heritage is that a heritage draws from the past, clarifies it, and makes it relevant for contemporary purposes. Brand marketers can do this by keeping a finger on the pulse of the millennial generation to understand their needs and wants. They can also evaluate their brand's historically-based values to ensure they fit with the modern consumer. They should not abandon their values, but can modernize them as they see fit in order to remain relevant with the target consumer.

Adapting heritage to the contemporary culture is especially important since the data from this study suggests that consumers 18-34 are slightly more likely than older age groups to purchase a soda brand that is new within the last year. While this particular study only covered two product segments, it is possible that the trend continues to grow as years pass, especially for low-involvement products such as soda.

A new brand that has not yet built heritage can also glean insight from this study. The results show that brand heritage is still a key differentiator for young consumers. The results also show that young consumers are slightly more willing to purchase a new brand of soda that is less than one year old. This insight provides some hope for new brands that have not yet established their heritage, especially if they are selling lower involvement products such as soft drinks. New brands must be aware of how important heritage is to any brand. They will most likely face competitors that have more heritage than they do. Based on the data confirming that heritage influences purchase-related attitudes, the most suitable recommendation for new brands is to start building their heritage from the onset. New brands should define the values that characterize the brand's history. Brand managers must instill these values in employees who work on the brand, and weave them into consumer-facing communication. Brand managers should also be cognizant of the brand's roots, even if they are new. These roots weave the story that eventually becomes the heritage, and history is important to heritage brands.

Urde (2007) recommends naming a brand heritage steward to champion and protect the brand's heritage. Brand stewards are especially important for newer brands that may not yet know where their heritage could lie. Brand stewards recognize that the brand is bigger than they are, and their goal should be to leave the brand stronger than when they started their job. Brand

stewards understand the company's core values and its symbols, and use them together consistently (Urde, 2007).

Possible explanations for the shift in brand heritage

If the data suggests that 18-34-year-old consumers are no more likely to purchase a brand without heritage than older age groups, then what could be driving Clark's (2015) proposed shift toward brands earning heritage more quickly? There are a few possible explanations that are unrelated to consumer's age or generational categorization.

With the number of new businesses growing each year ("Entrepreneurship and the U.S. Economy," 2015), it is possible that consumers are becoming more exposed to new businesses and getting used to seeing them in the marketplace. In some cases, consumers may not have much of a choice but to trust a brand without heritage, because the brand offers a product that is completely new to the market, such as the Fitbit watch or the Apple iPhone. If the consumer is satisfied with the product they have purchased from a brand without heritage, they may start to view the brand as delivering consistently against their promises, further adding to their feelings about the brand's heritage. New brands may be earning their "heritage" badges much sooner simply because consumers are trusting them sooner.

Finally, with so many technological advances in recent years, many new brands are first to the market with major innovations, yet have not had the time to develop heritage. It could be that the companies that are first to the market with new technology earn a version of heritage simply because they were the "first." These innovative brands go on record as offering something that no other brands can offer, and the badge of being the first to the market may be a part of the heritage quotient that Urde (2007) did not account for.

IX. Conclusion

Overall, this study provides initial findings for younger consumers' purchase-related attitudes and behaviors toward heritage and non-heritage brands. Survey data confirms previous work showing that brands with heritage are differentiated to all consumers, further driving their purchase-related attitudes and behaviors. The survey data did not confirm any major differences in purchase-related attitudes and behaviors by age. When it came to purchasing brands without heritage, younger consumers were not more likely to exhibit positive attitudes in comparison to older consumers. The data did show that younger consumers were slightly more likely than older consumers to purchase brands of athletic shoes and soda that were new within the past year, indicating that younger consumers may be more open to purchasing new brands that lack longevity, especially if the products sold are low-involvement.

The results provide directional guidance for those managing brands today. Marketing professionals should understand the importance of a brand's heritage and how it drives positive purchase-related attitudes. While the data in this study did not find a strong trend in younger consumers purchasing more brands without heritage than older consumers, marketing professionals should be aware of the buzz in the industry indicating that brand heritage may be easier to obtain than it used to be. Whether this shift is due to a younger generation of consumers entering their key spending years, or the emergence of new products that are the first of their kind, and simply cannot have a longstanding heritage right away, brand heritage is still a key differentiator for brands. If a brand lacks heritage, the brand manager should learn how to build it. If their brands have rich heritage, the brand manager should learn how to harness it and grow it even further. Both heritage and non-heritage brands should employ brand stewards to help champion the brand's heritage.

Marketing professionals with lower-involvement products should be aware that consumers may be more likely to purchase new brands without heritage if the product has lower involvement. These brands must find ways to bolster their heritage, but not rely completely on it. They must also be aware that they face competition from new brands and must safeguard their brand's equity.

Further studies are recommended in order to more deeply understand the motivations for younger consumers as they evaluate brands. As they enter their key earning and spending years, this consumer segment is important to a brand's success and cannot be ignored ("Marketing to Millennials: Executive Summary," 2016). Scholars and industry leaders alike must monitor how brand heritage affects young consumers' purchase-related attitudes and behaviors in order to be sure they are capitalizing on their brand's heritage in the most appropriate way. Harnessing the power of brand heritage and finding the best way to use it to attract the right consumer will provide positive results for both young and old consumers alike.

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XI.   Appendix A: Survey Design & Questions

The following is an opinion survey about different brands and consumer buying habits. We value your opinion and hope you will participate. The survey should take no more than 10 minutes. It is confidential, voluntary, and your name and personal information will not be associated with your answers.

If you have any questions, please contact the principal researcher: Megan Groves grove130@umn.edu or the research supervisor, Stacey Kanihan, Ph.D. skanihan@umn.edu .

We will ask you a series of questions about two different products: athletic shoes and soda pop. We will ask for your opinions about brands associated with those products.

The first set of questions is about athletic shoes.

Nike is a brand of athletic shoes. When it comes to athletic shoes, how strongly do you agree or disagree with each of the following statements regarding <u>Nike</u>:

Nike is a trustworthy brand.
1   2   3   4   5
Strongly Disagree   Strongly Agree

Nike has delivered consistent products over the years.
1   2   3   4   5
Strongly Disagree   Strongly Agree

Nike is an established brand.
        1   2   3   4   5
Strongly Disagree   Strongly Agree

If I purchased a Nike product, it would live up to my expectations.
        1   2   3   4   5
Strongly Disagree   Strongly Agree

When I think of Nike, I can easily think of symbols and pictures that are associated with the brand.

1	2	3	4	5
Strongly Disagree				Strongly Agree

Now, please list some words that you associate with Nike.
(open-ended)

Now we have a few more questions about Nike. Thinking about athletic shoes:

I trust the Nike brand.

1	2	3	4	5
Strongly Disagree				Strongly Agree

Nike is a dependable brand.

1	2	3	4	5
Strongly Disagree				Strongly Agree

I would recommend Nike athletic shoes to my friends.

1	2	3	4	5
Strongly Disagree				Strongly Agree

I am loyal to Nike over other athletic shoe brands.

1	2	3	4	5
Strongly Disagree				Strongly Agree

I do not intend to buy another athletic shoe other than Nike.

1	2	3	4	5
Strongly Disagree				Strongly Agree

I intend to buy Nike athletic shoes again in the future versus another brand of athletic shoe.

1	2	3	4	5
Strongly Disagree				Strongly Agree

Now we have a set of questions about Asics athletic shoes.

Asics is a brand of athletic shoes. When it comes to athletic shoes, how strongly do you agree or disagree with each of the following statements regarding <u>Asics</u>:

Asics is a trustworthy brand.
1   2   3   4   5
Strongly Disagree   Strongly Agree

Asics has delivered consistent products over the years.
1   2   3   4   5
Strongly Disagree   Strongly Agree

Asics is an established brand.
      1   2   3   4   5
Strongly Disagree   Strongly Agree

If I purchased an Asics product, it would live up to my expectations.
      1   2   3   4   5
Strongly Disagree   Strongly Agree

When I think of Asics, I can easily think of symbols and pictures that are associated with the brand.
      1   2   3   4   5
Strongly Disagree   Strongly Agree

Now, please list some words that you associate with Asics.
(open-ended)

Now we have a few more questions about Asics. Thinking about athletic shoes:

I trust the Asics brand.

      1   2   3   4   5
Strongly Disagree   Strongly Agree

Asics is a dependable brand.

1	2	3	4	5
Strongly Disagree				Strongly Agree

I would recommend Asics athletic shoes to my friends.

1	2	3	4	5
Strongly Disagree				Strongly Agree

I am loyal to Asics over other athletic shoe brands.

1	2	3	4	5
Strongly Disagree				Strongly Agree

I do not intend to buy another athletic shoe other than Asics.

1	2	3	4	5
Strongly Disagree				Strongly Agree

I intend to buy Asics athletic shoes again in the future versus another brand of athletic shoe.

1	2	3	4	5
Strongly Disagree				Strongly Agree

_____

How likely would you be to purchase a brand of athletic shoe that is less than one year old?

1	2	3	4	5
Extremely Unlikely				Extremely Likely

_____

The next set of questions is about soda pop.

Sierra Mist is a brand of lemon-lime flavored soda. When it comes to soda, how strongly do you agree or disagree with each of the following statements regarding Sierra Mist:

Sierra Mist is a trustworthy brand.

1	2	3	4	5

Strongly Disagree   Strongly Agree

Sierra Mist has delivered consistent products over the years.
1   2   3   4   5
Strongly Disagree   Strongly Agree

Sierra Mist is an established brand.
        1   2   3   4   5
Strongly Disagree   Strongly Agree

If I purchased a Sierra Mist product, it would live up to my expectations.
        1   2   3   4   5
Strongly Disagree   Strongly Agree

When I think of Sierra Mist, I can easily think of symbols and pictures that are associated with the brand.
        1   2   3   4   5
Strongly Disagree   Strongly Agree

Now, please list some words that you associate with Sierra Mist. (open-ended)

Now we have a few more questions about Sierra Mist. Thinking about lemon-lime flavored soda:

I trust the Sierra Mist brand.

        1   2   3   4   5
Strongly Disagree   Strongly Agree

Sierra Mist is a dependable brand.

        1   2   3   4   5
Strongly Disagree   Strongly Agree

I would recommend Sierra Mist soda to my friends.
        1   2   3   4   5

Strongly Disagree   Strongly Agree

I am loyal to Sierra Mist over other lemon-lime soda brands.
      1   2   3   4   5
Strongly Disagree   Strongly Agree

I do not intend to buy another lemon-lime soda pop brand other than Sierra Mist.
      1   2   3   4   5
Strongly Disagree   Strongly Agree

I intend to buy Sierra Mist again in the future versus another brand of soda.
      1   2   3   4   5
Strongly Disagree   Strongly Agree

_____

Sprite is a brand of lemon-lime flavored soda. When it comes to soda pop, how strongly do you agree or disagree with each of the following statements regarding Sprite:

Sprite is a trustworthy brand.
1   2   3   4   5
Strongly Disagree   Strongly Agree

Sprite has delivered consistent products over the years.
1   2   3   4   5
Strongly Disagree   Strongly Agree

Sprite is an established brand.
      1   2   3   4   5
Strongly Disagree   Strongly Agree

If I purchased a Sprite product, it would live up to my expectations.
      1   2   3   4   5
Strongly Disagree   Strongly Agree

When I think of Sprite, I can easily think of symbols and pictures that are associated with the brand.
      1   2   3   4   5
Strongly Disagree   Strongly Agree

Now, please list some words that you associate with Sprite. (open-ended)

Now we have a few more questions about Sprite. Thinking about lemon-lime flavored soda:

I trust the Sprite brand.

1	2	3	4	5
Strongly Disagree				Strongly Agree

Sprite is a dependable brand.

1	2	3	4	5
Strongly Disagree				Strongly Agree

I would recommend Sprite soda to my friends.

1	2	3	4	5
Strongly Disagree				Strongly Agree

I am loyal to Sprite over other lemon-lime flavored soda brands.

1	2	3	4	5
Strongly Disagree				Strongly Agree

I do not intend to buy another lemon-lime flavored soda brand other than Sprite.

1	2	3	4	5
Strongly Disagree				Strongly Agree

I intend to buy Sprite again in the future versus another brand of lemon-lime flavored soda.

1	2	3	4	5
Strongly Disagree				Strongly Agree

How likely would you be to purchase a brand of soda that is less than one year old?

1	2	3	4	5

Extremely Unlikely   Extremely Likely

_____

What is your age?
- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 74 or older

Which state do you live in?
Dropdown menu of states

What is your gender?
- Female
- Male

What is your education level?
- Some high school or less
- Completed high school or equivalent (GED)
- Some college/trade school
- Two-year college degree or trade school certificate
- Four-year college degree
- Some graduate work
- Graduate degree

What is your total household income?
- Less than $15,000
- $15,000 to $24,999
- $25,000 to $34,999
- $35,000 to $49,999
- $50,000 to $74,999
- $75,000 to $99,999
- $100,000 to $149,999
- $150,000 or more

With which group do you primarily identify?

- White
- Black or African American
- Hispanic or Latino
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Pacific Islander
- Other

Which state do you live in?

Dropdown menu of states

XII.   Appendix B: Brand Heritage Indicators by Age Group

Brand Heritage Indicators, Ages 18-24

Brand Heritage Qualifiers by Age (18-24) n=68	Is a trustworthy brand	Has delivered consistent products over the years	Is an established brand	If I purchased a [brand] product, it would live up to my expectations	When I think of [brand] I can easily think of symbols and pictures that are associated with the brand
Nike	4.02	4.23	4.73	4.02	4.52
Asics	3.42	3.41	3.49	3.39	2.59
Mist Twst	3.15	3.12	2.93	3.09	2.53
Sprite	4.36	4.59	4.81	4.47	4.35

Brand Heritage Indicators, Ages 25-34

Brand Heritage Qualifiers by Age (25-34) n=216	Is a trustworthy brand	Has delivered consistent products over the years	Is an established brand	If I purchased a [brand] product, it would live up to my expectations	When I think of [brand] I can easily think of symbols and pictures that are associated with the brand
Nike	4.13	4.36	4.73	4.22	4.61
Asics	3.51	3.48	3.64	3.47	2.77
Mist Twst	3.05	2.92	2.71	3.10	2.47
Sprite	4.26	4.40	4.63	4.35	4.32

Brand Heritage Indicators, Ages 35-44

Brand Heritage Qualifiers by Age (35-44) n=106	Is a trustworthy brand	Has delivered consistent products over the years	Is an established brand	If I purchased a [brand] product, it would live up to my expectations	When I think of [brand] I can easily think of symbols and pictures that are associated with the brand
Nike	4.17	4.33	4.82	4.17	4.68
Asics	3.78	3.73	3.98	3.72	2.79
Mist Twst	3.00	2.85	2.69	3.13	2.14
Sprite	4.31	4.58	4.80	4.44	4.22

Brand Heritage Indicators, Ages 45-54

Brand Heritage Qualifiers by Age (45-54) n=60	Is a trustworthy brand	Has delivered consistent products over the years	Is an established brand	If I purchased a [brand] product, it would live up to my expectations	When I think of [brand] I can easily think of symbols and pictures that are associated with the brand
Nike	4.18	4.48	4.88	4.33	4.70
Asics	3.53	3.40	3.42	3.50	2.50
Mist Twst	2.97	2.92	2.80	3.10	2.17
Sprite	4.40	4.60	4.78	4.45	4.12

Brand Heritage Indicators, Ages 55-64

Brand Heritage Qualifiers by Age (55-64) n=22	Is a trustworthy brand	Has delivered consistent products over the years	Is an established brand	If I purchased a [brand] product, it would live up to my expectations	When I think of [brand] I can easily think of symbols and pictures that are associated with the brand
Nike	4.27	4.43	4.91	4.32	4.64
Asics	3.62	3.55	3.41	3.59	2.23
Mist Twst	3.18	3.09	2.64	3.23	2.23
Sprite	4.41	4.50	4.76	4.45	4.27

Brand Heritage Indicators, Ages 65-74

Brand Heritage Qualifiers by Age (65-74) n=6	Is a trustworthy brand	Has delivered consistent products over the years	Is an established brand	If I purchased a [brand] product, it would live up to my expectations	When I think of [brand] I can easily think of symbols and pictures that are associated with the brand
Nike	4.17	4.33	5.00	4.17	4.83
Asics	3.00	3.00	3.00	3.00	2.17
Mist Twst	2.83	2.33	2.00	3.00	1.83
Sprite	4.50	4.50	5.00	4.83	4.00

XIII. Appendix C: Survey Sample by U.S. State

#	Field		Choice Count
1	Alabama	1.28%	6
2	Alaska	0.43%	2
3	Arizona	2.56%	12
4	Arkansas	1.07%	5
5	California	17.48%	82
6	Colorado	1.49%	7
7	Connecticut	2.35%	11
8	Delaware	0.00%	0
9	District of Columbia	0.00%	0
10	Florida	7.04%	33
11	Georgia	2.13%	10
12	Hawaii	0.64%	3
13	Idaho	1.07%	5
53	I do not reside in the United States	0.21%	1
14	Illinois	3.41%	16
15	Indiana	1.28%	6
16	Iowa	1.07%	5
17	Kansas	0.85%	4
18	Kentucky	1.49%	7
19	Louisiana	1.28%	6
20	Maine	0.21%	1
21	Maryland	1.28%	6
22	Massachusetts	1.71%	8
23	Michigan	2.35%	11
24	Minnesota	0.64%	3
25	Mississippi	0.64%	3
26	Missouri	2.13%	10
27	Montana	0.00%	0
28	Nebraska	0.21%	1
29	Nevada	1.49%	7
30	New Hampshire	0.00%	0
31	New Jersey	2.99%	14
32	New Mexico	0.21%	1
33	New York	6.82%	32
34	North Carolina	2.13%	10
35	North Dakota	0.00%	0
36	Ohio	3.84%	18
37	Oklahoma	1.07%	5
38	Oregon	3.20%	15
39	Pennsylvania	3.41%	16
40	Puerto Rico	0.00%	0
41	Rhode Island	0.21%	1
42	South Carolina	1.49%	7
43	South Dakota	0.21%	1
44	Tennessee	1.28%	6
45	Texas	6.82%	32
46	Utah	0.43%	2
47	Vermont	0.00%	0
48	Virginia	1.71%	8
49	Washington	2.99%	14