

UNIVERSIDAD DEL ROSARIO



HOW CORRELATED IS EMOTIONAL BRANDING WITH CONSUMER'S BRAND

CHOICE?

THE CASE OF HEINEKEN

GRADUATION PROJECT

APPENDICES

ANDRES BRIÑEZ VEGA

BOGOTA D.C, COLOMBIA

2021

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Dr. CORINNE LAMOUR

ADMINISTRACIÓN DE NEGOCIOS INTERNACIONALES

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Frequency Tables:

Q1: Do you buy beer?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	282	82.7	82.7	82.7
	no	59	17.3	17.3	100.0
	Total	341	100.0	100.0	

Q2: To what extent is the color of the beer brand a way to recognize your favorite brand?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	41	12.0	12.0	12.0
	2	37	10.9	10.9	22.9
	3	95	27.9	27.9	50.7
	4	102	29.9	29.9	80.6
	5	66	19.4	19.4	100.0
	Total	341	100.0	100.0	

Q3: How much do you think color influences the choice of beer brand?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	weak Extent	50	14.7	14.7	14.7
	2	51	15.0	15.0	29.6
	3	84	24.6	24.6	54.3
	4	99	29.0	29.0	83.3
	Strong Extent	57	16.7	16.7	100.0
	Total	341	100.0	100.0	

Q4: What do you think is the emotional link between sporting events and the beer brand?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Link	44	12.9	12.9	12.9
	2	19	5.6	5.6	18.5
	3	57	16.7	16.7	35.2
	4	98	28.7	28.7	63.9
	Strong Link	123	36.1	36.1	100.0
	Total	341	100.0	100.0	

Q6: What is the most important thing when choosing a beer brand?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Price	24	7.0	7.0	7.0
	Beer Flavor	248	72.7	72.7	79.8
	Sustainable Brand	3	.9	.9	80.6
	Known Brand	18	5.3	5.3	85.9
	Brand advertising	1	.3	.3	86.2
	Recommendation of friends	7	2.1	2.1	88.3
	do not know, do not answer	19	5.6	5.6	93.8
	Other	6	1.8	1.8	95.6
	Quality	15	4.4	4.4	100.0
	Total	341	100.0	100.0	

Q7: What do you feel when you drink beer?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tranquility	46	13.5	13.5	13.5
	Emotion	29	8.5	8.5	22.0
	Nothing	56	16.4	16.4	38.4
	Freshness	161	47.2	47.2	85.6
	Excitement	11	3.2	3.2	88.9
	Other	38	11.1	11.1	100.0
	Total	341	100.0	100.0	

Q8: How strong is your emotional bond with the brand of beer you buy?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	83	24.3	24.3	24.3
	2	56	16.4	16.4	40.8
	3	79	23.2	23.2	63.9
	4	97	28.4	28.4	92.4
	High	26	7.6	7.6	100.0
	Total	341	100.0	100.0	

Q9: Are you willing to buy beer base on your emotions about a brand?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	74	21.7	21.7	21.7
	2	31	9.1	9.1	30.8
	3	71	20.8	20.8	51.6
	4	109	32.0	32.0	83.6
	Yes	56	16.4	16.4	100.0
	Total	341	100.0	100.0	

Q10: Please note the amount of emotion an art event creates for you

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Does not Create Emotion	11	3.2	3.2	3.2
	2	19	5.6	5.6	8.8
	3	68	19.9	19.9	28.7
	4	134	39.3	39.3	68.0
	Creates too much Emotion	109	32.0	32.0	100.0
	Total	341	100.0	100.0	

Q11: Please note the amount of emotion a Music event creates for you

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Does not Create Emotion	7	2.1	2.1	2.1
	2	8	2.3	2.3	4.4
	3	31	9.1	9.1	13.5
	4	92	27.0	27.0	40.5
	Creates too much Emotion	203	59.5	59.5	100.0
	Total	341	100.0	100.0	

Q12: Please note the amount of excitement a charity event creates for you

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Does not Create Emotion	26	7.6	7.6	7.6
	2	37	10.9	10.9	18.5
	3	87	25.5	25.5	44.0
	4	103	30.2	30.2	74.2
	Creates too much Emotion	88	25.8	25.8	100.0
	Total	341	100.0	100.0	

Q13: Please note the amount of excitement a business event creates for you

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Does not Create Emotion	48	14.1	14.1	14.1
	2	65	19.1	19.1	33.1
	3	93	27.3	27.3	60.4
	4	77	22.6	22.6	83.0
	Creates too much Emotion	58	17.0	17.0	100.0
	Total	341	100.0	100.0	

Q14: Please note the amount of excitement that product launches create for you

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Does not Create Emotion	58	17.0	17.0	17.0
	2	78	22.9	22.9	39.9
	3	97	28.4	28.4	68.3
	4	65	19.1	19.1	87.4
	Creates too much Emotion	43	12.6	12.6	100.0
	Total	341	100.0	100.0	

Q15: Please note the amount of excitement that the Conferences create for you

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Does not Create Emotion	56	16.4	16.4	16.4
	2	68	19.9	19.9	36.4
	3	119	34.9	34.9	71.3
	4	78	22.9	22.9	94.1
	Creates too much Emotion	20	5.9	5.9	100.0
	Total	341	100.0	100.0	

Q16: Please note the amount of excitement a sporting event creates for you

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Does not Create Emotion	35	10.3	10.3	10.3
	2	44	12.9	12.9	23.2
	3	76	22.3	22.3	45.5
	4	89	26.1	26.1	71.6
	Creates too much Emotion	97	28.4	28.4	100.0
	Total	341	100.0	100.0	

Q17: What is your occupational status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	student	256	75.1	75.1	75.1
	Unemployed	14	4.1	4.1	79.2
	employed	65	19.1	19.1	98.2
	On sabbatical	6	1.8	1.8	100.0
	Total	341	100.0	100.0	

Descriptive analysis**Descriptive Statistics**

	N	Mean	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Q1: Do you buy beer?	341	1.17	1.736	.132	1.021	.263

Q2: To what extent is the color of the beer brand a way to recognize your favorite brand?	341	3.34	-.432	.132	-.711	.263
Q3: How much do you think color influences the choice of beer brand?	341	3.18	-.285	.132	-.980	.263
Q4: What do you think is the emotional link between sporting events and the beer brand?	341	3.70	-.837	.132	-.464	.263
Q6: What is the most important thing when choosing a beer brand?	341	2.89	2.154	.132	3.513	.263

Q7: What do you feel when you drink beer?	341	3.52	-.220	.132	-.314	.263
Q8: How strong is your emotional bond with the brand of beer you buy?	341	2.79	-.059	.132	-1.236	.263
Q9: Are you willing to buy beer base on your emotions about a brand?	341	3.12	-.342	.132	-1.161	.263
Q10: Please note the amount of emotion an art event creates for you	341	3.91	-.896	.132	.502	.263
Q11: Please note the amount of emotion a Music event creates for you	341	4.40	-1.741	.132	3.087	.263

Q12: Please note the amount of excitement a charity event creates for you	341	3.56	-.541	.132	-.545	.263
Q13: Please note the amount of excitement a business event creates for you	341	3.09	-.093	.132	-1.025	.263
Q14: Please note the amount of excitement that product launches create for you	341	2.87	.107	.132	-.969	.263
Q15: Please note the amount of excitement that the Conferences create for you	341	2.82	-.074	.132	-.783	.263

Q16: Please note the amount of excitement a sporting event creates for you	341	3.50	-.480	.132	-.861	.263
Q17: What is your occupational status?	341	1.48	1.407	.132	.320	.263
Valid N (listwise)	341					

	N	341	341	341	341	341	341	341	341
Q2: To what extent is the color of the beer brand a way to recognize your favorite brand?	Pearson Correlation	-.192**	1	.538**	.119*	-.166**	-.068	.183**	.204**
	Sig. (2-tailed)	.000		.000	.028	.002	.211	.001	.000
	N	341	341	341	341	341	341	341	341
Q3: How much do you think color influences the choice of beer brand?	Pearson Correlation	-.233**	.538**	1	.204**	-.130*	-.088	.239**	.273**
	Sig. (2-tailed)	.000	.000		.000	.016	.106	.000	.000
	N	341	341	341	341	341	341	341	341
Q4: What do you think is the emotional link between sporting events and the beer brand?	Pearson Correlation	-.247**	.119*	.204**	1	-.188**	-.156**	.254**	.197**
	Sig. (2-tailed)	.000	.028	.000		.000	.004	.000	.000
	N	341	341	341	341	341	341	341	341
Q6: What is the most important thing when	Pearson Correlation	.257**	-.166**	-.130*	-.188**	1	.104	-.151**	-.108*
	Sig. (2-tailed)	.000	.002	.016	.000		.054	.005	.046

Q11: Please note the amount of emotion a Music event creates for you	Pearson Correlation	-.132*	.069	.047	.143**	-.013	.038	.073	.135*
	Sig. (2- tailed)	.014	.201	.390	.008	.809	.484	.180	.013
	N	341	341	341	341	341	341	341	341
Q12: Please note the amount of excitement a charity event creates for you	Pearson Correlation	-.057	-.053	.020	.083	.010	-.046	.130*	.065
	Sig. (2- tailed)	.291	.327	.715	.125	.852	.402	.017	.234
	N	341	341	341	341	341	341	341	341
Q13: Please note the amount of excitement a business event creates for you	Pearson Correlation	-.058	.063	.037	.055	.021	.074	.119*	.134*
	Sig. (2- tailed)	.289	.248	.490	.307	.697	.172	.027	.014
	N	341	341	341	341	341	341	341	341
Q14: Please note the amount of excitement that product launches create for you	Pearson Correlation	.009	.104	.090	.143**	-.047	.020	.235**	.182**
	Sig. (2- tailed)	.871	.056	.097	.008	.387	.709	.000	.001
	N	341	341	341	341	341	341	341	341
Q15: Please note the amount	Pearson Correlation	-.016	-.004	-.038	-.015	-.001	.020	.043	-.021

Q3: How much do you think color influences the choice of beer brand?	Pearson	.131*	.047	.020	.037	.090	-.038	.079
	Correlation							
	Sig. (2-tailed)	.015	.390	.715	.490	.097	.489	.145
	N	341	341	341	341	341	341	341
Q4: What do you think is the emotional link between sporting events and the beer brand?	Pearson	.165**	.143**	.083	.055	.143**	-.015	.089
	Correlation							
	Sig. (2-tailed)	.002	.008	.125	.307	.008	.780	.099
	N	341	341	341	341	341	341	341
Q6: What is the most important thing when choosing a beer brand?	Pearson	-.093	-.013	.010	.021	-.047	-.001	-.025
	Correlation							
	Sig. (2-tailed)	.086	.809	.852	.697	.387	.984	.652
	N	341	341	341	341	341	341	341
Q7: What do you feel when you drink beer?	Pearson	-.045	.038	-.046	.074	.020	.020	-.026
	Correlation							
	Sig. (2-tailed)	.413	.484	.402	.172	.709	.709	.631
	N	341	341	341	341	341	341	341
Q8: How strong is your emotional bond with the	Pearson	.126*	.073	.130*	.119*	.235**	.043	.218**
	Correlation							
	Sig. (2-tailed)	.020	.180	.017	.027	.000	.425	.000

Tables Emotion dimension

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.686
Bartlett's Test of Sphericity	Approx. Chi-Square	684.417
	df	45
	Sig.	.000

Communalities

	Initial	Extraction
Q4: What do you think is the emotional link between sporting events and the beer brand?	1.000	.289
Q8: How strong is your emotional bond with the brand of beer you buy?	1.000	.768
Q9: Are you willing to buy beer base on your emotions about a brand?	1.000	.707

Q10: Please note the amount of emotion an art event creates for you	1.000	.697
Q11: Please note the amount of emotion a Music event creates for you	1.000	.647
Q12: Please note the amount of excitement a charity event creates for you	1.000	.528
Q13: Please note the amount of excitement a business event creates for you	1.000	.658
Q14: Please note the amount of excitement that product launches create for you	1.000	.652
Q15: Please note the amount of excitement that the Conferences create for you	1.000	.623
Q16: Please note the amount of excitement a sporting event creates for you	1.000	.125

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

	Component		
	1	2	3
Q13: Please note the amount of excitement a business event creates for you	.805	.086	.048
Q14: Please note the amount of excitement that product launches create for you	.769	.238	.066
Q15: Please note the amount of excitement that the Conferences create for you	.752	-.103	.217
Q8: How strong is your emotional bond with the brand of beer you buy?	.121	.868	-.024
Q9: Are you willing to buy beer base on your emotions about a brand?	.053	.839	-.007
Q4: What do you think is the emotional link between sporting events and the beer brand?	-.053	.493	.209

Q16: Please note the amount of excitement a sporting event creates for you	.106	.286	.179
Q10: Please note the amount of emotion an art event creates for you	.064	.159	.817
Q11: Please note the amount of emotion a Music event creates for you	.035	.108	.796
Q12: Please note the amount of excitement a charity event creates for you	.370	.030	.625

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 5 iterations.