APPENDIX

What I like!

The joint impact of attitude, perceived quality, and experience on brand loyalty:

Semi-parametric additive mixed modeling

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APPENDIX A: Scales & Translations

APPENDIX B: Results for the Model 0 controlling for general brand involvement and gender and brand interactions

APPENDIX A

Table A: Scales & Translations

English	German
Brand Loyalty[1]	
I feel loyal to this brand	Ich fühle mich dieser Marke gegenüber loyal
This brand is my first choice	Diese Marke ist meine erste Wahl
I am committed to this brand	Ich bin mit dieser Marke verbunden
Brand Attitude[2]	
I think this is a very good brand	Ich finde diese Marke sehr gut
I like this brand a lot	Ich mag diese Marke sehr gerne
I have a very positive attitude toward this brand	Ich habe eine sehr positive Einstellung gegenüber dieser Marke
Perceived Brand Quality[1]	
This brand is good quality	Diese Marke steht für gute Qualität.
This brand has excellent features	Diese Marke hat hervorragende Eigenschaften.
Compared to other brands in its category, this brand is of very high quality	Im Vergleich zu Marken derselben Kategorie von Produkten/Dienstleistungen, hat diese Marke eine sehr hohe Qualität.
Brand Experience[3]	
This brand makes a strong impression on my visual sense or other senses	Diese Marke hinterlässt einen starken Eindruck auf meine Sinne (visuell oder andere Sinneskanäle)
I find this brand interesting in a sensory way	Diese Marke ist sensorisch interessant
This brand does not appeal to my senses[5]	Diese Marke spricht meine Sinne nicht an
This brand induces feelings and sentiments	Diese Marke löst Gefühle und emotionale Empfindungen aus
I do not have strong emotions for this brand[5]	Für die Marke habe ich keine starken Emotionen
This brand is an emotional brand	Diese Marke ist eine emotionale Marke
I engage in physical actions and behaviors when I use this brand	Die Verwendung dieser Marke löst bei mir Handlungen und körperliche Aktivität aus
This brand results in bodily experiences	Diese Marke führt zu körperlichen Erfahrungen
This brand is not action oriented[5]	Diese Marke ist nicht handlungsorientiert
I engage in a lot of thinking when I encounter this brand	Wenn ich mit dieser Marke in Berührung komme, werde ich zum Nachdenken angeregt
This brand does not make me think[5]	Diese Marke bringt mich nicht dazu, mir über etwas Gedanken zu machen
This brand stimulates my curiosity and problem solving	Diese Marke stimuliert meine Neugierde und gibt mir neue Impulse zur Problemlösung
Brand Involvement[4]	
The more expensive brands are usually my choice	Ich wähle meistens die teuren Marken aus
The well-known national brands are best for me	Die bekannten Markenprodukte sind die besten
The higher the price of the product, the better the quality	Je höher der Preis eines Produktes ist, desto besser ist dessen Qualität
The most advertised brands are usually very good choices	Die am meisten beworbenen Produkte sind normalerweise eine gute Wahl
I prefer the best-selling brand within the respective product category[6]	Ich bevorzuge die am besten verkaufte Marke innerhalb der jeweiligen Produktkategorie

[1] Items based on Christodoulides at al. (2015); [2] Items based on Berger & Mitchell (1989) and Park et al. (2010); [3] Items based on Brakus et al. (2009), [4] Items based on Walsh et al. (2001); [5] Items were excluded prior to analysis; [6] Additionally asked item

APPENDIX B

Table B: Results for the Model 0 controlling for general brand involvement and gender and brand interactions

Factor	Estimate	Std. Error	t value	p value	Significance
(Intercept)	4,018	0,709	5,667	0,000	***
as_factor(Gender)2	-1,497	0,870	-1,721	0,085	
as_factor(Brands)2	-3,361	1,586	-2,119	0,034	*
as_factor(Brands)3	-0,064	0,780	-0,082	0,934	
as_factor(Brands)4	0,734	0,795	0,923	0,356	
as_factor(Brands)5	-1,733	0,788	-2,199	0,028	*
as_factor(Brands)6	0,663	0,780	0,850	0,395	
as_factor(Brands)7	-2,504	0,788	-3,177	0,001	**
as_factor(Brands)8	-0,190	0,798	-0,238	0,812	
as_factor(Brands)9	-0,088	0,764	-0,115	0,909	
as_factor(Brands)10	-2,003	0,827	-2,421	0,016	*
as_factor(Brands)11	-1,053	0,761	-1,383	0,167	
as_factor(Brands)12	-2,272	0,780	-2,913	0,004	**
as_factor(Brands)13	-1,478	0,803	-1,839	0,066	
as_factor(Brands)14	0,000	0,761	0,000	1,000	
as_factor(Brands)15	-2,147	0,851	-2,522	0,012	*
as_factor(Brands)16	-1,628	0,798	-2,041	0,041	*
as_factor(Brands)17	-1,191	0,868	-1,372	0,170	
as_factor(Brands)18	-2,293	0,915	-2,505	0,012	*
as_factor(Brands)19	-0,106	0,770	-0,138	0,890	
as_factor(Brands)20	-1,642	0,784	-2,095	0,036	*
as_factor(Brands)21	-0,994	0,853	-1,166	0,244	
as_factor(Brands)22	-1,719	0,768	-2,238	0,025	*
as_factor(Brands)23	-1,057	0,804	-1,315	0,189	
as_factor(Brands)24	-2,269	0,839	-2,706	0,007	**
as_factor(Brands)25	-1,510	0,869	-1,738	0,082	
as_factor(Brands)26	-0,302	0,780	-0,387	0,699	
as_factor(Brands)27	0,144	0,758	0,191	0,849	
as_factor(Brands)28	0,555	0,763	0,726	0,468	
as_factor(Brands)29	-1,980	0,788	-2,514	0,012	*
as_factor(Brands)30	-1,804	0,780	-2,312	0,021	*
as_factor(Brands)31	-1,687	0,845	-1,996	0,046	*
as_factor(Brands)32	-0,340	0,768	-0,443	0,658	
as_factor(Brands)33	-2,633	0,806	-3,266	0,001	**
as_factor(Brands)34	1,119	0,764	1,466	0,143	

as_factor(Brands)35	-2,615	0,777	-3,367	0,001	***
as_factor(Brands)36	-1,509	0,798	-1,891	0,059	
as_factor(Brands)37	-1,599	0,768	-2,081	0,037	*
as_factor(Brands)38	-1,847	0,916	-2,018	0,044	*
as_factor(Brands)39	-1,621	0,820	-1,977	0,048	*
as_factor(Brands)40	-2,434	0,794	-3,066	0,002	**
as_factor(Brands)41	-1,024	0,798	-1,283	0,200	
as_factor(Brands)42	-2,390	0,827	-2,888	0,004	**
as_factor(Brands)43	-2,173	0,768	-2,831	0,005	**
as_factor(Brands)44	-2,446	0,793	-3,084	0,002	**
as_factor(Brands)45	-1,288	0,765	-1,683	0,092	
as_factor(Brands)46	-1,310	0,819	-1,599	0,110	
as_factor(Brands)47	-0,157	0,761	-0,207	0,836	
as_factor(Brands)48	-0,718	0,768	-0,935	0,350	
as_factor(Brands)49	-0,476	0,785	-0,607	0,544	
as_factor(Brands)50	-1,575	0,793	-1,987	0,047	*
as_factor(Brands)51	-1,272	0,867	-1,466	0,143	
as_factor(Brands)52	-1,468	0,952	-1,543	0,123	
as_factor(Brands)53	-2,054	0,868	-2,366	0,018	*
as_factor(Brands)54	-1,023	0,780	-1,310	0,190	
as_factor(Brands)55	-1,609	0,839	-1,917	0,055	
as_factor(Brands)56	-1,938	0,869	-2,232	0,026	*
as_factor(Brands)57	-1,916	0,784	-2,445	0,015	*
as_factor(Brands)58	-0,655	0,784	-0,836	0,403	
as_factor(Brands)59	1,874	0,798	2,347	0,019	*
as_factor(Brands)60	-1,312	0,780	-1,683	0,092	
as_factor(Brands)61	-1,993	0,780	-2,555	0,011	*
as_factor(Brands)62	-2,325	0,771	-3,016	0,003	**
as_factor(Brands)63	-2,202	0,752	-2,926	0,003	**
as_factor(Brands)64	-0,749	0,788	-0,951	0,342	
as_factor(Brands)65	-1,790	0,761	-2,352	0,019	*
as_factor(Brands)66	-0,955	0,768	-1,244	0,213	
as_factor(Brands)67	0,137	0,763	0,179	0,858	
as_factor(Brands)68	-2,019	0,784	-2,576	0,010	*
as_factor(Brands)69	-1,812	0,818	-2,214	0,027	*
as_factor(Brands)70	-2,624	1,004	-2,614	0,009	**
as_factor(Brands)71	-1,087	0,780	-1,394	0,163	
as_factor(Brands)72	-1,655	0,819	-2,020	0,043	*
as_factor(Brands)73	-1,200	0,781	-1,537	0,124	
as_factor(Brands)74	-0,824	0,774	-1,064	0,287	

as_factor(Brands)75	-0,269	0,763	-0,352	0,725	
as_factor(Brands)76	-2,393	0,789	-3,035	0,002	**
as_factor(Brands)77	-0,880	0,828	-1,063	0,288	
as_factor(Brands)78	-0,498	0,760	-0,655	0,513	
as_factor(Brands)79	-1,394	0,777	-1,793	0,073	
as_factor(Brands)80	0,590	0,773	0,762	0,446	
as_factor(Brands)81	-1,591	0,784	-2,029	0,042	*
as_factor(Brands)82	-0,793	0,768	-1,033	0,302	
as_factor(Brands)83	-0,381	0,804	-0,473	0,636	
as_factor(Brands)84	-1,960	0,804	-2,438	0,015	*
as_factor(Brands)85	-2,410	0,788	-3,059	0,002	**
as_factor(Brands)86	-2,611	0,804	-3,248	0,001	**
as_factor(Brands)87	-0,392	0,780	-0,503	0,615	
as_factor(Brands)88	-2,241	0,793	-2,827	0,005	**
as_factor(Brands)89	-0,649	0,802	-0,809	0,418	
as_factor(Brands)90	-1,906	0,774	-2,464	0,014	*
as_factor(Brands)91	-0,820	0,760	-1,080	0,280	
as_factor(Brands)92	-2,426	0,804	-3,018	0,003	**
as_factor(Brands)93	0,359	0,771	0,466	0,642	
as_factor(Brands)94	-0,431	0,774	-0,557	0,578	
as_factor(Brands)95	-2,368	0,780	-3,035	0,002	**
as_factor(Brands)96	-1,035	0,834	-1,240	0,215	
as_factor(Brands)97	-1,260	1,002	-1,258	0,208	
as_factor(Brands)98	-1,616	0,880	-1,836	0,066	
as_factor(Brands)99	-1,309	0,785	-1,668	0,095	
as_factor(Brands)100	-2,167	0,780	-2,777	0,006	**
as_factor(Brands)101	-1,444	0,814	-1,774	0,076	
as_factor(Brands)102	-0,449	0,784	-0,573	0,566	
as_factor(Brands)103	-0,803	0,774	-1,038	0,299	
as_factor(Brands)104	-1,226	1,601	-0,766	0,444	
as_factor(Brands)105	-1,287	0,798	-1,612	0,107	
as_factor(Gender)2:as_factor(Brands)2	3,692	1,808	2,041	0,041	*
as_factor(Gender)2:as_factor(Brands)3	1,107	0,945	1,172	0,241	
as_factor(Gender)2:as_factor(Brands)4	1,075	0,962	1,117	0,264	
as_factor(Gender)2:as_factor(Brands)5	1,555	0,954	1,629	0,103	
as_factor(Gender)2:as_factor(Brands)6	1,609	0,948	1,697	0,090	
as_factor(Gender)2:as_factor(Brands)7	1,658	0,964	1,720	0,085	
as_factor(Gender)2:as_factor(Brands)8	1,241	0,961	1,291	0,197	
as_factor(Gender)2:as_factor(Brands)9	1,074	0,934	1,150	0,250	
as_factor(Gender)2:as_factor(Brands)10	1,543	0,997	1,547	0,122	

as_factor(Gender)2:as_factor(Brands)11	1,395	0,931	1,498	0,134	
as_factor(Gender)2:as_factor(Brands)12	1,523	0,961	1,586	0,113	
as_factor(Gender)2:as_factor(Brands)13	0,910	0,992	0,917	0,359	
as_factor(Gender)2:as_factor(Brands)14	1,945	0,932	2,087	0,037	*
as_factor(Gender)2:as_factor(Brands)15	2,117	1,030	2,056	0,040	*
as_factor(Gender)2:as_factor(Brands)16	1,531	1,017	1,506	0,132	
as_factor(Gender)2:as_factor(Brands)17	-0,023	1,091	-0,021	0,983	
as_factor(Gender)2:as_factor(Brands)18	0,358	1,222	0,293	0,770	
as_factor(Gender)2:as_factor(Brands)19	1,709	0,939	1,821	0,069	
as_factor(Gender)2:as_factor(Brands)20	2,244	0,950	2,361	0,018	*
as_factor(Gender)2:as_factor(Brands)21	0,892	1,030	0,866	0,386	
as_factor(Gender)2:as_factor(Brands)22	1,568	0,945	1,660	0,097	
as_factor(Gender)2:as_factor(Brands)23	2,738	0,967	2,832	0,005	**
as_factor(Gender)2:as_factor(Brands)24	2,296	0,994	2,309	0,021	*
as_factor(Gender)2:as_factor(Brands)25	2,811	1,159	2,426	0,015	*
as_factor(Gender)2:as_factor(Brands)26	2,673	0,947	2,825	0,005	**
as_factor(Gender)2:as_factor(Brands)27	0,753	0,933	0,807	0,420	
as_factor(Gender)2:as_factor(Brands)28	1,747	0,931	1,877	0,061	
as_factor(Gender)2:as_factor(Brands)29	1,436	0,965	1,488	0,137	
as_factor(Gender)2:as_factor(Brands)30	1,831	0,944	1,940	0,052	
as_factor(Gender)2:as_factor(Brands)31	1,329	1,091	1,218	0,223	
as_factor(Gender)2:as_factor(Brands)32	1,784	0,937	1,904	0,057	
as_factor(Gender)2:as_factor(Brands)33	1,668	1,030	1,620	0,105	
as_factor(Gender)2:as_factor(Brands)34	1,956	0,937	2,088	0,037	*
as_factor(Gender)2:as_factor(Brands)35	1,971	0,946	2,084	0,037	*
as_factor(Gender)2:as_factor(Brands)36	1,160	0,967	1,199	0,230	
as_factor(Gender)2:as_factor(Brands)37	1,257	0,944	1,332	0,183	
as_factor(Gender)2:as_factor(Brands)38	1,780	1,076	1,653	0,098	
as_factor(Gender)2:as_factor(Brands)39	1,682	1,018	1,653	0,098	
as_factor(Gender)2:as_factor(Brands)40	2,119	0,960	2,206	0,027	*
as_factor(Gender)2:as_factor(Brands)41	1,791	0,962	1,862	0,063	
as_factor(Gender)2:as_factor(Brands)42	1,429	1,028	1,390	0,164	
as_factor(Gender)2:as_factor(Brands)43	1,786	0,943	1,895	0,058	
as_factor(Gender)2:as_factor(Brands)44	1,793	0,958	1,871	0,061	
as_factor(Gender)2:as_factor(Brands)45	2,286	0,935	2,444	0,015	*
as_factor(Gender)2:as_factor(Brands)46	1,682	0,984	1,709	0,087	
as_factor(Gender)2:as_factor(Brands)47	2,152	0,934	2,305	0,021	*
as_factor(Gender)2:as_factor(Brands)48	1,761	0,948	1,856	0,063	
as_factor(Gender)2:as_factor(Brands)49	0,304	0,953	0,319	0,750	
as_factor(Gender)2:as_factor(Brands)50	1,451	0,990	1,465	0,143	

as_factor(Gender)2:as_factor(Brands)51	0,931	1,055	0,882	0,378	
as_factor(Gender)2:as_factor(Brands)52	1,784	1,137	1,569	0,117	
as_factor(Gender)2:as_factor(Brands)53	1,982	1,109	1,787	0,074	
as_factor(Gender)2:as_factor(Brands)54	1,972	0,947	2,082	0,037	*
as_factor(Gender)2:as_factor(Brands)55	0,995	1,006	0,989	0,323	
as_factor(Gender)2:as_factor(Brands)56	1,036	1,021	1,015	0,310	
as_factor(Gender)2:as_factor(Brands)57	1,079	0,973	1,110	0,267	
as_factor(Gender)2:as_factor(Brands)58	2,046	0,950	2,152	0,031	*
as_factor(Gender)2:as_factor(Brands)59	0,976	0,957	1,020	0,308	
as_factor(Gender)2:as_factor(Brands)60	1,188	0,987	1,204	0,229	
as_factor(Gender)2:as_factor(Brands)61	2,543	0,944	2,694	0,007	**
as_factor(Gender)2:as_factor(Brands)62	1,726	0,940	1,837	0,066	
as_factor(Gender)2:as_factor(Brands)63	1,404	0,924	1,519	0,129	
as_factor(Gender)2:as_factor(Brands)64	1,583	0,958	1,652	0,099	
as_factor(Gender)2:as_factor(Brands)65	2,266	0,930	2,436	0,015	*
as_factor(Gender)2:as_factor(Brands)66	1,254	0,937	1,339	0,181	
as_factor(Gender)2:as_factor(Brands)67	2,289	0,937	2,442	0,015	*
as_factor(Gender)2:as_factor(Brands)68	2,590	0,947	2,734	0,006	**
as_factor(Gender)2:as_factor(Brands)69	1,909	0,991	1,927	0,054	
as_factor(Gender)2:as_factor(Brands)70	1,689	1,242	1,360	0,174	
as_factor(Gender)2:as_factor(Brands)71	1,638	0,954	1,717	0,086	
as_factor(Gender)2:as_factor(Brands)72	1,586	0,987	1,607	0,108	
as_factor(Gender)2:as_factor(Brands)73	1,207	0,948	1,273	0,203	
as_factor(Gender)2:as_factor(Brands)74	2,691	0,940	2,861	0,004	**
as_factor(Gender)2:as_factor(Brands)75	0,901	0,935	0,964	0,335	
as_factor(Gender)2:as_factor(Brands)76	1,873	0,954	1,963	0,050	*
as_factor(Gender)2:as_factor(Brands)77	1,203	1,108	1,086	0,278	
as_factor(Gender)2:as_factor(Brands)78	1,457	0,930	1,567	0,117	
as_factor(Gender)2:as_factor(Brands)79	1,333	0,949	1,404	0,160	
as_factor(Gender)2:as_factor(Brands)80	1,062	0,940	1,129	0,259	
as_factor(Gender)2:as_factor(Brands)81	1,298	0,950	1,367	0,172	
as_factor(Gender)2:as_factor(Brands)82	1,209	0,940	1,287	0,198	
as_factor(Gender)2:as_factor(Brands)83	0,582	0,966	0,603	0,547	
as_factor(Gender)2:as_factor(Brands)84	1,035	0,969	1,068	0,286	
as_factor(Gender)2:as_factor(Brands)85	1,905	0,973	1,958	0,050	
as_factor(Gender)2:as_factor(Brands)86	1,952	0,964	2,025	0,043	*
as_factor(Gender)2:as_factor(Brands)87	1,542	0,946	1,630	0,103	
as_factor(Gender)2:as_factor(Brands)88	1,522	0,984	1,547	0,122	
as_factor(Gender)2:as_factor(Brands)89	1,161	0,982	1,182	0,237	
as_factor(Gender)2:as_factor(Brands)90	1,771	0,948	1,867	0,062	

as_factor(Gender)2:as_factor(Brands)91	1,442	0,929	1,553	0,121	
as_factor(Gender)2:as_factor(Brands)92	2,005	0,975	2,057	0,040	*
as_factor(Gender)2:as_factor(Brands)93	0,585	0,942	0,622	0,534	
as_factor(Gender)2:as_factor(Brands)94	1,192	0,942	1,265	0,206	
as_factor(Gender)2:as_factor(Brands)95	2,759	0,947	2,912	0,004	**
as_factor(Gender)2:as_factor(Brands)96	0,813	1,011	0,804	0,422	
as_factor(Gender)2:as_factor(Brands)97	2,502	1,284	1,949	0,051	
as_factor(Gender)2:as_factor(Brands)98	1,278	1,047	1,221	0,222	
as_factor(Gender)2:as_factor(Brands)99	0,854	0,950	0,899	0,369	
as_factor(Gender)2:as_factor(Brands)100	1,976	0,949	2,083	0,037	*
as_factor(Gender)2:as_factor(Brands)101	2,035	0,976	2,086	0,037	*
as_factor(Gender)2:as_factor(Brands)102	1,358	0,953	1,425	0,154	
as_factor(Gender)2:as_factor(Brands)103	1,118	0,941	1,188	0,235	
as_factor(Gender)2:as_factor(Brands)104	0,914	1,740	0,525	0,599	
as_factor(Gender)2:as_factor(Brands)105	1,361	0,961	1,416	0,157	

	edf	**Ref.df**	**F value**	**p value**	**Significance**
s(BrandInvolvement)	1	1	72.61	<2e-16	***

Note. Significance: p<.001 ‘***’, p<0.01 ‘**’, p< 0.05 ‘*’