

Master Dissertation (2016)

**Differences in Intention to Generate WOM Among
Different Types of Need for Uniqueness Consumers:
Considering the Types of the Products and the Receivers**

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ABSTRACT

Previous research has found that high needs for uniqueness (NFU) consumers are unwilling to generate (positive) word-of-mouth (WOM) because it leads to the penetration of products, thus reducing their uniqueness. Previous research has focused on only one of the three types of NFU, avoidance of similarity (AS), neglecting unpopular choice counter-conformity (UCC) and creative choice counter-conformity (CCC). This dissertation examines how all the three types of NFU affect WOM generation with the product type (more/less identity-relevant product) and the receiver type (out-group/in-group members) as moderators.

The results of ANOVA showed that the three types of NFU have different effects on consumers' intention to generate positive WOM. High-AS consumers and high-UCC consumers are more unwilling to generate WOM, whereas high-CCC consumers are more willing to do so. The effects are greater when the consumers talk to in-group members about more identity-relevant products. The findings of this dissertation help marketers to understand what types of NFU negatively or positively affect WOM generation.

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CHAPTER 1

INTRODUCTION

1.1 Background and Purpose of the Dissertation

Word-of-mouth (WOM) is defined as “oral, person-to-person communication between a receiver and a communicator (sender) whom the receiver perceives as non-commercial, regarding a brand, a product, or service” (Arndt 1967a, p. 3). WOM is considered more credible and trustworthy than the traditional commercial advertisement because WOM is not generated by the firms and is not used to sell the products or services (Banerjee 1992; Brown and Reingen 1987; Liu 2006; Mazzarol, Sweeney, and Soutar 2007; Murray 1991). WOM generates tremendous impacts on consumers’ decision-making (Arndt 1967a; Engel, Kegerreis, and Blackwell 1969; Rogers 2010) and attracts a great deal of attention from both marketers and scholars.

Marketers and scholars have paid great attention to the underlying mechanism of WOM, especially to the antecedents of its occurrence (Godes, Mayzlin, Chen, Das, Dellarocas, and Pfeiffer 2005). A lot of previous studies have identified satisfaction (e.g.,

Anderson 1998; Heitmann, Lehmann, and Herrmann 2007; Swan and Oliver 1989, Yi 1991), loyalty (e.g., Carpenter and Fairhurst 2005; Sichtman 2007), quality (e.g., Bloemer, Ryuter, and Wetzels, 1999; Harrison-Walker 2001; Zeithaml, Berry, and Parasuraman 1996), commitment (e.g., Bettencourt 1997; Brown, Barry, Dacin, and Gunst 2005; Henning-Thurau, Gwinner, and Gremler 2002; Harrison-Walker 2001), trust (e.g., Ranaweera and Prahua 2003; Sichtmann 2007), and perceived value (e.g., Cronin, Brady, and Hult 2000; Hartline and Jones 1996) as the situational antecedents of WOM.

More recently, some researchers have claimed that the situational antecedents mentioned above are not sufficient to determine WOM generation and emphasized that consumers should have individual motives to generate WOM (Godes, et al. 2005; Mazzarol, et al. 2007). Several scholars have responded to the call for research on individual motives of WOM generation (e.g., Feick and Price 1987; Sundaram, Mitra, and Webster 1988; Henning-Thurau, et al. 2004; Sun 2006; Fiske 2002; Wojnicki and Godes 2008; Lam, Lee, and Mizerski 2009; Wien and Olsen 2014). For example, Feick and Price (1987) investigated that market mavens are more likely to engage in WOM. Similarly, Sundaram, et al. (1998) found that some consumers generate WOM just because they have a helpful personality. In addition, Wien and Olsen (2014) identified that individualism increases consumers' intention to generate WOM.

Furthermore, Cheema and Kaikati (2010) provided evidence that high-NFU (needs for uniqueness) consumers are more unwilling to generate positive WOM than low-NFU consumers. In general, NFU refers to the desire to be different from other members of one's social group (Snyder and Fromkin 1980; Tian, Bearden, and Hunter, 2001).

Cheema and Kaikati (2010) did give a new insight into the discussion of individual motives to generate WOM. However, there are some limitations in their study. First of all, although prior research has claimed that there are the three types of NFU, i.e., AS (avoidance of similarity), CCC (creative choice counter-conformity), and UCC (unpopular choice counter-conformity) (cf. Tian, et al., 2001), Cheema and Kaikati (2010) treated NFU as a unidimensional construct by focusing on only one (AS) of the three types of NFU. Certainly, high-AS consumers may be unwilling to generate WOM. However, other types of high-NFU consumers, i.e., high-CCC and high-UCC consumers, may be not.

Second, before examining the issue, the multidimensional conceptualization of NFU should be reexamined. The multidimensional NFU concept proposed by Tian, et al. (2001) were highly correlated to each other. However, the correlation among the three types of NFU must be low because choosing a dissimilar product, choosing an unpopular product, and choosing a creative product are related to considerably different tastes of

consumers from each other. Therefore, the three types of NFU should be redefined as suggested by the name of each construct both conceptually and operationally.

Third, not only NFU constructs and their effects on WOM generation, but also moderators should be reexamined. Although it has been found that domain identity relevance (more/less identity-relevant product) and group association (in-group/out-group members) affect the effects of NFU on product choice as moderators (Berger and Heath 2007), Cheema and Kaikati (2010) neglected these moderators and incorporated product category (publicly consumed/privately consumed product) and ownership (product owned/product not intended to be owned) as moderators instead and found that the negative relationship between NFU and WOM is exaggerated when consumers send a message about owned (vs. not intended to be owned) publicly consumed (vs. privately consumed) product.

Then, here come three questions. First, do all types of NFU affect WOM generation negatively? Second, should the correlation among the three types of NFU be high? Third, how does the product type (more/less identity-relevant product) and the receiver type (out-group/in-group members) moderate the relationship between NFU and WOM generation? In order to address these questions, this study intends to reexamine (1) the concept of NFU proposed by Tian, et al. (2001), (2) the effects of consumers' NFU on

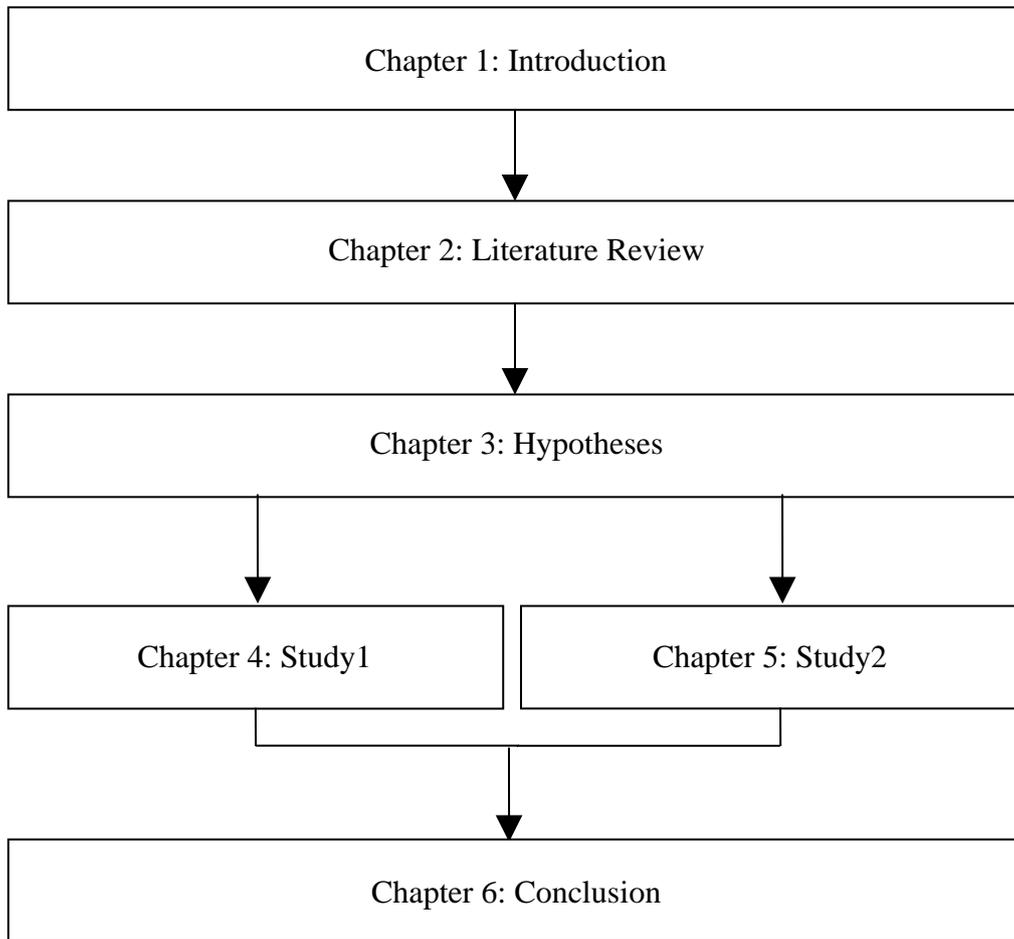
their intention to generate WOM proposed by Cheema and Kaikati (2010), and (3) the moderating effects of the product type (more/less identity-relevant product) and the receiver type (out-group/in-group members) based on Berger and Heath (2007).

1.2 Structure of the Dissertation

The rest of the dissertation is organized as follows. Chapter 2 reviews previous studies that are related to WOM generation as well as NFU. Chapter 3 develops hypotheses regarding the effects of NFU on WOM generation. Chapter 4 describes Study 1, which investigated the differences among intention to generate WOM of four types of consumers, i.e., low-NFU consumers, high-AS consumers, high-UCC consumers, and high-CCC consumers. Chapter 5 describes Study 2, which investigated the moderating effects of the product type (more/less identity-relevant product) and the receiver type (in-group/out-group members). Finally, Chapter 6 concludes this dissertation with a discussion of the implications, limitations, and directions for future research.

The structure of the dissertation is shown in Figure 1.

Figure 1. The structure of the dissertation



CHAPTER 2

LITERATURE REVIEW

2.1 Word of Mouth

2.1.1 Players in Word of Mouth Communication

As mentioned in the introduction, WOM is defined as “oral, person-to-person communication between a receiver and a communicator (or sender) whom the receiver perceives as non-commercial, regarding a brand, product, or service” (Arndt 1967a, p. 3).

According to the definition, there are two players in WOM—the sender and the receiver.

Despite the wealth of accumulated work, many WOM researchers have focused on the receivers of WOM (Arndt 1967a, 1967b; Brown and Reingen 1987; Herr, et al. 1991;

Murray 1991). Arndt (1967a, 1967b) found that persons who consider buying a product are more likely to receive WOM of the product. In addition, Herr, et al. (1991) found that

WOM has a greater impact on consumers’ judgments on a product than the printed information.

Recently, researchers have started to pay attention to senders of WOM. The following sections will review literatures on antecedents of WOM generation—situational antecedents and individual motives.

2.1.2 Situational Antecedents of Word of Mouth Generation

Satisfaction

Satisfaction refers to “an evaluation rendered that the (product) experience was at least as good as it was supposed to be” (Hunt 1977, p. 459f).

Swan and Oliver (1989) proposed that as satisfaction increases, WOM becomes more positive, willingness to recommend increases, praising increases, and complaint decrease. To test the hypotheses, they conducted a survey. Respondents were 184 men and women living in the southeastern USA. They were asked to answer questions about satisfaction of a car dealer, the amount of positive WOM, the number of recommendations or warnings about the dealer, the number of compliments about it, and the number of complaints about it. The results showed that all hypotheses were supported.

Heitmann, et al. (2007) proposed that consumption satisfaction positively affects loyalty, willingness to recommend, valence of WOM, and intensity of WOM. To test the

hypotheses, they conducted a survey. Respondents were 419 men and women living in Germany. They were asked to answer questions about consumption satisfaction of electronic products, loyalty, willingness to recommend to their friends, and word-of-mouth valence and intensity. The results showed that all hypotheses were supported.

Commitment

Commitment refers to “an enduring desire to maintain a valued relationship” (Moorman, Zaltman, and Deshpande 1992, p. 316).

Brown, Barry, Dacin, and Gunst (2005) proposed that consumer commitment positively affects positive WOM intention. To test the hypothesis, they conducted two surveys. Respondents in the first survey were 447 men and women living in a major metropolitan area in the southwestern USA. They were asked to answer questions about their commitment to a car dealer and the likelihood that they would generate WOM of the dealer. Respondents in the second survey were 297 men and women living in a major metropolitan area in the southwestern USA. They were asked to answer questions about their commitment to a car dealer and the frequency when they generated WOM of the dealer. The results showed that the hypothesis was supported.

Trust

Trust is defined as “a generalized expectancy held by an individual that the word of whom can be relied on” (Rotter 1967, p. 651).

Sichtman (2007) proposed that trust positively affects intention to generate WOM because trust reduces one’s perceived risk that his or her advice may disappoint others’ who sought for advice. To test the hypothesis, he conducted a survey. Respondents were 308 men and women living in Germany. They were asked to answer questions about their trust of a mobile phone service provider and whether they would like to talk positively about the provider to their friends. The result showed that the hypothesis was supported.

Satisfaction and Commitment

Hennig-Thurau, Gwinner, and Gremler (2002) proposed that, satisfaction positively affects loyalty, satisfaction positively affects WOM generation, and commitment positively affects WOM generation. To test the hypotheses, they conducted a survey. Respondents were 336 men and women living in the northwestern USA. They were asked to answer questions about their loyalty and satisfaction to a specific company, and the frequency when they generated WOM of the company. The results showed that all hypotheses were supported.

Satisfaction and Trust

Ranaweera and Prabhu (2003) proposed that satisfaction and trust positively affect positive WOM generation because satisfaction and trust result in customer retention, which in turn results in positive WOM generation. To test the hypotheses, they conducted a survey. Respondents were 461 men and women living in southeastern England. They were asked to answer questions about their satisfaction of a service provider, their trust in the provider, and intention to generate positive WOM messages. The results showed that these two hypotheses were supported.

Loyalty

Loyalty refers to “the repeated purchases prompted by a strong internal disposition” (Day 1971, p. 33).

Gremler and Brown (1999) proposed that loyal customers generate more WOM messages than non-loyal customers because they have more knowledge of products and would like to show their loyalty. To test the hypothesis, they conducted a survey. Respondents were 1286 men and women living in the western USA. They were asked to answer questions about their loyalty to a banking or dental service and the number of people they had given WOM of the service. The results showed that the hypothesis was

supported.

Carpenter and Fairhurst (2005) proposed that loyalty positively affects WOM generation because loyalty lets consumers advocate the company, the brand, and the product and results in positive WOM generation. To test the hypothesis, they conducted a survey. Respondents were 276 men and women living in the southeastern USA. They were asked to answer questions about a recent purchase, their loyalty, and WOM behavior of the product. The result showed that the hypothesis was supported.

Quality

Quality refers to an individual's evaluation of the performance of a specific product or service (Cohen, Fishbein, and Ahtola 1972; Cronin and Taylor 1992).

Bloemer, Ruyter, and Wetzels (1999) proposed that quality positively affects WOM generation. To test the hypothesis, they conducted a survey. Respondents were 708 men and women in Belgium. They were asked to answer questions about the service quality of supermarkets, fast food, amusement parks, and outpatient clinics and their WOM generation of the service providers. The results showed that the hypothesis was supported.

Perceived Value

Perceived value refers to “a consumer’s overall assessment of a product or a service based on perceptions of what is received and what is given” (Zeithaml 1988, p. 14).

Hartline and Jones (1996) proposed that perceived value positively affects WOM intention. To test the hypothesis, they conducted a survey. Respondents were 276 men and women living in the USA. They were asked to answer questions about their perceived quality of domestic hotels and the likelihood that they would recommend the hotels to friends or colleagues. The result showed the hypothesis was supported.

2.1.3 Individual Motives of Word of Mouth Generation

Some scholars have claimed that situational antecedents mentioned in section 2.1.2 are not sufficient enough to determine WOM generation and have emphasized that consumers may also have individual motives to generate WOM such as market-mavenism, helpful personality, individualism, and need for uniqueness.

Market-Mavenism

The term “market maven” refers to an individual who has abundant information about

the market, initiates discussion with, and responds to information requests from other consumers (Feick and Price 1987).

Feick and Price (1987) proposed that market-mavenism positively affects information provision because market mavens like to initiate discussion with and respond to information requests from other consumers. To test the hypothesis, they conducted a survey. Respondents were 1531 men and women living in a metropolitan area in the northeastern USA. They were asked to answer questions about how frequently they generate WOM. They were also asked to answer questions to measure the extent to which they are a market maven. The result showed that the hypothesis was supported.

Helpful Personality

A person with helpful personality refers to the one who helps others without expecting any reward in return (Sundaram, Dinesh, Mitra, and Webster 1998). Sundaram, et al. (1998) proposed that helpful personality positively affects intention to generate WOM. To test the hypothesis, they conducted a survey. Respondents were 363 men and women living in the USA. They were asked to recall a WOM message they had generated recently and the reason why they had generated that message. The result showed that the hypothesis was supported.

Individualism

Individualism refers to “the trait of individuals who define themselves as being highly separate from others” (Wien and Olsen 2014, p. 417). Wien and Olsen (2014) proposed that individualism positively affects WOM generation because individualists are more assertive in presenting their opinions comparing to collectivists. To test the hypothesis, they conducted an experiment. Participants were 554 men and women living in Norway. They were asked to read a scenario about a dining situation. Then, they were asked to answer questions that measured their intention to generate WOM of the restaurant. They were also asked to answer questions about the extent to which they are individualistic. The results showed that the hypothesis was supported.

Besides market mavenism, helpful personality, and individualism, researchers have claimed recently that NFU is an antecedent of WOM generation as well (Cheema and Kaikati 2010). The following section will review literatures on NFU.

2.2 Need for Uniqueness

2.2.1 Definition of Need for Uniqueness

The NFU originated from Snyder and Fromkin (1980)’s uniqueness theory. In

uniqueness theory, Snyder and Fromkin (1980) proposed that people will feel unpleasant when they feel they are highly similar to others and thus take action to pursue differentness from others. They conceptualized the phenomenon as need for uniqueness (NFU)—“a positive striving for abnormality relative to other people” (Snyder and Fromkin 1977, p. 1).

Tian, et al. (2001) is the pioneer of consumers' NFU studies. They focused on consumers' NFU and claimed that consumers fulfill their desire to be unique in various ways. They (2001) identified three behavioral dimensions that compose consumers' NFU.

The first dimension, “creative choice counter-conformity (CCC) reflects that the consumer seeks social differentness from most others but that this consumer makes selections that are likely to be considered goods choices by these others” (p. 52). The second dimension, “unpopular choice counter-conformity (UCC) refers to the selection or use of products and brands that deviate from group norms and thus risk social disapproval that consumers withstand in order to establish their differentness from others” (p. 52). The third dimension, “avoidance of similarity (AS) refers to the loss of interest in or discontinued use of possessions that become commonplace in order to move away from the norm and reestablish one's differentness” (p. 53).

After defining three behavioral dimensions that compose consumers' NFU, Tian, et

al. (2001) developed a new scales to measure consumers' NFU. First, they generated 93 initial items relied on existing research on NFU (e.g., Snyder and Fromkin, 1977). Second, the content validity of the items was assessed in two stages. In the first stage, they asked outside judges to allocate the items to each dimension that composes consumers' NFU. As a result, 19 items that are can not be allocated to any dimension are eliminated. In the second stage, they asked judges to assess the content validity of the items. In this step, 12 items were eliminated, with 62 items remained. Third, they used a student sample to refine the items. In this step, items that did not have corrected item-to-total subscales correlations above .50 were deleted. Also, "Items that did not have statistically higher correlation with the dimension to which they were supposed to be belong comparing with item correlations with other dimensions were also deleted" (p. 53). As a result, 31 items are remained (see Table 1), in which 9 items were of AS, 11 items were of UCC, and 11 items were of CCC. Finally, they assessed the new scales' latent structure, reliability, and validity. The results showed that their scales were reliable and valid.

Table 1. Consumers' Need for Uniqueness Scales

Dimension	Scales
CCC	<i>X</i> ₁ : I collect unusual products as a way of telling people I'm different.
	<i>X</i> ₂ : I have sometimes purchased unusual products or brands as a way to create a more distinctive personal image.
	<i>X</i> ₃ : I often look for one-of-a-kind products or brands so that I create a style that is all my own.
	<i>X</i> ₄ : Often when buying merchandise, an important goal is to find something that I create a personal image.
	<i>X</i> ₅ : I often combine possessions in such a way that I create a personal image for myself that can't be duplicated.
	<i>X</i> ₆ : I often try to find a more interesting version of run-of-the-mill products because I enjoy being original.
	<i>X</i> ₇ : I actively seek to develop my personal uniqueness by buying special products or brands.
	<i>X</i> ₈ : Having an eye for products that are interesting and unusual assists me in establishing a distinctive image.
	<i>X</i> ₉ : The products and brands that I like best are the ones that express my individuality.
	<i>X</i> ₁₀ : I often think of the things I buy and do in terms of how I can use them to shape a more unusual personal image.
	<i>X</i> ₁₁ : I'm often on the lookout for new products or brands that will add to my personal uniqueness.
UCC	<i>X</i> ₁₂ : When dressing, I have sometimes dared to be different in ways that others are likely to disapprove.
	<i>X</i> ₁₃ : As far as I'm concerned, when it comes to the products I buy and the situations in which I use them, customs and rules are made to be broken.
	<i>X</i> ₁₄ : I often dress unconventionally even when it's likely to offend others.
	<i>X</i> ₁₅ : I rarely act in agreement with what others think are right things to buy.
	<i>X</i> ₁₆ : Concern for being out of place doesn't prevent me from wearing what I want to wear.

Table 1. Consumers' Need for Uniqueness Scales (cont.)

Dimension	Scales
UCC (cont.)	<i>X</i> ₁₇ : When it comes to the products I buy and the situations in which I use them, I have often broken customs and rules.
	<i>X</i> ₁₈ : I have often violated the understood rules of my social group regarding what to buy or own.
	<i>X</i> ₁₉ : I have often gone against the understood rules of my social group regarding when and how certain products are properly used.
	<i>X</i> ₂₀ : I enjoy challenging the prevailing taste of people I know by buying something they wouldn't seem to accept.
	<i>X</i> ₂₁ : If someone I hinted that I had been dressing inappropriately for a social situation, I would continue dressing in the same manner.
	<i>X</i> ₂₂ : When I dress differently, I'm often aware that others think I'm peculiar, but I don't care.
AS	<i>X</i> ₂₃ : When products or brands I like become extremely popular, I lose interest in them.
	<i>X</i> ₂₄ : I avoid products or brands that have already been accepted and purchased by the average consumer.
	<i>X</i> ₂₅ : When a product I own becomes popular among the general population, I begin using it less.
	<i>X</i> ₂₆ : I often try to avoid products or brands that I know are bought by the general population.
	<i>X</i> ₂₇ : As a rule, I dislike products or brands that are customarily purchased by everyone.
	<i>X</i> ₂₈ : I give up wearing fashions I've purchased once they become popular among the general public.
	<i>X</i> ₂₉ : The more commonplace a product or brand is among the general population, the less interested I am in buying it.
	<i>X</i> ₃₀ : Products don't seem to hold much value for me when they are purchased regularly by everyone.
	<i>X</i> ₃₁ : When a style of clothing I own becomes too commonplace, I usually quit wearing it.

Source: Tian, et al. (2008), pp. 54-55.

However, Tian, et al. (2001) found that the three types of NFU were highly correlated to each other (0.52 to 0.57). They discussed that the high correlations implied that the same individuals who indicate a tendency to satisfy counter-conformity motivations through creative responses also tend to differentiate themselves via unpopular choices and through avoiding similar choices. However, choosing a dissimilar brand, choosing an unpopular brand, and choosing a creative brand are caused by totally different motives from each other. A dissimilar brand to the majority in the community is chosen by high-AS consumers who dislike majority in the community and want to differentiate themselves. An unpopular brand among the majority is chosen by high-UCC consumers who do not dislike the majority, but want to own products that they dislike. And, a brand perceived as creative by the majority is chosen by high-CCC consumers who want to make a choice that the majority will follow in future and, in turn, gain the respect as leaders in the community. Thus, the correlations must be low, meaning that the three types of NFU should be redefined.

2.2.2 Consequences of Need for Uniqueness

Researchers have examined consequences of NFU. Berger and Heath (2007) investigated the effect of NFU on consumers' product choices and proposed that high-

NFU consumers are more likely to choose unpopular product (1) when the product domain is more (vs. less) identity-relevant and/or (2) when the members who choose the same ones are in-group (vs. out-group) members.

To test the hypotheses, Berger and Heath (2007) conducted two experiments. In the first experiment, participants were forty men and women living in California, the USA. The participants were asked to read one of four different versions of scenarios (consumer: high/low-NFU consumer \times domain identity relevance: more/less identity-relevant product) and then answer their intention to choose an unusual product. The result showed that the hypothesis that high-NFU consumers are more likely to choose unpopular product when the product domain is more identity-relevant was supported. In the second experiment, participants were 123 men and women living in California, the USA. Participants were asked to read one of four different versions of scenarios (group association: in-group/out-group association \times domain identity relevance: more/less identity-relevant products) and then answer their intention to choose an unpopular product. The result showed that the hypothesis that consumers are more likely to choose unpopular product when the persons who choose the same ones are in-group (vs. out-group) members.

In addition, Cheema and Kaikati (2010) proposed that NFU decreases intention to

generate positive WOM (1) to a greater extent for publicly consumed than privately consumed product owned by consumers or (2) in the domain of public product, to a greater extent for owned product but not for product that consumers does not intend to own.

To test the hypotheses, Cheema and Kaikati (2010) conducted two experiments. In the first experiment, participants were eighty-four men and women living in the USA. The participants were asked to read one of four different versions of scenarios (NFU: high/low \times product category: publicly consumed product/privately consumed product) and then answer their intention to generate positive WOM of the product. The result showed that the hypothesis that NFU decreases intention to generate positive WOM to a greater extent for publicly consumed than privately consumed product owned by consumers was supported. In the second experiment, participants were one 176 men and women living in the USA. The participants were asked to read one of four different versions of scenarios (product category: public/private consumed product \times ownership: owned/not intended to be owned) and then answer their intention to generate positive WOM of the product. The result showed that the hypothesis that in the domain of public product, to a greater extent for owned product but not for product that consumers does not intend to own was supported.

CHAPTER 3

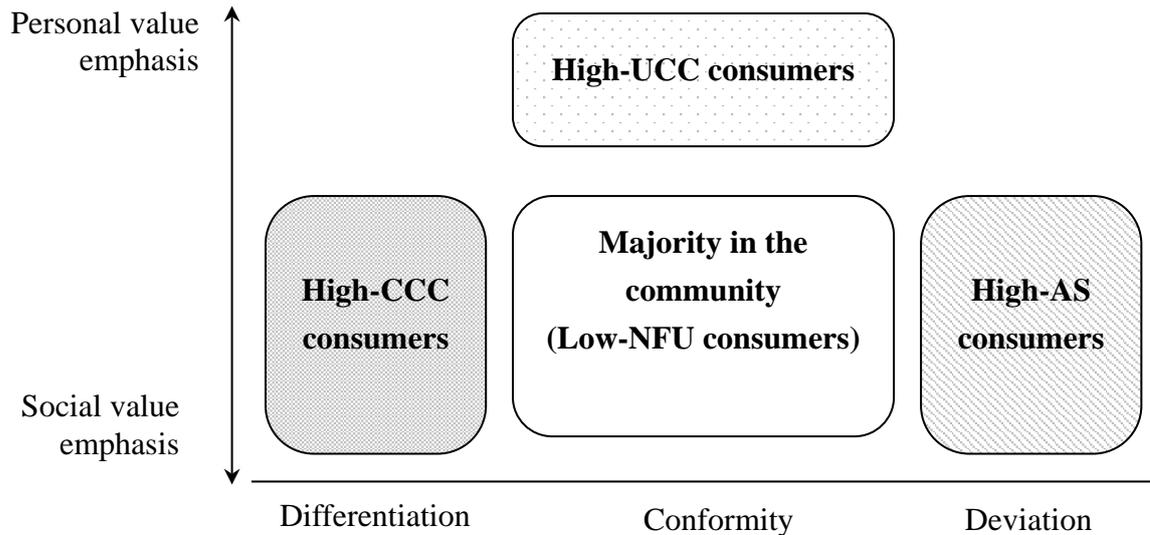
HYPOTHESES

3.1 Three Types of Need for Uniqueness

The author claimed that the multidimensional conceptualization of NFU should be reexamined because the three types of NFU proposed by Tian, et al. (2001) were highly correlated to each other (Ono, Kikumori, and Wang 2016). According to Ono, et al. (2016), (1) high-AS (avoidance of similarity) consumers can be seen as “deviators” who dislike the majority in the community and want to differentiate themselves. (2) High-UCC (unpopular choice counter-conformity) consumers can be seen as “freaks”, who have unusual tastes. Unlike high-AS consumers, they do not dislike the majority, but want to own products that they dislike sometimes in a surreptitious manner. And, (3) high-CCC (creative choice counter-conformity) consumers can be seen as “opinion leaders” who want to own products that the majority will follow in future and, in turn, gain the respect as leaders in the community. Like high-AS consumers, they want to differentiate themselves from the majority in the community, but their motivation to differentiate

themselves is totally different from high-AS consumers.

Figure 2. Redefinition of the NFU concept



Source: Ono, et al. (2016)

Ono, et al.'s proposition (2016) was summarized in Figure 2, which shows the differences among the three types of high-NFU consumers more clearly. In the figure, high-AS consumers are positioned at the right to the majority because in order to establish their differentness they move away from the group norm. High-CCC consumers are positioned at the left to the majority because in order to seek social differentness they create a new norm. And, high-UCC consumers are positioned above the majority because they have unusual tastes and regard their personal value as more important than

conformation when choosing a brand even if the majority in the society may dislike them due to the unpopular choice.

In this dissertation, the author also uses the same classification of the three types of NFU to examine the effects of them on intention to generate WOM (Hypothesis 1) and their moderators (Hypotheses 2 and 3).

3.2 Hypothesis 1: Relationship Between NFU and WOM Generation

By definition, high-AS consumers dislike majority in the community and have a need for differentiating themselves. Due to their high need for uniqueness, as discussed by Cheema and Kaikati (2010), they may be unlikely to generate positive WOM regarding the brands that they own because WOM may possibly lead to the adoption of the brands.

In contrast, high-UCC consumers prefer brands that others happen to not prefer. Unlike high-AS consumers, they do not dislike others in the community. In other words, they do not want to be unique in the community, though they have a highly unique need for the product. However, they are also unwilling to generate positive WOM. It is because WOM reveals the fact that they prefer unpopular brands. Note that high-AS consumers are not very keen on concealing their choices from the others that they dislike because

they do not always turn out to follow their choices even if the choices are unveiled. Contrary to this, high-UCC consumers are more willing to concealing their choice from the others that they like because they become to dislike them if the choices are unveiled. Therefore, compared to high-AS consumers, high-UCC consumers may be more unwilling to generate WOM.

Unlike high-AS consumers and high-UCC consumers, high-CCC consumers are willing to generate WOM. However, like high-AS consumers, they want to be unique in the community. Also, like high-UCC consumers, they want to get along with the majority. As a result, they do not run away from the community—they do run but, at the same time, try to let the majority become their followers and chase them. To do so, high-CCC consumers may become opinion leaders.

Thus, Hypothesis 1 is proposed as follows:

H₁: High-CCC consumer are more willing to generate positive WOM than the majority, while high-AS consumers are more unwilling to generate positive WOM than the majority, with high-UCC consumers forming the lowest intention to generate WOM than all of them.

3.3 Hypotheses 2 and 3: Moderators of the Relationship Between NFU and WOM Generation

Cheema and Kaikati (2010) considered product category (publicly consumed/privately consumed product) and ownership (product owned/not intended to be owned) as moderators of the effect of consumers' NFU on their intention to generate WOM. However, both owning the consumer goods and consuming them publicly are the essential conditions for talking about the goods to show their uniqueness. Thus, it can be pointed out that Cheema and Kaikati (2010) may overlook some more important moderators.

Berger and Heath (2007) found that the effect of NFU on product choice is higher if the product is more identity-relevant than if the product is less identity-relevant. Since more identity-relevant products elicit more dispositional information of users' identity than less identity-relevant products, talking about more identity-relevant goods will elicit more dispositional information of users' identity than talking about less identity-relevant products. Consequently, WOM message for more identity-relevant products elicit more dispositional information of users' identity. Therefore, the effects of NFU on WOM generation is higher in the case of the more identity-relevant products than in the case of

the less identity-relevant products.

Thus, Hypothesis 2 is proposed as follows:

H₂: Differences in intention to generate WOM among various types of consumers (i.e., high-CCC consumers, high-AS consumers, high-UCC consumers, and the majority) are greater when they talk about a more identity-relevant product than when they talk about a less identity-relevant product.

Berger and Heath (2007) also found that the effect of NFU on product choice is higher if the product is selected by in-group members than that is selected by out-group members.

High-AS consumers are more willing to avoid choices made by the majority in the same community (i.e., in-group WOM receivers) than those made by the majority in other community (i.e., out-group WOM receivers). Also, high-UCC consumers are less likely to prefer choices made by the majority in the same community (i.e., in-group WOM receivers) than those made by the majority in other community (i.e., out-group WOM receivers). In contrast, high-CCC consumers are less likely to make a new, creative choice to let the majority in other community (i.e., out-group WOM receivers) than those made by the majority in the same community (i.e., in-group WOM receivers) follow them and,

therefore, to become active in WOM generation. In short, the effect of NFU on WOM generation is greater in the case of talking to in-group members than in the case of talking to out-group members.

Thus, Hypothesis 3 is proposed as follows:

H₃: Differences in WOM generation among three types of high-NFU consumers (i.e., high-CCC consumers, high-AS consumers, high-UCC consumers, and the majority) are greater when they talk to an in-group member than when they talk to an out-group member.

CHAPTER 4

STUDY 1

4.1 Pre-test

Study 1 examined Hypothesis 1 regarding the effects of NFU (need for uniqueness) on intention to generate positive WOM. Before testing the hypothesis, a pre-test was conducted to select product categories.

Respondents were forty students in Keio University, Tokyo, Japan. They were given a list of ten product categories—bag, sunglasses, personal computer, pen case, coat, soap, toothbrush, smartphone, USB memory stick, and notebook. They were asked to answer the following two questions: “How much do you think you can express your characteristics, personality, and identity with your choice in this category?” and “How much people would make inferences of others’ characteristics, personalities, and identity based on others’ choices in this category?” (1=“strongly disagree” to 7=“strongly agree”). Among ten product categories, bag and coat were two of the most identity-relevant product categories ($M_{\text{bag}} = 5.430$, $S.D.=1.774$; $M_{\text{coat}} = 5.933$, $S.D.= 1.233$). Bag was

selected for Study 1 and coat for Study 2.

4.2 Experimental Design

To test the hypothesis 1 regarding the effects of NFU on intention to generate positive WOM, an experiment was conducted. A 4 (the types of the WOM senders: low-NFU consumers (majority)/high-AS (avoidance of similarity) consumers/high-UCC (unpopular choice counter-conformity)/high-CCC (creative choice counter-conformity) consumers) between-subjects experimental design was used (see Appendix 1~8). Participants were eighty students in Keio University, Tokyo, Japan. They were divided into four groups. Each group was provided with one of the following descriptions of a person who was the majority, high-AS, high-UCC, or high-CCC consumer and asked to image themselves as the focal person: (1) “You are working for a famous company.” (the majority condition); (2) “You are working for a distinguished company, you are a competent employee and you are taking hat off other employees. You cannot stand incompetent colleagues imitating you.” (the high-AS condition); (3) “You are working for a distinguished company, you are a competent employee and you are taking hat off other employees. If you talk about your favored business bag, your colleagues might shun

you. It is because they think the bag is just for competent people like you, not for people like them.” (the high-UCC condition); and (4) “You are working for a famous company, you are a competent employee, and you are taking hat off other employees. You feel very happy if incompetent colleagues imitate you, because imitating you is a way of showing you respect.” (the high-CCC condition).

Then, after reading the description regarding one of four scenarios, participants were asked to read a description of a product. Based on the results of the pre-test, a business bag was used in Study 1. Participants were presented the following description: “You have a luxury bag, of which brand is favored by British Royal Family. Because the bag makes the users look competent at the job, you like the bag very much.”

Moreover, after reading the description regarding the product, participants were asked to read a description of the situation under which they are willing/unwilling to generate positive WOM. “One day, when you entered the relaxing room in your company, you found by chance your colleagues are chattering. They are talking about business bags because one of the colleagues wanted to purchase a new bag. However, these bags are lower in price and quality than your bag and, therefore, you believe that the users of these bags will not be regarded as competent at working.”

After reading all descriptions, participants were asked to answer the questions

regarding intention to generate positive WOM. A three-item scale for measuring intention to generate positive WOM adopted from Cheema and Kaikati (2010), i.e., “I have good things to say about the bag to the colleagues”, “I will recommend the colleagues to buy my bag”, and “I will say positively about the bag to the colleagues” was utilized. Like Cheema and Kaikati, the questions were with seven-point Likert scaling (1 = “strongly disagree” to 7 = “strongly agree”).

Reliability and validity of scales of intention to generate positive WOM were evaluated. Cronbach’s α coefficient for the construct was greater than 0.60 ($\alpha = 0.693$), providing satisfactory evidence for reliability. Also, SCR value for the construct was greater than .60 (SCR = 0.736), providing satisfactory evidence for convergent validity.

4.3 Manipulation Checks

Manipulation checks of the four NFU conditions were conducted. As mentioned in Section 2-2-1, previous scales for three types of consumers’ NFU concept were highly correlated (Tian, et al., 2001) and, therefore, new scales were developed (see Table 2). (1) to measure the level of consumers’ AS (avoidance of similarity), respondents were asked to “2-7. I used to break the rules of my reference group” and “Even though I belong

to my current group, I attempt to deviate from my reference group.” (2) to measure the level of consumers’ UCC (unpopular choice counter-conformity), respondents were asked to “I value my own taste a lot.” and “I emphasize my own values a lot.” And, (3) to measure the level of consumers’ CCC (creative choice counter-conformity), the respondents were asked to answer “I am accepted by others in the community.” and “I am highly appreciated by the people around me.”

Table 2. Scale items used in Study 1

Construct	Scale items	α	SCR
Intention to generate positive WOM	I have good things to say about the bag to the colleagues	0.693	0.736
	I will recommend the colleagues to buy the bag.		
	I will tell my colleagues positive things about my bag.		
AS	I used to break the rules of my reference group.	0.626	0.626
	Even though I belong to my current group, I attempt to deviate from my reference group.		
UCC	I value my own taste a lot.	0.796	0.798
	I emphasize my own values a lot.		
CCC	I am accepted by others in the community.	0.677	0.678
	I am highly appreciated by the people around me.		

Similar to the scales of intention to generate positive WOM, reliability and validity of scales of each of three NFU constructs were evaluated (see Table 2). Cronbach's α coefficients for items of all the constructs were calculated. Cronbach's α coefficients for all the constructs were greater than 0.60 (α for AS = 0.626, α for UCC = 0.796, and α for CCC = 0.677), providing satisfactory evidence for reliability. Furthermore, the SCR values for items of the construct were also calculated. It was found that SCR values for all the construct were greater than 0.60 (SCR for AS = 0.626, SCR for UCC = 0.798, and SCR for CCC = 0.678), providing satisfactory evidence for convergent validity.

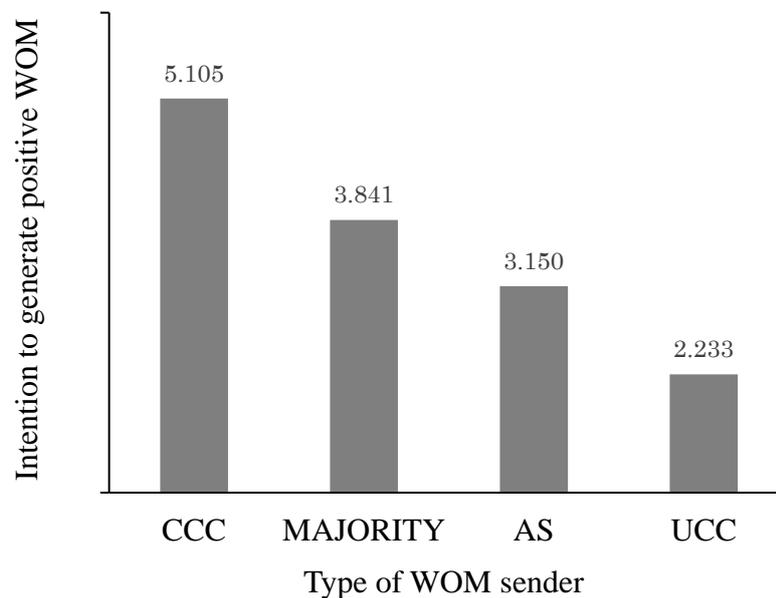
The manipulation checks of the priming condition were conducted. The results of a multiple comparison analysis showed that (1) under the low-NFU condition ($M_{AS} = 2.476$, S.D. = 1.048; $M_{UCC} = 2.643$, S.D. = 1.072; $M_{CCC} = 2.810$, S.D. = 1.030), the levels of all the NFU concepts are significantly lower than those in the high-NFU condition at the 1% level, (2) under the high-AS condition, the AS level ($M_{AS} = 4.800$, S.D. = 1.435) is significantly higher than the levels of other types of NFU ($M_{UCC} = 3.125$, S.D. = 1.486; $M_{CCC} = 3.300$, S.D. = 1.269) at the 1% level, (3) under the high-UCC condition, the UCC level ($M_{UCC} = 5.750$, S.D. = 1.019) is significantly higher than the levels of other types of NFU ($M_{AS} = 2.750$, S.D. = 1.350; $M_{CCC} = 3.150$, S.D. = 1.526) at the 1% level, and (4) under the high-CCC condition, the CCC level ($M_{CCC} = 5.474$, S.D. = 1.156) is

significantly higher than the levels of other types of NFU ($M_{AS} = 3.134$, $S.D. = 1.535$; $M_{UCC} = 3.105$, $S.D. = 1.514$) at the 1 % level. All other pairs are insignificant as expected.

4.4 Results

As a result of a multiple comparison analysis, intention to generate positive WOM was different among different types of WOM senders (see Figure 3 and Table 3).

Figure 3. Means of Intention to generate positive WOM (1)



First, WOM generation intention of high-CCC consumers ($M_{CCC} = 5.105$, $S.D. = 1.372$) were higher than those of low-NFU consumers ($M_{MAJORITY} = 3.841$, $S.D. = 1.067$).

Both WOM generation intention of high-AS consumers ($M_{AS} = 3.150$, S.D. = 1.167) and WOM generation intention of high-UCC consumers ($M_{UCC} = 2.233$, S.D. = 1.383) were lower than those of low-NFU consumers and WOM generation intention of high-UCC consumers was lower than WOM generation intention of high-AS consumers. As shown in Figure 3 and Table 3, the differences of all pairs were significant at least at the 5% level. Thus, Hypothesis 1 was supported.

Table 3. Mean differences of Intention to generate positive WOM (2)

	Difference
$M_{CCC} - M_{MAJORITY}$	1.601***
$M_{CCC} - M_{AS}$	2.118***
$M_{CCC} - M_{UCC}$	3.351***
$M_{MAJORITY} - M_{AS}$	0.517**
$M_{MAJORITY} - M_{UCC}$	1.750***
$M_{AS} - M_{UCC}$	1.233***

*** $p < 0.01$; ** $p < 0.05$

4.5 Discussion

In this study, the relationship between NFU and WOM generation were tested. The results of Study 1 showed that the different types of consumers' NFU have different impacts on consumers' intention to generate positive WOM: high-CCC consumer are

more willing to generate positive WOM than the majority; high-AS consumers are more unwilling to generate positive WOM than the majority; and high-UCC consumers forming the lowest intention to generate WOM.

CHAPTER 5

STUDY 2

5.1 Pre-test

Study 2 examined not only Hypothesis 1 regarding the effect of NFU (need for uniqueness) on intention to generate positive WOM, but also Hypotheses 2 and 3 regarding the moderating effects of the product type and the receiver type. Before testing the hypotheses, a pre-test was conducted to decide what the product type is going to be manipulated as more identity-relevant and less identity-relevant products as well as what the receiver type is going to be manipulated as in-group and out-group members. Respondents were forty students in Keio University, Tokyo, Japan.

Regarding the product type, respondents were given a list of ten product categories—bag, sunglasses, personal computer, pen case, coat, soap, toothbrush, smartphone, USB memory stick, and notebook. Respondents were then asked to answer “How much do you think you can express your characteristics, personality, and identity with your choice in this category?” and “How much people would make inferences of others’ characteristics,

personality, and identity based on others' choice in this category?" (1 = "strongly disagree" to 7 = "strongly agree"). Among ten product categories, coat and USB memory stick were selected as more and less identity-relevant products, respectively ($M_{\text{coat}} = 5.933$, $S.D.= 1.233$; $M_{\text{USB memory stick}} = 3.016$, $S.D.=1.732$).

Regarding the receiver type, respondents were given a list of students in five universities—Keio University students, Waseda University students, Tokyo University students, Tokyo Institute of Technology students, and exchange students from Peking University. Respondents were then asked to answer "How much do you like those people?" "How much do you think you are similar to those people?" and "How much do you think you share similar value with those people?" (1 = "strongly disagree" to 7 = "strongly agree"). Among students in five universities, Keio University students and Peking University students were selected as in-group and out-group members, respectively ($M_{\text{Keio}} = 5.311$, $S.D.=1.746$; $M_{\text{Pekin}} = 3.456$, $S.D.= 1.470$).

5.2 Experimental Design

An experiment was conducted employing a 3 (type of WOM sender: high-AS (avoidance of similarity)/high-UCC (unpopular choice counter-conformity)/high-CCC

(creative choice counter-conformity) consumers) × 2 (the product type: more identity-relevant product/less identity-relevant product) × 2 (the receiver type: in-group members/out-group members) between-subjects experimental design (see Appendix 9~32). Participants were forty students in Keio University, Tokyo, Japan.

First, they were divided into four groups. Each group was provided with one of the following descriptions of a person, named Taro who was high-AS, high-UCC, or high-CCC consumer and asked to image themselves as the focal person: (1) “Taro is a junior student at Keio University and belongs to F seminar. He hates wearing similar clothes as his fellow students in F seminar so much that he avoids doing so. Thus, he is considered strange by the other students in F seminar. He is unpleasant with that.” (the high-AS condition); (2) “Taro is a junior student at Keio University and belongs to F seminar. He always chooses the fashion style he likes without considering the people around him. Despite this, he gets along well with his fellow students in F seminar.” (the high-UCC condition); and (3) “Taro is a junior student at Keio University and belongs to F seminar. He is good at spotting the fashion trends and like to wear clothes that will be in vogue in the near future. Thus, Taro is considered a fashion leader by his fellow students in F seminar. He likes to be thought of as a fashion leader.” (the high-CCC condition). In Study 2, focusing on the moderating effects of the product type, the majority were omitted.

Then, participants were asked to read a description about one of two products, i.e., coat and USB memory. The author also asked participants to read a description about one of two WOM receivers, i.e., in-group and out-group members.

Finally, participants were asked to answer the questions regarding the intention to generate positive WOM. Again, a three-item scale for measuring intention to generate positive WOM adopted from Cheema and Kaikati (2010) were utilized (see Table 4).

Table 4. Scale items used in Study 2

Construct	Scale items	α	SCR
Intention to generate positive WOM	I have good things to say about the bag to the colleagues	0.935	0.936
	I will recommend the colleagues to buy the bag.		
	I will tell my colleagues positive things about my bag.		
AS	I used to break the rules of my reference group.	0.879	0.880
	Even though I belong to my current group, I attempt to deviate from my reference group.		
UCC	I value my own taste a lot.	0.870	0.869
	I emphasize my own values a lot.		
CCC	I am accepted by others in the community.	0.931	0.939
	I am highly appreciated by the people around me.		

Reliability and validity of the construct of intention to generate positive WOM were evaluated. Cronbach's α coefficient for the construct was greater than 0.60 ($\alpha = 0.935$), providing satisfactory evidence for reliability. Also, SCR value for the construct was greater than .60 (SCR = 0.936), providing satisfactory evidence for convergent validity.

5.3 Manipulation Checks

First, manipulation checks of the three NFU conditions were conducted. The results of a multiple comparison analysis showed that (1) under the high-AS condition, the AS level ($M_{AS} = 5.000$, S.D. = 1.134) is higher than the levels of other types of NFU ($M_{UCC} = 2.571$, S.D. = 0.904; $M_{CCC} = 2.179$, S.D. = 0.467) at the 1% level; (2) under the high-UCC condition, the UCC level ($M_{UCC} = 5.423$, S.D. = 1.182) is significantly higher than the levels of other types of NFU ($M_{AS} = 2.500$, S.D. = 1.010; $M_{CCC} = 2.961$, S.D. = 1.315) at the 1 % level; and (3) under the high-CCC condition, the CCC level ($M_{CCC} = 5.250$, S.D. = 1.090) is significantly higher than the levels of other types of NFU ($M_{AS} = 2.208$, S.D. = 1.117; $M_{UCC} = 2.917$, S.D. = 1.152) at the 1 % level.

Similar to the scales of intention to generate positive WOM, reliability and validity of scales of each of three NFU constructs were evaluated (see Table 4). Cronbach's α

coefficients for all the constructs were greater than 0.60 (α for AS = 0.879, α for UCC = 0.870, α for CCC = 0.931), thus providing satisfactory evidence for reliability. Also, the SCR values for all the constructs were greater than 0.60 (SCR for AS = 0.880, SCR for UCC = 0.869, SCR for CCC = 0.939), providing satisfactory evidence for convergent validity.

5.4 Results

As a result of a three-factor analysis of variance (ANOVA), the main effect of NFU (need for uniqueness) on intention to generate WOM was significant ($F = 21.50, p < .01$), suggesting that participants' intention to generate positive WOM were different among different types of WOM senders (see Figure 4 and Table 5). The results of a multiple comparison analysis showed that high-CCC consumers formed the highest intention to generate positive WOM ($M_{CCC} = 4.080, S.D. = 1.651$), followed by high-AS consumers ranking the second ($M_{AS} = 3.247, S.D. = 1.481$) and high-UCC consumers ranking the third ($M_{UCC} = 2.333, S.D. = 1.361$) and the differences of all pairs are significant at the 1% level. Thus, Hypothesis 1 was supported again.

Figure 4: Means of Intention to generate positive WOM (2)

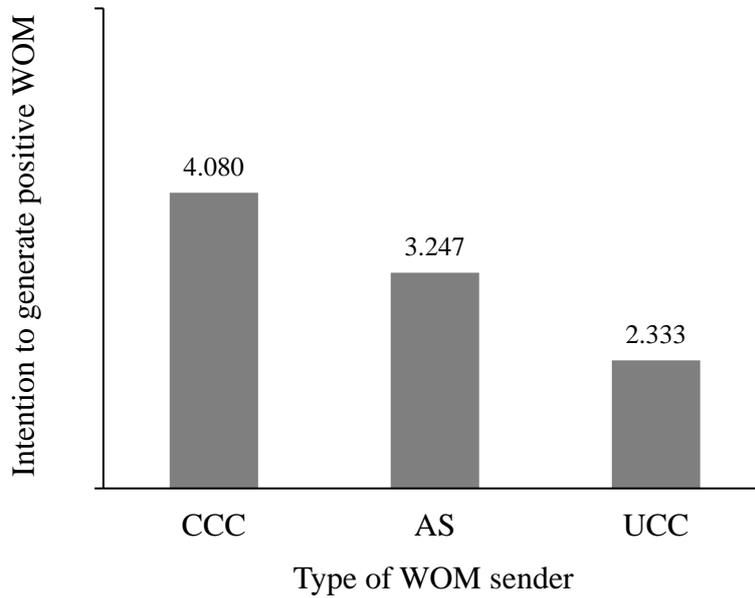


Table 5. Mean differences of Intention to generate positive WOM (2)

	Difference
$M_{CCC} - M_{UCC}$	1.817***
$M_{CCC} - M_{AS}$	0.873**
$M_{AS} - M_{UCC}$	0.943*

*** $p < 0.01$; ** $p < 0.05$; * $p < 0.10$

The results of ANOVA also showed that the interaction between NFU and the product type was significant at the 1% level ($F = 16.04, p < .01$), suggesting the effects of NFU on WOM generation was greater in the case of more identity-relevant product (see Figure 5 and Table. 6). In the case of more identity-relevant product, high-CCC consumers'

intention to generate positive WOM was the highest, followed by high-AS consumers ranking the second and high-CCC consumers ranking the third ($M_{ccc} = 5.277$, $M_{as} = 4.011$, $M_{ucc} = 2.000$). As a result of a multiple comparison analysis, the differences of all pairs are significant at the 1% level. However, in the case of less identity-relevant product, NFU did not affect WOM generation ($M_{ccc} = 2.896$, $M_{as} = 2.483$, $M_{ucc} = 2.667$). As a result of a multiple comparison analysis, Thus, Hypothesis 2 was supported.

Figure 5: Means of the interaction between NFU and the product type

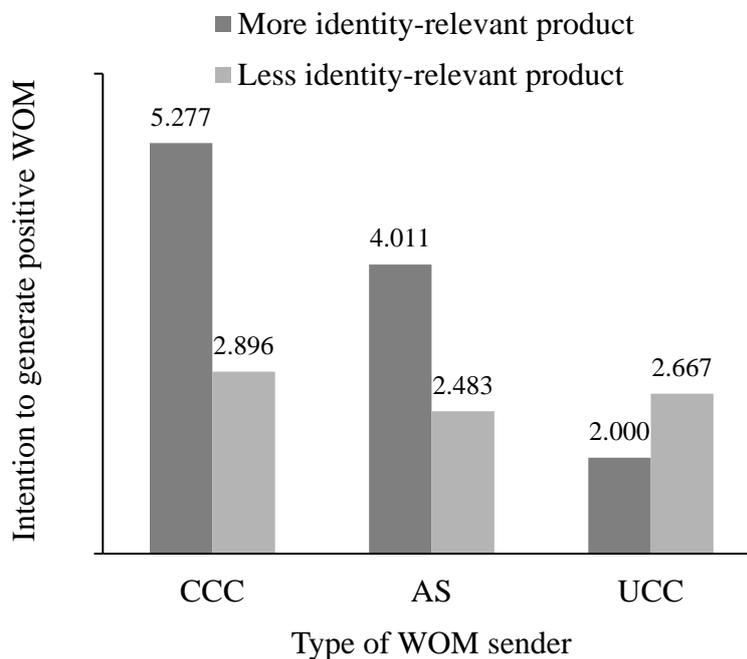


Table 6. Mean differences of the interaction between NFU and the product type

	Difference	
	More identity-relevant product	Less identity-relevant product
M _{CCC} –M _{UCC}	3.277***	0.297
M _{CCC} –M _{AS}	1.267***	0.236
M _{AS} –M _{UCC}	2.011***	0.061

*** $p < 0.01$

The interaction between NFU and the receiver type was also significant at the 10% level ($F = 2.59, p < .10$), suggesting the effects of NFU on WOM generation was slightly greater in the case of in-group receivers (see Figure. 7 and Table. 7). When talking to in-group members, high-CCC consumers formed the highest level of intention to generate WOM ($M_{CCC} = 4.641, S.D. = 0.748$), followed by high-AS consumers and high-UCC consumers ($M_{AS} = 3.369, S.D. = 1.243; M_{UCC} = 2.852, S.D. = 1.612$). The results of a multiple comparison analysis showed that there were significant differences in WOM generation between high-CCC consumers and high-AS consumers, and between high-CCC consumers and high-UCC consumers, while the difference between high-AS consumers and high-UCC consumers was not significant. On the other hand, when talking to out-group members, high-CCC consumers ($M_{CCC} = 3.363, S.D. = 1.765$) and high-AS consumers ($M_{AS} = 3.053, S.D. = 1.312$) were more likely to generate positive WOM than

high-UCC consumers ($M_{UCC} = 1.649$, $S.D. = 0.598$). The results of a multiple comparison analysis showed that there were significant differences in WOM generation between high-CCC consumers and high-UCC consumers, and between high-AS consumers and high-UCC consumers, while the difference between high-CCC consumers and high-AS consumers was not significant. In sum, it is found that the effects of NFU on WOM generation are greater when consumers talk to in-group members than when they talk to out-group members because high-CCC consumers are more willing to send WOM messages to in-group members. Thus, Hypothesis 3 was partially supported.

Figure 6: Means of the interaction between NFU and the receiver type

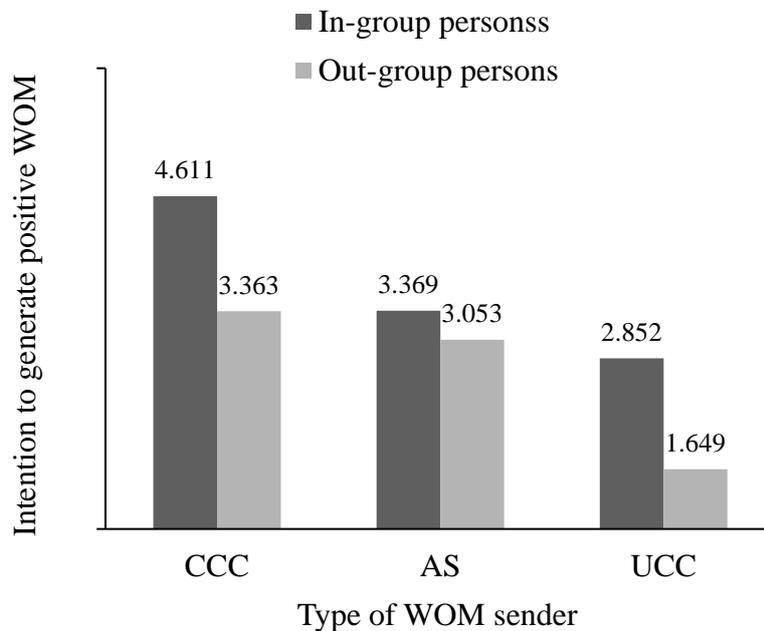


Table. 7. Mean differences of the interaction between NFU and the receiver type

	Difference	
	In-group members	Out-group members
M _{CCC} –M _{UCC}	1.732***	1.731***
M _{CCC} –M _{AS}	1.290*	0.219
M _{AS} –M _{UCC}	0.442	1.512**

*** $p < 0.01$; ** $p < 0.05$; * $p < 0.10$

5.5 Discussion

Study 2 examined the moderating effects of the product type (more/less identity-relevant product) and the receiver type (in-group/out-group members) between the need for uniqueness and intention to generate WOM. As expected in hypothesis 2, the results showed the effects of NFU on intention to generate positive WOM are greater when the product is more identity-relevant. However, hypothesis 3 is partially supported, which means that the effects of NFU on intention to generate positive WOM are mostly greater when the receiver is an in-group member.

CHAPTER 6

CONCLUSION

6.1 Summary of Findings

In Study 1, the author examined the relationships between the three types of NFU and WOM generation. As predicted in hypothesis 1, the results showed that high-CCC consumers are more willing to generate positive WOM than the majority, high-AS consumers are less willing to generate positive WOM than the majority, and high-UCC consumers form the lowest intention to generate WOM.

In Study 2, the author examined the moderating effects of the product type (more/less identity-relevant product) and the receiver type (in/out-group members) on the relationships between the three types of NFU and WOM generation. As predicted in hypothesis 2, the results showed that the relationships between the three types of NFU and intention to generate positive WOM are greater when the product is more identity-relevant. Also, as prediction of hypothesis 3, the effects of the three types of NFU on intention to generate positive WOM are mostly greater when the receiver is an in-group

member.

6.2 Theoretical Implications

This study contributes to the literature in several ways. First, it has found that the different types of NFU have different impacts on consumers' intention to generate positive WOM. Previous research has found that high-NFU consumers are unwilling to generate positive WOM, but previous research has focused only on AS. The author has examined the relationships between all the three types of NFU and intention to generate positive WOM. The results showed that, consistent with previous research, high-AS consumers are less willing to generate positive WOM than the majority. However, the results also showed that high-UCC consumers are less willing to generate positive WOM than high-AS consumers and that high-CCC consumers are more willing to generate positive WOM than the majority. That gives new insight into the relationship between NFU and WOM generation.

Second, this study found that the relationships between the three types of NFU and WOM generation are greater when the product is more identity-relevant. Although it has been found that high-NFU consumers are more willing to choose products that others do

not generally choose especially when the products are more identity-relevant and others are in-group members, these moderators have been neglected by previous study regarding the relationship between NFU and WOM generation. The author responded to this gap by examining the moderating effects of the product type (more/less identity-relevant product) and the receiver type (in/out-group members) on the relationships between the three types of NFU and WOM generation. The results showed that the three types of NFU have a greater effect on intention to generate positive WOM when the product is more identity-relevant and/or the receiver is an in-group member. The result indicates that the product type and the receiver type are key moderators of the relationships between the three types of NFU and WOM generation.

6.3 Limitations and Directions for Future Research

Although this study resolved some problems in the WOM literature, it has some limitations. First, this study only investigated the relationships NFU and WOM regarding business bags, coats, and personal computer devices. Future research should investigate the relationships between NFU and intention to generate WOM using other product categories. Second, this research looked only at face-to-face WOM. Future research

should explore whether there are differences in the relationship between NFU and WOM generation between face-to-face and electronic WOM contexts. Third, similar to previous research, this study did not consider negative WOM. High-NFU consumers may say bad things about a product after purchasing it to let other consumers to avoid it. It would be interesting to examine how NFU affects intention to generate negative WOM in the future.

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Appendix 1: Questionnaire 1-1 (Study 1-AS)

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次頁の場面設定をよく読み、

その後の質問にお答えください。

Appendix 2: Questionnaire 1-1 (Study 1-AS)

English Translation

A Survey on Word of Mouth

Dear Sir or Madam:

I am conducting this word of mouth research for my thesis. As a part of my research, this study will ask you some questions in order to gather consumer data about consumer buying psychology. Your ideas and opinions concerning word of mouth will be greatly appreciated.

All your personal information will be used only for this research and will not be leaked out. The result of this study will be used in my thesis. Thank you very much for your kind cooperation.

**Please carefully read the description in the next page,
and answer following question.**

あなたは**一流企業**に勤めており、**仕事の出来る社員として周囲から一目置かれた存在**です。あなたにとって、仕事が出来るとはいいがたい同僚に真似されることは、我慢のしがたいことです。

そんな仕事のできるあなたは、**英国王室が愛用する英国ブランドの高価な**ビジネスバッグを持っています。その自慢のバッグを使うと仕事が出来るように見えるのであなたはとても気に入っています。

ある日の昼休みに職場の休憩室に行くと、同僚たちがビジネスバッグについて会話をしているところに遭遇しました。その同僚たちは**お世辞も仕事が出来るとは言いがたく、周囲からの評価もそれほど高くはありません**。彼らの会話に耳を傾けてみると、彼らが買おうと考えているのは、あなたが愛用しているビジネスバッグとは違って、**値段が安く、それなりの質のものです**。そのバッグを使う限り、仕事が出来ると見られることはないでしょう。

ここで、あなたが愛用のビジネスバッグの話をする、同僚も同じビジネスバッグを買うことになるでしょう。

上記の場面設定を踏まえて、以下の質問について、
 「全くそう思わない：1」から
 「非常にそう思う：7」の7つのうち、
 必ず1つの数字のみを○で囲んでください。

非常に
そう思う
7
 ややそう思う
6
 そう思う
5
 ややそう思わない
4
 どちらでもない
3
 ややそう思わない
2
 そう思わない
1
 全くそう思わない

	1	2	3	4	5	6	7
1. あなたは、会社の同僚に対して、自分のバッグのことを話すと思う。							
2. あなたは、会社の同僚に対して、自分のバッグのことを詳しく話すと思う。							
3. あなたは、会社の同僚に対して、自分のバッグの良さを言うと思う。							
4. あなたは、会社の同僚に対して、自分のバッグを買わせるようにお勧めすると思う。							
5. あなたは、会社の同僚に対して、自分のバッグについてポジティブに話すと思う。							

You are working for a **distinguished company**, you are a **competent employee** and **you are taking hat off other employees**. You cannot stand other incompetent colleagues imitating you.

You have a business bag, **of which the brand is favored by British Royal Family**. Because the bag makes the users look competent at the job, you like the bag very much.

One day, when you entered the relaxing room in your company, you found by chance your colleagues are chatting about business bag. Those colleagues are not as competent as you are talking about business bags because one of the colleagues wanted to purchase a new bag. However, these bags **are lower in price and quality than your bag**, and you believe that the users of these bags will not be regarded as competent at working.

Here, if you talk about your favored business bag, your colleagues will imitate you and buy the same bag.

Please mark your answer by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. I will talk about the bag to the colleagues.	1	2	3	4	5	6	7
2. I will talk about the bag to the colleagues in detail.	1	2	3	4	5	6	7
3. I have good things to say about the bag to the colleagues.	1	2	3	4	5	6	7
4. I will recommend the colleagues to buy the bag.	1	2	3	4	5	6	7
5. I will say positively about the bag to the colleagues.	1	2	3	4	5	6	7

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「全くそう思わない：1」から
「非常にそう思う：7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

全くそう思わない
そう思わない
ややそう思わない
どちらでもない
ややそう思う
そう思う
非常にそう思う

1. あなたは、一般の人とは違う。	1	2	3	4	5	6	7
2. あなたのような人は多数ではない。	1	2	3	4	5	6	7
3. あなたは、そのコミュニティの他者に受け入れられている。	1	2	3	4	5	6	7
4. あなたは周りに高く評価されている。	1	2	3	4	5	6	7
5. あなたは自分の好みを大事にしている。	1	2	3	4	5	6	7
6. あなたは物事に対して、自分の価値観を大切にしている。	1	2	3	4	5	6	7
7. あなたは自分が所属している集団のルールを破ることがある	1	2	3	4	5	6	7
8. あなたは集団に所属しているものの、抜け出そうとしている。	1	2	3	4	5	6	7

Please mark your answer by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. I am different from the people surrounding me.	1	2	3	4	5	6	7
2. The person like me is not the majority.	1	2	3	4	5	6	7
3. I am accepted by others in the community	1	2	3	4	5	6	7
4. I am highly appreciated by others surrounding me.	1	2	3	4	5	6	7
5. I value my own taste a lot.	1	2	3	4	5	6	7
6. I emphasize my own values a lot.	1	2	3	4	5	6	7
7. I used to break the rule of my reference group.	1	2	3	4	5	6	7
8. Even though I belong to the current group, I attempt to deviate from my reference group.	1	2	3	4	5	6	7

Appendix 3: Questionnaire 1-2 (Study 1-UCC)

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Appendix 4: Questionnaire 1-2 (Study 1-UCC)

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All your personal information will be used only for this research and will not be leaked out. The result of this study will be used in my thesis. Thank you very much for your kind cooperation.

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ここで、あなたが愛用のビジネスバッグの話をする、同僚は、そのバッグは仕事のできるあなただから似合うのであって、自分には似合わないと言いつち、あなたを遠ざけようとするでしょう。そうなることはあなたにとって悲しいことです。

上記の場面設定を踏まえて、以下の質問について、
「全くそう思わない：1」から
「非常にそう思う：7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

全くそう思わない
そう思わない
ややそう思わない
どちらでもない
ややそう思う
そう思う
非常にそう思う

1. あなたは、会社の同僚に対して、自分のバッグのことを話すと思う。	1	2	3	4	5	6	7
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5. あなたは、会社の同僚に対して、自分のバッグについてポジティブに話すと思う。	1	2	3	4	5	6	7

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You have a business bag, **of which the brand is favored by British Royal Family.** Because the bag makes the users look competent at the job, you like the bag very much.

One day, when you entered the relaxing room in your company, you found by chance your colleagues are chatting about business bag. Those colleagues are not as competent as you are talking about business bags because one of the colleagues wanted to purchase a new bag. However, these bags **are lower in price and quality than your bag**, and you believe that the users of these bags will not be regarded as competent at working.

Here, if you talk about your favored business bag, your colleagues might shun you. It is because they think the bag is just suitable for competent you not for incompetent them.

Please mark your answer by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. I will talk about the bag to the colleagues.	1	2	3	4	5	6	7
2. I will talk about the bag to the colleagues in detail.	1	2	3	4	5	6	7
3. I have good things to say about the bag to the colleagues.	1	2	3	4	5	6	7
4. I will recommend the colleagues to buy the bag.	1	2	3	4	5	6	7
5. I will say positively about the bag to the colleagues.	1	2	3	4	5	6	7

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4. あなたは周りに高く評価されている。	1	2	3	4	5	6	7
5. あなたは自分の好みを大事にしている。	1	2	3	4	5	6	7
6. あなたは物事に対して、自分の価値観を大切にしている。	1	2	3	4	5	6	7
7. あなたは自分が所属している集団のルールを破ることがある	1	2	3	4	5	6	7
8. あなたは集団に所属しているものの、抜け出そうとしている。	1	2	3	4	5	6	7

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5. I value my own taste a lot.	1	2	3	4	5	6	7
6. I emphasize my own values a lot.	1	2	3	4	5	6	7
7. I used to break the rule of my reference group.	1	2	3	4	5	6	7
8. Even though I belong to the current group, I attempt to deviate from my reference group.	1	2	3	4	5	6	7

Appendix 5: Questionnaire 1-3 (Study 1-CCC)

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ご挨拶

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次頁の場面設定をよく読み、

その後の質問にお答えください。

Appendix 6: Questionnaire 1-3 (Study 1-CCC)

English Translation

A Survey on Word of Mouth

Dear Sir or Madam:

I am conducting this word of mouth research for my thesis. As a part of my research, this study will ask you some questions in order to gather consumer data about consumer buying psychology. Your ideas and opinions concerning word of mouth will be greatly appreciated.

All your personal information will be used only for this research and will not be leaked out. The result of this study will be used in my thesis. Thank you very much for your kind cooperation.

**Please carefully read the description in the next page,
and answer following question.**

あなたは**一流企業**に勤めており、**仕事の出来る社員として周囲から一目置かれた存在**です。同僚に真似されることは、彼らがあなたに対する敬意を示すことで、あなたにとっては嬉しいことです。

そんな仕事のできるあなたは、**英国王室が愛用する英国ブランドの高価な**ビジネスバッグを持っています。その自慢のバッグを使うと仕事が出来るように見えるのであなたはとても気に入っています。

ある日の昼休みに職場の休憩室に行くと、同僚たちがビジネスバッグについて会話をしているところに遭遇しました。その同僚たちは**お世辞も仕事が出来るとは言いがたく、周囲からの評価もそれほど高くはありません**。彼らの会話に耳を傾けてみると、彼らが買おうと考えているのは、あなたが愛用しているビジネスバッグとは違って、**値段が安く、それなりの質のものです**。そのバッグを使う限り、仕事が出来ると見られることはないでしょう。

ここで、あなたが愛用のビジネスバッグの話をする、同僚も同じビジネスバッグを買うことになるでしょう。

上記の場面設定を踏まえて、以下の質問について、
 「全くそう思わない：1」から
 「非常にそう思う：7」の7つのうち、
 必ず1つの数字のみを○で囲んでください。

全
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に
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う
思
う

1. あなたは、会社の同僚に対して、自分のバッグのことを話すと思う。	1	2	3	4	5	6	7
2. あなたは、会社の同僚に対して、自分のバッグのことを詳しく話すと思う。	1	2	3	4	5	6	7
3. あなたは、会社の同僚に対して、自分のバッグの良さを言うと思う。	1	2	3	4	5	6	7
4. あなたは、会社の同僚に対して、自分のバッグを買わせるようにお勧めすると思う。	1	2	3	4	5	6	7
5. あなたは、会社の同僚に対して、自分のバッグについてポジティブに話すと思う。	1	2	3	4	5	6	7

You are working for a famous company, you are a competent employee and you are taking hat off other employees. You will feel very happy if your incompetent colleagues imitate you, because imitating you is a way to show you respect.

You have a business bag, of which the brand is favored by British Royal Family. Because the bag makes the users look competent at the job, you like the bag very much.

One day, when you entered the relaxing room in your company, you found by chance your colleagues are chatting about business bag. Those colleagues are not as competent as you are talking about business bags because one of the colleagues wanted to purchase a new bag. However, these bags are lower in price and quality than your bag, and you believe that the users of these bags will not be regarded as competent at working.

Here, if you talk about your favored business bag, your colleagues will imitate you and buy the same bag.

Please mark your answer by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. I will talk about the bag to the colleagues.	1	2	3	4	5	6	7
2. I will talk about the bag to the colleagues in detail.	1	2	3	4	5	6	7
3. I have good things to say about the bag to the colleagues.	1	2	3	4	5	6	7
4. I will recommend the colleagues to buy the bag.	1	2	3	4	5	6	7
5. I will say positively about the bag to the colleagues.	1	2	3	4	5	6	7

上記の場面設定を踏まえて、以下の質問について、
「全くそう思わない：1」から
「非常にそう思う：7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

全くそう思わない
そう思わない
ややそう思わない
どちらでもない
ややそう思う
そう思う
非常にそう思う

1. あなたは、一般の人とは違う。	1	2	3	4	5	6	7
2. あなたのような人は多数ではない。	1	2	3	4	5	6	7
3. あなたは、そのコミュニティの他者に受け入れられている。	1	2	3	4	5	6	7
4. あなたは周りに高く評価されている。	1	2	3	4	5	6	7
5. あなたは自分の好みを大事にしている。	1	2	3	4	5	6	7
6. あなたは物事に対して、自分の価値観を大切にしている。	1	2	3	4	5	6	7
7. あなたは自分が所属している集団のルールを破ることがある	1	2	3	4	5	6	7
8. あなたは集団に所属しているものの、抜け出そうとしている。	1	2	3	4	5	6	7

Please mark your answer by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. I am different from the people surrounding me.	1	2	3	4	5	6	7
2. The person like me is not the majority.	1	2	3	4	5	6	7
3. I am accepted by others in the community	1	2	3	4	5	6	7
4. I am highly appreciated by people around me.	1	2	3	4	5	6	7
5. I value my own taste a lot.	1	2	3	4	5	6	7
6. I emphasize my own values a lot.	1	2	3	4	5	6	7
7. I used to break the rule of my reference group.	1	2	3	4	5	6	7
8. Even though I belong to the current group, I attempt to deviate from my reference group.	1	2	3	4	5	6	7

Appendix 7: Questionnaire 1-4 (Study 1-Majority)

クチコミに関する消費者調査

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次頁の場面設定をよく読み、

その後の質問にお答えください。

Appendix 8: Questionnaire 1-4 (Study 1-Majority)

English Translation

A Survey on Word of Mouth

Dear Sir or Madam:

I am conducting this word of mouth research for my thesis. As a part of my research, this study will ask you some questions in order to gather consumer data about consumer buying psychology. Your ideas and opinions concerning word of mouth will be greatly appreciated.

All your personal information will be used only for this research and will not be leaked out. The result of this study will be used in my thesis. Thank you very much for your kind cooperation.

**Please carefully read the description in the next page,
and answer following question.**

あなたはよく知られている一般企業に勤めています。そんなあなたは、英国王室が愛用する英国ブランドの高価なビジネスバッグを持っています。その自慢のバッグを使うと仕事ができるように見えるのであなたはとても気に入っています。

ある日の昼休みに職場の休憩室に行くと、同僚たちがビジネスバッグについて会話をしているところに遭遇しました。彼らの会話に耳を傾けてみると、彼らが買おうと考えているのは、あなたが愛用しているビジネスバッグとは違って、値段が安く、それなりの質のものです。そのバッグを使う限り、仕事ができる人だと見られることはないでしょう。

ここで、あなたが愛用のビジネスバッグを使えば、仕事ができる人のように見えるということに、同僚も同意すると考えられます。

上記の場面設定を踏まえて、以下の質問について、

「全くそう思わない：1」から

「非常にそう思う：7」の7つのうち、

必ず1つの数字のみを○で囲んでください。

非常にそう思う
 そう思う
 ややそう思う
 どちらでもない
 ややそう思わない
 そう思わない
 全くそう思わない

1. あなたは、会社の同僚に対して、自分のバッグのことを話すと思う。	1	2	3	4	5	6	7
2. あなたは、会社の同僚に対して、自分のバッグのことを詳しく話すと思う。	1	2	3	4	5	6	7
3. あなたは、会社の同僚に対して、自分のバッグの良さを言うと思う。	1	2	3	4	5	6	7
4. あなたは、会社の同僚に対して、自分のバッグを買わせるようにお勧めすると思う。	1	2	3	4	5	6	7
5. あなたは、会社の同僚に対して、自分のバッグについてポジティブに話すと思う。	1	2	3	4	5	6	7

You are working for a **famous company**. You have a bag, **of which the brand is favored by British Royal Family**. Because the bag makes the users look competent at the job, you like the bag very much.

One day, when you entered the relaxing room in your business partner, you found by chance your colleagues are chattering. They are talking about business bags because one of the colleagues wanted to purchase a new bag. However, these bags **are lower in price and quality than your bag**, therefore, you believe that the users of these bags will not be regarded as competent at working.

Here, if you talk about your favored business bag, your colleagues will imitate you and buy the same bag.

Please mark your answer by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. I will talk about the bag to the colleagues.	1	2	3	4	5	6	7
2. I will talk about the bag to the colleagues in detail.	1	2	3	4	5	6	7
3. I have good things to say about the bag to the colleagues.	1	2	3	4	5	6	7
4. I will recommend the colleagues to buy the bag.	1	2	3	4	5	6	7
5. I will say positively about the bag to the colleagues.	1	2	3	4	5	6	7

上記の場面設定を踏まえて、以下の質問について、
「全くそう思わない：1」から
「非常にそう思う：7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

全くそう思わない
そう思わない
ややそう思わない
どちらでもない
ややそう思う
そう思う
非常にそう思う

1. あなたは、一般の人とは違う。	1	2	3	4	5	6	7
2. あなたのような人は多数ではない。	1	2	3	4	5	6	7
3. あなたは、そのコミュニティの他者に受け入れられている。	1	2	3	4	5	6	7
4. あなたは周りに高く評価されている。	1	2	3	4	5	6	7
5. あなたは自分の好みを大事にしている。	1	2	3	4	5	6	7
6. あなたは物事に対して、自分の価値観を大切にしている。	1	2	3	4	5	6	7
7. あなたは自分が所属している集団のルールを破ることがある	1	2	3	4	5	6	7
8. あなたは集団に所属しているものの、抜け出そうとしている。	1	2	3	4	5	6	7

Please mark your answer by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. I am different from the people surrounding me.	1	2	3	4	5	6	7
2. The person like me is not the majority.	1	2	3	4	5	6	7
3. I am accepted by others in the community	1	2	3	4	5	6	7
4. I am highly appreciated by people around me.	1	2	3	4	5	6	7
5. I value my own taste a lot.	1	2	3	4	5	6	7
6. I emphasize my own values a lot.	1	2	3	4	5	6	7
7. I used to break the rule of my reference group.	1	2	3	4	5	6	7
8. Even though I belong to the current group, I attempt to deviate from my reference group.	1	2	3	4	5	6	7

Appendix 9: Questionnaire 2-1

(Study 2-AS×in-group×more identity-relevant product)

クチコミに関する消費者調査

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次頁の場面設定をよく読み、

登場人物の「太郎」をイメージしてください。

その後の質問には、「太郎」ならどのような行動を

取りそうなのかを考えながら、お答えください。

Appendix 10: Questionnaire 2-1

(Study 2-AS × in-group × more identity-relevant product)

English Translation

A Survey on Word of Mouth

Dear Sir or Madam:

I am conducting this word of mouth research for my thesis. As a part of my research, this study will ask you some questions in order to gather consumer data about consumer buying psychology. Your ideas and opinions concerning word of mouth will be greatly appreciated.

All your personal information will be used only for this research and will not be leaked out. The result of this study will be used in my thesis. Thank you very much for your kind cooperation.

Please carefully read the description of “**Taro**” in the next page. Then, please think about “**Taro**” and answer how “**Taro**” would behave in the following situation.

太郎は、慶應大学商学部に通う大学3年生です。Fゼミに所属しています。太郎はゼミ生と似たような服装をすることをひどく嫌って、そうした服装をすることを避けています。

そのため、太郎は、Fゼミの皆から変わり者として見なされており、皆からそのように見なされていることを太郎自身不服に思っています。

上記の場面設定を踏まえて、以下の質問について、
「全くそう思わない：1」から
「非常にそう思う：7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

全くそう思わない
そう思わない
ややそう思わない
どちらでもない
ややそう思う
そう思う
非常にそう思う

1. あなたは、一般の人とは違う。	1	2	3	4	5	6	7
2. あなたのような人は多数ではない。	1	2	3	4	5	6	7
3. あなたは、そのコミュニティの他者に受け入れられている。	1	2	3	4	5	6	7
4. あなたは周りに高く評価されている。	1	2	3	4	5	6	7
5. あなたは自分の好みを大事にしている。	1	2	3	4	5	6	7
6. あなたは物事に対して、自分の価値観を大切にしている。	1	2	3	4	5	6	7
7. あなたは自分が所属している集団のルールを破ることがある	1	2	3	4	5	6	7
8. あなたは集団に所属しているものの、抜け出そうとしている。	1	2	3	4	5	6	7

Taro is a junior student in Keio University and belongs to F seminar. He hates wearing the same clothes as his fellow students in F seminar so much that he avoids doing so.

Thus, he is considered strange by the other students in F seminar. He is unpleasant with that.

Please mark your answer by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. I am different from the people surrounding me.	1	2	3	4	5	6	7
2. The person like me is not the majority.	1	2	3	4	5	6	7
3. I am accepted by others in the community	1	2	3	4	5	6	7
4. I am highly appreciated by people around me.	1	2	3	4	5	6	7
5. I value my own taste a lot.	1	2	3	4	5	6	7
6. I emphasize my own values a lot.	1	2	3	4	5	6	7
7. I used to break the rule of my reference group.	1	2	3	4	5	6	7
8. Even though I belong to the current group, I attempt to deviate from my reference group.	1	2	3	4	5	6	7

今年、太郎はお気に入りのお店で、新しいコートを買いました。太郎はこのコートがとても好きで、大学に行く時はいつも着ています。

ある日、太郎はそのコートを着て校内を歩いている時、同じFゼミ生の友達グループに会いました。

上記の場面設定を踏まえて、以下の質問について、
「全くそう思わない：1」から
「非常にそう思う：7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

全く
そう
思わ
ない
1
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3
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6
7

全く
そう
思わ
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7

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1. 太郎は、同じFゼミの友達グループに対して、自分のコートのことを話すと
思う。

1 2 3 4 5 6 7

2. 太郎は、同じFゼミの友達グループに対して、自分のコートのことを詳
しく話すと
思う。

1 2 3 4 5 6 7

3. 太郎は、同じFゼミの友達グループに対して、自分のコートの良さを言
うと
思う。

1 2 3 4 5 6 7

4. 太郎は、同じFゼミの友達グループに対して、自分のコートについてポ
ジティブに話すと
思う。

1 2 3 4 5 6 7

5. 太郎は、同じFゼミの友達グループに対して、自分のコートを気に入っ
ていると話すと
思う。

1 2 3 4 5 6 7

This year, Taro bought a new coat in his favorite shop. He likes the coat so much that he often goes to school in this coat.

One day, when he went to school wearing this coat, he came across a group of the fellows from F seminar.

Please mark your answer to the following questions regarding “Taro” by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. He will talk about his coat to the fellows in F seminar.	1	2	3	4	5	6	7
2. He will talk about his coat to the fellows in F seminar.	1	2	3	4	5	6	7
3. He has good things to say about the coat to the fellows in F seminar.	1	2	3	4	5	6	7
4. He will talk positively about his coat to the fellows in F seminar.	1	2	3	4	5	6	7
5. He will tell the fellows in F seminar that his likes this coat.	1	2	3	4	5	6	7

Appendix 11: Questionnaire 2-2

(Study 2-AS×in-group×less identity-relevant product)

クチコミに関する消費者調査

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次頁の場面設定をよく読み、

登場人物の「太郎」をイメージしてください。

その後の質問には、「太郎」ならどのような行動を

取りそうなのかを考えながら、お答えください。

Appendix 12: Questionnaire 2-2

(Study 2-AS×in-group×less identity-relevant product)

English Translation

A Survey on Word of Mouth

Dear Sir or Madam:

I am conducting this word of mouth research for my thesis. As a part of my research, this study will ask you some questions in order to gather consumer data about consumer buying psychology. Your ideas and opinions concerning word of mouth will be greatly appreciated.

All your personal information will be used only for this research and will not be leaked out. The result of this study will be used in my thesis. Thank you very much for your kind cooperation.

Please carefully read the description of “Taro” in the next page. Then, please think about “Taro” and answer how “Taro” would behave in the following situation.

太郎は、慶應大学商学部に通う大学3年生です。Fゼミに所属しています。太郎はゼミ生と似たような服装をすることをひどく嫌って、そうした服装をすることを避けています。

そのため、太郎は、Fゼミの皆から変わり者として見なされており、皆からそのように見なされていることを太郎自身不服に思っています。

上記の場面設定を踏まえて、以下の質問について、
「全くそう思わない：1」から
「非常にそう思う：7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

全くそう思わない
そう思わない
ややそう思わない
どちらでもない
ややそう思う
そう思う
非常にそう思う

1. あなたは、一般の人とは違う。	1	2	3	4	5	6	7
2. あなたのような人は多数ではない。	1	2	3	4	5	6	7
3. あなたは、そのコミュニティの他者に受け入れられている。	1	2	3	4	5	6	7
4. あなたは周りに高く評価されている。	1	2	3	4	5	6	7
5. あなたは自分の好みを大事にしている。	1	2	3	4	5	6	7
6. あなたは物事に対して、自分の価値観を大切にしている。	1	2	3	4	5	6	7
7. あなたは自分が所属している集団のルールを破ることがある	1	2	3	4	5	6	7
8. あなたは集団に所属しているものの、抜け出そうとしている。	1	2	3	4	5	6	7

Taro is a junior student in Keio University and belongs to F seminar. He hates wearing the same clothes as his fellow students in F seminar so much that he avoids doing so.

Thus, he is considered strange by the other students in F seminar. He is unpleasant with that.

Please mark your answer by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. I am different from the people surrounding me.	1	2	3	4	5	6	7
2. The person like me is not the majority.	1	2	3	4	5	6	7
3. I am accepted by others in the community	1	2	3	4	5	6	7
4. I am highly appreciated by people around me.	1	2	3	4	5	6	7
5. I value my own taste a lot.	1	2	3	4	5	6	7
6. I emphasize my own values a lot.	1	2	3	4	5	6	7
7. I used to break the rule of my reference group.	1	2	3	4	5	6	7
8. Even though I belong to the current group, I attempt to deviate from my reference group.	1	2	3	4	5	6	7

今年、太郎はお気に入りのお店で、USB メモリを買いました。太郎はこの USB メモリがとても好きで、大学に行く時はいつも持っています。

ある日、太郎はその USB メモリを使っている最中、同じ F ゼミ生の友達グループに会いました。

上記の場面設定を踏まえて、以下の質問について、
「全くそう思わない： 1」から
「非常にそう思う： 7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

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1. 太郎は、同じ F ゼミの友達グループに対して、自分の USB メモリのことを話すと思う。	1	2	3	4	5	6	7
2. 太郎は、同じ F ゼミの友達グループに対して、自分の USB メモリのことを詳しく話すと思う。	1	2	3	4	5	6	7
3. 太郎は、同じ F ゼミの友達グループに対して、自分の USB メモリの良さを言うと思う。	1	2	3	4	5	6	7
4. 太郎は、同じ F ゼミの友達グループに対して、自分の USB メモリについてポジティブに話すと思う。	1	2	3	4	5	6	7
5. 太郎は、同じ F ゼミの友達グループに対して、自分の USB メモリを気に入っていると話すと思う。	1	2	3	4	5	6	7

This year, Taro bought a new USB memory stick in his favorite shop. He likes the USB memory stick so much that he often goes to school with this USB memory stick. One day, when he was using this USB memory stick, he came across a group of the fellows in F seminar.

Please mark your answer to the following questions regarding “Taro” by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. He will talk about his USB memory to the fellows in F seminar.	1	2	3	4	5	6	7
2. He will talk about his USB memory to the fellows in F seminar.	1	2	3	4	5	6	7
3. He has good things to say about his USB memory to the fellows in F seminar.	1	2	3	4	5	6	7
4. He will talk positively about his USB memory to the fellows in F seminar.	1	2	3	4	5	6	7
5. He will tell the fellows in F seminar that his likes this USB memory.	1	2	3	4	5	6	7

Appendix 13: Questionnaire 2-3

(Study 2-AS×out-group×more identity-relevant product)

クチコミに関する消費者調査

ご挨拶

私は現在、学位論文の執筆を行っております。本調査はその一環として、消費者の購買心理に関する消費者データを集計するものであり、皆さまにご意見をお伺いしております。つきましては、ご多忙中大変恐縮ですが、ご協力のほどよろしくお願い致します。

お伺いさせていただきましたご回答は、学術的な目的の元、統計処理した上で集計致しますので、ご回答者様の情報流出することは一切ございません。また、本調査の結果につきましては、学位論文に載せさせていただきます。どうぞ趣旨をご理解の上、本調査にご協力いただきますよう、重ねてお願い申し上げます。

次頁の場面設定をよく読み、

登場人物の「太郎」をイメージしてください。

その後の質問には、「太郎」ならどのような行動を

取りそうなのかを考えながら、お答えください。

Appendix 14: Questionnaire 2-3

(Study 2-AS × out-group × more identity-relevant product)

English Translation

A Survey on Word of Mouth

Dear Sir or Madam:

I am conducting this word of mouth research for my thesis. As a part of my research, this study will ask you some questions in order to gather consumer data about consumer buying psychology. Your ideas and opinions concerning word of mouth will be greatly appreciated.

All your personal information will be used only for this research and will not be leaked out. The result of this study will be used in my thesis. Thank you very much for your kind cooperation.

Please carefully read the description of “**Taro**” in the next page. Then, please think about “**Taro**” and answer how “**Taro**” would behave in the following situation.

太郎は、慶應大学商学部に通う大学3年生です。Fゼミに所属しています。太郎はゼミ生と似たような服装をすることをひどく嫌って、そうした服装をすることを避けています。

そのため、太郎は、Fゼミの皆から変わり者として見なされており、皆からそのように見なされていることを太郎自身不服に思っています。

上記の場面設定を踏まえて、以下の質問について、
「全くそう思わない：1」から
「非常にそう思う：7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

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1. あなたは、一般の人とは違う。	1	2	3	4	5	6	7
2. あなたのような人は多数ではない。	1	2	3	4	5	6	7
3. あなたは、そのコミュニティの他者に受け入れられている。	1	2	3	4	5	6	7
4. あなたは周りに高く評価されている。	1	2	3	4	5	6	7
5. あなたは自分の好みを大事にしている。	1	2	3	4	5	6	7
6. あなたは物事に対して、自分の価値観を大切にしている。	1	2	3	4	5	6	7
7. あなたは自分が所属している集団のルールを破ることがある	1	2	3	4	5	6	7
8. あなたは集団に所属しているものの、抜け出そうとしている。	1	2	3	4	5	6	7

Taro is a junior student in Keio University and belongs to F seminar. He hates wearing the same clothes as his fellow students in F seminar so much that he avoids doing so.

Thus, he is considered strange by the other students in F seminar. He is unpleasant with that.

Please mark your answer by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. I am different from the people surrounding me.	1	2	3	4	5	6	7
2. The person like me is not the majority.	1	2	3	4	5	6	7
3. I am accepted by others in the community	1	2	3	4	5	6	7
4. I am highly appreciated by people around me.	1	2	3	4	5	6	7
5. I value my own taste a lot.	1	2	3	4	5	6	7
6. I emphasize my own values a lot.	1	2	3	4	5	6	7
7. I used to break the rule of my reference group.	1	2	3	4	5	6	7
8. Even though I belong to the current group, I attempt to deviate from my reference group.	1	2	3	4	5	6	7

今年、太郎はお気に入りのお店で、新しいコートを買いました。太郎はこのコートがとても好きで、大学に行く時はいつも着ています。

ある日、太郎はそのコートを着て校内を歩いている時、北京大学からの交換留学生グループに会いました。

上記の場面設定を踏まえて、以下の質問について、
「全くそう思わない： 1」から
「非常にそう思う： 7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

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1. 太郎は、北京大学からの交換留学生グループに対して、自分のコートのことを話すと思う。

1 2 3 4 5 6 7

2. 太郎は、北京大学からの交換留学生グループに対して、自分のコートのことを詳しく話すと思う。

1 2 3 4 5 6 7

3. 太郎は、北京大学からの交換留学生グループに対して、自分のコートの良さを言うと思う。

1 2 3 4 5 6 7

4. 太郎は、北京大学からの交換留学生グループに対して、自分のコートについてポジティブに話すと思う。

1 2 3 4 5 6 7

5. 太郎は、北京大学からの交換留学生グループに対して、自分のコートに気に入っていると話すと思う。

1 2 3 4 5 6 7

This year, Taro bought a **new coat** in his favorite shop. He likes the coat so much that he often goes to school in this coat.

One day, when he went to school wearing **this coat**, he came across a group of **exchange fellows from Peking University**.

Please mark your answer to the following questions regarding “Taro” by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. He will talk about his coat to the Peking University fellows.	1	2	3	4	5	6	7
2. He will talk about his coat to the Peking University fellows.	1	2	3	4	5	6	7
3. He has good things to say about the coat to the Peking University fellows.	1	2	3	4	5	6	7
4. He will talk positively about his coat to the Peking University fellows.	1	2	3	4	5	6	7
5. He will tell the Peking University fellows that he likes this coat.	1	2	3	4	5	6	7

Appendix 15: Questionnaire 2-4

(Study 2-AS × out-group × less identity-relevant product)

クチコミに関する消費者調査

ご挨拶

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次頁の場面設定をよく読み、

登場人物の「太郎」をイメージしてください。

その後の質問には、「太郎」ならどのような行動を

取りそうなのかを考えながら、お答えください。

Appendix 16: Questionnaire 2-4

(Study 2-AS × out-group × less identity-relevant product)

English Translation

A Survey on Word of Mouth

Dear Sir or Madam:

I am conducting this word of mouth research for my thesis. As a part of my research, this study will ask you some questions in order to gather consumer data about consumer buying psychology. Your ideas and opinions concerning word of mouth will be greatly appreciated.

All your personal information will be used only for this research and will not be leaked out. The result of this study will be used in my thesis. Thank you very much for your kind cooperation.

Please carefully read the description of “**Taro**” in the next page. Then, please think about “**Taro**” and answer how “**Taro**” would behave in the following situation.

太郎は、慶應大学商学部に通う大学3年生です。Fゼミに所属しています。太郎はゼミ生と似たような服装をすることをひどく嫌って、そうした服装をすることを避けています。

そのため、太郎は、Fゼミの皆から変わり者として見なされており、皆からそのように見なされていることを太郎自身不服に思っています。

上記の場面設定を踏まえて、以下の質問について、
「全くそう思わない：1」から
「非常にそう思う：7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

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1. あなたは、一般の人とは違う。	1	2	3	4	5	6	7
2. あなたのような人は多数ではない。	1	2	3	4	5	6	7
3. あなたは、そのコミュニティの他者に受け入れられている。	1	2	3	4	5	6	7
4. あなたは周りに高く評価されている。	1	2	3	4	5	6	7
5. あなたは自分の好みを大事にしている。	1	2	3	4	5	6	7
6. あなたは物事に対して、自分の価値観を大切にしている。	1	2	3	4	5	6	7
7. あなたは自分が所属している集団のルールを破ることがある	1	2	3	4	5	6	7
8. あなたは集団に所属しているものの、抜け出そうとしている。	1	2	3	4	5	6	7

Taro is a junior student in Keio University and belongs to F seminar. He hates wearing the same clothes as his fellow students in F seminar so much that he avoids doing so.

Thus, he is considered strange by the other students in F seminar. He is unpleasant with that.

Please mark your answer by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. I am different from the people surrounding me.	1	2	3	4	5	6	7
2. The person like me is not the majority.	1	2	3	4	5	6	7
3. I am accepted by others in the community	1	2	3	4	5	6	7
4. I am highly appreciated by people around me.	1	2	3	4	5	6	7
5. I value my own taste a lot.	1	2	3	4	5	6	7
6. I emphasize my own values a lot.	1	2	3	4	5	6	7
7. I used to break the rule of my reference group.	1	2	3	4	5	6	7
8. Even though I belong to the current group, I attempt to deviate from my reference group.	1	2	3	4	5	6	7

今年、太郎はお気に入りのお店で、**USB メモリ**を買いました。太郎はこの USB メモリがとても好きで、大学に行く時はいつも持っています。

ある日、太郎は**その USB メモリ**を使っている最中、**北京大学からの交換留学生グループ**に会いました。

上記の場面設定を踏まえて、以下の質問について、
「全くそう思わない： 1」から
「非常にそう思う： 7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

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1. 太郎は、北京大学からの交換留学生グループに対して、自分の USB メモリのことを話すと思う。

1 2 3 4 5 6 7

2. 太郎は、北京大学からの交換留学生グループに対して、自分の USB メモリのことを詳しく話すと思う。

1 2 3 4 5 6 7

3. 太郎は、北京大学からの交換留学生グループに対して、自分の USB メモリの良さを言うと思う。

1 2 3 4 5 6 7

4. 太郎は、北京大学からの交換留学生グループに対して、自分の USB メモリについてポジティブに話すと思う。

1 2 3 4 5 6 7

5. 太郎は、北京大学からの交換留学生グループに対して、自分の USB メモリを気に入っていると話すと思う。

1 2 3 4 5 6 7

This year, Taro bought a USB memory stick in his favorite shop. He likes the USB memory stick so much that he often goes to school with this USB memory stick. One day, when he was using this USB memory stick, he came across a group of Peking University fellows.

Please mark your answer to the following questions regarding “Taro” by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. He will talk about his USB memory to the Peking University fellows.	1	2	3	4	5	6	7
2. He will talk about his USB memory to the Peking University fellows.	1	2	3	4	5	6	7
3. He has good things to say about his USB memory to the Peking University fellows.	1	2	3	4	5	6	7
4. He will talk positively about his USB memory to the Peking University fellows.	1	2	3	4	5	6	7
5. He will tell the Peking University fellows that he likes this USB memory.	1	2	3	4	5	6	7

Appendix 17: Questionnaire 2-5

(Study 2-UCC×in-group×more identity-relevant product)

クチコミに関する消費者調査

ご挨拶

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お伺いさせていただきましたご回答は、学術的な目的の元、統計処理した上で集計致しますので、ご回答者様の情報流出することは一切ございません。また、本調査の結果につきましては、学位論文に載せさせていただきます。どうぞ趣旨をご理解の上、本調査にご協力いただきますよう、重ねてお願い申し上げます。

次頁の場面設定をよく読み、

登場人物の「太郎」をイメージしてください。

その後の質問には、「太郎」ならどのような行動を

取りそうなのかを考えながら、お答えください。

Appendix 18: Questionnaire 2-5

(Study 2-UCC × in-group × more identity-relevant product)

English Translation

A Survey on Word of Mouth

Dear Sir or Madam:

I am conducting this word of mouth research for my thesis. As a part of my research, this study will ask you some questions in order to gather consumer data about consumer buying psychology. Your ideas and opinions concerning word of mouth will be greatly appreciated.

All your personal information will be used only for this research and will not be leaked out. The result of this study will be used in my thesis. Thank you very much for your kind cooperation.

Please carefully read the description of “Taro” in the next page. Then, please think about “Taro” and answer how “Taro” would behave in the following situation.

太郎は、慶應大学商学部に通う大学3年生です。Fゼミに所属しています。太郎は周囲の人がしている服装やファッションのトレンドとは無関係に、常に自分の好みに合うような服装を好んで選びます。

そのような太郎でも、Fゼミに調和して、ゼミ生と仲良くやっています。

上記の場面設定を踏まえて、以下の質問について、
「全くそう思わない：1」から
「非常にそう思う：7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

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1. あなたは、一般の人とは違う。	1	2	3	4	5	6	7
2. あなたのような人は多数ではない。	1	2	3	4	5	6	7
3. あなたは、そのコミュニティの他者に受け入れられている。	1	2	3	4	5	6	7
4. あなたは周りに高く評価されている。	1	2	3	4	5	6	7
5. あなたは自分の好みを大事にしている。	1	2	3	4	5	6	7
6. あなたは物事に対して、自分の価値観を大切にしている。	1	2	3	4	5	6	7
7. あなたは自分が所属している集団のルールを破ることがある	1	2	3	4	5	6	7
8. あなたは集団に所属しているものの、抜け出そうとしている。	1	2	3	4	5	6	7

Taro is a junior student in Keio University and belongs to F seminar. He always chooses the fashion style he likes without considering the people around him. Despite this, he gets along well with his fellow students in F seminar.

Please mark your answer by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. I am different from the people surrounding me.	1	2	3	4	5	6	7
2. The person like me is not the majority.	1	2	3	4	5	6	7
3. I am accepted by others in the community	1	2	3	4	5	6	7
4. I am highly appreciated by people around me.	1	2	3	4	5	6	7
5. I value my own taste a lot.	1	2	3	4	5	6	7
6. I emphasize my own values a lot.	1	2	3	4	5	6	7
7. I used to break the rule of my reference group.	1	2	3	4	5	6	7
8. Even though I belong to the current group, I attempt to deviate from my reference group.	1	2	3	4	5	6	7

今年、太郎はお気に入りのお店で、新しいコートを買いました。太郎はこのコートがとても好きで、大学に行く時はいつも着ています。

ある日、太郎はそのコートを着て校内を歩いている時、同じFゼミ生の友達グループに会いました。

上記の場面設定を踏まえて、以下の質問について、
「全くそう思わない：1」から
「非常にそう思う：7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

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1. 太郎は、同じFゼミの友達グループに対して、自分のコートのことを話すと思う。

1 2 3 4 5 6 7

2. 太郎は、同じFゼミの友達グループに対して、自分のコートのことを詳しく話すと思う。

1 2 3 4 5 6 7

3. 太郎は、同じFゼミの友達グループに対して、自分のコートの良さを言うと思う。

1 2 3 4 5 6 7

4. 太郎は、同じFゼミの友達グループに対して、自分のコートについてポジティブに話すと思う。

1 2 3 4 5 6 7

5. 太郎は、同じFゼミの友達グループに対して、自分のコートを気に入っていると話すと思う。

1 2 3 4 5 6 7

This year, Taro bought a **new coat** in his favorite shop. He likes the coat so much that he often goes to school in this coat.

One day, when he went to school wearing **this coat**, he came across a group of **the fellows from F seminar**.

Please mark your answer to the following questions regarding “Taro” by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. He will talk about his coat to the fellows in F seminar.	1	2	3	4	5	6	7
2. He will talk about his coat to the fellows in F seminar.	1	2	3	4	5	6	7
3. He has good things to say about the coat to the fellows in F seminar.	1	2	3	4	5	6	7
4. He will talk positively about his coat to the fellows in F seminar.	1	2	3	4	5	6	7
5. He will tell the fellows in F seminar that his likes this coat.	1	2	3	4	5	6	7

Appendix 19: Questionnaire 2-6

(Study 2-UCC×in-group×less identity-relevant product)

クチコミに関する消費者調査

ご挨拶

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次頁の場面設定をよく読み、

登場人物の「太郎」をイメージしてください。

その後の質問には、「太郎」ならどのような行動を

取りそうなのかを考えながら、お答えください。

Appendix 20: Questionnaire 2-6

(Study 2-UCC × in-group × less identity-relevant product)

English Translation

A Survey on Word of Mouth

Dear Sir or Madam:

I am conducting this word of mouth research for my thesis. As a part of my research, this study will ask you some questions in order to gather consumer data about consumer buying psychology. Your ideas and opinions concerning word of mouth will be greatly appreciated.

All your personal information will be used only for this research and will not be leaked out. The result of this study will be used in my thesis. Thank you very much for your kind cooperation.

Please carefully read the description of “Taro” in the next page. Then, please think about “Taro” and answer how “Taro” would behave in the following situation.

太郎は、慶應大学商学部に通う大学3年生です。Fゼミに所属しています。太郎は周囲の人がしている服装やファッションのトレンドとは無関係に、常に自分の好みに合うような服装を好んで選びます。

そのような太郎でも、Fゼミに調和して、ゼミ生と仲良くやっています。

上記の場面設定を踏まえて、以下の質問について、
「全くそう思わない：1」から
「非常にそう思う：7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

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1. あなたは、一般の人とは違う。	1	2	3	4	5	6	7
2. あなたのような人は多数ではない。	1	2	3	4	5	6	7
3. あなたは、そのコミュニティの他者に受け入れられている。	1	2	3	4	5	6	7
4. あなたは周りに高く評価されている。	1	2	3	4	5	6	7
5. あなたは自分の好みを大事にしている。	1	2	3	4	5	6	7
6. あなたは物事に対して、自分の価値観を大切にしている。	1	2	3	4	5	6	7
7. あなたは自分が所属している集団のルールを破ることがある	1	2	3	4	5	6	7
8. あなたは集団に所属しているものの、抜け出そうとしている。	1	2	3	4	5	6	7

Taro is a junior student in Keio University and belongs to F seminar. He always chooses the fashion style he likes without considering the people around him. Despite this, he gets along well with his fellow students in F seminar.

Please mark your answer by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. I am different from the people surrounding me.	1	2	3	4	5	6	7
2. The person like me is not the majority.	1	2	3	4	5	6	7
3. I am accepted by others in the community	1	2	3	4	5	6	7
4. I am highly appreciated by people around me.	1	2	3	4	5	6	7
5. I value my own taste a lot.	1	2	3	4	5	6	7
6. I emphasize my own values a lot.	1	2	3	4	5	6	7
7. I used to break the rule of my reference group.	1	2	3	4	5	6	7
8. Even though I belong to the current group, I attempt to deviate from my reference group.	1	2	3	4	5	6	7

今年、太郎はお気に入りのお店で、**USBメモリ**を買いました。太郎はこのUSBメモリがとても好きで、大学に行く時はいつも着ています。

ある日、太郎は**そのUSBメモリ**を使っている最中、**同じFゼミ生の友達グループ**に会いました。

上記の場面設定を踏まえて、以下の質問について、
「全くそう思わない：1」から
「非常にそう思う：7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

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1. 太郎は、同じFゼミの友達グループに対して、自分のUSBメモリのことを話すと思う。

1 2 3 4 5 6 7

2. 太郎は、同じFゼミの友達グループに対して、自分のUSBメモリのことを詳しく話すと思う。

1 2 3 4 5 6 7

3. 太郎は、同じFゼミの友達グループに対して、自分のUSBメモリの良さを言うと思う。

1 2 3 4 5 6 7

4. 太郎は、同じFゼミの友達グループに対して、自分のUSBメモリについてポジティブに話すと思う。

1 2 3 4 5 6 7

5. 太郎は、同じFゼミの友達グループに対して、自分のUSBメモリを気に入っていると話すと思う。

1 2 3 4 5 6 7

This year, Taro bought a new USB memory stick in his favorite shop. He likes the USB memory stick so much that he often goes to school with this USB memory stick. One day, when he was using this USB memory stick, he came across a group of the fellows in F seminar.

Please mark your answer to the following questions regarding “Taro” by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. He will talk about his USB memory to the fellows in F seminar.	1	2	3	4	5	6	7
2. He will talk about his USB memory to the fellows in F seminar.	1	2	3	4	5	6	7
3. He has good things to say about his USB memory to the fellows in F seminar.	1	2	3	4	5	6	7
4. He will talk positively about his USB memory to the fellows in F seminar.	1	2	3	4	5	6	7
5. He will tell the fellows in F seminar that his likes USB memory.	1	2	3	4	5	6	7

Appendix 21: Questionnaire 2-7

(Study 2-UCC×out-group×more identity-relevant product)

クチコミに関する消費者調査

ご挨拶

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次頁の場面設定をよく読み、

登場人物の「太郎」をイメージしてください。

その後の質問には、「太郎」ならどのような行動を

取りそうなのかを考えながら、お答えください。

Appendix 22: Questionnaire 2-7

(Study 2-UCC×out-group×more identity-relevant product)

English Translation

A Survey on Word of Mouth

Dear Sir or Madam:

I am conducting this word of mouth research for my thesis. As a part of my research, this study will ask you some questions in order to gather consumer data about consumer buying psychology. Your ideas and opinions concerning word of mouth will be greatly appreciated.

All your personal information will be used only for this research and will not be leaked out. The result of this study will be used in my thesis. Thank you very much for your kind cooperation.

Please carefully read the description of “Taro” in the next page. Then, please think about “Taro” and answer how “Taro” would behave in the following situation.

太郎は、慶應大学商学部に通う大学3年生です。Fゼミに所属しています。太郎は周囲の人がしている服装やファッションのトレンドとは無関係に、常に自分の好みに合うような服装を好んで選びます。

そのような太郎でも、Fゼミに調和して、ゼミ生と仲良くやっています。

上記の場面設定を踏まえて、以下の質問について、
「全くそう思わない：1」から
「非常にそう思う：7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

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1. あなたは、一般の人とは違う。	1	2	3	4	5	6	7
2. あなたのような人は多数ではない。	1	2	3	4	5	6	7
3. あなたは、そのコミュニティの他者に受け入れられている。	1	2	3	4	5	6	7
4. あなたは周りに高く評価されている。	1	2	3	4	5	6	7
5. あなたは自分の好みを大事にしている。	1	2	3	4	5	6	7
6. あなたは物事に対して、自分の価値観を大切にしている。	1	2	3	4	5	6	7
7. あなたは自分が所属している集団のルールを破ることがある	1	2	3	4	5	6	7
8. あなたは集団に所属しているものの、抜け出そうとしている。	1	2	3	4	5	6	7

Taro is a junior student in Keio University and belongs to F seminar. He always chooses the fashion style he likes without considering the people around him. Despite this, he gets along well with his fellow students in F seminar.

Please mark your answer by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. I am different from the people surrounding me.	1	2	3	4	5	6	7
2. The person like me is not the majority.	1	2	3	4	5	6	7
3. I am accepted by others in the community	1	2	3	4	5	6	7
4. I am highly appreciated by people around me.	1	2	3	4	5	6	7
5. I value my own taste a lot.	1	2	3	4	5	6	7
6. I emphasize my own values a lot.	1	2	3	4	5	6	7
7. I used to break the rule of my reference group.	1	2	3	4	5	6	7
8. Even though I belong to the current group, I attempt to deviate from my reference group.	1	2	3	4	5	6	7

今年、太郎はお気に入りのお店で、新しいコートを買いました。太郎はこのコートがとても好きで、大学に行く時はいつも着ています。

ある日、太郎はそのコートを着て校内を歩いている時、北京大学からの交換留学生グループに会いました。

上記の場面設定を踏まえて、以下の質問について、
「全くそう思わない： 1」から
「非常にそう思う： 7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

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1. 太郎は、北京大学からの交換留学生グループに対して、自分のコートのことを話すと思う。

1 2 3 4 5 6 7

2. 太郎は、北京大学からの交換留学生グループに対して、自分のコートのことを詳しく話すと思う。

1 2 3 4 5 6 7

3. 太郎は、北京大学からの交換留学生グループに対して、自分のコートの良さを言うと思う。

1 2 3 4 5 6 7

5. 太郎は、北京大学からの交換留学生グループに対して、自分のコートについてポジティブに話すと思う。

1 2 3 4 5 6 7

6. 太郎は、北京大学からの交換留学生グループに対して、自分のコートに気に入っていると話すと思う。

1 2 3 4 5 6 7

This year, Taro bought a new coat in his favorite shop. He likes the coat so much that he often goes to school in this coat.

One day, when he went to school wearing this coat, he came across a group of exchange fellows from Peking University.

Please mark your answer to the following questions regarding “Taro” by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. He will talk about his coat to the Peking University fellows.	1	2	3	4	5	6	7
2. He will talk about his coat to the Peking University fellows.	1	2	3	4	5	6	7
3. He has good things to say about the coat to the Peking University fellows.	1	2	3	4	5	6	7
4. He will talk positively about his coat to the Peking University fellows.	1	2	3	4	5	6	7
5. He will tell the Peking University fellows that he likes this coat.	1	2	3	4	5	6	7

Appendix 23: Questionnaire 2-8

(Study 2-UCC×out-group×less identity-relevant product)

クチコミに関する消費者調査

ご挨拶

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次頁の場面設定をよく読み、

登場人物の「太郎」をイメージしてください。

その後の質問には、「太郎」ならどのような行動を

取りそうなのかを考えながら、お答えください。

Appendix 24: Questionnaire 2-8

(Study 2-UCC × out-group × less identity-relevant product)

English Translation

A Survey on Word of Mouth

Dear Sir or Madam:

I am conducting this word of mouth research for my thesis. As a part of my research, this study will ask you some questions in order to gather consumer data about consumer buying psychology. Your ideas and opinions concerning word of mouth will be greatly appreciated.

All your personal information will be used only for this research and will not be leaked out. The result of this study will be used in my thesis. Thank you very much for your kind cooperation.

Please carefully read the description of “Taro” in the next page. Then, please think about “Taro” and answer how “Taro” would behave in the following situation.

太郎は、慶應大学商学部に通う大学3年生です。Fゼミに所属しています。太郎は周囲の人がしている服装やファッションのトレンドとは無関係に、常に自分の好みに合うような服装を好んで選びます。

そのような太郎でも、Fゼミに調和して、ゼミ生と仲良くやっています。

上記の場面設定を踏まえて、以下の質問について、
「全くそう思わない：1」から
「非常にそう思う：7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

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1. あなたは、一般の人とは違う。	1	2	3	4	5	6	7
2. あなたのような人は多数ではない。	1	2	3	4	5	6	7
3. あなたは、そのコミュニティの他者に受け入れられている。	1	2	3	4	5	6	7
4. あなたは周りに高く評価されている。	1	2	3	4	5	6	7
5. あなたは自分の好みを大事にしている。	1	2	3	4	5	6	7
6. あなたは物事に対して、自分の価値観を大切にしている。	1	2	3	4	5	6	7
7. あなたは自分が所属している集団のルールを破ることがある	1	2	3	4	5	6	7
8. あなたは集団に所属しているものの、抜け出そうとしている。	1	2	3	4	5	6	7

Taro is a junior student in Keio University and belongs to F seminar. He always chooses the fashion style he likes without considering the people around him. Despite this, he gets along well with his fellow students in F seminar.

Please mark your answer by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. I am different from the people surrounding me.	1	2	3	4	5	6	7
2. The person like me is not the majority.	1	2	3	4	5	6	7
3. I am accepted by others in the community	1	2	3	4	5	6	7
4. I am highly appreciated by people around me.	1	2	3	4	5	6	7
5. I value my own taste a lot.	1	2	3	4	5	6	7
6. I emphasize my own values a lot.	1	2	3	4	5	6	7
7. I used to break the rule of my reference group.	1	2	3	4	5	6	7
8. Even though I belong to the current group, I attempt to deviate from my reference group.	1	2	3	4	5	6	7

今年、太郎はお気に入りのお店で、USB メモリを買いました。太郎はこの USB メモリがとても好きで、大学に行く時はいつも持っています。

ある日、太郎はその USB メモリを使っている最中、北京大学からの交換留学生グループに会いました。

上記の場面設定を踏まえて、以下の質問について、
「全くそう思わない： 1」から
「非常にそう思う： 7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

全
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非
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う

1. 太郎は、北京大学からの交換留学生グループに対して、自分の USB メモリのことを話すと思う。	1	2	3	4	5	6	7
2. 太郎は、北京大学からの交換留学生グループに対して、自分の USB メモリのことを詳しく話すと思う。	1	2	3	4	5	6	7
3. 太郎は、北京大学からの交換留学生グループに対して、自分の USB メモリの良さを言うと思う。	1	2	3	4	5	6	7
4. 太郎は、北京大学からの交換留学生グループに対して、自分の USB メモリについてポジティブに話すと思う。	1	2	3	4	5	6	7
5. 太郎は、北京大学からの交換留学生グループに対して、自分の USB メモリを気に入っていると話すと思う。	1	2	3	4	5	6	7

This year, Taro bought a **USB memory stick** in his favorite shop. He likes the USB memory stick so much that he often goes to school with **this USB memory stick**. One day, when he was using **this USB memory stick**, he came across a group of **Peking University fellows**.

Please mark your answer to the following questions regarding “Taro” by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. He will talk about his USB memory to the Peking University fellows.	1	2	3	4	5	6	7
2. He will talk about his USB memory to the Peking University fellows.	1	2	3	4	5	6	7
3. He has good things to say about his USB memory to the Peking University fellows.	1	2	3	4	5	6	7
4. He will talk positively about his USB memory to the Peking University fellows.	1	2	3	4	5	6	7
5. He will tell the Peking University fellows that he likes this USB memory.	1	2	3	4	5	6	7

Appendix 25: Questionnaire 2-9

(Study 2-CCC×in-group×more identity-relevant product)

クチコミに関する消費者調査

ご挨拶

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次頁の場面設定をよく読み、

登場人物の「太郎」をイメージしてください。

その後の質問には、「太郎」ならどのような行動を

取りそうなのかを考えながら、お答えください。

Appendix 26: Questionnaire 2-9

(Study 2-CCC × in-group × more identity-relevant product)

English Translation

A Survey on Word of Mouth

Dear Sir or Madam:

I am conducting this word of mouth research for my thesis. As a part of my research, this study will ask you some questions in order to gather consumer data about consumer buying psychology. Your ideas and opinions concerning word of mouth will be greatly appreciated.

All your personal information will be used only for this research and will not be leaked out. The result of this study will be used in my thesis. Thank you very much for your kind cooperation.

Please carefully read the description of “Taro” in the next page. Then, please think about “Taro” and answer how “Taro” would behave in the following situation.

太郎は、慶應大学商学部に通う大学3年生です。Fゼミに所属しています。太郎は、ファッションのトレンドを先取りして、流行の一步先に行くような服装を好んで選びます。

Fゼミの皆からもファッションリーダーとして認められており、皆からそのように認められることを太郎自身嬉しく思っています。

上記の場面設定を踏まえて、以下の質問について、
「全くそう思わない：1」から
「非常にそう思う：7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

全く
そう
思わ
ない
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3
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5
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7
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	1	2	3	4	5	6	7
1. あなたは、一般の人とは違う。	1	2	3	4	5	6	7
2. あなたのような人は多数ではない。	1	2	3	4	5	6	7
3. あなたは、そのコミュニティの他者に受け入れられている。	1	2	3	4	5	6	7
4. あなたは周りに高く評価されている。	1	2	3	4	5	6	7
5. あなたは自分の好みを大事にしている。	1	2	3	4	5	6	7
6. あなたは物事に対して、自分の価値観を大切にしている。	1	2	3	4	5	6	7
7. あなたは自分が所属している集団のルールを破ることがある	1	2	3	4	5	6	7
8. あなたは集団に所属しているものの、抜け出そうとしている。	1	2	3	4	5	6	7

Taro is a junior student in Keio University and belongs to F seminar. He is good at spotting the fashion trends and like to wear clothes that will be in vogue in the near future.

Thus, he is considered a fashion leader by his fellow students in F seminar. He likes to be thought of as a fashion leader.

Please mark your answer by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. I am different from the people surrounding me.	1	2	3	4	5	6	7
2. The person like me is not the majority.	1	2	3	4	5	6	7
3. I am accepted by others in the community	1	2	3	4	5	6	7
4. I am highly appreciated by people around me.	1	2	3	4	5	6	7
5. I value my own taste a lot.	1	2	3	4	5	6	7
6. I emphasize my own values a lot.	1	2	3	4	5	6	7
7. I used to break the rule of my reference group.	1	2	3	4	5	6	7
8. Even though I belong to the current group, I attempt to deviate from my reference group.	1	2	3	4	5	6	7

今年、太郎はお気に入りのお店で、新しいコートを買いました。太郎はこのコートがとても好きで、大学に行く時はいつも着ています。

ある日、太郎はそのコートを着て校内を歩いている時、同じFゼミ生の友達グループに会いました。

上記の場面設定を踏まえて、以下の質問について、
「全くそう思わない：1」から
「非常にそう思う：7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

全く
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1. 太郎は、同じFゼミの友達グループに対して、自分のコートのことを話すと思う。

1 2 3 4 5 6 7

2. 太郎は、同じFゼミの友達グループに対して、自分のコートのことを詳しく話すと思う。

1 2 3 4 5 6 7

3. 太郎は、同じFゼミの友達グループに対して、自分のコートの良さを言うと思う。

1 2 3 4 5 6 7

4. 太郎は、同じFゼミの友達グループに対して、自分のコートについてポジティブに話すと思う。

1 2 3 4 5 6 7

5. 太郎は、同じFゼミの友達グループに対して、自分のコートを気に入っていると話すと思う。

1 2 3 4 5 6 7

This year, Taro bought a **new coat** in his favorite shop. He likes the coat so much that he often goes to school in this coat.

One day, when he went to school wearing **this coat**, he came across a group of **the fellows from F seminar**.

Please mark your answer to the following questions regarding “Taro” by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. He will talk about his coat to the fellows in F seminar.	1	2	3	4	5	6	7
2. He will talk about his coat to the fellows in F seminar.	1	2	3	4	5	6	7
3. He has good things to say about the coat to the fellows in F seminar.	1	2	3	4	5	6	7
4. He will talk positively about his coat to the fellows in F seminar.	1	2	3	4	5	6	7
5. He will tell the fellows in F seminar that his likes this coat.	1	2	3	4	5	6	7

Appendix 27: Questionnaire 2-10

(Study 2-CCC×in-group×less identity-relevant product)

クチコミに関する消費者調査

ご挨拶

私は現在、学位論文の執筆を行っております。本調査はその一環として、消費者の購買心理に関する消費者データを集計するものであり、皆さまにご意見をお伺いしております。つきましては、ご多忙中大変恐縮ですが、ご協力のほどよろしくお願い致します。

お伺いさせていただきましたご回答は、学術的な目的の元、統計処理した上で集計致しますので、ご回答者様の情報流出することは一切ございません。また、本調査の結果につきましては、学位論文に載せさせていただきます。どうぞ趣旨をご理解の上、本調査にご協力いただきますよう、重ねてお願い申し上げます。

次頁の場面設定をよく読み、

登場人物の「太郎」をイメージしてください。

その後の質問には、「太郎」ならどのような行動を

取りそうなのかを考えながら、お答えください。

Appendix 28: Questionnaire 2-10

(Study 2-CCC × in-group × less identity-relevant product)

English Translation

A Survey on Word of Mouth

Dear Sir or Madam:

I am conducting this word of mouth research for my thesis. As a part of my research, this study will ask you some questions in order to gather consumer data about consumer buying psychology. Your ideas and opinions concerning word of mouth will be greatly appreciated.

All your personal information will be used only for this research and will not be leaked out. The result of this study will be used in my thesis. Thank you very much for your kind cooperation.

Please carefully read the description of “Taro” in the next page. Then, please think about “Taro” and answer how “Taro” would behave in the following situation.

太郎は、慶應大学商学部に通う大学3年生です。Fゼミに所属しています。太郎は、ファッションのトレンドを先取りして、流行の一步先を行くような服装を好んで選びます。

Fゼミの皆からもファッションリーダーとして認められており、皆からそのように認められることを太郎自身嬉しく思っています。

上記の場面設定を踏まえて、以下の質問について、
「全くそう思わない：1」から
「非常にそう思う：7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

全くそう思わない
そう思わない
ややそう思わない
どちらでもない
ややそう思う
そう思う
非常にそう思う

1. あなたは、一般の人とは違う。	1	2	3	4	5	6	7
2. あなたのような人は多数ではない。	1	2	3	4	5	6	7
3. あなたは、そのコミュニティの他者に受け入れられている。	1	2	3	4	5	6	7
4. あなたは周りに高く評価されている。	1	2	3	4	5	6	7
5. あなたは自分の好みを大事にしている。	1	2	3	4	5	6	7
6. あなたは物事に対して、自分の価値観を大切にしている。	1	2	3	4	5	6	7
7. あなたは自分が所属している集団のルールを破ることがある	1	2	3	4	5	6	7
8. あなたは集団に所属しているものの、抜け出そうとしている。	1	2	3	4	5	6	7

Taro is a junior student in Keio University and belongs to F seminar. He is good at spotting the fashion trends and prefers wearing clothes that will be in vogue in the near future.

Thus, he is considered a fashion leader by his fellow students in F seminar. He likes to be thought of as a fashion leader.

Please mark your answer by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. I am different from the people surrounding me.	1	2	3	4	5	6	7
2. The person like me is not the majority.	1	2	3	4	5	6	7
3. I am accepted by others in the community	1	2	3	4	5	6	7
4. I am highly appreciated by people around me.	1	2	3	4	5	6	7
5. I value my own taste a lot.	1	2	3	4	5	6	7
6. I emphasize my own values a lot.	1	2	3	4	5	6	7
7. I used to break the rule of my reference group.	1	2	3	4	5	6	7
8. Even though I belong to the current group, I attempt to deviate from my reference group.	1	2	3	4	5	6	7

今年、太郎はお気に入りのお店で、USBメモリを買いました。太郎はこのUSBメモリがとても好きで、大学に行く時はいつも着ています。

ある日、太郎はそのUSBメモリを使っている最中、同じFゼミ生の友達グループに会いました。

上記の場面設定を踏まえて、以下の質問について、
「全くそう思わない：1」から
「非常にそう思う：7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

全く
そう
思わ
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全く
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1. 太郎は、同じFゼミの友達グループに対して、自分のUSBメモリのことを話すと思う。

1 2 3 4 5 6 7

2. 太郎は、同じFゼミの友達グループに対して、自分のUSBメモリのことを詳しく話すと思う。

1 2 3 4 5 6 7

3. 太郎は、同じFゼミの友達グループに対して、自分のUSBメモリの良さを言うと思う。

1 2 3 4 5 6 7

4. 太郎は、同じFゼミの友達グループに対して、自分のUSBメモリについてポジティブに話すと思う。

1 2 3 4 5 6 7

5. 太郎は、同じFゼミの友達グループに対して、自分のUSBメモリを気に入っていると話すと思う。

1 2 3 4 5 6 7

This year, Taro bought a new USB memory stick in his favorite shop. He likes the USB memory stick so much that he often goes to school with this USB memory stick. One day, when he was using this USB memory stick, he came across a group of the fellows in F seminar.

Please mark your answer to the following questions regarding “Taro” by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. He will talk about his USB memory to the fellows in F seminar.	1	2	3	4	5	6	7
2. He will talk about his USB memory to the fellows in F seminar.	1	2	3	4	5	6	7
3. He has good things to say about his USB memory to the fellows in F seminar.	1	2	3	4	5	6	7
4. He will talk positively about his USB memory to the fellows in F seminar.	1	2	3	4	5	6	7
5. He will tell the fellows in F seminar that his likes this USB memory.	1	2	3	4	5	6	7

Appendix 29: Questionnaire 2-11

(Study 2-CCC×out-group×more identity-relevant product)

クチコミに関する消費者調査

ご挨拶

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次頁の場面設定をよく読み、

登場人物の「太郎」をイメージしてください。

その後の質問には、「太郎」ならどのような行動を

取りそうなのかを考えながら、お答えください。

Appendix 30: Questionnaire 2-11

(Study 2-CCC×out-group×more identity-relevant product)

English Translation

A Survey on Word of Mouth

Dear Sir or Madam:

I am conducting this word of mouth research for my thesis. As a part of my research, this study will ask you some questions in order to gather consumer data about consumer buying psychology. Your ideas and opinions concerning word of mouth will be greatly appreciated.

All your personal information will be used only for this research and will not be leaked out. The result of this study will be used in my thesis. Thank you very much for your kind cooperation.

Please carefully read the description of “Taro” in the next page. Then, please think about “Taro” and answer how “Taro” would behave in the following situation.

太郎は、慶應大学商学部に通う大学3年生です。Fゼミに所属しています。太郎は、ファッションのトレンドを先取りして、流行の一步先を行くような服装を好んで選びます。

Fゼミの皆からもファッションリーダーとして認められており、皆からそのように認められることを太郎自身嬉しく思っています。

上記の場面設定を踏まえて、以下の質問について、
「全くそう思わない：1」から
「非常にそう思う：7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

全く
そう
思わ
ない
1
2
3
4
5
6
7
非
常
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そ
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う

	1	2	3	4	5	6	7
1. あなたは、一般の人とは違う。	1	2	3	4	5	6	7
2. あなたのような人は多数ではない。	1	2	3	4	5	6	7
3. あなたは、そのコミュニティの他者に受け入れられている。	1	2	3	4	5	6	7
4. あなたは周りに高く評価されている。	1	2	3	4	5	6	7
5. あなたは自分の好みを大事にしている。	1	2	3	4	5	6	7
6. あなたは物事に対して、自分の価値観を大切にしている。	1	2	3	4	5	6	7
7. あなたは自分が所属している集団のルールを破ることがある	1	2	3	4	5	6	7
8. あなたは集団に所属しているものの、抜け出そうとしている。	1	2	3	4	5	6	7

Taro is a junior student in Keio University and belongs to F seminar. He is good at spotting the fashion trends and like to wear clothes that will be in vogue in the near future.

Thus, he is considered a fashion leader by his fellow students in F seminar. He likes to be thought of as a fashion leader.

Please mark your answer by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. I am different from the people surrounding me.	1	2	3	4	5	6	7
2. The person like me is not the majority.	1	2	3	4	5	6	7
3. I am accepted by others in the community	1	2	3	4	5	6	7
4. I am highly appreciated by people around me.	1	2	3	4	5	6	7
5. I value my own taste a lot.	1	2	3	4	5	6	7
6. I emphasize my own values a lot.	1	2	3	4	5	6	7
7. I used to break the rule of my reference group.	1	2	3	4	5	6	7
8. Even though I belong to the current group, I attempt to deviate from my reference group.	1	2	3	4	5	6	7

今年、太郎はお気に入りのお店で、新しいコートを買いました。太郎はこのコートがとても好きで、大学に行く時はいつも着ています。

ある日、太郎はそのコートを着て校内を歩いている時、北京大学からの交換留学生グループに会いました。

上記の場面設定を踏まえて、以下の質問について、
「全くそう思わない： 1」から
「非常にそう思う： 7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

全く
そう
思わ
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1. 太郎は、北京大学からの交換留学生グループに対して、自分のコートのことを話すと思う。

1 2 3 4 5 6 7

2. 太郎は、北京大学からの交換留学生グループに対して、自分のコートのことを詳しく話すと思う。

1 2 3 4 5 6 7

3. 太郎は、北京大学からの交換留学生グループに対して、自分のコートの良さを言うと思う。

1 2 3 4 5 6 7

4. 太郎は、北京大学からの交換留学生グループに対して、自分のコートについてポジティブに話すと思う。

1 2 3 4 5 6 7

5. 太郎は、北京大学からの交換留学生グループに対して、自分のコートに気に入っていると話すと思う。

1 2 3 4 5 6 7

This year, Taro bought a new coat in his favorite shop. He likes the coat so much that he often goes to school in this coat.

One day, when he went to school wearing this coat, he came across a group of exchange fellows from Peking University.

Please mark your answer to the following questions regarding “Taro” by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. He will talk about his coat to the Peking University fellows.	1	2	3	4	5	6	7
2. He will talk about his coat to the Peking University fellows.	1	2	3	4	5	6	7
3. He has good things to say about the coat to the Peking University fellows.	1	2	3	4	5	6	7
4. He will talk positively about his coat to the Peking University fellows.	1	2	3	4	5	6	7
5. He will tell the Peking University fellows that he likes this coat.	1	2	3	4	5	6	7

Appendix 31: Questionnaire 2-12

(Study 2-CCC×out-group×less identity-relevant product)

クチコミに関する消費者調査

ご挨拶

私は現在、学位論文の執筆を行っております。本調査はその一環として、消費者の購買心理に関する消費者データを集計するものであり、皆さまにご意見をお伺いしております。つきましては、ご多忙中大変恐縮ですが、ご協力のほどよろしくお願い致します。

お伺いさせていただきましたご回答は、学術的な目的の元、統計処理した上で集計致しますので、ご回答者様の情報流出することは一切ございません。また、本調査の結果につきましては、学位論文に載せさせていただきます。どうぞ趣旨をご理解の上、本調査にご協力いただきますよう、重ねてお願い申し上げます。

次頁の場面設定をよく読み、

登場人物の「太郎」をイメージしてください。

その後の質問には、「太郎」ならどのような行動を

取りそうなのかを考えながら、お答えください。

Appendix 32: Questionnaire 2-12

(Study 2-CCC × out-group × less identity-relevant product)

English Translation

A Survey on Word of Mouth

Dear Sir or Madam:

I am conducting this word of mouth research for my thesis. As a part of my research, this study will ask you some questions in order to gather consumer data about consumer buying psychology. Your ideas and opinions concerning word of mouth will be greatly appreciated.

All your personal information will be used only for this research and will not be leaked out. The result of this study will be used in my thesis. Thank you very much for your kind cooperation.

Please carefully read the description of “**Taro**” in the next page. Then, please think about “**Taro**” and answer how “**Taro**” would behave in the following situation.

太郎は、慶應大学商学部に通う大学3年生です。Fゼミに所属しています。太郎は、ファッションのトレンドを先取りして、流行の一步先に行くような服装を好んで選びます。

Fゼミの皆からもファッションリーダーとして認められており、皆からそのように認められることを太郎自身嬉しく思っています。

上記の場面設定を踏まえて、以下の質問について、
「全くそう思わない：1」から
「非常にそう思う：7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

全くそう思わない
そう思わない
ややそう思わない
どちらでもない
ややそう思う
そう思う
非常にそう思う

1. あなたは、一般の人とは違う。	1	2	3	4	5	6	7
2. あなたのような人は多数ではない。	1	2	3	4	5	6	7
3. あなたは、そのコミュニティの他者に受け入れられている。	1	2	3	4	5	6	7
4. あなたは周りに高く評価されている。	1	2	3	4	5	6	7
5. あなたは自分の好みを大事にしている。	1	2	3	4	5	6	7
6. あなたは物事に対して、自分の価値観を大切にしている。	1	2	3	4	5	6	7
7. あなたは自分が所属している集団のルールを破ることがある	1	2	3	4	5	6	7
8. あなたは集団に所属しているものの、抜け出そうとしている。	1	2	3	4	5	6	7

Taro is a junior student in Keio University and belongs to F seminar. He is good at spotting the fashion trends and like to wear clothes that will be in vogue in the near future.

Thus, he is considered a fashion leader by his fellow students in F seminar. He likes to be thought of as a fashion leader.

Please mark your answer by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. I am different from the people surrounding me.	1	2	3	4	5	6	7
2. The person like me is not the majority.	1	2	3	4	5	6	7
3. I am accepted by others in the community	1	2	3	4	5	6	7
4. I am highly appreciated by others surrounding me.	1	2	3	4	5	6	7
5. I value my own taste a lot.	1	2	3	4	5	6	7
6. I emphasize my own values a lot.	1	2	3	4	5	6	7
7. I used to break the rule of my reference group.	1	2	3	4	5	6	7
8. Even though I belong to the current group, I attempt to deviate from my reference group.	1	2	3	4	5	6	7

今年、太郎はお気に入りのお店で、**USBメモリ**を買いました。太郎はこのUSBメモリがとても好きで、大学に行く時はいつも着ています。

ある日、太郎は**そのUSBメモリ**を使っている最中、**北京大学からの交換留学生グループ**に会いました。

上記の場面設定を踏まえて、以下の質問について、
「全くそう思わない：1」から
「非常にそう思う：7」の7つのうち、
必ず1つの数字のみを○で囲んでください。

全く
そう
思わ
ない
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1. 太郎は、北京大学からの交換留学生グループに対して、自分のUSBメモリのことを話すと思う。

1 2 3 4 5 6 7

2. 太郎は、北京大学からの交換留学生グループに対して、自分のUSBメモリのことを詳しく話すと思う。

1 2 3 4 5 6 7

3. 太郎は、北京大学からの交換留学生グループに対して、自分のUSBメモリの良さを言うと思う。

1 2 3 4 5 6 7

4. 太郎は、北京大学からの交換留学生グループに対して、自分のUSBメモリについてポジティブに話すと思う。

1 2 3 4 5 6 7

5. 太郎は、北京大学からの交換留学生グループに対して、自分のUSBメモリを気に入っていると話すと思う。

1 2 3 4 5 6 7

This year, Taro bought a **USB memory stick** in his favorite shop. He likes the USB memory stick so much that he often goes to school with **this USB memory stick**. One day, when he was using **this USB memory stick**, he came across a group of **Peking University fellows**.

Please mark your answer to the following questions regarding “Taro” by circling the most appropriate number (1= strongly disagree, 7= strongly agree).

	Strongly Disagree	Mostly disagree	Disagree	Neutral	Agree	Mostly agree	Strongly agree
1. He will talk about his USB memory to the Peking University fellows.	1	2	3	4	5	6	7
2. He will talk about his USB memory to the Peking University fellows.	1	2	3	4	5	6	7
3. He has good things to say about his USB memory to the Peking University fellows.	1	2	3	4	5	6	7
4. He will talk positively about his USB memory to the Peking University fellows.	1	2	3	4	5	6	7
5. He will tell the Peking University fellows that his like this USB memory.	1	2	3	4	5	6	7