

Appendix

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Appendix A: Colour analysis of the smartphone market In the United Kingdom in 2018

[illegible]

Appendix B: Questionnaire

Start of Block: Intro

Intro

Dear participant,

You will be presented with two different coloured smartphone lines and asked to rate each of them. Please assume that the only differentiator among the smartphones is their colour, and all other tech specs and features are the same (e.g. storage, battery life, camera etc.).

This survey aims to gain a deeper understanding of the effects of product colours on consumers' attitudes and purchase intentions. Your responses are anonymous, and the data will only be used for the purpose of this research thesis, which will be presented at the University of Economics, Prague. If you have any questions, please feel free to email me at alissa.k.maier@gmail.com.

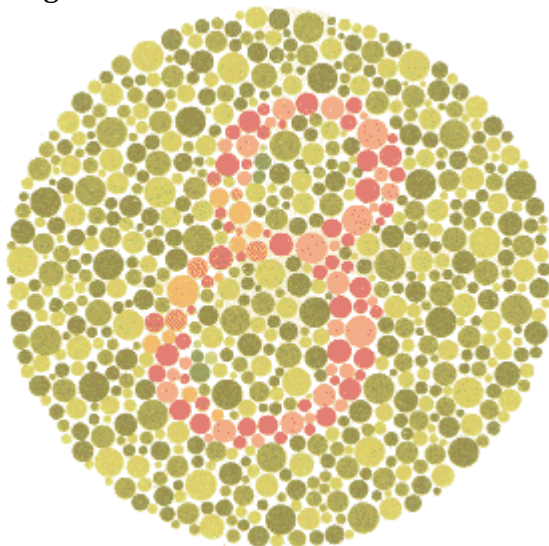
Thank you for taking the time to complete this survey, it should take between 3-5 minutes. Your input is highly appreciated.

Alissa

End of Block: Intro

Start of Block: Color Blindness Check

Image 1



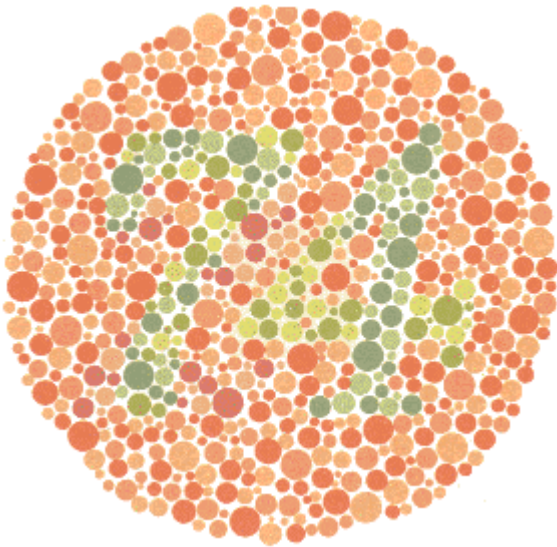
Q1 What do you see?

☐ 8 (1)

☐ 3 (2)

☐ Nothing (3)

Image 2



Q2 What do you see?

☐ 21 (1)

☐ 74 (2)

☐ Nothing (3)

End of Block: Color Blindness Check

Start of Block: Conventional Smartphone Line

Treatment 1



Q3 I find the visual appeal of the smartphone line

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not aesthetically pleasing	☐	☐	☐	☐	☐	☐	☐	Aesthetically pleasing
Flawed	☐	☐	☐	☐	☐	☐	☐	Perfect
Unattractive	☐	☐	☐	☐	☐	☐	☐	Attractive
Unappealing	☐	☐	☐	☐	☐	☐	☐	Appealing
Bad looking	☐	☐	☐	☐	☐	☐	☐	Good looking

Q4 The smartphone line's brand personality appears to be

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Common	☐	☐	☐	☐	☐	☐	☐	Distinctive
Ordinary	☐	☐	☐	☐	☐	☐	☐	Novel
Predictable	☐	☐	☐	☐	☐	☐	☐	Surprising
Routine	☐	☐	☐	☐	☐	☐	☐	Fresh

Q5 The smartphone line's brand comes across as

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Inexpensive	☐	☐	☐	☐	☐	☐	☐	Expensive
Low-end	☐	☐	☐	☐	☐	☐	☐	High-end
Value-for-money	☐	☐	☐	☐	☐	☐	☐	Luxury

Q6 Given the colours of the smartphones, how likely is it that you would consider purchasing one of them?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Less likely	☐	☐	☐	☐	☐	☐	☐	More likely
Not probable at all	☐	☐	☐	☐	☐	☐	☐	Very probable
Very unlikely	☐	☐	☐	☐	☐	☐	☐	Very likely

End of Block: Conventional Smartphone Line

Start of Block: Unconventional Smartphone Line

Treatment 2



Q7 I find the visual appeal of the smartphone line

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not aesthetically pleasing	☐	☐	☐	☐	☐	☐	☐	Aesthetically pleasing
Flawed	☐	☐	☐	☐	☐	☐	☐	Perfect
Unattractive	☐	☐	☐	☐	☐	☐	☐	Attractive
Unappealing	☐	☐	☐	☐	☐	☐	☐	Appealing
Bad looking	☐	☐	☐	☐	☐	☐	☐	Good looking

Q8 The smartphone line's brand personality appears to be

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Common	☐	☐	☐	☐	☐	☐	☐	Distinctive
Ordinary	☐	☐	☐	☐	☐	☐	☐	Novel
Predictable	☐	☐	☐	☐	☐	☐	☐	Surprising
Routine	☐	☐	☐	☐	☐	☐	☐	Fresh

Q9 The smartphone line's brand comes across as

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Inexpensive	☐	☐	☐	☐	☐	☐	☐	Expensive
Low-end	☐	☐	☐	☐	☐	☐	☐	High-end
Value-for-money	☐	☐	☐	☐	☐	☐	☐	Luxury

Q10 Given the colors of the smartphones, how likely is it that you would consider purchasing one of them?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Less likely	☐	☐	☐	☐	☐	☐	☐	More likely
Not probable at all	☐	☐	☐	☐	☐	☐	☐	Very probable
Very unlikely	☐	☐	☐	☐	☐	☐	☐	Very likely

End of Block: Unconventional Smartphone Line

Start of Block: Perceived Purchasing Decision



Q11 Of all the smartphone above, which colour would you be most likely to choose?

- ☐ Black (1)
- ☐ Blue (2)
- ☐ Gold (3)
- ☐ White (4)
- ☐ Yellow (5)
- ☐ Orange (6)

End of Block: Perceived Purchasing Decision

Start of Block: Control Variables

Q12 Do you own a smartphone?

- ☐ Yes (1)
 - ☐ No (2)
-

Q13 Which gender do you identify with?

- ☐ Female (1)
 - ☐ Male (2)
 - ☐ Other (3)
 - ☐ Prefer not to disclose (4)
-

Q14 What is your age?

- ☐ Less than 18 years old (1)
- ☐ 18 - 25 years old (2)
- ☐ 26 - 35 years old (3)
- ☐ 36 - 45 years old (4)
- ☐ 46 - 55 years old (5)
- ☐ 56 years and older (6)



Q15 What is your country of origin?

▼ Afghanistan (1) ... Zimbabwe (1357)



Q16 What is your country of residence?

▼ Afghanistan (1) ... Zimbabwe (1357)

End of Block: Control Variables

Appendix C: Correlation matrix of the conventionally coloured smartphone line.

		Correlation Matrix														
Correlation		Q3_1	Q3_2	Q3_3	Q3_4	Q3_5	Q4_1	Q4_2	Q4_3	Q4_4	Q5_1	Q5_2	Q5_3	Q6_1	Q6_2	Q6_3
	Q3_1	1.000	.755	.814	.843	.809	.433	.364	.334	.363	.598	.612	.537	.627	.602	.655
	Q3_2	.755	1.000	.721	.722	.738	.430	.405	.353	.338	.580	.626	.521	.669	.654	.665
	Q3_3	.814	.721	1.000	.934	.894	.415	.369	.301	.356	.673	.685	.631	.718	.765	.785
	Q3_4	.843	.722	.934	1.000	.897	.405	.350	.307	.390	.629	.646	.602	.756	.775	.798
	Q3_5	.809	.738	.894	.897	1.000	.425	.381	.316	.375	.662	.720	.570	.702	.705	.736
	Q4_1	.433	.430	.415	.405	.425	1.000	.836	.758	.754	.377	.336	.378	.305	.263	.300
	Q4_2	.364	.405	.369	.350	.381	.836	1.000	.833	.806	.425	.432	.461	.281	.247	.290
	Q4_3	.334	.353	.301	.307	.316	.758	.833	1.000	.847	.253	.299	.352	.234	.182	.234
	Q4_4	.363	.338	.356	.390	.375	.754	.806	.847	1.000	.320	.337	.421	.322	.267	.335
	Q5_1	.598	.580	.673	.629	.662	.377	.425	.253	.320	1.000	.902	.749	.674	.647	.655
	Q5_2	.612	.626	.685	.646	.720	.336	.432	.299	.337	.902	1.000	.756	.659	.640	.644
	Q5_3	.537	.521	.631	.602	.570	.378	.461	.352	.421	.749	.756	1.000	.513	.525	.569
	Q6_1	.627	.669	.718	.756	.702	.305	.281	.234	.322	.674	.659	.513	1.000	.920	.913
	Q6_2	.602	.654	.765	.775	.705	.263	.247	.182	.267	.647	.640	.525	.920	1.000	.951
	Q6_3	.655	.665	.785	.798	.736	.300	.290	.234	.335	.655	.644	.569	.913	.951	1.000

Appendix D: Correlation matrix of the unconventionally coloured smartphone line.

Correlation Matrix																
	Q7_1	Q7_2	Q7_3	Q7_4	Q7_5	Q8_1	Q8_2	Q8_3	Q8_4	Q9_1	Q9_2	Q9_3	Q10_1	Q10_2	Q10_3	
Correlation	Q7_1	1.000	.669	.893	.886	.836	.124	.171	.072	.231	.457	.532	.323	.733	.724	.712
	Q7_2	.669	1.000	.670	.648	.729	.024	.153	.012	.171	.408	.462	.365	.520	.558	.509
	Q7_3	.893	.670	1.000	.935	.863	.099	.181	.074	.194	.452	.554	.336	.746	.744	.736
	Q7_4	.886	.648	.935	1.000	.863	.101	.177	.068	.176	.459	.554	.369	.744	.729	.742
	Q7_5	.836	.729	.863	.863	1.000	.115	.248	.154	.299	.519	.585	.437	.739	.780	.764
	Q8_1	.124	.024	.099	.101	.115	1.000	.765	.778	.666	.141	.136	.249	.114	.103	.061
	Q8_2	.171	.153	.181	.177	.248	.765	1.000	.805	.729	.309	.282	.417	.199	.217	.159
	Q8_3	.072	.012	.074	.068	.154	.778	.805	1.000	.797	.195	.213	.287	.111	.133	.081
	Q8_4	.231	.171	.194	.176	.299	.666	.729	.797	1.000	.337	.296	.373	.231	.267	.244
	Q9_1	.457	.408	.452	.459	.519	.141	.309	.195	.337	1.000	.866	.721	.562	.581	.591
	Q9_2	.532	.462	.554	.554	.585	.136	.282	.213	.296	.866	1.000	.723	.591	.603	.591
	Q9_3	.323	.365	.336	.369	.437	.249	.417	.287	.373	.721	.723	1.000	.396	.399	.369
	Q10_1	.733	.520	.746	.744	.739	.114	.199	.111	.231	.562	.591	.396	1.000	.926	.927
	Q10_2	.724	.558	.744	.729	.780	.103	.217	.133	.267	.581	.603	.399	.926	1.000	.946
	Q10_3	.712	.509	.736	.742	.764	.061	.159	.081	.244	.591	.591	.369	.927	.946	1.000

Appendix E: Total variance explained of the conventionally coloured smartphone line.

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.996	59.974	59.974	8.996	59.974	59.974	3.998	26.651	26.651
2	2.579	17.193	77.167	2.579	17.193	77.167	3.560	23.731	50.382
3	.933	6.220	83.386	.933	6.220	83.386	2.999	19.996	70.378
4	.730	4.870	88.256	.730	4.870	88.256	2.682	17.879	88.256
5	.396	2.638	90.895						
6	.311	2.072	92.967						
7	.255	1.700	94.667						
8	.200	1.333	96.000						
9	.146	.976	96.976						
10	.118	.789	97.765						
11	.099	.663	98.428						
12	.081	.542	98.969						
13	.067	.449	99.418						
14	.049	.328	99.746						
15	.038	.254	100.000						

Extraction Method: Principal Component Analysis.

Appendix F: Total variance explained of the unconventionally coloured smartphone line

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.804	52.028	52.028	7.804	52.028	52.028	4.225	28.169	28.169
2	3.133	20.884	72.912	3.133	20.884	72.912	3.331	22.206	50.375
3	1.335	8.903	81.815	1.335	8.903	81.815	2.908	19.388	69.763
4	.787	5.247	87.062	.787	5.247	87.062	2.595	17.299	87.062
5	.424	2.827	89.889						
6	.333	2.221	92.110						
7	.274	1.826	93.936						
8	.216	1.441	95.377						
9	.179	1.194	96.571						
10	.137	.911	97.482						
11	.108	.719	98.201						
12	.099	.657	98.858						
13	.067	.446	99.304						
14	.064	.424	99.728						
15	.041	.272	100.000						

Extraction Method: Principal Component Analysis.