Transparent Communication Effectiveness: Consumer Attitudes Towards Luxury Brands

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Abstract: This study proposed and tested a model of transparent communication effectiveness on luxury brands. The term, luxury brand, can be defined into two categories: enduring and ephemeral. This study analyzes one brand, Hermès, and places the brand into the two categories as well as implementing strategies of transparency. Testing if Hermès as an enduring brand with transparency could elicit positive results. This study employed a 2 (transparency vs. no transparency) x 2 (enduring vs. ephemeral) factorial experiment, where it tested consumer's attitudes towards these conditions. The results of this experiment did not support the hypothesized model; however, the results did demonstrate that transparency can elicit higher levels of preference.

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  With today's society compromised of social media, money, status and quality, consumers are drawn to luxury brands. We are within the age of digital influencers and celebrities, where they are given the power to show off luxury goods on social media. This invites consumers into learning more about luxury brands even allowing wider ranges of the term luxury brand to appear. A luxury brand can range from fashion, furniture, cars, watches, wines, etc. Consumers can place the term, luxury, on a number of brands and products; however, each consumer defines the luxury brand differently. Each consumer finds specific qualities in the brand in which make that brand luxurious to them. Luxury brands continue to dominate the world market and consumers continue to buy them.

  One of the most iconic luxury houses, Louis Vuitton, has captured consumer attention since 1854. With the classic LV monogram printed on luggage, handbags, wallets, belts, clothing, and other accessories, they have established their brand identity as a luxury brand. Their brand has embodied the key characteristics of exclusivity and high quality in a luxury brand for many generations now. Over the years, Louis Vuitton has gained and lost consumers; however, it still manages to remain as one of the most favorable luxury brands. According to Interbrand's Best Global Brands 2018 Rankings, Louis Vuitton sits at number 18 out of 100 different successful brands—ranking number one in luxury fashion brands (Interbrand, 2019).

  Antoine Arnault, a board member of Louis Vuitton and the CEO of Berluti, spoke at The New York Times Luxury Conference in November 2017. Arnault stated that the "luxury fashion industry's competitive edge is now won by 'transparency in communicating'" (Owens, 2017, p. 1). Since 2011, Louis Vuitton has opened up production sites for public visits to allow consumers to learn about the start to finish production process (design to finished handbag).

Consumers are given access to meeting the artisans and watching handbags being hand stitched. Arnault argues that "the mystery and romance of a brand flourish when its doors are opened, if selectively, to reveal what's happening behind the scenes" (Owens, 2017, p. 1). Other luxury brands, including Hermès and Gucci, utilize transparent communication into their advertising and general communication with the public. These luxury houses attempt at incorporating transparent strategies in order to build stronger relationships with their consumers. Transparent communication between brand and consumer have opened up doors to creating authenticity and trust between the two.

With the importance of transparent communication between brand and consumer, brands have tried to actively incorporate this form of communication into their everyday values and embodiment. Luxury fashion brands have begun to utilize transparent brand communication. Much of this is due to contemporary technological environments that these current audiences use. Users are constantly sharing images and comments online and learning more about a brand through these online platforms. These platforms allow users to "define their problems and specify their purchase criteria;" therefore, making these platforms more trustworthy than the actual brand (Kapferer, 2000, p. 389).

By integrating more transparent communication into their overall communication strategy, luxury fashion brands hope to increase consumers' trust and attitudes towards the brand. However, we do not know how this type of transparent communication affects consumers' trust, attitudes, and preference towards luxury brands. How does transparent brand communication affect consumers' trust, attitudes, and preferences towards luxury fashion brands? This research intends on defining luxury brands and their use of transparent brand communication and how it affects consumers' overall attitudes towards the brand.

This research project will attempt at addressing how transparent brand communication can affect a consumer's attitude towards a specific luxury brand, Hermès. This can be beneficial to readers if they attempt at testing transparent communication within other brands.

Literature Review

This literature review will attempt to connect findings from different research to explore topics in luxury brands. In addition to examining the concept of luxury brands, a key focus of consideration will be two specific versions of luxury brands: enduring and ephemeral. Consumer trust, attitude, and preference will also be defined as the variables for the study. In addition, the literature review will define transparent brand communication, and how it can positively or negatively affect consumer's attitudes.

Luxury Brands

Since people perceive the term *luxury brand* in different and various ways, past research studies have found no clear definition for it. Thus, it is important to explore various notations and characteristics of the term *luxury brand* for the purpose of this research. Hudders, Pandelare, and Vyncke (2013) identify three facets of luxury brand meaning: exclusivity, premium quality and extraordinary aesthetic aspects. Other researchers suggest that a luxury brand is made of uniqueness, rarity and exclusivity (Kapferer, Kernstock, Brexendorf, & Powell 2017; Phang, Adis, & Osmin, 2016). Luxury brands can also be a mix of "high quality products, brand heritage, unique knowledge, exclusivity…high prices and prestigious physical stores" (Kapferer, Kernstock, Brexendorf, & Powell 2017; Kapferer, 2014). In *Global Luxury: Organizational change and emerging markets since the 1970s,* the authors describe a luxury brand's identity to encapsulate timeless nature, "embodiment of heritage, craftsmanship, and history," and high profitability (Donzé & Fujioka, 2018, p.5). Similar to Donzé and Fujioka, another source focuses

on culture and history in terms of defining luxury brands (Beverland, 2004). Bernard Arnault, CEO of Louis Vuitton, said that the only way a brand can achieve this luxury status is by being "timeless and modern, fast growing and highly profitable all at once" (Wetlaufer, 2001). A luxury brand upholds a reputation to consumers and falls within a small niche of other luxury brands. This research project will look at the various ways to define luxury brands as well as more specifically into the luxury brand, Hermès.

Within in these definitions of luxury brand, scholars have broken down luxury brands into categories: fashion (couture, ready-to-wear and accessories), perfumes and cosmetics, wines and spirits and watches and jewelry (Fionda & Moore, 2009, p. 348). Several authors have contributed to the conversation on luxury brands mainly by defining them with fundamental values. From these numerous definitions and characteristics, this research paper will establish that a luxury brand will be made up of high-quality goods, craftsmanship and exclusivity.

Researchers, such as Berthon, Pitt, Parent, and Berthon, have distinguished specific characteristics and worlds in which *consumers* associate with a luxury brand. These researchers conceptualize the idea of a luxury good into three worlds: the material, the individual and the social. In the material world, consumers see luxury as a "physical object or service" in which they question what physical attributes the brand possess (2009, pp. 48-49). The individual world involves "personal experience" for the consumer, i.e., what symbols or images mean to the individual. The social world uses "thoughts, emotions and perceptions" to ask the meaning of the brand to others (2009, pgs. 48-49).

Berthon, Pitt, Parent, and Berthon (2009) help shape the different ways in which consumers can define luxury brands. Muniz and O'Guinn (2001) discuss the aspects of the individual world and its importance of symbols of status for consumers. This takes into account

consumer perception, opinion or standpoint. In other words, consumer's overall opinion of what

characteristics or qualities are represented in a luxury brand has been described as: "rarity,

material scarcity, quality, beauty, sensuality, exclusivity, history, and uniqueness" (Berthon, Pitt,

Parent, and Berthon, 2009, p. 46,). This will relate to the current study by choosing which

characteristics of the brand, Hermes, to emphasize and question participants on.

These characteristics and qualities of a luxury brand can be seen throughout most luxury

brands today. In an article, "Why are we seduced by luxury brands?", Kapferer (1998) tested

what consumers liked in luxury brands. His interviewees selected five facets that best described a

consumer's standpoint on luxury brands. The top five facets included, "the beauty of the object

(79%)," "the excellence of its products (75%)," "its magic (47%)," "its uniqueness (46%), and

"its great creativity (36%)" (p. 45). Kapferer then tested respondents on perception based on the

luxury brand, Lacoste. Those who found Lacoste attractive were interested in product quality

(86%) and thought the brand will remain classic and never out of fashion, whereas those who did

not find Lacoste attractive were interested in beauty (83%) and also value magic and creativity

(Kapferer, 1998). In addition, Kapferer's results found that younger generations tend to group

together product and brand by basing their perception on a product off the luxury brand. In

comparison, experts and managers disaffiliate product from brand in order to focus on the actual

product (Kapferer, 1998). This type of facet testing and general consumer attitude on luxury

brands will be beneficial in this research study because the perception of the brand, Hermès, will

be tested, and it is essential to understand how other brands have been evaluated in past research.

Previous research can help demonstrate different sectors consumers reside within.

With the numerous definitions and notions of luxury brands, there is even more

complexity within the nomenclature. Several authors have distinguished the following versions

of luxury brands. Beltz (1994) suggests that there are two types of luxury brands: a connoisseur and a star brand. Hein (2012) further addresses these versions and identifies their definitions. Connoisseur brands specialize within a specific exclusive niche of the market whereas star brands strive to be noticeable and recognizable (Hein, 2012, Beltz, 1994). These versions of luxury brands are small and are not represented much in scholarly research. However, Janseen, Vanhamme, Lindgree and Lefebvre (2014) break down two defining differences between luxury brands that are useful for this study - enduring and ephemeral. Lefebvre's study addresses the grouping of luxury products into enduring and ephemeral categories. For the purpose of this research study, the terms *enduring* and *ephemeral* will be used to distinguish which type of brand frame the specific luxury brand Hermès is in.

Enduring Brand Frames

When defining a luxury brand, two specific brand frames can help an audience understand how luxury brands represent themselves differently. These two specific brand frames include: an enduring brand frame and an ephemeral brand frame. According to the Merriam-Webster Dictionary, the term *enduring* means "lasting, durable" (2019). Given the term's original meaning, we can determine that luxury brands, such as Hermès, that have enduring frames are lasting and ageless.

Scholars have added to the conversation of enduring brands by defining characteristics of the frame. Enduring brand frames possess long-lasting and lifelong characteristics. Kapferer (2008) and da Silveira, Lages, and Simoes (2013) conclude that an enduring brand must be "long-lasting and relevant" (p. 29). Their long-lasting and durable identity is what makes enduring brands so appreciated; enduring brands should maintain their identity as well as resist change (da Silveira, Lages, and Simoes, 2013). Kapferer (2008) refers to the same idea stating

that enduring brands should maintain consistency in their core identity and values over time in order to gain consumer loyalty and trust. It is important for a luxury brand, such as Hermès, striving to become a classic and lifetime brand for consumers to maintain their identity and reflect the characteristics of an enduring brand frame. For the purpose of this research study, we will define enduring brand frames of Hermès by studying how this luxury brand embodies classic luxury, high quality, and everlasting usage.

In addition to these lifelong characteristics, luxury fashion brands, who reflect an enduring brand frame, should also produce high quality products. An enduring brand's products can reflect a brand's history or display creative and beautiful artwork. According to Janseen, Vanhamme, Lindgree and Lefebvre (2014), an enduring brand emphasizes "tradition, quality, art, and craftsmanship" (p. 48). It is important for enduring brands to create high quality and durable products, so consumers can use these goods for a lifetime. What makes consumers want to purchase luxury goods is their high quality, design and craftsmanship and because of this, these luxury goods are scarce and high cost. When a consumer purchases a good from a luxury brand at a high price, they expect to have the good for a number of years due to the quality and durability of the good. But the scarcity and exclusivity of brands, such as Hermès, can cause consumers to have negative attitudes towards luxury brands; however, Janseen, Vanhamme, Lindgree and Lefebvre (2014) state, "when luxury products are enduring (e.g., jewelry), a scarce product is perceived as more socially responsible than a more widely available one and provokes positive attitudes" (p. 45). With an enduring brands attributes of scarcity, exclusivity, quality and craftsmanship, researchers can see why positive attitudes could be formed from consumers. It is with these positive and negative factors in mind that this research project will attempt at defining how consumers react to an enduring brand frame.

In order for a brand to demonstrate these enduring attributes, the luxury brand must exhibit high quality and craftsmanship in their products. An example of a luxury brand that could embody an enduring brand frame is Hermès. Hermès, a French luxury brand specializing in leather and fashion, demonstrates enduring brand qualities through their craftsmanship and high quality leather. According to Statistica, Hermès stood as the second most valuable luxury brand worldwide in 2018; this evaluation was based on "brand, aesthetics, quality materials, superior craftsmanship and pricing to transform everyday objects into status symbols" (Brown, 2019). Hermès is a brand that cares about the quality of their products. One of Hermès' core principles is that each bag be made by the same artisan, from start to finish. Former chairman of Hermès, Jean Louis Dumas, stated, "We don't have a policy of image; we have a policy of product." This demonstrates Hermès' promise to its consumers of high quality products rather than relying on trends. An article in the New York Times illuminates Hermès as a classic and authentic brand compared to the rest of luxury brands who are capitalizing instantly on new trends (Hass, 2019). The article states, "Hermès has resisted, defiantly waiting out the glossy and the ephemeral, certain all along that if you hand-make elegant things, labor costs and materials be damned, there will always be enough people with a great deal of money and taste to buy them" (Hass, 2019, p. 1). A luxury brand, such as Hermès, that coincides with the notions of enduring will be represented as a classic, timeless and high quality brand that is worth every penny.

Ephemeral Brand Frames

In comparison to enduring brand frames that represent classic luxury, high quality, and everlasting usage, an ephemeral brand frame represents contemporary attributes or short-term or even passing trends. The Merriam-Webster Dictionary (2019) defines ephemeral as "something that lasts for a very short time". Not only are ephemeral brand frames short-term or seasonal, but

they are also known to represent the latest "hot trend" (Berthon, Pitt, Parent, & Berthon, 2009). Ephemeral brand frames are transient and are constantly changing in order to keep up with new trends, constantly falling within short-term cycles. With that said, luxury fashion brands who fall under ephemeral frames can be seen as more transitory, where they are continuously changing and adjusting their fashionable products.

With the association of ephemeral frames representing short-term and changing attributes, these frames can have a negative connotation. Janssen, Vanhamme, Lindgree and Lefebvre (2014) discuss Kahn's (2009) concept of ephemeral brands serving the connotation of being excess or waste (p. 48). Others also see ephemeral within a negative light by associating ephemeral brands with "conspicuous consumption and hedonism" (Janssen, Vanhamme, Lindgree & Lefebvre, 2014, p. 9, Berthon, Pitt, Parent, & Berthon, 2009). Consumers, who purchase from ephemeral brands, can be seen as being concerned with their appearance and status (Janssen, Vanhamme, Lindgree & Lefebvre, 2014, Berthon, Pitt, Parent, & Berthon, 2009). Janssen, Vanhamme, Lindgree & Lefebvre also suggest that ephemeral luxury products do not provoke the same level of positive attitudes in which enduring luxury products provoke (2014). These scholars add to the conversation by suggesting ephemeral brands target self-indulgent consumers, who want the latest fashion trends and want it instantly.

Even with the negative connotation associated with ephemeral brands, these brand frames influence consumers. Some consumers want the latest trend or most fashionable products immediately (Janssen, Vanhamme, Lindgree & Lefebvre, 2014). Roubelat, McAllum, Hoffmann, and Kera (2015) discuss in their research how ephemeral plays into fashion, specifically in fashion designs. These researchers examine Eelco Runia's "fleeing forward," where fashion designers "jump into the unknown, producing a radical redefining of contemporary" in order to

stay out of recurring collections and to keep stakeholders attracted (2015, p. 30). In addition, Yada, Ip, and Katohsome (2007) state that these types of brands strive "to meet the preference and taste of specific market segments" (p. 2). It is important for these types of brands to meet consumer expectation and stay on top of the constant trends. For the purpose of this research study, an ephemeral brand frame will be defined as representing trendiness and an immediate pleasure when looking at Hermes.

In order for a brand to demonstrate ephemeral characteristics, the brand must be following the latest trends and constantly changing their designs and products. For example, Gucci, an Italian luxury house of fashion and leather goods, has recently become vastly popular among generation Z and millennials. The *Business Insider* suggests that this is due to the "star factor," where younger generations see brands, such as Gucci, on celebrities and influencers (Tyler, 2018). According to the most recent Lyst Index, a "data-based ranking" of the most purchased fashion items, Gucci was the highest demanded item in 2018 (2018). In addition to Gucci's revival, younger generations have taken the name "Gucci" and created an informal term "gucci." The Miriam-Webster Dictionary defines the term, *gucci*, to mean "fancy, very fashionable" (2019). Gucci, the luxury brand, has completely redefined itself and has made some of the "hottest" products, where consumers are wanting them instantly. Gucci represents a prime example of an ephemeral brand frame.

In terms of this research study, this study will use Hermès to represent both enduring and ephemeral brand frames. Just as each consumer can perceive the term, luxury brand, differently, Hermès can be perceived as both enduring and ephemeral to each consumer. Hermès contains both positive and negative qualities discussed in this literature review. After researching both the positive and negative attributes to both enduring and ephemeral frames, this study will

hypothesize that enduring brand frames will demonstrate more positive results compared to enduring brand frames.

H1: *Enduring brand frames will elicit higher levels of trust (a), more positive attitudes (b) and higher levels of preference (c) than ephemeral brand frames.*

Transparency

Another subject to define within this research paper is transparency. The idea of transparency stems from ancient China and ancient Greece, yet has become increasingly popular and inevitable in Western society (Hood, 2006; Wehmeier & Razz 2012). The *Business Dictionary* defines transparency as the "lack of hidden agendas and conditions, accompanied by the availability of full information required for collaboration, cooperation, and collective decision making" (2019). Birkinshaw (2006) unveils transparency within brands to be "the conduct of public affairs in the open or otherwise subject to public scrutiny" (p. 189). According to another source, men describes transparency to demonstrate disclosure and sharing information with the public openly (2014). Within recent years, the idea of transparency has become an essential aspect of communication within brands. Cotterrell (2000) defines transparency as a process involving "not just availability of information but active participation in acquiring, distributing and creating knowledge" (p. 419). According to Rawlins (2008), transparency should have three important elements: "information that is truthful, substantial and useful; participation of stakeholders in identifying the information they need; and objective, balanced reporting of an organization's activities and policies that holds the organization accountable" (p. 6). This means it is important for brands to learn how to better communicate with the public (Rawlins, 2008). To put it simply, transparency in brands is about being open and honest with its consumers. It is this openness and honesty that will be an interesting aspect to study using Hermes' transparency as an example.

Three types of transparency can be identified: informational, participatory, and accountability (Balkin 1999). Each of these three types of transparency contribute to the values of openness and accountability. Rawlins (2008b) suggests that all three of Balkin's versions of transparency should be implemented. Rawlins (2008a) suggests that brands "encourage and allow public participation, share substantial information so their publics can make informed decisions, give balanced reports that hold them accountable, and open themselves up to public scrutiny" (p. 6). In his research, Rawlins found that "as organizations become more transparent they will also become more trusted" (2008a, p. 16). Gower (2006) suggests that the high demand for transparency should not always be communicated. She states that it is the public who is wanting more communication; however, the average person only actually seeks assurances rather than fully transparent disclosure (Gower 2006).

In comparison, it should be noted that brands' usage of transparency may not always possess intended positive effects. When corporate brands utilize transparent communication, it can damage or hinder stakeholder trust due to the disclosure of information to the public (Vaccaro & Echeverri, 2010). In these cases, too much information shared with the public can be damaging to the company and therefore, inhibiting overall consumer trust and relationship (Vaccaro & Echeverri, 2010). In addition, transparent communication can influence consumers positively towards the brand, yet areas, such as brand trust, may not align as positively (Bhaduri & Ha-Brookshire, 2011). This research suggests that transparency's efforts may not always positively affect brand relationships with consumers; however, this area is less explored in scholarly evidence within the conversation of transparency within brands.

Transparent brand communication is important because it can transform the brand-consumer relationship. Individuals and organizations can develop positive relationships with the application of transparent communication (Bertot, Jaeger, & Grimes, 2010). Past research shows that transparent communication helps build trust between consumer and brand (Rawlins, 2008a). Rawlins' research tested the relationship between transparency and trust. Rawlins based his study on a healthcare organization elicited positive evidence towards the relationship between the two variables. In the book, *Tactical Transparency: How Leaders Can Leverage Social Media to Maximize Value and Build Their Brand*, the authors state that transparency is crucial for the future of businesses and for shaping stronger and healthier relationships between customers and businesses (Holtz, Havens, & Johnson, 2008). Other books suggest this same idea of transparency being "central to business success" and state that those who do not utilize transparency will suffer (Tapscott & Ticoll, 2012, p. xii).

This research intends on analyzing how consumers form different attitudes and opinions on specific luxury brands when given transparent communication and without it. With both positive and negative evaluations on transparent brand communication, it is important to analyze how consumers react towards luxury brands with transparent communication. However, there seems to be enough positive scholarly research on the effects of transparency to suggest that transparency does elicit positive effects. Several scholars, Holtz, Havens, & Johnson (2008) and Rawlins (2008a), have commented on the positive effects transparency has on the consumer-brand relationship. Therefore, this research will attempt at addressing if transparent communication has more significance over non transparent communication.

H2: *Transparent brand representation will elicit higher levels of trust (a), more positive attitudes (b) and higher levels of preference (c) than no transparent brand representation.*

Study Rationale

Does transparent communication really affect consumers' opinions on luxury brands based off brand frames? This study tests the effect of transparency in relation to different types of luxury brands/luxury brand frames. Given that numerous brands are implementing transparent communication into their general communication strategy, it is important to test the effects of transparent communication to see if they are really affecting consumers physiologically. Since luxury brands can be defined differently and be placed into two different brand frames, it is important to test transparent communication on both frames. In order to test these frames, variables, such as trust, attitudes and preference, will be used as a form of measure. The goal of this research is to determine if transparent communication really has any effect on luxury brand frames, using Hermès as the case study. With the research from this literature review, it can be believed that enduring frames and transparent communication strategies generate positive results. According to Janseen, Vanhamme, Lindgree and Lefebvre (2014), enduring frames can produce positive attitudes while Rawlins (2008a) addresses transparent communication to produce higher levels of trust. This study will attempt at discovering if both conditions combined will elicit positive results.

H3: *Enduring brand frames with transparency will elicit higher levels of trust (a), more positive attitudes (b) and higher levels of preference (c).*

Method

Stimuli

This study employed a 2 (transparency vs. no transparency) x 2 (brand nature: enduring/ephemeral) factorial experiment. Stimulus materials were generated using information taken from the brand Hermès. Hermès is a luxury fashion retailer that specializes in luxury fashion and lifestyle products for both men and women. According to Interbrand's Best Global

Brands 2018 Rankings, Hermès ranks number 3 in luxury fashion brands and number 32 in

overall successful brands, which is based on "financial performance and a brand's ability to

influence customer choice and command a premium price or secure earnings" (Interbrand, 2019).

As discussed in this literature review, Hermès represents enduring by embodying classic

luxury, high quality, and everlasting usage. At the same time, Hermès represents ephemeral by

reflecting trendiness and an immediate pleasure. In order for this study to remain unbiased,

Hermès was used as both enduring and ephemeral brand frames. This helps the study remain

clear and concise rather than choosing a different brand to represent the other trend. This struggle

demonstrates the challenge behind choosing which brand should represent which trend given that

there is no previous scholarly research on enduring and ephemeral brand trends with specific

luxury brands.

The first experimental component tested is brand image displaying transparency or no

transparency. The researcher created and edited brand images from Hermès' social media

platform, Instagram. The transparent images were composed of two different images to represent

Hermès. These images were edited to represent the brand displaying transparency through

actions in the image and/or wording on the image. For example, a transparent brand image could

include an artisan or craftsman making the product by hand. Two additional images were created

and edited to represent Hermès without transparency. A non-transparent brand image could

include a model posing with the bag and no information shared with the audience. These 4 brand

images represent the first experimental condition of brand transparency and no transparency.

The second experimental condition tested is brand nature—an enduring versus an

ephemeral brand. The researcher created and edited brand images from Hermès' social media

platforms once again. Two brand images represented Hermès as an enduring brand. These

images demonstrated Hermès as a classic and high quality brand. For example, an enduring brand image could include high quality leather being sanded down and hand stitched by the artisan. In terms of the enduring definition stating that an enduring brand frame should represent classic luxury, high quality, and everlasting usage, through the images showing high quality craftsmanship, the enduring image exemplified thoughts of craftsmanship and high quality. Two additional images were created to represent Hermès as an ephemeral brand. These images represented trendiness and expensive taste. An ephemeral brand image could include a celebrity posing with a handbag to demonstrate the "have to have" viewpoint. In terms of the ephemeral definition stating trendiness and a "necessity," the use of the famous model could exemplify thoughts of trendiness and instant need. The natures of these images were achieved by creating images that represented this literature review definitions of enduring and ephemeral brand frames.

The images used for both experimental conditions are provided in Appendix C.

Procedure

Participants were randomly assigned to the experimental conditions. Participants in each condition assessed two images featuring Hermès' products. The first condition displayed one image of Hermès representing an enduring frame and a second image displaying Hermès with transparency. Participants in the second condition assessed one image displaying Hermès as enduring and a second image displaying the brand without transparency. The third condition had participants assess one image displaying Hermès as ephemeral and a second image displaying the brand with transparency. The fourth and final condition had one image displaying Hermès as ephemeral brand and a second image displaying the brand without transparency.

This study was conducted using online questionnaire hosted on Qualtrics' servers. Qualtrics is a "web-based tool for creating and conducting online surveys" (2018). Respondents were recruited from Amazon's Mechanical Turk (MTurk) population. To aid recruitment efforts, TurkPrime (2019) was used. TurkPrime is a panel management service that draws participants from the Amazon Mechanical Turk (MTurk) population (2019). TurkPrime offered advantages towards recruiting participants rather than recruiting through email and social media platforms. TurkPrime offers a number of screening capabilities in order to restrict criteria such as age groups. In this study, participants under the age of 18 were restricted as well as those who were not current U.S. citizens located in the United States. Participants were also restricted those who had not made a clothing purchase within the past six months. All of this criteria ensured that the sample of participants would be interested and relevant to the study. TurkPrime eliminates any issues of family and/or friends participating in the study to affect any biased results. TurkPrime also allows easy distribution of compensation to participants as well.

Participants reviewed the study guidelines and completed a brief consent form. Next, participants were first asked introductory questions. These introductory questions screened out any participants who do not meet the qualifications to partake in the study. These topics included age range, citizenship, and any recent online purchases. Participants then entered into the experimental block, where each participant was randomly assigned to a group. This includes: Group 1 (Enduring/Transparency), Group 2 (Enduring/No Transparency), Group 3 (Ephemeral/Transparency) and Group 4 (Ephemeral/No Transparency). Participants were not aware of which images are associated with each experimental condition.

Following the assessment of images, participants answered a series of questions. All participants reviewed the same questions in the measures and covariates block. The measure

block asked a series of five questions. These questions measured the key variables of trust, attitudes and preference. Following the measure block, participants were asked a series of three questions in covariates block. This completed the survey, and participants were paid $0.25 directly into their MTurk accounts.

The data was exported from Qualtrics in an Excel worksheet. In Excel, the dataset was cleaned up by deleting respondents who did not complete the survey. Variable names were also changed for the purposes of data analysis. Once the dataset was clean, it was imported into RStudio, an integrated development environment (IDE) for R, which is a programming language for statistical computing and graphics (RStudio, 2019). Data analysis was conducted using the following packages: "tidyverse", "car", and "psy." The hypotheses were tested using one and two-way analyses of variance (ANOVA).

Sample

A total of 192 responses were collected. Median completion time was 161 seconds (2 minutes and 41 seconds). 61% of the sample were between the ages of 25 and 35 (SD = 0.62 years). The majority of the sample (66%) identified as White. The sample was 53% male and 47% female. The median reported income bracket was between $50,000 to $75,000 (M = 2.16 , SD = 1.34). 75% of the sample reported that a desire to purchase a product from a luxury brand while 65% of the sample reported that they had purchased a product from a luxury brand. The top three purchased luxury goods reported by the sample included were clothing, handbags, and watches (respectively). The number of people in each brand nature manipulation group were 96 (enduring) and 96 (ephemeral). The number of people in each transparency manipulation group were 97 (no transparency) and 95 (transparency).

Measures

The questionnaire assessed participant age (in years), biological sex, citizenship, and estimated family annual income in dollars. I also assessed participant online purchases, familiarity with luxury brands, luxury brand purchases and luxury brand products. The three key variables that were measured included trust, attitude, and brand preference. All items were on a seven-point Likert-type scale where 1 = strongly disagree and 7 = strongly agree. To measure trust in Hermès specifically, participants were asked to evaluate the following items: (1) "*Hermès is a brand you can trust*"; (2) "*Hermès is a brand you can rely on*"; (3) "*Hermès is an honest brand.*" To measure attitude towards Hermès specifically, participants were asked to evaluate the following items: (1) "*Hermès is a brand I like*"; (2) "*Hermès makes me feel excited*"; (3) "*Hermès is a brand I can appreciate*"; (4) "*Hermès is a high quality brand.*" To measure preference in Hermès specifically, participants were asked to evaluate the following item: "*Hermès is a brand you prefer over other luxury brands.*" Respondents answers ranged from strongly disagree to strongly agree on the seven-point Likert-type scale. The questions used in this study are provided in Appendix C.

For each variable, the overall mean and standard deviation (SD) scores were calculated using RStudio. For trust, the mean was 5.26 and the SD was 1.18. For attitude, the mean was 4.91 and the SD was 1.22. For preference, the mean was 4.52 and the SD was 1.41.

According to the Institute for Digital Research and Education, Cronbach's alpha is "a measure of internal consistency, that is, how closely related a set of items are as a group" (2019). Because the trust and attitude measures used in this study included three or more indicators, I calculated Cronbach's alpha values to assess scale reliability. Cronbach alpha values should be greater than .70 (2019). In this study, the Cronbach's alpha coefficient for trust was .92 and the

Cronbach alpha coefficient for attitude was .88. Because these values were both greater than .70, both measures demonstrated acceptable reliability.

Results

Hypothesis 1 predicted that *enduring brand frames will elicit higher levels of trust (a), more positive attitudes (b) and higher levels of preference (c) than ephemeral brand frames.* To test these hypotheses, a series of one-way ANOVAs were conducted. For trust, the F-value indicated that the groups were not different from one another, $F(1,186) = 1.29, p > .05$. Similarly, significant differences between the two groups in terms of brand attitude were not observed, $F(1,186) = .84, p > .05$. Finally, significant difference between the groups in terms of brand preference were not observed, $F(1,186) = .28, p > .05$. Taken together, these results failed to indicate support for Hypothesis 1.

Hypothesis 2 predicted that transparent brand representation will elicit higher levels of trust (a), more positive attitudes (b) and higher levels of preference (c) than no transparent brand representation. The results of a one-way ANOVA indicated that the groups were not significantly different in terms of brand trust, $F(1,186) = 2.50, p > .05$. Similarly, the groups did not differ on the attitude measure, $F(1,186) = .36, p > .05$. Significant differences between the transparency conditions as it pertained to the brand preference measure were observed, $F(1, 186) = 5.35, p < .05$. Examination of group means indicated than those in the transparency group indicated higher preference for Hermès (M = 4.76, SD = 1.32) than those in the no transparency condition (M = 4.30, SD = 1.46). Taken as a whole, these results provide partial support for Hypothesis 2.

The final hypothesis (Hypothesis 3) was tested with the two conditions together. Specifically, predicting that *enduring brand frames with transparency will elicit higher levels of trust (a), more positive attitudes (b) and higher levels of preference (c) than ephemeral brand*

frames. For this hypothesis, a two-way ANOVA was used to assess the degree to which the two factors interacted with one another. The *F*-values associated with the interaction terms of interest were non-significant in the trust ($F[1,186] = .75, p > .05$), attitude ($F[1,186] = 1.47, p > .05$), brand preference ($F[1,186] = .05, p > .05$) models. As such, Hypothesis 3 was not supported.

Discussion

This study set out to better understand how transparency and classic brand frames affects a consumer's attitude towards luxury fashion brands. More specifically, this study examines two versions of luxury brand frames, enduring and ephemeral, and sought to understand how these frames interacted with transparency to affect consumer evaluations. Four groups were developed to test these conditions: enduring with transparency, enduring without transparency, ephemeral with transparency, and ephemeral without transparency. Overall, there were no significant relationships found except one. Transparency can elicit higher levels of preference. The research indicates that no other significant relationships were found between enduring and ephemeral, transparency and no transparency (trust and attitudes), and enduring and transparency. The implications from this research study are discussed below.

The results suggested that the only significant relationship found was in the case of Hypothesis 2c. Hypothesis 2c predicted that transparent brand representation will elicit higher levels of brand preference than no transparent brand representation. This relationship is positive, meaning that the transparency conditions had significant differences in comparison to the no transparency conditions - only pertaining to the brand *preference* measure. Participants in the transparent group indicated higher preference than those in the non-transparent group. This indicates that transparency by itself can actually affect a consumer's preference on a luxury

fashion brand, specifically on Hermès. This is consistent with Janseen, Vanhamme, Lindgree and Lefebvre's (2014) view on how transparency can elicit a positive views on brands.

Other findings in this study suggested that two different brand frames, enduring and ephemeral, did not incluence consumers' evaluation of the target brand. Between the groups, there was no difference between those who preferred the enduring or the ephemeral version. These findings can show that it does not matter which brand frame a luxury fashion brand, in this case, Hermès, utilizes. Based on previous research mentioned in the literature review, enduring brand frames predicted to evoke more positive brand evaluation than ephemeral frames (Bertot, Jaeger, & Grimes, 2012; Janssen, Vanhamme, Lindgree & Lefebvre, 2014). This study did not find any differences between a consumer's trust, attitude and preference over enduring and ephemeral brand frames.

The second condition also indicated that there were no differences between transparency and no transparency conditions in terms of trust and attitude measures. This research shows that there was no difference between the way transparency and no transparency affect a consumer's level of trust and attitude towards Hermès. Through these findings, we can determine that it does not matter if transparent brand communication is used or not when trying to increase a consumer's level of trust and attitude. Compared to previous literature, Rawlins (2008a), suggests that transparency promotes more positive attitudes and higher levels of trust. However, as stated above, transparency did elicit higher levels of preference compared to no transparency. Consumers may appreciate the fact the overall brand image is promoting transparency; therefore, their preference towards the brand could be heightened. This research does not specifically compare the brand, Hermès, to other luxury brands, but it does demonstrate that the overall singular brand image could be preferred more.

The ANOVAs employed in test H3 failed to influence an interaction between the brand and transparency frames. This hypothesis tested the two conditions combined. Through previous research speaking positively on enduring frames (Janseen, Vanhamme, Lindgree & Lefebvre, 2014) and transparency (Rawlins, 2008a), it seemed that a combination between an enduring brand frame and transparency would drive participants towards more positive and higher levels of trust, attitude and preference; however, this research shows that there is no significance with the two conditions combined. Enduring brand frames and transparency do not help increase levels of positive trust, attitude or preference.

When examining the results, it was interesting to look into the participant makeup. In terms of gender, the results showed that 52% was male and 48% was female. Based on 2017 research from Skift, the majority of consumers who purchased luxury goods were 58% men and 42% women (Shankman, 2018). This research found that when describing luxury brands, men used words such as "best, rich, ease and exclusive" compared to women who used, "craftsmanship, fine, premium, style and unique" (Shankman, 2018, p.1). From the definitions provided in the literature review, we can attempt to position each gender into enduring and ephemeral groups. Men could reside in the ephemeral frame whereas women could reside within the enduring frame due to both genders' descriptive words when describing luxury brands. Since the participants in the survey were mostly evenly divided, we could say that gender impacts how people respond to brand frames.

Through all of this research, the concept of transparent brand communication became the most beneficial and educational. Being already familiar with luxury brands, there was great interest and excitement diving in depth into the luxury sector. A compelling aspect of luxury brands was the difference in consumer opinion both positively and negatively on luxury brands;

this made this concept more complex than previously thought. Many scholarly pieces, such as Kapferer, Kernstock, Brexendorf, & Powell (2017) and Berthon, Pitt, Parent, and Berthon (2009), were beneficial when learning more about the complexity behind luxury brands. These articles were educational on the psychological aspects both consumers and brands associate with luxury brands, whether that be a symbol of status or a longtime relationship with a consumer. When examining different ways to tackle the psychological aspect of luxury brands, the idea of transparent brand communication seemed to work hand-in-hand. Several secondary articles, such as Owens (2017), discussed the booming usage of transparent communication within not only brands but luxury brands. With the use of modern technology, luxury brands were able to open the inner workings of their brand to consumers. Consumers are now learning more and more about designing, hand stitching, location of manufacture, worker treatment and more. With this knowledge, this research tested if these transparent communication strategies actually affect a consumer's psychological attitude towards a luxury brand.

A pivotal point in researching this topic included seeing if transparent brand communication would actually affect one's psychological levels and if so, by how much. Through previous research (Rawlins, 2008a) stated in the literature review, it was stated that when brands display transparency between brand and consumer, consumers react more positively towards the brand. Even though majority of the hypotheses were not supported, Hypothesis 2c did support higher levels of preference with transparency. This singular result can help add to the conversation of transparency and further testing to evoke more positive levels of preference within consumers. By researching and testing if transparency could affect a person on a psychological level, the model and results could be extremely beneficial to society. Even though this study examined the psychology on consumers' attitudes towards luxury brands, the results of

this study could be applied to other contexts. There are some adjustments that can be made and variables retouched; however, testing the effectiveness of transparency can be extremely beneficial towards other contents such as healthcare, environmental cases, government, food and health regulations and more. This was suggested in the literature review from Holtz, Havens, and Johnson's (2008) book on using transparency not just within brands and businesses but within the government too. Other sectors, such as the government, could incorporate more transparency efforts and test if they are actually being beneficial to society. By incorporating transparent communication, other sectors can see if the people will respond more positively or elicit higher levels of trust, attitude and preference. This can be beneficial when building consumer-brand relationships as well as letting the consumer know that the brand (or other) is being authentic with them.

This research study had some limitations. When developing my hypothesis, I found that there was not a plethora of scholarly articles on enduring and ephemeral brands as well as on specific luxury brands; therefore, some secondary sources were used to support the idea. The selected population was composed of only MTurk users. This limited the diversity of participants and could have skewed results due to participants only wanting to take the survey because of financial benefit. This population does not represent the entirety of the United States as well leaving out a large portion of the population not calculated into the experiment. In addition, the material presented in the experiment is based on perception rather than actual transparency. This experiment is mainly based on each participant's opinion. In addition, I chose one specific brand that I felt could represent both enduring and ephemeral brand frames. Perhaps by using additional brands to represent the two frames, there could have been more diversity in the data.

The stimuli used for both experimental groups are not edited by a professional; therefore, the study was limited by professionalism of the images as well.

Based on the current findings, there are several opportunities for further research. The first opportunity to further this research would be to test this study on two different luxury brands rather than one luxury brand. One brand would need to be on the drastic side of an enduring brand frame and the other on the drastic side of an ephemeral brand frame. Rather than having one brand that falls on both scales, two different brands would better signify their brand message and brand attitude. This could be more effective when testing any differences between an enduring and ephemeral brand. A second opportunity could be to expand the number of measures. Perhaps other variables similar to Kapferer's (1998) study will elicit higher levels rather than the three chosen in this study. This study could look more specifically into the transparent factors of manufactures, distribution, employee wages and more. Any additional research on these variables would be very beneficial to the study. A third opportunity would be disclose to participants knowledge about the brand's transparency efforts rather than only supplying images demonstrating this. This may increase perceived knowledge and therefore, increase positive levels towards transparency. Another opportunity would be to test specific age groups. From the literature review, we can refer back to Millennials and Generation Z, who drive the sales and popularity for ephemeral brands. In contrast, an older generation age group could be used to represent enduring brands (this would need more research). However, by targeting specific age groups, I believe we could see a difference in results specifically towards the two brand natures. In addition, gender could be another aspect to consider in terms of participants. From the previous research, Shankman (2018), this model could be adjusted to focusing on gender differences within the different brand frames.

Lastly, the study tested the psychologically effectiveness of transparent brand communication. One could further this study by using the model and measures to test other subjects/contents including food companies and health communications. What makes this research important to society is the importance of authenticity. Humans care about authenticity and transparency provides this for them. This research aimed at addressing if transparency does help improve consumers' attitudes, trust and preference towards a brand; however, this model can be used for so much more. If more critical areas, including healthcare and the government, were to use transparent communication in their brand values and everyday communication strategies, they could elicit higher levels of preference. People could see that these sectors are being transparent and authentic with them; therefore, they might prefer and respect the brand more. Overall, this research study tested a model of transparent communication on two different natures of luxury brand. The results indicated that transparency frames helped encourage feelings of brand preference. In the future, perhaps this model can help determine if transparent communication will effectively elicit higher levels of preference in regards to other sectors.

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Appendix A

IRB Letter of Approval

Office of Research Integrity
UNIVERSITY OF COLORADO **BOULDER**
INSTITUTIONAL REVIEW BOARD

Institutional Review Board
563 UCB
Boulder, CO 80309
Phone: 303.735.3702
Fax: 303.735.5185
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APPROVAL

03-Apr-2019

Dear Madison Moye,

On 03-Apr-2019 the IRB reviewed the following protocol:

Type of Submission:	Initial Application
Review Category:	Exempt - Category 3 -
Risk Level:	Minimal
Title:	Luxury Brands and Transparency
Investigator:	Moye, Madison
Protocol #:	19-0066
Funding:	None
Documents Approved:	19-0066 Protocol (3Apr19); 19-0066 Consent Form (3Apr19); Recruitment Material (3Apr19); Attachment 1 - Survey (3Apr19);
Documents Reviewed:	Consent Form; Protocol; HRP-211: FORM - Initial Application v8;

The IRB confirmed the Exemption of this protocol on **03-Apr-2019**.

You are required to use the IRB Approved versions of study documents to conduct your research. The IRB Approved documents can be found here: Approved Documents

In conducting this protocol you must follow the requirements listed in the INVESTIGATOR MANUAL (HRP-103).

Sincerely,
Douglas Grafel
IRB Admin Review Coordinator
Institutional Review Board

Appendix B

Questionnaire

Start of Block: Consent Block

The purpose of this research is to learn more about consumer's attitudes towards luxury brands and how transparent brand communication affects this.

To qualify for this study, you must meet ALL of the following criteria:

You must be 18 years old or older.
You must be a current U.S. citizen.
You must have made at least one online clothing purchase in the last 6 months.

Those who do not meet the above criteria are not eligible to participate and will not be compensated.

This study will take approximately 4 minutes to complete.

If you meet the above criteria and would like to participate in this study, please click the continue button below. If you do not meet the above criteria, please discontinue taking this survey.

--- Page Break ---

☐ **Why am I being invited to take part in a research study?**
Q34 We invite you to take part in a research study because you indicated that you meet the following criteria:

⚙ **You must be 18 years old or older.**
You must be a current U.S. citizen.
You must have made at least one online clothing purchase in the last 6 months.

Whether or not you take part is up to you. Your participation is completely voluntary and you can choose to not take part or discontinue your participation at any time.

Who can I talk to?
If you have questions, concerns, or complaints, or think the research has hurt you, talk to the research team at madison.moye@colorado.edu. This research has been reviewed and approved by an Institutional Review Board ("IRB"). You may talk to them at (303) 735-3702 or irbadmin@colorado.edu if: Your questions, concerns, or complaints are not being answered by the research team; You cannot reach the research team; You want to talk to someone besides the research team; You have questions about your rights as a research subject; or You want to get information or provide input about this research.

Why is this research being done?
The purpose of this research is to learn more about consumer's attitudes towards luxury brands and how transparent brand communication affects this.

How long will the research last?
We expect that this study will take you approximately 6 minutes to complete.

What happens if I say yes, I want to be in this research?
If you agree to participate in this study, you will answer a series of questions related to your purchasing habits. You will view materials on a luxury fashion brand that makes garments, handbags and accessories for men and women. You will then be asked to answer a series of questions on the luxury fashion brand you evaluated.

What happens if I do not want to be in this research?
You can leave the research at any time and it will not be held against you.

What happens if I say yes, but I change my mind later?
You can leave the research at any time it will not be held against you.

What happens to the information collected for the research?
Efforts will be made to limit the use and disclosure of your personal information to people who have a need to review the information you provide. We cannot promise complete secrecy. Organizations that may inspect and copy your information include the IRB and other representatives of this organization.

What else do I need to know?
If you agree to take part in this research study, you will be paid $0.25.

--- Page Break ---

End of Block: Consent Block

Start of Block: Screening Block

Q1 What age group are you in?
- o Younger than 18 (1)
- o 18-25 (2)
- o 25-35 (3)
- o 35-45 (4)
- o 45-65 (5)
- o 65+ (6)
- o *Skip To: End of Survey If How old are you? = Younger than 18*

Page Break ───────────────────────────────────────

Q2 Are you a U.S. citizen?
- o Yes (1)
- o No (2)

Skip To: End of Survey If Are you a U.S. citizen? = No

- -

Page Break ───────────────────────────────────────

Q3 Thinking about the past 6 months, about how many online clothing purchases have you made?
- o 0 (1)
- o 1-3 (2)
- o 4-6 (3)
- o 7-9 (4)
- o 10-12 (5)
- o 13 - 15 (6)
- o More than 15 (7)
- *Skip To: End of Survey If Thinking about the past 6 months, about how many online clothing purchases have you made? = 0*

- -

Page Break ───────────────────────────────────────

End of Block: Screening Block

Start of Block: Intro Block

Q9   Are you familiar with luxury brands?

⚙   ○ Yes

       ○ No

- Page Break -

Q10   Have you ever wanted to purchase a product from a luxury fashion brand?

⚙   ○ Yes

              ○ No

-- Page Break --

☐ Q11   Have you purchased a product from a luxury fashion brand?

⚙   ○ Yes

              ○ No

☐   If you answered yes to the previous question, select all that apply:

Q12   ☐ Handbag

⚙   ☐ Watch

              ☐ Clothing

              ☐ Accessory (scarf, wallet, etc.)

              ☐ Outerwear

              ☐ Jewelry

              ☐ Other

              ☐ ✕ Not Applicable

End of Block: Intro Block

Start of Block: Enduring Block

Stimuli in Appendix C

End of Block: Enduring Block

Start of Block: Ephemeral Block

Stimuli in Appendix C

End of Block: Ephemeral Block

Start of Block: Transparency Block

Stimuli in Appendix C

End of Block: Transparency Block

Start of Block: No Transparency Block

Stimuli in Appendix C

End of Block: No Transparency Block

Start of Block: Measures Block

Q22

Rate on a scale from 1 (being strongly disagree) to 7 (being strongly agree) the following statement to be true.

	Strongly Disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Hermés represents classic luxury	○	○	○	○	○	○	○

------------------------------- Page Break -------------------------------

Q23

Rate on a scale from 1 (being strongly disagree) to 7 (being strongly agree) the following statements to be true.

	Strongly Disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Hermés follows the latest fashion trends.	○	○	○	○	○	○	○

------------------------------- Page Break -------------------------------

Q24

Rate on a scale from 1 (being strongly disagree) to 7 (being strongly agree) the following statements to be true.

	Strongly Disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Hermés is a brand you can have forever.	○	○	○	○	○	○	○

------------------------------- Page Break -------------------------------

Q25 Specifically thinking about the brand Hermés, answer the following questions on a scale from 1 (being strongly disagree) to 7 (being strongly agree).

	Strongly Disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Hermés is a brand you can trust.	○	○	○	○	○	○	○
Hermés is a brand you can rely on.	○	○	○	○	○	○	○
Hermés is an honest brand.	○	○	○	○	○	○	○
Hermés is a brand you prefer over other luxury brands.	○	○	○	○	○	○	○

-------------------------------- Page Break --------------------------------

Q27 Specifically thinking about the brand Hermés, answer the following questions on a scale from 1 (being strongly disagree) to 7 (being strongly agree).

	Strongly Disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly Agree
Hermés is a brand I like.	○	○	○	○	○	○	○
Hermés makes me feel excited.	○	○	○	○	○	○	○
Hermés is a brand I can appreciate.	○	○	○	○	○	○	○
Hermés is a high quality brand.	○	○	○	○	○	○	○

End of Block: Measures Block

Start of Block: Covariates Block

Q30 Are you:

○ Male

○ Female

○ Prefer not to answer

Q31 What best describes your race/ethnicity?

○ Asian

○ Black

○ Caucasian

○ Hispanic

○ Native American

○ Other

Q32 What is your family's approximate household annual income?

- ○ Up to $50,000 or less
- ○ More than $50,000 - $75,000
- ○ More than $75,000 - $100,000
- ○ More than $100,000 - $150,000
- ○ More than $150,000 - $200,000
- ○ $200,000 - $250,000
- ○ Above $250,000

------------------------------------ Page Break ------------------------------------

Q35 Thank you for examining these images and participating in this survey.

End of Block: Covariates Block

End of Survey

▼ Survey ID ⤨ Randomized   Block Options ⌄

Q40 Your survey ID is: C65012XX

Q42 Your survey ID is: C65012XX

Q41 Your survey ID is: HG8564LM
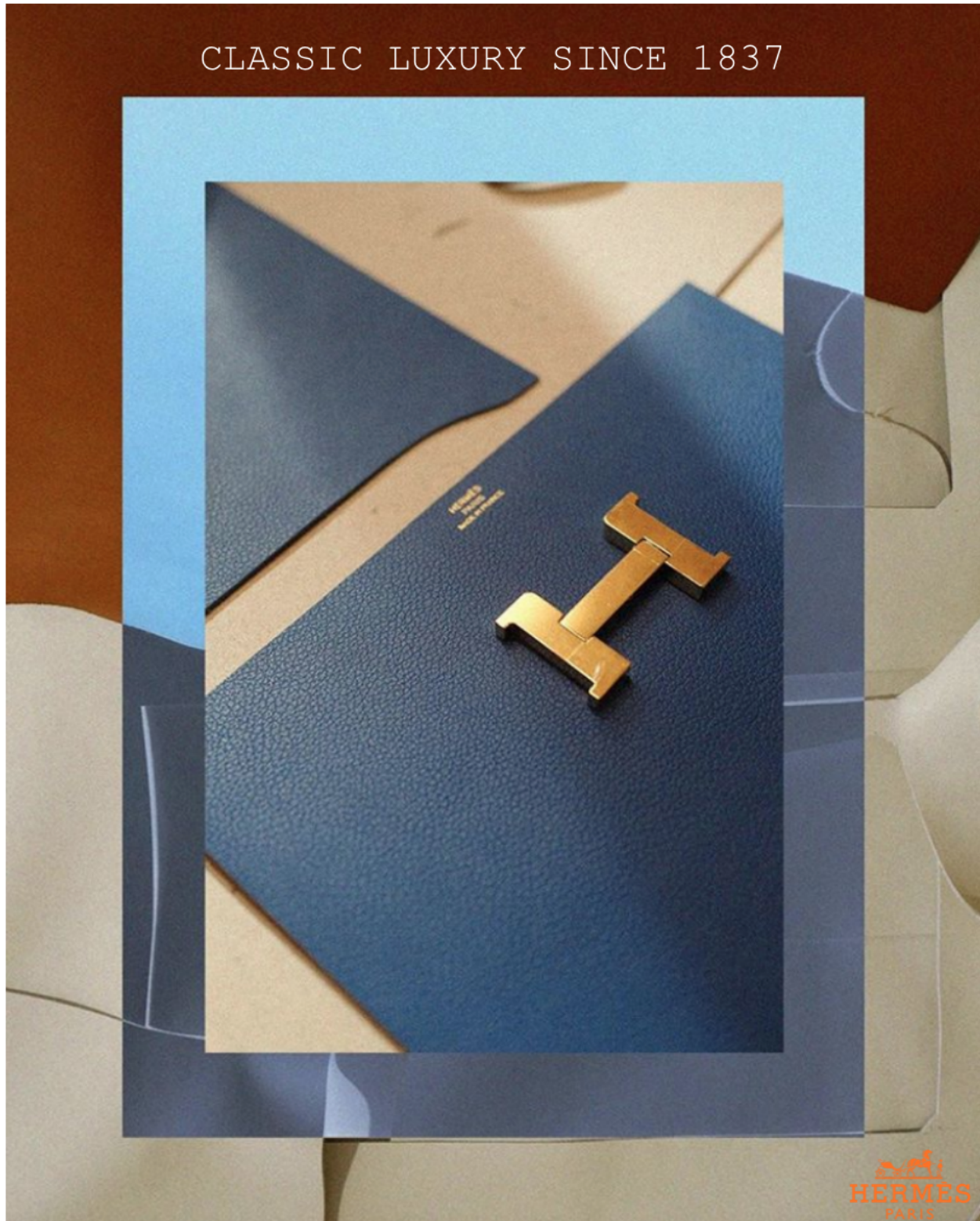
Q43 Your survey ID is: XC60008

Appendix C

Stimuli

Enduring Stimuli 1:

Enduring Stimuli 2:

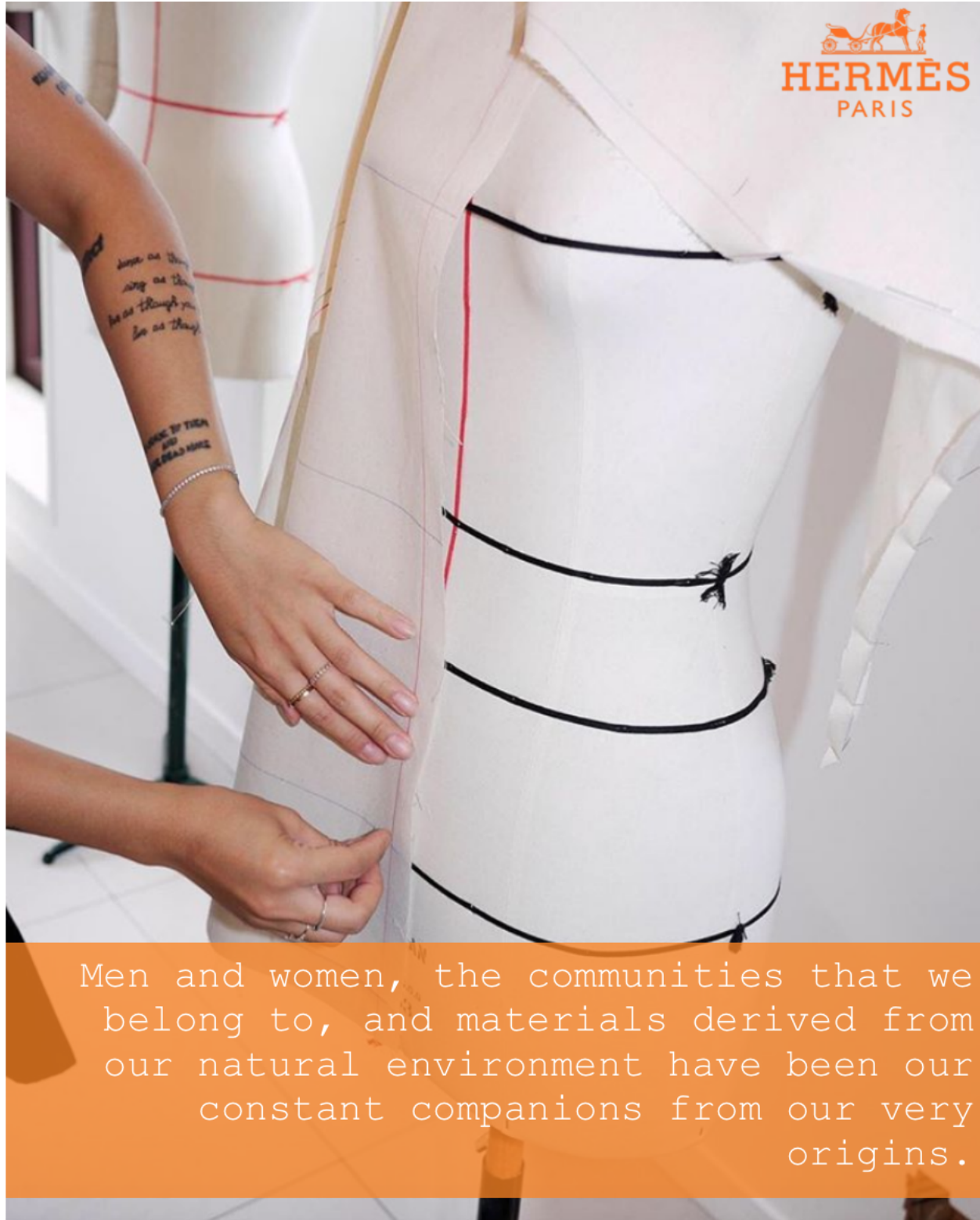Ephemeral Stimuli 1:

Ephemeral Stimuli 2:

Bringing you the hottest
trends straight from Paris

HERMÈS
PARIS

Transparency Stimuli 1:

Transparency Stimuli 2:

Men and women, the communities that we belong to, and materials derived from our natural environment have been our constant companions from our very origins.

No Transparency Stimuli 1:

No Transparency Stimuli 2:

Metamorphosis, an Hermès story

HERMÈS
PARIS