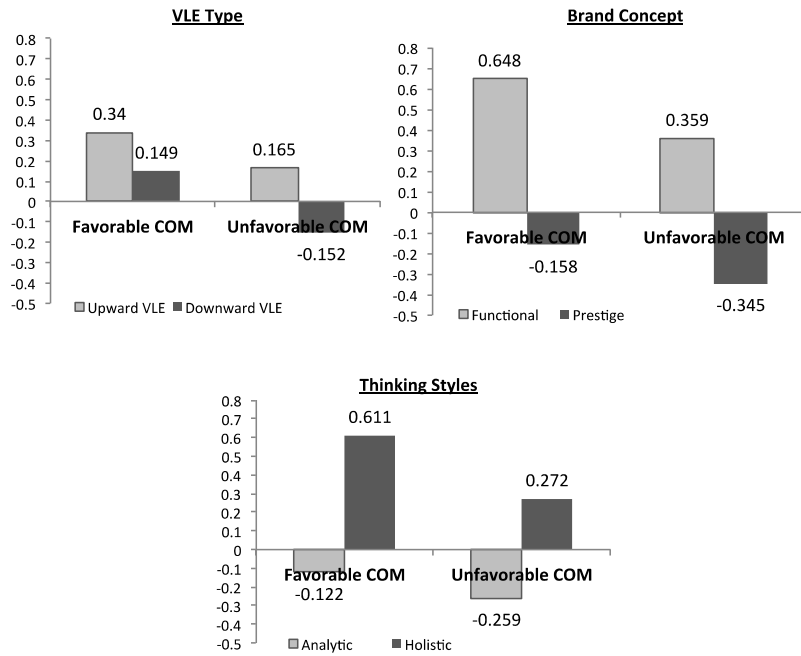
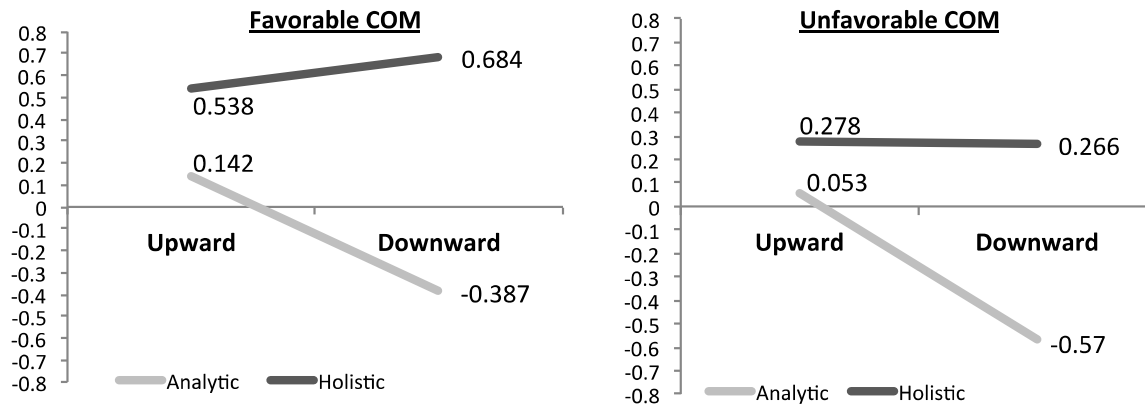


## Web Appendix: Post-hoc Analyses Based on Favorable/Unfavorable COM

### A: Change in Parent Brand Image Based on Favorable vs. Unfavorable COM



### B: Study 1 Change in Parent Brand Image for Upward versus Downward VLE based on Thinking Styles: Comparison of Results for Favorable vs. Unfavorable COM



**C: Study 1 GLM ANOVA Results for Favorable and Unfavorable COM****Favorable COM: Post-Extension Brand Image Change**

|                                    | Hypotheses      | F-statistic | p-value |
|------------------------------------|-----------------|-------------|---------|
| Brand concept (BC)                 | H <sub>1</sub>  | 13.698      | .000    |
| Vertical line extension type (VLE) | H <sub>2</sub>  | 2.735       | .101    |
| Thinking styles (HA)               |                 | 5.872       | .017    |
| BC x VLE                           | H <sub>3</sub>  | .606        | .438    |
| VLE x HA                           | H <sub>4a</sub> | 2.598       | .110    |
| BC x HA                            | H <sub>4b</sub> | 1.930       | .167    |
| BC x VLE x HA                      | H <sub>4c</sub> | .004        | .950    |
| Nationality                        |                 | 2.028       | .157    |
| Familiarity BMW                    |                 | .000        | .999    |
| Familiarity Hyundai                |                 | 14.790      | .000    |

**Unfavorable COM: Post-Extension Brand Image Change**

|                                    | Hypotheses      | F-statistic | p-value |
|------------------------------------|-----------------|-------------|---------|
| Brand concept (BC)                 | H <sub>1</sub>  | 23.066      | .000    |
| Vertical line extension type (VLE) | H <sub>2</sub>  | 1.290       | .258    |
| Thinking styles (HA)               |                 | 13.049      | .000    |
| BC x VLE                           | H <sub>3</sub>  | .994        | .321    |
| VLE x HA                           | H <sub>4a</sub> | 4.074       | .046    |
| BC x HA                            | H <sub>4b</sub> | .235        | .628    |
| BC x VLE x HA                      | H <sub>4c</sub> | .377        | .540    |
| Nationality                        |                 | .158        | .691    |
| Familiarity BMW                    |                 | .008        | .929    |
| Familiarity Hyundai                |                 | .353        | .554    |