

Appendices

Randomness test part 1:

1. Please choose one of the following words:

- Square
- Cross
- Triangle
- Circle

Randomness test part 2:

Follow the link to the survey designated to the word you chose:

Square - <https://pt.surveymonkey.com/r/DHD7DML>

Triangle - <https://pt.surveymonkey.com/r/DHDS9KP>

Cross - <https://pt.surveymonkey.com/r/DHYV8ZW>

Circle - <https://pt.surveymonkey.com/r/DH9NBP6>

You can close this window after you followed the link

Harley-Control:

	Doesn't describe at all	Describes poorly	Describes moderately	Describes well	Describes perfectly	Total	Média ponderada
Sophisticated	16,13% 5	38,71% 12	25,81% 8	19,35% 6	0,00% 0	31	2,48
Rebelious	0,00% 0	0,00% 0	12,90% 4	25,81% 8	61,29% 19	31	4,48
Upper-class	9,68% 3	22,58% 7	38,71% 12	16,13% 5	12,90% 4	31	3,00
Free-spirit	0,00% 0	0,00% 0	9,68% 3	45,16% 14	45,16% 14	31	4,35
Outdoorsy	0,00% 0	0,00% 0	25,81% 8	38,71% 12	35,48% 11	31	4,10
Charming	19,35% 6	45,16% 14	19,35% 6	12,90% 4	3,23% 1	31	2,35
Tough	0,00% 0	0,00% 0	12,90% 4	38,71% 12	48,39% 15	31	4,35
Glamorous	29,03% 9	29,03% 9	25,81% 8	12,90% 4	3,23% 1	31	2,32
Good-looking	9,68% 3	16,13% 5	32,26% 10	32,26% 10	9,68% 3	31	3,16
Manly	0,00% 0	3,23% 1	12,90% 4	32,26% 10	51,61% 16	31	4,32

Male-Female Harley-Control:

Opções de resposta	Respostas
Feminine	25,81% 8
Masculine	74,19% 23
Total de respondentes: 31	

Jaguar-Control:

	Doesn't describe at all	Describes poorly	Describes moderately	Describes well	Describes perfectly	Total	Média ponderada
Sophisticated	0,00% 0	0,00% 0	9,38% 3	50,00% 16	40,63% 13	32	4,31
Rebelious	15,63% 5	28,13% 9	34,38% 11	21,88% 7	0,00% 0	32	2,63
Upper-class	0,00% 0	0,00% 0	15,63% 5	28,13% 9	56,25% 18	32	4,41
Free-spirit	3,13% 1	31,25% 10	21,88% 7	31,25% 10	12,50% 4	32	3,19
Outdoorsy	6,25% 2	28,13% 9	34,38% 11	25,00% 8	6,25% 2	32	2,97
Charming	0,00% 0	3,13% 1	12,50% 4	46,88% 15	37,50% 12	32	4,19
Tough	6,25% 2	34,38% 11	25,00% 8	28,13% 9	6,25% 2	32	2,94
Glamorous	0,00% 0	6,25% 2	12,50% 4	37,50% 12	43,75% 14	32	4,19
Good-looking	0,00% 0	6,45% 2	9,68% 3	38,71% 12	45,16% 14	31	4,23
Manly	6,25% 2	6,25% 2	28,13% 9	40,63% 13	18,75% 6	32	3,59

Male-Female Jaguar-Control:

Opções de resposta	Respostas	
▼ Feminine	56,25%	18
▼ Masculine	43,75%	14
Total de respondentes: 32		

Harley-Extension:

	Doesn't describe at all	Describes poorly	Describes moderately	Describes well	Describes perfectly	Total	Média ponderada
▼ Sophisticated	0,00% 0	45,45% 15	24,24% 8	24,24% 8	6,06% 2	33	2,91
▼ Rebellious	0,00% 0	3,03% 1	6,06% 2	15,15% 5	75,76% 25	33	4,64
▼ Upper-class	0,00% 0	15,15% 5	33,33% 11	30,30% 10	21,21% 7	33	3,58
▼ Free-spirit	0,00% 0	0,00% 0	6,25% 2	28,13% 9	65,63% 21	32	4,59
▼ Outdoorsy	0,00% 0	0,00% 0	12,12% 4	57,58% 19	30,30% 10	33	4,18
▼ Charming	6,06% 2	36,36% 12	36,36% 12	15,15% 5	6,06% 2	33	2,79
▼ Tough	0,00% 0	0,00% 0	0,00% 0	51,52% 17	48,48% 16	33	4,48
▼ Glamorous	12,50% 4	40,63% 13	34,38% 11	9,38% 3	3,13% 1	32	2,50
▼ Good-looking	0,00% 0	0,00% 0	39,39% 13	51,52% 17	9,09% 3	33	3,70
▼ Manly	0,00% 0	3,03% 1	3,03% 1	39,39% 13	54,55% 18	33	4,45

Extension fit Harley Esmeralda:

	Don't associate at all	(sem legenda)	(sem legenda)	(sem legenda)	Associate completely	Total	Média ponderada
▼ ★	60,61% 20	9,09% 3	3,03% 1	12,12% 4	15,15% 5	33	2,12

Male-Female Harley-Extension:

Opções de resposta	Respostas	
▼ Feminine	48,48%	16
▼ Masculine	51,52%	17
Total de respondentes: 33		

Jaguar-Extension:

	Doesn't describe at all	Describes poorly	Describes moderately	Describes well	Describes perfectly	Total	Média ponderada
▼ Sophisticated	3,33% 1	0,00% 0	0,00% 0	50,00% 15	46,67% 14	30	4,37
▼ Rebellious	16,67% 5	53,33% 16	20,00% 6	6,67% 2	3,33% 1	30	2,27
▼ Upper-class	0,00% 0	0,00% 0	6,67% 2	53,33% 16	40,00% 12	30	4,33
▼ Free-spirit	10,00% 3	33,33% 10	26,67% 8	23,33% 7	6,67% 2	30	2,83
▼ Outdoorsy	6,90% 2	34,48% 10	31,03% 9	20,69% 6	6,90% 2	29	2,86
▼ Charming	0,00% 0	0,00% 0	13,33% 4	56,67% 17	30,00% 9	30	4,17
▼ Tough	13,33% 4	20,00% 6	40,00% 12	26,67% 8	0,00% 0	30	2,80
▼ Glamorous	0,00% 0	3,33% 1	16,67% 5	40,00% 12	40,00% 12	30	4,17
▼ Good-looking	3,33% 1	0,00% 0	6,67% 2	36,67% 11	53,33% 16	30	4,37
▼ Manly	0,00% 0	6,67% 2	26,67% 8	50,00% 15	16,67% 5	30	3,77

Extension fit Jaguar Esmeralda:

	Don't associate at all	(sem legenda)	(sem legenda)	(sem legenda)	Associate completely	Total	Média ponderada
▼ ★	73,33% 22	16,67% 5	10,00% 3	0,00% 0	0,00% 0	30	1,37

Male-Female Jaguar-Extension:

Opções de resposta	Respostas
▼ Feminine	46,67% 14
▼ Masculine	53,33% 16
Total de respondentes: 30	

Word association with Scooter Motorbike:

speed/fast	25
convenient/practical	20
trendy/cool	16
mobility/freedom	13
dangerous	12
fun	10
small	8
urban	6
easy (to drive)	5
economic/cheap	5
design/style	5
helmet	4
slow	3
wheels	3
teenager/young	3
eco-friendly	3
red	2
vehicle/transportation	2
efficient	2
no traffic	2
agile	1
manly	1
BMW	1
Automatic (gears)	1
sport	1
light	1
summer	1
Badass	1
rebellious	1
electric	1
chic	1
rain	1
portugal	1
rock n roll	1
lifestyle	1
throttle	1
confort	1
Road	1
money	1
Vespa	1
color	1
Furious	1
wind	1
modern	1
Italy	1

Age of respondents:

HD	23,1	HD Ext	22,6	Jaguar	23,15	Jaguar Ext	24
27		22		22		25	
24		20		23		52	
22		23		21		22	
25		26		24		23	
24		23		21		27	
21		27		23		23	
23		18		19		21	
18		22		19		18	
21		26		23		23	
26		26		23		24	
22		18		20		24	
25		23		23		23	
23		23		21		21	
25		24		23		24	
23		21		21		23	
21		16		23		23	
21		16		21		23	
22		23		23		22	
24		23		22		23	
24		25		23		25	
22		25		24		21	
22		26		23		22	
23		23		22		24	
23		18		22		22	
26		23		21		24	
25		23		26		23	
23		22		22		22	
23		24		22		25	
25		23		52		25	
21		25		25		23	
23		23		22			
22				22			
23							