

A STUDY OF THE NEW, DIGITALLY-ENHANCED CONSUMER'S PATH TO  
PURCHASE: BRICKS, CLICKS, AND EVERYTHING IN BETWEEN

by

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## ABSTRACT

The present study explores how product type, channel selection, and situational involvement effect the personal importance, brand attitude, and perceived brand parity of various consumer buying decisions. The analysis aims to determine which of the variables are crucial success factors for a brand to attain a positive consumer evaluation when consumers are purchasing the brand's product from a bricks and mortar store as opposed to an online retailer, and if any overlap between the two exists. The findings will equip brand managers with the tools to be successful in both the online and offline contexts.

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## INTRODUCTION

In today's rapidly evolving marketing environment, consumer brand relationships continue to grow in intimacy and complexity. In the last decade, the marketplace for consumer goods has transformed into a multimedia, multichannel retailing landscape. Consequently, the addition of new media outlets and retail channels has resulted in an entirely new set of factors that influence modern consumers' relationships with brands. Changes in consumer behavior and the consumer decision-making process have created a unique opportunity for researchers to understand what drives consumers to choose a particular product, and what also drives consumers to purchase the product on a particular channel (Neslin et al., 2014).

Previously, consumers' sole task in purchasing a product was to choose the brand. Today, the purchase process now encompasses a second choice: the channel. As new products, brands, and channels become available, the decision-making process becomes an increasingly involved task. Due to the proliferation of channel alternatives coupled with new technologies, the modern consumer is able to purchase virtually any product offered by a brand from anywhere in the world and at any time (Dholakia, Kahn, and Reeves, 2010). Therefore, a company's presence, or absence, among one of the many distribution options in today's digital world could mean the success or failure of the brand. In the near future, "winning channel strategies will likely be those that offer customers integrated shopping experiences that skillfully 'mix and match' direct and indirect channels via physical stores, internet, telephone, catalogs, and so forth" (Keller, 2010, p. 58-59). For example, consider the channel options available to purchase a pair of athletic shoes: the athletic shoe brand's store and its website, other bricks and mortar retailers who carry the product and their websites, specialty stores such as a sporting goods store, outlet stores featuring the product at a discount, and online stores such as Amazon or eBay. What drives consumers to

each of these channels? More specifically, what drives consumers to the online channel options rather than the offline bricks and mortar channel options? The answer to this question can assist companies in developing successful channel strategies that are consistent with product, promotion, and pricing strategies, as well as consumers' image of the brand (Hair, Lamb, and McDaniel, 2014).

Recent studies have investigated how branding has been impacted by the change in the retailing environment, as well as the implications for brand managers with multichannel operations (Yu, Niehm, and Russel, 2011). Previous research has also examined how various extraneous factors, such as consumer involvement and product type, influence consumer behavior. Conversely, very little research exists that explores how a consumer's channel choice affects his or her image of the brand and the post-purchase aspects of the consumer decision-making process. The only substantive existing research pertaining to channel selection in a multichannel environment to date is a 2011 study, in which researchers concluded that channel usage intention is directly influenced by a consumer's perception of channel value and indirectly by a consumer's perceptions of channel quality and channel price (Yu et al., 2011). Consumer purchase behavior in the multichannel context remains an important yet under-researched domain (Dholakia et al., 2010).

The present study calls for a deeper understanding of the variables that affect the modern consumer's decision-making process in today's multichannel retailing environment. It will explore the interrelationships of product type, situational involvement—a specific form of involvement—and channel selection as a consumer simulates completing the purchase process in a multichannel marketplace modeled by online and in-store purchase scenarios. The results will equip company managers with new information to make strategic channel selection decisions



that are consistent with the type of product being offered and coherent with the brand image they wish to portray. The focus of this study will be to determine if an anonymous brand (Brand X) will benefit from distributing its product offering and being present via a bricks and mortar store as compared to an online store, given differing product types and varying levels of consumer situational involvement. To accomplish this, an experiment will be conducted and executed through an online survey querying consumers on how various scenarios impact the purchase and post-purchase evaluation portion of the consumer decision-making process.

The following section will review the available literature on the variables that will be examined in the study: channel selection, product type, situational involvement, and brand evaluation factors. The variables will form the basis of the hypotheses to be tested. Next, the research design will be presented, along with the results, interpretation, and implications.

## LITERATURE REVIEW

### **Channel Selection**

In order to complete the purchase step of the consumer decision-making process in today's multichannel environment, consumers must first choose one of many channel options available to them. Specifically, consumers must make three decisions: the type of retail outlet, the specific retailer, and the location (online or in-store) where they wish to complete the purchase (Hair et al., 2014).

Researchers have concluded that consumers generally use different channels to satisfy five distinct goals: economic goals (obtaining a good deal), self-affirmation goals (demonstrating expertise in channel selection and use), symbolic meaning goals (being thoughtful and thorough during the shopping process), socialization and experiential goals (being part of social milieu and a stimulating environment), and/or routine or script maintenance goals (achieving regularity and familiarity in the shopping process) (Dholakia et al., 2010). Researchers have also asserted that channel selection is influenced by consumers' price expectations (Brynjolfsson and Smith, 2000), product type, perceptions of switching costs, efficiency concerns (Johnson 2008), risk aversion (Dholakia, Zhao, and Dholakia, 2005), and geodemographic characteristics (Inman, Shankar, and Ferraro, 2004; Dholakia et al., 2010). The overarching theme throughout previous research suggests that four main components drive a consumer's channel selection: usage history, time spent (use duration), number of purchase (familiarity with channel), and spending (Sääksjärvi and Samiee, 2011).

Recently, many researchers have also suggested that channel selection is a dynamic variable, which changes over time as consumers explore and gain experience with the different channel selection options (Dholakia et al., 2010). The phenomenon being described is also

known as channel switching (Gupta, Bo-chiuan, and Walter, 2004). Further, the factors that drive consumers to switch channels are similar to the factors attributed to bringing them to the channel in the first place: channel risk perception, price search intention, evaluation effort, and waiting time (Dholakia et al., 2010). Researchers have asserted that when consumers switch from using various offline channels to complete their purchase to shopping on the internet, they end up purchasing less (Ansari, Mela, and Neslin, 2008). Although the internet lowers consumers' switching costs, the lack of personal contact that stems from the use of the online channel reduces consumer loyalty to the retailer, resulting in fewer purchases (Dholakia et al., 2010). As one researcher summarized, "this research broadly suggests that many consumers appear to prefer the use of a single traditional channel (i.e., retail store) and that their migration to newer channels (i.e., internet shopping) is a careful and systematic process" (Dholakia et al., 2010, p. 88). Researchers have also highlighted nine dimensions along which different channel options may vary: purchase channel vs. information channel, physical vs. virtual, degree of accessibility, type of communication, nature of interface, level of convenience, switching costs, degree of flexibility in organization and portrayal of assortment, and customer behavioral history storage (Dholakia et al., 2010).

Consumers turn to physical, bricks and mortar stores because of the channel's ability to present the consumer with an elaborate, physical display of products (Haiyan and Jasper, 2015). Further, consumers can inspect the goods on display. Additionally, the atmosphere within the store drives consumers to this channel (Dholakia et al., 2005). The offline option also provides the consumer with greater hedonic experiences, including social interactions and entertainment, which are unique to the in-store purchase environment (Haiyan et al., 2015). The

ability to pay in cash and the immediate acquisition of goods are two other drivers to this channel (Jie et al., 2010).

Conversely, consumers are more motivated to search and shop online for products and services because of the associated convenience, time savings, and ease of comparison. Further, Michael (2006, p. 47) asserts that consumers are also driven to the online channel because they believe it is a “good place to shop for specialty and hard-to-access products.” Researchers have concluded that the associated convenience perceived by consumers is one of the most important drivers of online shopping (Michael, 2006). Likewise, the more knowledge of a brand a consumer has, the more likely that he or she will be to use the online channel (Degeratu, Rangaswamy, and Jianan, 2000). Consumers with more compulsive buying habits are also more likely to shop online because “the internet offers the opportunity to buy frequently, at any time, and unobserved” (Kukar-Kinney, Ridgway, and Monroe, 2009, p. 298). Consumers with lower risk aversion, yet higher price sensitivity, are also drawn to the online channel (Dholakia et al., 2005). Largely, the benefits of time savings, decreased effort, and ability to buy products from the safety and comfort of one’s home offered by the online channel form its advantage over the in-store channel (Jie et al., 2010). Further, the longer consumers experience the perceived benefits listed associated with the online channel, the less likely they will be to switch back to shopping in-store for future purchases (Pookulangara and Natesan, 2010).

In summary, consumers prefer the retail or physical channel when they want to both view and inspect the physical product, pay in cash and acquire the product immediately, and seek the social interactions that occur exclusively within the retail store atmosphere. Conversely, consumers prefer the online channel when they have previous knowledge of the brand and experience using the channel, are more compulsive and frequent buyers who value buying at any

time unobserved, have lower risk aversion and higher price sensitivity, and have less time and desire to put forth little effort to complete their purchase.

### **Product Type**

Product characteristics, or the type of product the consumer is purchasing, also play an important role in a consumer's post-purchase behavior and evaluation of the brand. The most consistently used approach to classifying consumer products is to classify products according to how much effort is, on average, required to shop for them. The approach has created the following four types of consumer products: convenience products, shopping products, specialty products, and unsought products (Hair et al., 2014).

The second type, convenience products, are goods that a consumer usually buys frequently, immediately, and requires minimum purchase effort. Conversely, specialty products are goods that are highly sought after by a significant group of buyers for which the consumer will make a special, or maximum, purchasing effort (Ferber and Holton, 1958). However, as Ferber et al. (1958, p. 53) points out, “[since] items which are shopping goods for some consumers may be convenience goods for others, convenience goods and shopping goods can be defined accurately only from the standpoint of the individual consumer”. Therefore,

For the individual consumer, convenience goods are those goods for which the probable gain from making price and quality comparisons among alternative sellers is thought to be small relative to the consumer's appraisal of the searching costs in terms of time, money and effort. (Ferber et al., 1958, p. 53)

Further, convenience products can also be viewed as “daily purchases bought at the most convenient places for immediate use, and with little comparison” (Allred and Chakraborty, 2004, p. 35). They are “relatively inexpensive, purchased frequently, and require minimal purchase

effort,” such as bread, milk, and toilet paper (Allred et al., 2004, p. 35). Specialty goods can likewise be further viewed as “those goods that have some specific attraction, other than price, which persuade the consumers to put forth significant effort to acquire” (Allred et al., 2004, p. 35). They are “expensive goods and services with unique characteristics which consumers purchase only after investing extensive time and effort,” such as a piano, diamond ring, or boat (Allred et al., 2004, p. 35).

Additionally, researchers associate certain economic or psychological benefits and consumer motivations with buying products in the different categories. Convenience products provide utilitarian benefits, as they require low product involvement. Meanwhile, specialty products provide more hedonic, psychological benefits, as purchases of this type of good are driven by brand loyalty and uniqueness. In comparison, the low consumer involvement associated with purchasing a convenience product means less time and effort are required to complete the purchase of a convenience goods as opposed to a specialty good. Therefore, convenience goods are acquired more easily than specialty goods and require less decision and overall buying effort (Shu-ling, 2006).

Researchers have also asserted that consumers with previous online buying experience are less likely to purchase convenience products and specialty products online, and the two classifications therefore have low potential for internet success. However, companies and customers of the product classifications can still benefit from the internet’s technology. For example, companies can focus on adding value in other areas besides the online purchase decision process for customers, such as public relations, sales promotion, and social responsibility (Allred et al., 2004).

## **Situational Involvement**

In the consumer decision-making process, researchers have classified consumer buying decisions along a continuum comprised of three broad categories. The three categories are routine response behavior, limited decision making, and extensive decision making. Goods within the categories are described in terms of the following five factors: level of consumer involvement, length of time to make a decision, cost of the good or service, degree of information search, and the number of alternatives considered. Further, researchers have concluded that the level of consumer involvement is the most significant determinant used to distinguish between the three categories, with a routine response behavior buying decision requiring the least amount of involvement and an extensive buying decision requiring the most involvement. Hair et al. define involvement as “the amount of time and effort a buyer invests in the search, evaluation, and decision process of purchasing a product” (p. 87). The level of involvement pertaining to a particular purchase decision depends on previous experience, interest, perceived risk of negative consequences, and social visibility. Situational involvement, a type of involvement, encompasses all of these factors when determining what makes a buying decision characterized as having high situational involvement versus low situational involvement. The main distinguishing factor that differentiates high from low situational involvement is the amount of risk the consumer perceives in the situation. Therefore, a purchase decision will have high situational involvement when the consumer perceives a higher amount of risk, and low situational involvement when the consumer perceives a lesser amount of risk (Hair et al., 2014).

Additionally, previous researchers have concluded that consumer involvement influences an individual consumer’s attitudes, satisfaction, and emotions after the consumer completes a

purchase on a particular channel (Jung-Kuei, Yi-Ching, Hung-Chang, and Ya-Ru, 2014). Additionally, past research has differentiated between low and high levels of situational involvement, as it specifically relates to the online channel, based on whether or not the consumer has a goal in mind when he or she visits the website. In a low situational involvement online scenario, a consumer will not have a goal in mind. On the contrary, in a high situational involvement online scenario, a consumer will have a goal in mind (Do-Hyung, Jumin, and Ingoo, 2007). Previous researchers have also concluded that the level of situational involvement associated with a particular purchase scenario determines how a consumer will navigate, or behave in, the channel (Jung-Kuei et al., 2014). In a high situational involvement scenario, a consumer seeks to complete his or her goals efficiently. Conversely, a consumer in a low situational involvement scenario seeks a richer, exploratory experience for recreational enjoyment, or fun (Do-Hyung et al., 2007). Here, the consumer derives his or her enjoyment from the browsing process, rather than the consumer in the high situational involvement scenario whose level of satisfaction stems from the outcome of the goal-directed task (Jung-Kuei et al., 2014).

### **Brand Evaluation**

Consumer post-consumption brand evaluations, or post-purchase evaluations, are a predominant determinant of customer loyalty and retention. The evaluations refer to “consumers’ judgements that reflect satisfaction with the purchased consumer good or service and their general attitude toward future purchases (Dong-Jin et al., 2015, p. 661). As a result, identifying and examining the criteria that consumers use to evaluate a brand after completing a purchase are critical to the future success of a company. Previous researchers have concluded that consumers commonly use functional, symbolic, economic, safety, hedonic, moral, and leisure benefit



criteria when forming their postpurchase evaluation. One researcher asserted that although all benefit criteria affected postpurchase evaluation, some had a greater effect than others. For example, consumers expect functional benefits and feel dissatisfied when the product does not perform properly. Moral benefits only increase satisfaction. Hedonic and leisure benefits induce proportional increases in satisfaction/dissatisfaction. As Dong-Jin (2015, p. 659) states, “consumer behavior research demonstrates that constructs such as brand attitude, brand satisfaction, brand loyalty, and repurchase intention are highly interrelated.” To determine whether a consumer’s postpurchase brand evaluation of brand is positive or negative, I, the researcher in this study, will examine the personal importance of the decision to the consumer, the consumer’s attitude toward the brand, and the perceived brand parity. Therefore, this study will examine the effects of product type, channel selection, and situational involvement defined previously on personal importance, brand attitude, and perceived brand parity.

Past researchers have concluded that all three factors—personal importance, brand attitude, and perceived brand parity—along with other considerations, help form a consumer’s evaluation of a brand. Researchers have defined a consumer’s sense of personal importance as the relevance of “and consequent attention to an object or product” (Bearden and Netemeyer, 1999, p. 187). Researchers have defined brand attitude as the consumer’s overall attitude toward the brand, comprised of the following five items: goodness, liking, quality, and value (Sääksjärvi and Samiee, 2011). Researchers have defined perceived brand parity is defined as “the overall perception held by the consumer that the differences between the major brand alternatives in a product category are small” (Bearden et al., 1999, p. 230).

## HYPOTHESES

After synthesizing the available literature on the independent variables of channel selection (CS), product type (PT), and situational involvement (SI), and defining the dependent variables of personal importance, brand attitude, and perceived brand parity, the following hypotheses were developed.

### **Personal Importance Hypotheses**

When evaluating how the three independent variables above would impact personal importance as part of a consumer's evaluation of a brand and buying decision, I predicted that the personal importance of the purchase decision would be the greatest for the retail channel for specialty products with high situational involvement. I made this prediction because consumers use the retail channel when they prefer to view and inspect the product, put forth a lot of effort when shopping for a specialty product, and perceive a higher amount of risk when situational involvement is high, thus equating to a greater personal importance.

#	Effect	Statement
1.1	Main Effect: CS	The personal importance of the purchase decision will be greater for the retail channel than the online channel.
1.2	Interaction: PT x CS	The personal importance of the purchase decision will be greatest for the retail channel for specialty products.
1.3	Interaction: SI x CS	The personal importance of the purchase decision will be greatest for the retail channel with high situational involvement.
1.4	Interaction: PT x SI x CS	The personal importance of the purchase decision will be greatest for the retail channel for specialty products with high situational involvement.

## Brand Attitude Hypotheses

When evaluating how the three independent variables above would impact a consumer's overall brand attitude as part of their evaluation of a brand and buying experience, I predicted that consumers' overall attitude toward the brand in the purchase decision would be the most positive for the retail channel for specialty products with high situational involvement. I made this prediction because consumers use the retail channel when they prefer to view and inspect the product, put forth a lot of effort when shopping for a specialty product, and perceive a higher amount of risk when situational involvement is high, thus equating to a more positive brand attitude.

#	Effect	Statement
2.1	Main Effect: CS	The overall brand attitude of the purchase decision be more positive for the retail channel than the online channel.
2.2	Interaction: PT x CS	The overall brand attitude of the purchase decision will be most positive for the retail channel for specialty products.
2.3	Interaction: SI x CS	The overall brand attitude of the purchase decision will be most positive for the retail channel with high situational involvement.
2.4	Interaction: PT x SI x CS	The overall brand attitude of the purchase decision will be most positive for the retail channel for specialty products with high situational involvement.

## Perceived Brand Parity Hypotheses

When evaluating how the three independent variables above would impact a consumer's perceived brand parity preference as part of a consumer's evaluation of a brand and buying experience, I predicted that the perceived brand parity of the purchase decision would be the highest for the online channel for convenience products with low situational involvement. I made this prediction because consumers use the online channel when they prefer the convenience associated with it, put forth less effort when shopping for a convenience product, and perceive a lower amount of risk when situational involvement is low, thus equating to a higher perceived brand parity.

#	Effect	Statement
2.1	Main Effect: CS	The perceived brand parity of the purchase decision will be higher for the online channel than the retail channel.
2.2	Interaction: PT x CS	The perceived brand parity of the purchase decision will be highest for the online channel for convenience products.
2.3	Interaction: SI x CS	The perceived brand parity of the purchase decision will be highest for the online channel with low situational involvement.
2.4	Interaction: PT x SI x CS	The perceived brand parity of the purchase decision will be highest for the online channel for convenience products with low situational involvement.

## METHODOLOGY

To test the research question proposed in this study—does a brand benefit from having a physical store versus an online store, given differing product types (convenience product or specialty product) and levels of situational involvement (low situational involvement or high situational involvement)—an experiment was conducted and will be described in this section. To execute the experiment, an online survey was distributed and the data obtained was analyzed using analysis of variance testing (ANOVA).

### **Questionnaire Development**

Three initial pretests were conducted to validate the content of the final survey before it was distributed. The purpose of the first pretest was to generate a list of products respondents considered convenience and specialty goods. Respondents were given the definition of a convenience good and asked to list five convenience products they had bought before. The same question was asked in regards to specialty goods. After analyzing the results, I concluded that consumers used the five most commonly listed convenience—book, coffee cup, lotion, socks, sticky notes—and specialty goods—designer bag, designer sunglasses, laptop, speakers, watch—which were used in the following pretest. The purpose of the second pretest was to verify this list and determine the level of involvement associated with each product. Respondents were again given the definition of a convenience good, then asked to indicate how well the ten products represented the product classification. The same was asked for specialty goods. Next, the definition of involvement was given, and respondents were asked to indicate their level of involvement in purchasing each of the ten products. The following table presents the mean scores and supporting statistics obtained from the pretest.

<b>Product</b>	<b>Convenience Good Score &amp; Supporting Statistics (1 = very bad example; 5 = very good example)</b>	<b>Specialty Good Score &amp; Supporting Statistics (1 = very bad example; 5 = very good example)</b>	<b>Involvement Score &amp; Supporting Statistics (1 = extremely low; 5 = extremely high)</b>
Book	Mean: 2.52 T stat: -2.853 Pval: 0.004	Mean: 2.52 T stat: -2.461 Pval: 0.010	Mean: 3.24 T stat: 1.367 Pval: 0.091
Coffee Cup	Mean: 3.71 T stat: 3.603 Pval: 0.0005	Mean: 1.93 T stat: -5.990 Pval: 0.000	Mean: 2.10 T stat: -5.363 Pval: 0.000
Designer Bag	Mean: 1.21 T stat: -15.578 Pval: 0.000	Mean: 4.79 T stat: 23.423 Pval: 0.000	Mean: 4.24 T stat: 6.322 Pval: 0.000
Designer Sunglasses	Mean: 1.21 T stat: -15.578 Pval: 0.000	Mean: 4.79 T stat: 23.423 Pval: 0.000	Mean: 4.31 T stat: 8.306 Pval: 0.000
Laptop	Mean: 1.31 T stat: -12.774 Pval: 0.000	Mean: 4.48 T stat: 11.611 Pval: 0.000	Mean: 4.55 T stat: 10.670 Pval: 0.000
Lotion	Mean: 3.72 T stat: 4.420 Pval: 0.000	Mean: 1.69 T stat: -9.906 Pval: 0.000	Mean: 2.00 T stat: -6.372 Pval: 0.000
Socks	Mean: 3.97 T stat: 6.680 Pval: 0.000	Mean: 1.59 T stat: -11.159 Pval: 0.000	Mean: 1.93 T stat: -5.574 Pval: 0.000
Speakers	Mean: 1.97 T stat: -8.817 Pval: 0.000	Mean: 4.17 T stat: 7.844 Pval: 0.000	Mean: 1.38 T stat: -9.666 Pval: 0.000
Sticky Notes	Mean: 4.38 T stat: 8.612 Pval: 0.000	Mean: 1.31 T stat: -16.807 Pval: 0.000	Mean: 3.72 T stat: 4.230 Pval: 0.000
Watch	Mean: 1.86 T stat: -8.250 Pval: 0.000	Mean: 4.38 T stat: 9.581 Pval: 0.000	Mean: 4.03 T stat: 9.845 Pval: 0.000

Generally, convenience goods are associated with low involvement and specialty goods are associated with high involvement. After analyzing the results, one convenience good—lotion—

and one specialty good—sunglasses—were chosen that were both well representative of their respective product categories and level of involvement that would be used in the final pretest. The purpose of the third pretest was to determine if respondents associated two created scenarios as having low and high situational involvement, and for each product category. Respondents were given the definition of situational involvement and asked to indicate their level of situational involvement in purchasing lotion, a convenience good, in the two scenarios. The same was asked for sunglasses, a specialty good. The following table presents the mean scores and supporting statistics obtained from the pretest.

<b>Product</b>	<b>Low Situational Involvement Scenario Score &amp; Supporting Statistics (1 = extremely low; 5 = extremely high)</b>	<b>High Situational Involvement Scenario Score &amp; Supporting Statistics (1 = extremely low; 5 = extremely high)</b>
Lotion	Mean: 1.90 T stat: -3.161 Pval: 0.006	Mean: 4.30 T stat: 4.993 Pval: 0.0005
Designer Sunglasses	Mean: 2.00 T stat: -3.00 Pval: 0.0075	Mean: 4.70 T stat: 11.129 Pval: 0.000

After analyzing the results, respondents associated both types of goods in each of the two scenarios as having either low or high situational involvement, totaling four different scenarios that would be used in the final survey.

The final survey, as well as the pretests, contained structured questions including multiple choice and scale questions. Scale questions included both Likert and Semantic Differential scales. The first of the three pretests conducted also contained unstructured open-ended questions. Please see Appendix page 37-46 for a copy of the final survey.

## **Manipulation Checks**

Manipulation checks on the validity of the content that transferred over from the pretests into the final survey were conducted at the end of the survey to ensure that the results remained generalizable. The SPSS output for the manipulation check analysis can be found in the Appendix on page 64. The actual questions asked in the survey as manipulation checks can also be found in the Appendix on page 43-45.

## **Measures**

### *Independent Variables*

The three independent variables—product type, channel selection, and situational involvement—each consisted of two levels that were tested in the experiment.

Product type was made up of a convenience and specialty good represented by lotion and sunglasses, the two products chosen by respondents that best represented each category determined in the pretests. In this study, a convenience product was defined as “a relatively inexpensive item that merits little shopping effort and is bought regularly without much planning,” and a specialty product was defined as “a particular product item for which consumers search extensively and are very reluctant to accept substitutes” (Hair et al., 2014, p. 166). Because brand name is a very important aspect consumers associate with specialty products, the brand names of the products used in this study were excluded, represented by an anonymous “Brand X.” This was to avoid any extraneous influence by the brand name, so no brand name was used.

Situational involvement was made up of a high and low situational involvement scenario. The low situational involvement scenario was represented by a situation in which the respondent was replacing either a backup bottle of lotion (convenience product) or pair of sunglasses



(specialty product) in the survey. The high situational involvement scenario was represented by a situation in which the respondent was purchasing either a bottle of his or her mother's favorite scented lotion (convenience product) or designer sunglasses (specialty product) for her upcoming birthday in the survey.

Channel selection was made up of a retail, or physical, channel and an online channel. The retail channel was represented by an in-store purchase at the mall in the survey. The online channel was represented by a purchase from an internet store in the survey. Both options represented direct, rather than indirect, channels, in which producers sell directly to consumers.

#### *Dependent Variables*

The main effects and interactions of the independent variables were analyzed against three dependent variables—personal importance, brand attitude, and perceived brand parity.

For personal importance, respondents were asked to rate the purchase decision presented in the scenario on the following characteristics: very important decision to very unimportant decision; decision requires a lot of thought to decision requires a little thought; and a lot to lose if you choose the wrong brand to a little to lose if you chose the wrong brand. The overall personal importance measure was computed by reverse-coding then summing the three items. The scale was adapted from the Involvement Subscale (Bearden et al., 1999).

For brand attitude, respondents were asked to indicate their overall attitude toward “Brand X” based on the following characteristics: good to bad, like to dislike, pleasant to unpleasant, high quality to low quality, and good value to poor value. The overall brand attitude measure was computed by summing the five items. The scale was adapted from the brand attitude measure used in Sääksjärvi et al. 2011 study of online brands.

For perceived brand parity, respondents were asked to indicate their level of agreement with five statements about lotion/sunglasses brands. The first statement was “I don’t think of any differences between the major brands of lotion/sunglasses.” The second statement was “to me, there are big differences between the various brands of lotion/sunglasses.” The third statement was “the only difference between the major brands of lotion/sunglasses is price.” The fourth statement was “lotion/sunglasses are lotion/sunglasses; most brands are basically the same.” The fifth statement was “all major brands of lotion/sunglasses are the same.” The overall perceived brand parity score was computed by reverse-coding then summing the five items. The scale was adapted from the Perceived Brand Parity Scale (Bearden et al., 1999, p. 230).

### **Experimental Design**

Due to each of the independent variables’ having two levels, the following 2 x 2 x 2 full-factorial design was used:

<b>Product Type</b>	<b>Channel Selection</b>	<b>Situational Involvement Level</b>
Convenience Product	Retail Channel	Low Situational Involvement
Specialty Product	Online Channel	High Situational Involvement

The 2 x 2 x 2 full-factorial design translated into the online survey used to execute the experiment having the following eight conditions ranging from scenarios 1-8, of which respondents were randomly assigned to two conditions—one from scenarios 1-4 concerning the purchase of a specialty product and one from scenarios 5-8 concerning the purchase of a convenience product (please see Appendix p. 38-39 for complete descriptions of each scenario):

<b>Condition</b>	<b>Product Type</b>	<b>Channel Selection</b>	<b>Situational Involvement Level</b>
Scenario 1	Specialty Product	Online Channel	Low Situational Involvement
Scenario 2	Specialty Product	Online Channel	High Situational Involvement
Scenario 3	Specialty Product	Retail Channel	Low Situational Involvement
Scenario 4	Specialty Product	Retail Channel	High Situational Involvement
Scenario 5	Convenience Product	Online Channel	Low Situational Involvement
Scenario 6	Convenience Product	Online Channel	High Situational Involvement
Scenario 7	Convenience Product	Retail Channel	Low Situational Involvement
Scenario 8	Convenience Product	Retail Channel	High Situational Involvement

### **Sample Description**

In order to generalize the findings of this design, twenty observations for each of the scenarios needed to be collected. An adequate number of observations was collected and analyzed.

The study measured three additional variables, including demographic questions, shopping enjoyment, and internet usage.

To obtain demographic information about the respondents, each respondent was asked if he or she were a student at TCU, what his or her gender was, which age range they fell into, and what the highest level of education they had achieved was. The average demographic profile of the respondents is summarized below (please see Appendix, p. 56-57 for the SPSS output of the demographic results):

- 92% of respondents were students at TCU.
- 50% of respondents were male and 50% of respondents were female.
- 82% of respondents fell within the age range of 18-22 years old.
- 77% of respondents had achieved a highest education level of “some college.”

This study defines shopping enjoyment as “the enduring tendency of a consumer to derive pleasure from shopping” (Bruner and Hensel, 1996, p. 659). It was measured by asking respondents to indicate whether they agreed or disagreed with the following 5 statements:

1. I consider shopping a big hassle.
2. When traveling, I enjoy visiting new and interesting shops.
3. Shopping is generally a lot of fun for me.
4. I enjoy browsing for things even if I cannot buy them yet.
5. I often visit shopping malls or markets just for something to do, rather than to buy something.

The overall shopping enjoyment score of the respondent group was computed by summing the five items, after reverse-coding item #1. Then, a mean score of 16 out of 20 was calculated (please see Appendix p. 58-61 for calculations). The high score suggests that respondents derive a lot of fun and pleasure from shopping (Bruner and Hensel, 1996).

To obtain internet usage information about the respondents, each respondent was asked how long they had been using the internet for, how much time they spend on the internet each week, how many times they purchased something on the internet in the last year, and how much they spent on purchases on the internet in the last year. The average internet usage propensity of the respondents is summarized below (please see Appendix, p. 62-63 for the SPSS output of the internet usage results):

- 98% of respondents have been using the internet for more than 5 years.
- 33% of respondents spend approximately 11-15 hours on the internet each week.
- 84% of respondents purchased something on the internet 5 or more times in the last year.
- 72% of respondents spent more than \$200 on purchases on the internet last year.

### **Data Collection**

The primary data used in this study consisted of participants' responses to an online survey. A convenience sample of Texas Christian University (TCU) undergraduate and MBA students and professors was used to acquire respondents. IRB approval was obtained through the Neeley School of Business at TCU for survey collection. All surveys were hosted through Qualtrics™ online survey software.

## DATA ANALYSIS

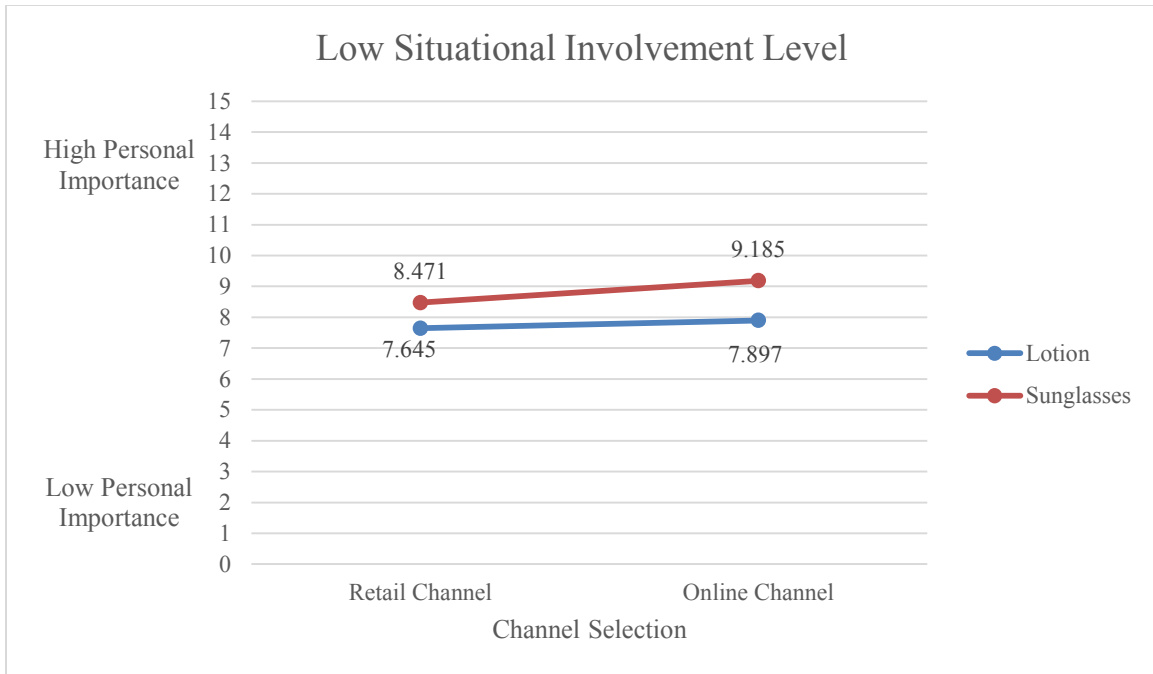
To test the study’s hypotheses, ANOVA modeling was performed on the data collected from the online survey—following the 2 x 2 x 2 full-factorial between-subjects experimental design—to determine the impact the independent variables had on each of the three dependent variables in a regression analysis. All analyses were performed using IBM® SPSS® Statistics Standard GradPack 23 for Mac software.

The table below summarizes the results from the ANOVA analysis, followed by a detailed interpretation of each significant effect and interaction. There is also a graph offering a visual representation, with the factor levels of the significant independent variables shown along the horizontal axes. Please see Appendix pages 47-56 for the complete ANOVA output, including means tests for each significant effect and interaction.

### **Personal Importance Results**

For the personal importance dimension, the overall model was significant ( $F_{7,239} = 16.748, p < 0.05$ ). The table below provides the hypothesis reference number, F statistic, and outcome of the analysis.

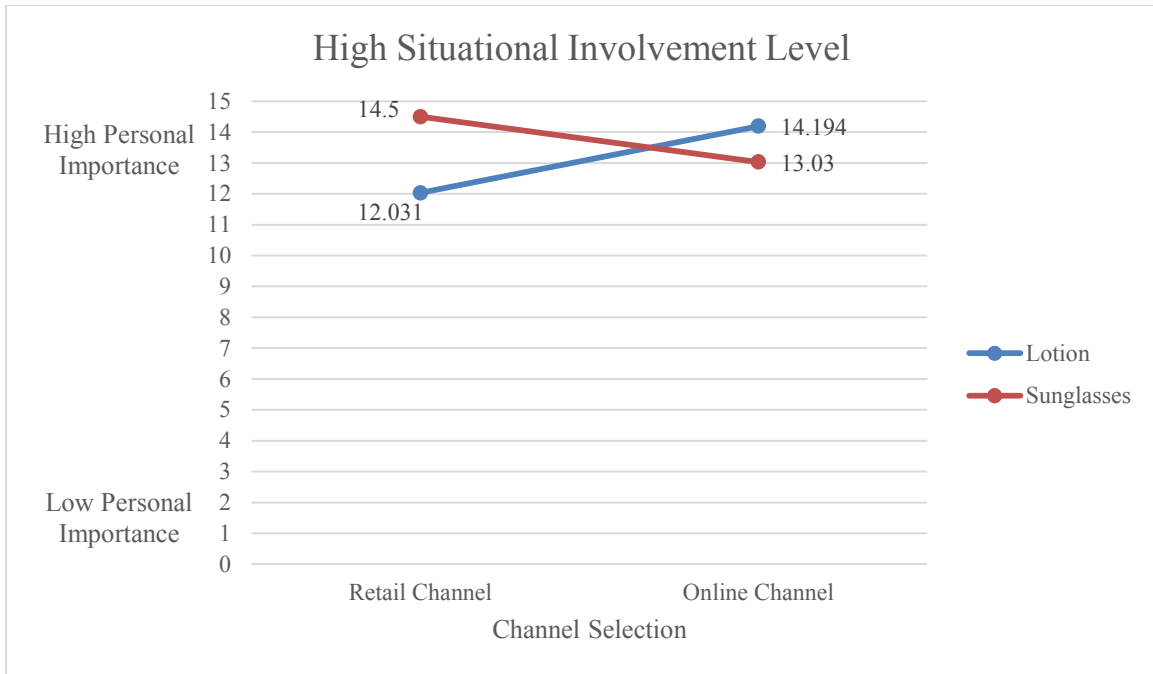
<b>Hypothesis Ref. #</b>	<b>Main Effect/Interaction</b>	<b>ANOVA Result</b>	<b>Finding &amp; Support</b>
1.4	Interaction: PT x SI x CS	$F_{1,239} = 4.229$ $P < 0.05$	The personal importance of the purchase decision will be greatest for the retail channel for specialty products with high situational involvement. Please see the graph for support below.



As the graph depicts, when the level of situational involvement is low—and the channel selected is retail—personal importance (or relevance, and consequent attention to an object or product) is higher for specialty products than it is for convenience products, as expected.

When the level of situational involvement is low—and the channel selected is online—personal importance is higher for specialty products than it is for convenience products, as expected.

Personal importance is higher for specialty products than it is for convenience products for both retail and online channel selections, as expected.



As the graph depicts, when the level of situational involvement is high—and the channel selected is retail—personal importance is higher for specialty products than it is for convenience products, as expected.

When the level of situational involvement is high—and the channel selected is online—personal importance is higher for convenience products than it is for specialty products, which was *not* hypothesized.

Personal importance is higher for specialty products than it is for convenience products when the channel selected is retail (rather than online), which was *not* hypothesized.

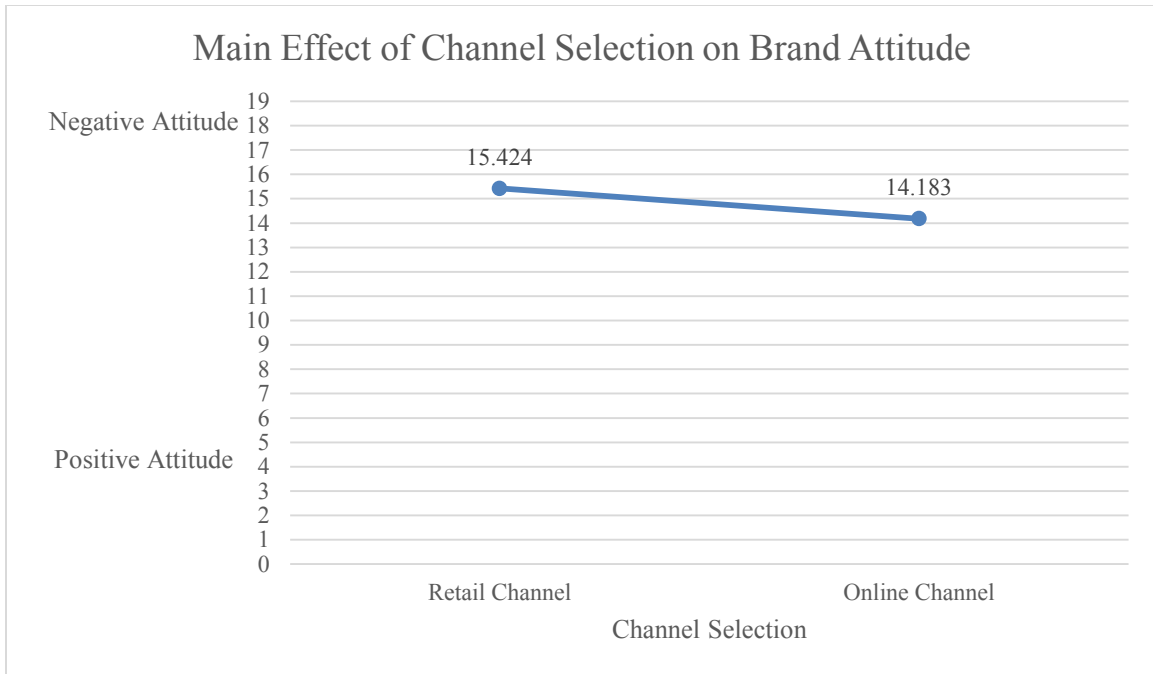
Personal importance is higher for convenience products than it is for specialty products when the channel selected is online (rather than retail), as expected.



## Brand Attitude Results

For the brand attitude dimension, the overall model was significant ( $F_{7,240} = 11.715$ ,  $p < 0.05$ ). The table below provides the hypothesis reference number, F statistic, and outcome of the analysis. The main effect of channel selection was marginally significant ( $0.05 < pval < 0.10$ ).

<b>Hypothesis Ref. #</b>	<b>Main Effect/Interaction</b>	<b>ANOVA Result</b>	<b>Finding &amp; Support</b>
2.1	Main Effect: CS*	$F_{1,240} = 3.456$ $0.05 < pval < 0.10$	The overall brand attitude of the purchase decision after completion will be most positive for the retail channel, followed by the online channel. Please see the graph below for support.



As the graph depicts, overall attitude toward the brand is more positive when the channel selected is online—the brand is seen as good, liked, pleasant, of high quality, and as having good value. Overall attitude toward the brand is less positive—more negative—when the channel selected is retail, which was *not* hypothesized.

### Perceived Brand Parity Results

For the perceived brand parity dimension, the overall model was significant ( $F_{7,240} = 5.334, p < 0.05$ ). However, no main effects or interactions involving channel selection were significant or marginally significant.

## DISCUSSION & IMPLICATIONS

### **Key Findings**

Several major conclusions can be drawn from this study's results. Overall, personal importance is higher for specialty products. Regardless of the level of situational involvement—low or high—or the channel selection—retail or online—personal importance is nearly always higher for specialty products. The sole exception occurs when the level of situational involvement is high and the channel selection is the retail channel, a situation in which personal importance becomes higher for convenience products. Therefore, managers of specialty products need to be especially concerned about personal importance.

Overall, personal importance is higher when the level of situational involvement is high, which follows logically given the definitions stated previously. Furthermore, this was the case regardless of the channel or type of product. Therefore, managers must be aware of the connection between high personal importance and high situational involvement.

Overall, brand attitude is more positive when the level of situational involvement is high. Further, when the level of situational involvement is high, brand attitude is more positive for convenience products. However, when the level of situational involvement is low, brand attitude is more positive for specialty products. Therefore, brand managers must be especially aware of consumers' attitudes toward their brand when the purchase scenario involves high situational involvement.

Overall, brand attitude is more positive when the channel selection is the online channel. This finding was unexpected. It had originally been hypothesized that brand attitude would be more positive for the *retail* channel, reasoning that consumers were still weary of internet brands and of making online purchases that involve an increased level of risk.

Although no main effects or interactions involving channel selection on perceived brand parity were found, nonetheless, the overall perceived brand parity model remained significant. Therefore, managers must still consider perceived brand parity when trying to predict how consumers will evaluate a brand.

### **Limitations**

The study's limitations must be noted. First, there may have been a lack of control of the survey environment in which the experiment was executed. The questions' wording may have been more leading and prejudicial than intended. Grammatical and scaling errors were made in the survey, requiring many observations to be discarded and the process to be restarted. Given the structure in which information on the shopping enjoyment and internet usage of respondents was collected, the data could not be incorporated into the ANOVA analysis as additional dependent variables. There was evidence of respondents' inability to answer the internet usage questions, as they may not have remembered how many times they did something. There was respondent unwillingness to answer sensitive demographic questions. Due to the nature of convenience sampling—this particular sample being extremely similar, as the TCU student population lacks diversity—the participating survey respondents may have been *too* similar for the results of this study to be generalized

### **Future Studies**

The major suggestion for future studies of this topic is to more closely examine the age group variable asked as part of the demographic questions. More specifically, it should be determined if different age groups produce different results. For example, a significant finding of this study was that when the level of situational involvement was high and the consumer was shopping for a specialty product, the online channel selection received a higher personal

importance. A future study could determine if this would change if the respondent pool differed from the 18-22-year-old age group used in this study. For example, will the channel the consumer places the most importance on when buying a specialty product in a high-involvement situation change to the retail context as the average age of respondents increases (i.e., for an older generation).

Researchers also found that consumers are drawn more to the technological functionality of the online channel, rather than the good itself. This stems from the internet's ability to facilitate product searches (Rhee, Riggins, and Kim, 2009). However, this study was solely concerned with the purchase decision rather than the information search aspect of the consumer decision-making process. Future studies could also examine consumer shopping behavior over mobile platforms.

## CONCLUSION

The transformation of the modern marketing environment into a multimedia, multichannel retailing landscape has brought many implications for consumers and managers alike. There are new ways for consumers to complete each step of the consumer decision-making process. For example, consumers are no longer limited to using only one channel during the process—they can search across multiple channels and compare prices. The proliferation of channel alternatives in today's digital world has significantly enhanced the consumer shopping experience, as past research has demonstrated. However, there remains a unique opportunity for researchers to study the modern consumer behavior phenomenon.

This study illustrates that the new set of factors developed alongside the emerging marketplace significantly changes how consumers view the decision to purchase specialty *and* convenience goods. The implications of these findings are far-reaching, encompassing numerous brands. This is especially true of brands that operate across multiple channels. The results stress the importance of managers aiming for a strategic combination of distribution options. This will enhance the consumer shopping experience through channels consistent with the pre-existing product, promotion, and pricing strategies. The final choice, however, will depend on combined market, product, and producer factors. Finally, managers should continue studying consumer behavior when the involvement level varies across a variety of purchase scenarios, as this impacts overall post-purchase evaluation. A positive post-purchase evaluation is more likely to lead to repeat purchases and to inspire customer loyalty—the ultimate goal of any successful brand.

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MISCELLANEOUS

**Appendix**

*Copy of Final Survey & Scenario Descriptions*

Q0.0 Please read the following scenario and answer the corresponding questions as if you purchasing the item described.

<b>Specialty Product Scenarios</b>	
<b>Scenario</b>	<b>Description</b>
Scenario 1	You notice that the cheap, backup pair of sunglasses you keep in your car are missing, so now you need to buy a new pair of extra sunglasses to replace them with. While shopping for backup sunglasses, you usually buy one of the lower-priced brands or one you are familiar with. You have chosen to purchase your new backup pair of Brand X's sunglasses online.
Scenario 2	Your mother's 50th birthday is coming up at the end of the week. You knew she didn't really like the present you got her last year even though she said she did. Luckily, this year you know exactly what she wants, a new pair of her favorite designer's sunglasses. So now you need to buy a brand new pair of designer sunglasses for her before the week is up, and you are determined to pick the best-styled designer sunglasses out there in order to give your mother the perfect birthday present for her on her upcoming big day. You have chosen to purchase the pair of Brand X designer sunglasses for your mother's birthday present online.
Scenario 3	You notice that the cheap, backup pair of sunglasses you keep in your car are missing, so now you need to buy a new pair of extra sunglasses to replace them with. While shopping for backup sunglasses, you usually buy one of the lower-priced brands or one you are familiar with. You have chosen to purchase your new backup pair of Brand X's sunglasses from a store at the mall.
Scenario 4	Your mother's 50th birthday is coming up at the end of the week. You knew she didn't really like the present you got her last year even though she said she did. Luckily, this year you know exactly what she wants, a new pair of her favorite designer's sunglasses. So now you need to buy a brand new pair of designer sunglasses for her before the week is up, and you are determined to pick the best-styled designer sunglasses out there in order to give your mother the perfect birthday present for her on her upcoming big day. You have chosen to purchase the pair of Brand X designer sunglasses for your mother's birthday present from a store at the mall.

<b>Convenience Product Scenarios</b>	
<b>Scenario</b>	<b>Description</b>
Scenario 5	You notice that the bottle of backup lotion you keep in your car is almost empty, so now you need to buy a new bottle of lotion to replace it with. While shopping for lotion, you usually buy one of the lower-priced brands or one you are familiar with. You have chosen to purchase your new bottle of Brand X's lotion online.
Scenario 6	Your mother's 50th birthday is coming up at the end of the week. You knew she didn't really like the present you got her last year even though she said she did. Luckily, this year you know exactly what she wants, a bottle of her favorite scented lotion. So now you need to buy a bottle of lotion for her before the week is up, and you are determined to pick the best-smelling bottle of scented lotion out there in order to give your mother the perfect birthday present for her on her upcoming big day. You have chosen to purchase the bottle of Brand X's scented lotion for your mother's birthday present online.
Scenario 7	You notice that the bottle of backup lotion you keep in your car is almost empty, so now you need to buy a new bottle of lotion to replace it with. While shopping for lotion, you usually buy one of the lower-priced brands or one you are familiar with. You have chosen to purchase your new bottle of Brand X's lotion from a store at the mall.
Scenario 8	Your mother's 50th birthday is coming up at the end of the week. You knew she didn't really like the present you got her last year even though she said she did. Luckily, this year you know exactly what she wants, a bottle of her favorite scented lotion. So now you need to buy a bottle of lotion for her before the week is up, and you are determined to pick the best-smelling bottle of scented lotion out there in order to give your mother the perfect birthday present for her on her upcoming big day. You have chosen to purchase the bottle of Brand X's scented lotion for your mother's birthday present from a store at the mall.

Q1.0 Please rate the decision on the following characteristics:

	1	2	3	4	5	6	7
Very important decision: Very unimportant decision	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decision requires a lot of thought: Decision requires a little thought	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A lot to lose if you choose the wrong brand: Little to lose if you choose the wrong brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2.0 Please indicate your overall attitude toward Brand X.

	1	2	3	4	5	6	7
Good: Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Like: Dislike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pleasant: Unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High quality: Low quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good value: Poor value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3.0 In this situation, I prefer to buy Brand X online versus at the store.

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

Q4.0 Please indicate your level of agreement with each of the following statements about sunglasses brands below.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I don't think of any differences between the major brands of sunglasses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To me, there are big differences between the various brands of sunglasses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The only difference between the major brands of sunglasses is price.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sunglasses are sunglasses; most brands are basically the same.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
All major brands of sunglasses are the same.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Shopping Enjoyment Questions:

Q5.0 Please indicate your level of agreement with the following statements about shopping.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I consider shopping a big hassle.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When traveling, I enjoy visiting new and interesting shops.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping is generally a lot of fun for me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy browsing for things even if I cannot buy them yet.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often visit shopping malls or markets just for something to do, rather than to buy something specific.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Internet Usage Questions:

Q6.0 Please answer the following questions about your Internet usage.

Q6.1 How long have you been using the Internet for?

- Less than 1 year
- 1-2 years
- 2-3 years
- 3-4 years
- More than 5 years

Q6.2 Approximately how much time do you spend on the Internet each week?

- 0-5 hours
- 6-10 hours
- 11-15 hours
- 16-20 hours
- More than 20 hours

Q6.3 During the last year (2015), how many times have you purchased something on the Internet?

- 0
- 1
- 2
- 3
- 4
- 5 or more

Q6.4 How much have you spent on purchases on the Internet last in the last year (2015)?

- Less than \$50
- \$51-\$100
- \$101-150
- \$151-200
- More than \$200



Manipulation Check Questions:

Q7.0 A convenience product is a relatively inexpensive item that merits little shopping effort and is bought regularly without much planning, such as office supplies, soft drinks, or gum. The products in the question below are available for purchase both through an online retailer and at a brick-and-mortar store.

Q7.1 Please indicate how well each of the following items represents a convenience product.

	Very bad example	Bad example	Neither a bad or good example	Good example	Very good example
Lotion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sunglasses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8.0 A specialty product is a particular item for which consumers search extensively and are very reluctant to accept substitutes. The brand name and quality of service of this type of product are very important. Some examples of specialty products are watches, speakers, and designer clothes. The products in the question below are available for purchase both through an online retailer and at a brick-and-mortar store.

Q8.1 Please indicate how well each of the following items represents a specialty product.

	Very bad example	Bad example	Neither a bad or good example	Good example	Very good example
Lotion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sunglasses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9.0 Situational involvement means that the circumstances of a purchase may temporarily transform a low-involvement decision into a high-involvement one. Please answer the following questions about the products below.

Q9.1 Please indicate your level of situational involvement in purchasing lotion in the following scenarios.

	Extremely low	Low	Moderate	High	Extremely high
<p>You notice that the bottle of backup lotion you keep in your car is almost empty, so now you need to buy a new bottle of lotion to replace it with. While shopping for lotion, you usually buy one of the lower-priced brands or one you are familiar with.</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>Your mother's 50th birthday is coming up at the end of the week. You knew she didn't really like the present you got her last year even though she said she did. Luckily, this year you know exactly what she wants, a bottle of her favorite scented lotion. So now you need to buy a bottle of lotion for her before the week is up, and you are determined to pick the best-smelling bottle of scented lotion out there in order to give your mother the perfect birthday present for her on her upcoming big day.</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9.2 Please indicate your level of situational involvement in purchasing sunglasses in the following scenarios.

	Extremely low	Low	Moderate	High	Extremely high
<p>You notice that the cheap, backup pair of sunglasses you keep in your car are missing, so now you need to buy a new pair of extra sunglasses to replace them with. While shopping for backup sunglasses, you usually buy one of the lower-priced brands or one you are familiar with.</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>Your mother's 50th birthday is coming up at the end of the week. You knew she didn't really like the present you got her last year even though she said she did. Luckily, this year you know exactly what she wants, a new pair of her favorite designer's sunglasses. So now you need to buy a brand new pair of designer sunglasses for her before the week is up, and you are determined to pick the best-styled designer sunglasses out there in order to give your mother the perfect birthday present for her on her upcoming big day.</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Demographic Questions:

Q10.0 Please answer the following questions about yourself.

Q10.1 Are you currently a student at Texas Christian University?

- Yes
- No

Q10.2 Gender:

- Male
- Female

Q10.3 Which age range do you fall into?

- 15-17 years old
- 18-22 years old
- 23-29 years old
- 30-39 years old
- 40-49 years old
- 50 + years old

Q10.4 What is your highest level of education?

- Some High School
- High School degree
- Some college
- College degree
- Master's or Doctorate degree

*Final Survey ANOVA Output & Test of Means*

Personal Importance ANOVA Output:

**Tests of Between-Subjects Effects**

Dependent Variable: Personal Importance

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1785.861 <sup>a</sup>	7	255.123	16.748	.000
Intercept	29042.503	1	29042.503	1906.593	.000
PT	44.917	1	44.917	2.949	.087
INV	1623.359	1	1623.359	106.571	.000
CHANNEL	10.567	1	10.567	.694	.406
PT * INV	2.511	1	2.511	.165	.685
PT * CHANNEL	38.571	1	38.571	2.532	.113
INV * CHANNEL	.287	1	.287	.019	.891
PT * INV *	64.420	1	64.420	4.229	.041
CHANNEL					
Error	3640.608	239	15.233		
Total	34766.000	247			
Corrected Total	5426.470	246			

Hartley test for equal variance: F = 1.241, Sig. = 0.1153

**8. PT \* INV \* CHANNEL**

Dependent Variable: Personal Importance

PT	INV	CHANNEL	Mean	Std. Error	95% Confidence Interval	
					Lower Bound	Upper Bound
Lotion	High	Retail	12.031	.690	10.672	13.390
		Online	14.194	.701	12.813	15.574
	Low	Retail	7.645	.701	6.264	9.026
		Online	7.897	.725	6.469	9.324
Sunglasses	High	Retail	14.500	.713	13.096	15.904
		Online	13.030	.679	11.692	14.369
	Low	Retail	8.471	.669	7.152	9.789
		Online	9.185	.751	7.706	10.665

Personal Importance Means Tests: The means for lotion low involvement retail and sunglasses low involvement retail do not differ. The means for lotion low involvement online and sunglasses low involvement online do not differ. The means for lotion high involvement retail and sunglasses high involvement retail **do** differ. The means for lotion high involvement online and sunglasses high involvement online do not differ.

**Summary Data**

	N	Mean	Std. Deviation	Std. Error Mean
INV-PTxINVxCHAN-L-LOW-R	31.000	7.645	4.184	.751
INV-PTxINVxCHAN-S-LOW-R	34.000	8.471	4.121	.707

**Independent Samples Test**

	Mean Difference	Std. Error Difference	t	df	Sig. (2-tailed)
Equal variances assumed	-.826	1.031	-.801	63.000	.426
Equal variances not assumed	-.826	1.032	-.801	62.260	.426

Hartley test for equal variance:  $F = 1.031$ ,  $Sig. = 0.4637$

**Summary Data**

	N	Mean	Std. Deviation	Std. Error Mean
INV-PTxINVxCHAN-L-LOW-O	29.000	7.897	4.577	.850
INV-PTxINVxCHAN-S-LOW-O	27.000	9.185	3.659	.704

**Independent Samples Test**

	Mean Difference	Std. Error Difference	t	df	Sig. (2-tailed)
Equal variances assumed	-1.288	1.113	-1.158	54.000	.252
Equal variances not assumed	-1.288	1.104	-1.167	52.827	.248

Hartley test for equal variance:  $F = 1.565$ ,  $Sig. = 0.1228$



**Summary Data**

	N	Mean	Std. Deviation	Std. Error Mean
INV-PTxINVxCHAN-L-HIGH-R	32.000	12.031	4.200	.742
INV-PTxINVxCHAN-S-HIGH-R	30.000	14.500	3.093	.565

**Independent Samples Test**

	Mean Difference	Std. Error Difference	t	df	Sig. (2-tailed)
Equal variances assumed	-2.469	.942	-2.621	60.000	.011
Equal variances not assumed	-2.469	.933	-2.647	56.889	.010

Hartley test for equal variance: F = 1.844, Sig. = 0.0478

**Summary Data**

	N	Mean	Std. Deviation	Std. Error Mean
INV-PTxINVxCHAN-L-HIGH-O	31.000	14.194	3.497	.628
INV-PTxINVxCHAN-S-HIGH-O	33.000	13.030	3.661	.637

**Independent Samples Test**

	Mean Difference	Std. Error Difference	t	df	Sig. (2-tailed)
Equal variances assumed	1.164	.896	1.299	62.000	.199
Equal variances not assumed	1.164	.895	1.301	61.981	.198

Hartley test for equal variance:  $F = 1.096$ ,  $Sig. = 0.4000$

Brand Attitude ANOVA Output:

**Tests of Between-Subjects Effects**

Dependent Variable: Brand Attitude

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	2256.053 <sup>a</sup>	7	322.293	11.715	.000
Intercept	54081.150	1	54081.150	1965.768	.000
PT	3.620	1	3.620	.132	.717
INV	1810.113	1	1810.113	65.795	.000
CHANNEL	95.070	1	95.070	3.456	.064
PT * INV	244.277	1	244.277	8.879	.003
PT * CHANNEL	5.618	1	5.618	.204	.652
INV * CHANNEL	7.832	1	7.832	.285	.594
PT * INV *	24.156	1	24.156	.878	.350
CHANNEL					
Error	6602.749	240	27.511		
Total	63021.000	248			
Corrected Total	8858.802	247			

a. R Squared = .255 (Adjusted R Squared = .233)

**4. CHANNEL\***

Dependent Variable: Brand Attitude

CHANNEL	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Retail	15.424	.466	14.506	16.342
Online	14.183	.478	13.240	15.125

\*Marginally Significant

Brand Attitude Means Tests: The means of retail channel and online channel **do** differ.

**Summary Data**

	N	Mean	Std. Deviation	Std. Error Mean
AS-CHAN-R	127.000	15.424	6.065	.538
AS-CHAN-O	121.000	14.183	5.824	.529

**Independent Samples Test**

	Mean Difference	Std. Error Difference	t	df	Sig. (2-tailed)
Equal variances assumed	1.241	.756	1.642	246.000	.102
Equal variances not assumed	1.241	.755	1.644	245.984	.101

Hartley test for equal variance:  $F = 1.084$ ,  $\text{Sig.} = 0.3268$

Perceived Brand Parity ANOVA Output:

**Tests of Between-Subjects Effects**

Dependent Variable: Perceived Brand Parity

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	871.484a	7	124.498	5.334	.000
Intercept	39510.890	1	39510.890	1692.763	.000
PT	738.713	1	738.713	31.649	.000
INV	.759	1	.759	.033	.857
CHANNEL	7.657	1	7.657	.328	.567
PT * INV	86.847	1	86.847	3.721	.055
PT * CHANNEL	8.380	1	8.380	.359	.550
INV * CHANNEL	1.560	1	1.560	.067	.796
PT * INV * CHANNEL	17.730	1	17.730	.760	.384
Error	5601.854	240	23.341		
Total	46078.000	248			
Corrected Total	6473.339	247			

a. R Squared = .135 (Adjusted R Squared = .109)

Demographic Results:

**Student**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	114	83.8	91.9	91.9
	No	10	7.4	8.1	100.0
	Total	124	91.2	100.0	
Missing	System	12	8.8		
Total		136	100.0		

**Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	62	45.6	50.0	50.0
	Female	62	45.6	50.0	100.0
	Total	124	91.2	100.0	
Missing	System	12	8.8		
Total		136	100.0		

**AgeRange**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-22 years old	111	81.6	89.5	89.5
	23-29 years old	3	2.2	2.4	91.9
	30-39 years old	2	1.5	1.6	93.5
	40-49 years old	6	4.4	4.8	98.4
	50 + years old	2	1.5	1.6	100.0
	Total	124	91.2	100.0	
Missing	System	12	8.8		
Total		136	100.0		

**Education**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School degree	6	4.4	4.8	4.8
	Some college	95	69.9	76.6	81.5
	College degree	15	11.0	12.1	93.5
	Master's or Doctorate degree	8	5.9	6.5	100.0
	Total	124	91.2	100.0	
Missing	System	12	8.8		
Total		136	100.0		

Shopping Enjoyment Results:

**Case Summaries**

	ShoppingEnjoymentScore
1	17.00
2	11.00
3	12.00
4	6.00
5	11.00
6	12.00
7	19.00
8	13.00
9	20.00
10	24.00
11	22.00
12	10.00
13	16.00
14	8.00
15	21.00
16	21.00
17	17.00
18	12.00
19	11.00
20	21.00
21	24.00
22	18.00
23	14.00
24	22.00
25	8.00
26	20.00
27	21.00
28	11.00
29	20.00
30	16.00
31	14.00
32	7.00
33	9.00
34	12.00
35	16.00



36	19.00
37	19.00
38	21.00
39	17.00
40	13.00
41	10.00
42	15.00
43	19.00
44	19.00
45	20.00
46	18.00
47	18.00
48	11.00
49	8.00
50	8.00
51	19.00
52	14.00
53	15.00
54	20.00
55	11.00
56	15.00
57	20.00
58	19.00
59	12.00
60	15.00
61	19.00
62	25.00
63	17.00
64	16.00
65	15.00
66	11.00
67	20.00
68	16.00
69	19.00
70	12.00
71	17.00
72	16.00
73	25.00
74	22.00
75	15.00

76	20.00
77	13.00
78	18.00
79	8.00
80	19.00
81	17.00
82	10.00
83	21.00
84	13.00
85	12.00
86	19.00
87	13.00
88	8.00
89	13.00
90	13.00
91	14.00
92	16.00
93	20.00
94	11.00
95	18.00
96	5.00
97	12.00
98	14.00
99	11.00
100	18.00
101	12.00
102	22.00
103	19.00
104	16.00
105	20.00
106	23.00
107	18.00
108	22.00
109	18.00
110	21.00
111	19.00
112	16.00
113	22.00
114	10.00
115	24.00

116		19.00
117		16.00
118		25.00
119		15.00
120		22.00
121		23.00
122		9.00
123		17.00
124		20.00
Total	N	124
	Mean	16.1290
	Std. Deviation	4.67299
	Std. Error of Mean	.41965
	Minimum	5.00
	Maximum	25.00
	Range	20.00

Internet Usage Results:

**How long have you been using the Internet for?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 years	1	.7	.8	.8
	3-4 years	1	.7	.8	1.6
	More than 5 years	122	89.7	98.4	100.0
	Total	124	91.2	100.0	
Missing	System	12	8.8		
Total		136	100.0		

**Approximately how much time do you spend on the Internet each week?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-5 hours	3	2.2	2.4	2.4
	6-10 hours	25	18.4	20.2	22.6
	11-15 hours	41	30.1	33.1	55.6
	16-20 hours	28	20.6	22.6	78.2
	More than 20 hours	27	19.9	21.8	100.0
	Total	124	91.2	100.0	
Missing	System	12	8.8		
Total		136	100.0		

**During the last year (2015), how many times have you purchased something on the Internet?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	.7	.8	.8
	1	2	1.5	1.6	2.4
	2	5	3.7	4.0	6.5
	3	5	3.7	4.0	10.5
	4	7	5.1	5.6	16.1
	5 or more	104	76.5	83.9	100.0
	Total	124	91.2	100.0	
Missing	System	12	8.8		
Total		136	100.0		

**How much have you spent on purchases on the Internet last in the last year (2015)?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$50	3	2.2	2.4	2.4
	\$51-\$100	8	5.9	6.5	8.9
	\$101-\$150	10	7.4	8.1	16.9
	\$151-\$200	14	10.3	11.3	28.2
	More than \$200	89	65.4	71.8	100.0
	Total	124	91.2	100.0	
Missing	System	12	8.8		
Total		136	100.0		

Manipulation Checks Results:

Lotion as a Convenience Product and Sunglasses as a Specialty Product

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
CP_Lotion	7.181	122	.000	.667	.48	.85
CP_Sun	-8.189	122	.000	-.748	-.93	-.57
SP_Lotion	-5.703	123	.000	-.532	-.72	-.35
SP_Sun	13.952	123	.000	1.040	.89	1.19

Low and High Situational Involvement Scenarios for Lotion as a Convenience Product and Sunglasses as a Specialty Product

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
LOTION_LOW	-9.524	123	.000	-.806	-.97	-.64
LOTION_HIGH	13.253	123	.000	.903	.77	1.04
SUN_LOW	-6.371	123	.000	-.508	-.67	-.35
SUN_HIGH	16.248	123	.000	1.177	1.03	1.32