

2000

The Effect of the Internet on Brand Loyalty

Aditi Balasubramaniam

Follow this and additional works at: https://digitalcommons.lsu.edu/honors_etd



Part of the [Marketing Commons](#), and the [Mass Communication Commons](#)

THE EFFECT OF THE INTERNET ON BRAND LOYALTY

Researched By: Aditi Balasubramaniam

Thesis Advisor: Dr. Jane Licata

Presented To: Dr. Jane Licata

Dr. Fran Barbera

Ms. Jenni Peters

TABLE OF CONTENTS

Executive Summary	3
Introduction	5
Conceptual Background	6
Brand Personality	6
Brand Loyalty	7
Brand Fingerprinting	9
Signaling Theory and Branding	9
Branding on The Internet	10
Methodology - Design and Measures	13
Methodology Data Collection	14
Results	15
Discussion	20
References	24

Executive Summary

A brand is a feature of a product or service that uniquely identifies it and differentiates it, in the consumer's mind, from other similar products and services offered in the market. Mowen and Minor (1998) have defined brand loyalty as the degree to which a consumer holds a positive attitude toward a brand, has a commitment to it and intends to continue purchasing it in the future. The current research examines the brand loyalty in the non-traditional environment of Internet shopping.

This research examines this by pre-testing consumers on their brand choice and preference for four brands that are different based on functional and financial risks. A post test where the same consumers are asked to purchase the four products online provides insights into how expressed brand loyalty can be changed by the online shopping environment. The four products were plotted on a matrix, as indicated below.

		Financial	
		high	low
Functional	high	Computer	Jeans
	low	Airline	Video Tape

The measures that were used to evaluate brand loyalty were liking for the brand, perceived quality, perceived value of the brand, uniqueness, the consumer's willingness to pay a higher price for the brand, how much more the consumer would be willing to pay, the perceived financial and functional risks of using the brand consumer's consideration of the brand as a product option in the future, consumer's intention to repurchase the brand in the future, and consumer's stated loyalty toward the brand.

- One – Sample T – Tests were conducted for all measures of the products to see whether each of the measures differed significantly across the pre and the post tests.
- All the measures were different except the uniqueness and financial risk measures for the videotape, the quality measure for the airline, the quality measure for the jeans, and the liking measures for the computer.
- T – Tests on Financial and Functional Risks were done to see whether the measures for the various items significantly differed from each other and whether they were significantly different across pre and post tests.
- All of these were different except the financial risk measure for the video tape and jeans on the pre test; the functional and financial risks for jeans and computer on the pre test; the financial risk measure for video tapes and computer on the post test, and the functional risk for airlines and computers on the post test.

Based on these findings, it appears that consumers displayed the greatest brand loyalty for jeans, by buying Gap jeans, across the pre and post tests.

Recommendations

In shopping on the Internet, for most respondents, brand loyalty appears to have been greatly influenced by Brand Awareness and Recognition, especially for products with a high financial risk such as Jeans and Computers. Hence, online retailers should try

to promote brand awareness for their websites, especially through the use of banner as on other websites with strong internet presences, such as priceine.com and amazon.com.

Also, in the context of the Internet, the product brand name and the domain name are interchangeable. Online retailers should try and use their principle brand name as the domain name, as this also effectively promotes brand awareness.

Also, many successful websites, in terms of design and layout of the wsite, give their customers the same shopping experience, as they would get in shopping from at a physical retail outlet of the store. This helps to reduce perceived functional and financial risk in purchasing the product from the website.

Websites should give customers making purchases online the option of being able to contact a representative of the store. Websites can do this by giving customers the option of returning the product at a physical retail outlet, or by placing in a prominent position, a toll free number that the customer can call for help. This greatly reduces customers' perceived financial risk in purchasing the product.

Introduction

A brand may be defined as a feature of a product or service that uniquely identifies it and differentiates it, in the consumer's mind, from other similar products and services offered in the market. Brands are often confused with logos or trademarks. A trademark is a distinguishing name, sign, symbol, or design, or some combination of them, that identifies the goods or services of one seller. A brand is made up of all the marketing elements that can be trademarked – logos, symbols, slogans, packaging, signage and so on. It is a distinctive identity that differentiates a relevant, enduring, and credible promise of value associated with a product, service or organization. A company must consider its own capabilities and its target customer segments before developing its brand message. According to Kevin Lane Keller, (Harvard Business Review, 2000), “The power of a brand ultimately lies in the minds of consumers or customers, in what they have experienced and learned about the brand over time. Customers don't buy a product because they are a collection of attributes, but because these attributes, together with the brand's image, the service and many intangible factors, create an attractive whole.” (Page 147)

In packaged goods, the product itself is the primary brand and may encompass the packaging of the product, the display, and the price. Taking the Coca – Cola Company as an example, the drink Coke is itself the brand, and what distinguishes Coke, in the minds of consumers, from Pepsi or other colas, is the unique taste of the drink, or the distinctive lettering and the red and white color combination of the can. As another example, the factor that might make Great Value – Wal-Mart's brand of products – distinctive would be the low prices of all Great Value products as compared to other similar products on offer in Wal-Mart.

The marketing Literature is full of research regarding brand strategies to engender brand loyalty. Little theoretically based research has been conducted to determine the effect of brand loyalty in the non – traditional shopping environment of Internet Shopping. The current research examines this by pre – testing consumers on their brand choice and preference for four brands that are different based on functional and financial risks. A post test where the same consumers are asked to purchase the four products online provides insights into how expressed brand loyalty can be changed by the online shopping environment. The researcher is not aware of a study that tests brand loyalty using such methodology. Therefore, exploratory results should inform the current research gap.

Conceptual Background

Strong brands enable customers to better visualize and understand intangible products, and lend to the product a degree of tangibility. A successful brand in any business commands enduring premium profits because customers view it as a promise of receiving a certain type and level of value. This happens because strong brands often have a strong brand image and a distinctive brand personality. Strong brands are a result of actual product quality and several intangible factors, i.e. the personality the brand portrays, the feeling the brand tries to elicit in customers, and the type of relationship it seeks to build with its customers. The strongest brands adjust these intangibles to fit with the times. (Keller, 2000).

Brand Personality

The brand personality is a reason that strong brands increase customers' trust of the product or service. Strong brand personalities create product differentiation, which is the process of positioning a brand so that consumers perceive meaningful differences

between it and its competitors. Differentiation is the reason that fast - growing companies such as Garden Botanika and The Body Shop rarely advertise and yet have such distinctive brands. Each company has a distinctive personality created by the founder and reaffirmed every time the customer contacts the company (Pearson, 1996).

The brand personality also allows consumers to develop emotional ties to a product and thereby increase customers' trust in the product or service (Aaker, 1996). Customers are already familiar with the brand, and if they have had good experiences with the brand in the past, it creates a positive association with the brand, which reduces customers' perceived monetary, social or safety risk prior to purchase.

Sometimes a true branding effort does not sell a specific product, but explains what a brand stands for. For example, the UK-based company Orange shaped its identity around color-associated feelings. For Orange, the color embodies the firm's identity and extends across all its communications. "If we were called 'Blue' and our logo was a blue square, we would be a different company – the choice of the name is integral," says Rob Furness, head of Orange brand marketing. (Key, 2000) Powerful brands make promises that are enduring. Studies of the U.S. consumer-packaged goods industry show that many brands that were market leaders half a century ago are still market leaders today. Thus, a true branding effort may be defined as a communication that inspires an emotional response on the consumer's part and will inspire brand loyalty in the customer. Branding efforts need to extend across all key consumer contact points.

Brand Loyalty

Brand loyalty has been defined as "the degree to which a customer holds a positive attitude toward a brand, has a commitment to it and intends to continue purchasing it in the future"(Page 435, Mowen and Minor, 1998). Strong product branding

often gives rise to brand commitment – the emotional or psychological attachment to a brand within a product class. According to Paul Whitfield (*Marketing, 1999*), in the UK, consumer trust is, to a large extent, placed in companies and the brands that are their public personalities. The Heinz Company and their brand of tomato ketchup were cited as an example. The British Henley Research Center's chief executive Paul Edwards claimed that consumers were looking for dependable brands, and that they were ready to let some brands into their inner circle of trust if those brands addressed them correctly. But, consumers are also showing an increasing willingness to abandon trust in brands that they perceive to have failed them.

The Henley Center study also found that consumers believe they are a stronger force in the marketplace. As a result they are more willing to trust brands that empower them rather than seek to direct them. In this environment, businesses that deliver personal service are being more readily accepted into the consumer's trust. The survey found that consumers expect their brands to innovate and evolve quickly to match their lifestyles. Failure to do so is viewed as a betrayal and quickly translates into loss of trust. On the positive side this attitude has cleared the way for brands to extend their services into non-traditional areas.

Brand loyalty can be distinguished from repeat purchase behavior. Repeat purchase behavior does not necessarily indicate customer loyalty to a particular product, as the consumer might be repeatedly buying a particular product out of force of habit. To illustrate the difference, if the price of a product or service went up, a brand loyal consumer would be one who continued to buy the product, while a repeat buyer would switch to another brand. According to Stewart Pearson (*Building Brands Directly, 1996*), future trends will be to sell more brands to the same customers. Companies will

maximize their market share of a smaller number of customers, and the competitive value of the company brand will become a significant factor in marketing strategy.

Brand Fingerprinting

Closely related to brand personality is the concept of brand fingerprinting. An article in Marketing magazine (Vyse, 1999) discusses the importance of the new concept of brand fingerprinting. Vyse claims that brands have their own essential fingerprints which are unique identifications of the product. Inevitably, understanding the brand means understanding the consumer, who has the primary relationship with it. It is essential to put this information in a form that can be read and understood by everyone involved in the brand development process. Brand fingerprinting is essentially a way of building a single document that is used by all involved with the brand. The brand fingerprint provides continuity. Like any fingerprint, the pattern never changes although the expression of its personality may have to for it to be stay in tune with the world around it. To ignore fingerprinting is to be out of touch with your brand. Related to brand fingerprinting is brand signaling.

Signaling Theory and Branding

Signaling theory arose as a result of the study of information economics, which showed that asymmetric information between buyers and sellers could result in market failure. Nelson (1974) made the distinction between two types of goods, search and experience. In most cases, the quality of search products is immediately obvious to the consumer, even prior to purchase. However, with experience goods, the consumer has to actually use the product before they can form a value judgment about the quality of the product. Therefore, buyers may be unwilling to pay more than a certain price for a product of whose quality they are unsure.

This problem could be resolved if firms sent prepurchase signals about the quality of their products (Boulding and Kirmani; Ward and Lee,1999). The role of the signal would be to help consumers distinguish between high quality sellers and low quality sellers. The signals would take the forms of actions or strategies that could be offered by high – quality suppliers but would be avoided by low – quality suppliers, such as warranties on product offered.

The problem of information asymmetry can also be solved using brand advertising (Nelson, 1970, 1974). Nelson argues that an established brand name could be an indicator of high product quality. High quality sellers will advertise their product heavily, and will expect to recover this cost through customer satisfaction with the product that will lead to repeat purchase behavior. Low quality producers could not do this, as low consumer satisfaction would prevent repeat purchase behavior, and brand advertising expenses would not be recovered.

Branding on the Internet

The electronic company, the broad business environment in which global commerce is conducted, is starting to define the business landscape for the twenty – first century. Electronic commerce is defined as the conducting of business on the Internet among enterprises and consumers.

Branding in e-commerce focuses heavily upon developing and sustaining a valuable relationship with consumers. Ernst and Young reported the results of a recent survey which showed that 69% of those surveyed stated that brand names play a significant role in their online buying decisions (Ward and Lee; 1999). Creating a strong online brand/consumer relationship can be difficult. In the context of the Internet, brand name is interchangeable with domain name. A brand name becomes a very crucial factor

on the web because it helps in reducing risks associated with purchasing the product, such as low – product quality, inadequate transaction security and inadequate product performance.

Building a brand on the web involves developing a strong awareness and reputation for the web site. On the Web, consumer – oriented network navigation consists of visiting a series of Web sites to search for information and advertising about products and services, or place an order for a product.

The Internet is an important focus for marketers for several reasons. First, consumers and firms are conducting a substantial and rapidly increasing amount of business on the Internet. Also, open access to the Web results in lower entry barriers so that anyone can both access and provide content to the Internet. In essence, the Web “levels the playing field”. The Web also provides an efficient channel for advertising, marketing, and even direct distribution of certain goods and information services.

Also, the Internet takes advantage of tracking down user profiles, preferences and behavior, and uses that information to have targeted ads for them. Banner Ads can also be interactive, which leads to increased involvement, which in turn is likely to enhance attitude towards the brand.

Novak and Hoffman (1996) defined the process of self – directed movement through a hypermedia computer – mediated environment (CME). This provides the consumer with greater control over their movements, and greater freedom of choice. CMEs provide alternatives to real – world environments. Behavior in a CME largely depends on consumers’ confidence in their own ability to navigate the Internet.

A consumer enters the hypermedia CME and engages in network navigation. There are several points of exit from the environment, as well as opportunities to continue navigation, with flow in essence holding as the glue in the hypermedia CME.

The concept of *flow* in a hypermedia CME holds wide applicability and underlies many crucial components of the consumers' interaction with the firm and its' offerings. Flow is the process of optimal experience. The flow experience in a CME is the state occurring during network navigation that is characterized by a seamless sequence of responses facilitated by machine interactivity, intrinsically enjoyable, accompanied by a loss of self – consciousness and self – reinforcing. In the flow experience, consumers are so acutely involved in the act of network navigation that nothing else seems to matter. Flow is characterized by fun and occurs in structured activities in which action follows action (Novak and Hoffman; 1996). The key consequences of the flow experience for consumers are increased learning, exploratory and participatory behaviors, positive subjective experiences and a perceived sense of control over their interactions in the hypermedia CME. Consumers who achieve the flow state are more likely to retain more of what they perceive than those who do not. However, too much flow may distract the consumer from purchase – related activities.

In structured decision environments, such as an online storefront offering a variety of goods, the strategies typically applied by consumers in traditional environments are likely to be used. These strategies however will be augmented by powerful decision aids that are feasible only in a CME (eg. Payne, Bettman and Johnson; 1993). These aids involve information displays that increase the consumers' processing capacity, where as more sophisticated approaches use decision support systems to assist

the decision maker. To determine the effect of CME on brand preference and loyalty, the following research was conducted.

METHODOLOGY

Design and Measures

A 2 by 2 decision matrix was used, for both pretest and posttest, with financial risk (defined as the risk that a purchase will financially hurt the consumer – Mowen and Minor, 1998) high and low, and functional risk (defined as the perceived risk that that the product or service will not perform as the consumer expects – Mowen and Minor, 1998) high and low.

High Functional High Financial	High Functional Low Financial
Low Functional High Financial	Low Functional Low Financial

The other measures that were used to evaluate brand loyalty for the product were liking for the brand, perceived quality of the brand, perceived value of the brand, uniqueness of the brand, the consumer's willingness to pay a higher price for the brand, how much more the consumer would be willing to pay, the perceived functional risk of using the brand. All were measured on a 1 to 5 scale, with 1 denoting strongly disagree, and 5 denoting strongly agree. Consumer's consideration of the brand as a product option in the future, consumer's intention to repurchase the brand in the future, and consumer's stated loyalty toward the brand were measured on a 1 to 10 scale, with 1 indicating unlikely, and 10 indicating very likely. All of these measures were borrowed from Dr. Chris Pullig's dissertation on Brand Differentiation that is as yet to be published. (See Appendix 1)

Pilot Test

To determine which products would be used to represent each of the four cells, a pilot test was administered for extra credit points, to a Consumer Behavior class. The class consisted of juniors and seniors and most students were within the age range of 21 – 24 years. Based on this pilot test, the following products were identified:-

The following table illustrates the matrix:-

		Financial	
		high	low
Functional	high	Computer	Jeans
	low	Leisure Airline tickets	Video Tape

Data Collection

The research had IRB approval. After the results of the initial pretest, the products determined for each of the four categories were video tapes (low financial – low functional risks), computer (high financial – high functional), jeans (low financial – high functional), airline tickets (high financial – low functional).

The actual study consisted of a pre – test and a post – test (that was administered about a month after the pre – test). Both were administered to three marketing classes –with all students juniors and seniors. Student social security numbers were collected for both tests for tracking purposes.

Pretest

The pretest, administered as a questionnaire, gave four purchase scenarios – buying blank videotapes, airline tickets for a leisure trip to New York City over Christmas vacation, a new pair of jeans to wear to a party, and a new computer for class work. In each case, respondents had to indicate their three preferred brands, and the three places where they would shop for these preferred brands. After this, the students were given the same

measures that were given in the original pretest. Then, students were asked to indicate their preferred shopping site for each product, the number of minutes they would search on the internet for a piece of useful information about each product and the number of minutes after which they would give up this search. After the four purchase scenarios, students were asked their proficiency with the Internet, their length of Internet Experience, the length of their internet Shopping Experience and some demographic questions. [See Appendix 3]

Post-test

Four weeks later, the same students took part in a post – test. The post test consisted of the same four purchase tasks and measures as were on the pre – test. The post – test was administered in a computer lab, and each of the four purchase scenarios had to be completed online. Respondents first recorded the time they started each section, to enable us to determine how long it took them to do each section. After each purchase scenario was completed, students indicated the brand that they bought and the website they bought it from. They also indicated the number of clicks it took them to do this. After the four purchase scenarios, students answered the same internet – experience and demographic questions as they did in the pre test. [See Appendix 4]

Results

Sample Characteristics

Ninety – seven students completed both the surveys. Sixty – seven percent of the sample was male, sixty – seven percent of the respondents were Caucasian, and the average age was 22. Forty – seven percent of the respondents had one to three years' experience with the Internet. Thirty – seven percent of the users had less than six months experience with Internet Shopping, On a scale of 1 to 10, with 1 being the lowest and 10

the highest, thirty – two percent of the respondents had a proficiency with the Internet of 8.

After data from both surveys was entered, descriptive and frequency tests were done to find any outliers in the data, and erroneous data. Also, reliability tests were done to ensure that all the measures that were used had alpha levels of $>.6$, and were, in fact, reliable.

Table 1 – Reliabilities

	VT Pre Reliabilities	VT Post Reliabilities	Airline Pre Reliabilities	Airline Post Index Means	Jeans Pre Reliabilities	Jeans Post Reliabilities	Computer Pre Reliabilities	Computer Post Reliabilities
Liking	.91	.87	.86	.87	.80	.95	.81	.90
Value	.86	.95	.90	.95	.80	.95	.92	.94
Quality	.88	.76	.83	.76	.82	.80	.81	.89
Uniqueness	.88	.96	.91	.96	.93	.97	.90	.95
High Price	.91	.97	.65	.97	.33	.84	.94	.97
Functional Risk	.86	.91	.83	.91	.76	.99	.85	.85
Financial Risk	.82	.87	.84	.87	.91	.89	.83	.92

All scale α s are greater than .76 except the High Price measure on the Airline Pre – Test, and the Jeans Pre – test.

- 1) Using only items that met the criteria for α reliability, index means were created for all variables.

Table 2 – Index means – all values measured on a 1 to 5 scale.

	VT Pre Index Means	VT Post Index Means	Airline Pre Index Means	Airline Post Index Means	Jeans Pre Index means	Jeans Post Index means	Computer Pre Index Means	Computer Post Index Means
Liking	4.0	3.6	4.3	4.1	4.4	4.3	4.4	4.3
Value	3.9	3.6	3.9	3.6	4.4	4.0	4.3	4.1
Quality	4.1	3.7	3.9	3.8	4.1	4.2	4.3	4.1
Uniqueness	3.1	3.2	3.7	3.5	3.9	3.6	3.8	3.7
High Price	3.0	2.8	3.2	2.7	4.1	3.4	3.7	3.5
Functional Risk	5.0	3.9	4.1	4.2	3.7	4.5	4.3	4.1

Financial Risk	2.3	2.3	2.9	2.6	2.4	2.0	2.6	2.3
----------------	-----	-----	-----	-----	-----	-----	-----	-----

The median for these results approximated 3.0. The means that were a full point different from the median were the liking measure for the video tape, the airline, the jeans and the computer on the pre – test and the airline, jeans and computer on the post – test.

The means of the value measure appeared to diverge from the median of 3 for the Jeans and Computer pre – tests. For the quality measure, the means of the Video Tape Pre test, the Jeans Pre and Posttests and Computer Pre and Posttests diverged from 3.. For the functional risk measure, the index mean of the Video Tape pre test, was higher than the median, as were the means for the airline pre and post tests, The Jeans post – test and the Computer pre and post tests. For the financial risk measure, the median of the Jeans post test was lower than the median.

2) One Sample T – Tests were used to compare Pre and Post Test Measures for all variables:-

Table 3: One – Sample T - Tests

	VT t	Vt Sig 2 tailed	Airline T	Airline Sig 2 tailed	Jeans T	Jeans Sig 2 tailed	Computer T	Computer Sig 2 tailed
Liking	4.86	.000	2.511	.014	2.205	.030	1.57	.120
Value	5.53	.000	5.03	.000	6.09	.000	2.9	.005
Quality	5.32	.000	1.28	.203	-.201	.841	3.27	.002
Uniqueness	-.479	.633	2.4	.018	2.5	.014	.849	.40
Functional Risk	5.401	.000	-1.963	.053	-2.20	.030	2.901	.005
Financial Risk	-.501	.618	2.34	.019	3.081	.003	1.97	.052

All the measures were significantly different ($p < .05$) except the uniqueness and financial risk measures for the videotape, the quality measure for the airline, the

quality measure for the jeans, and the liking measures for the computer. The measures were marginally different ($p < .10$) for the functional risk for the airline, and the financial risk for the computer.

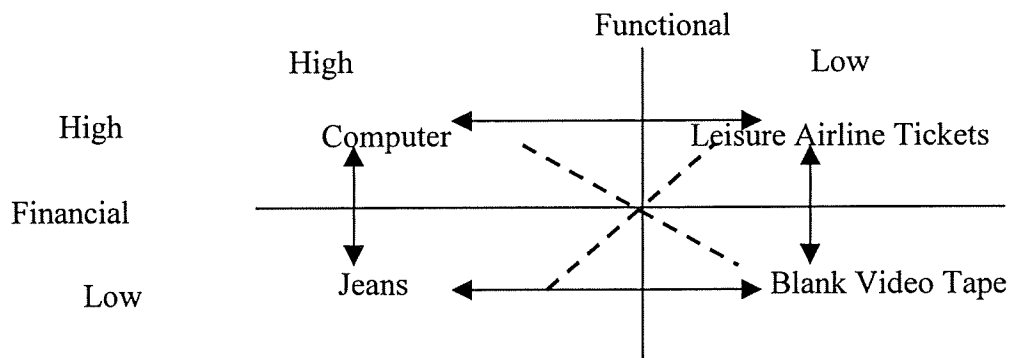
This test was done to see whether each of the measures differed significantly across the pre and the post tests.

3) T – Tests on financial and functional risks across all products for the pre and post tests:-

Table 4: -T – Tests on Financial and Functional Risks

PRE	VT and A	VT and J	VT and C	A and J	A and C	J and C
Functional	4.90, .000	21.356, .000	3.31, .001	50.197, .000	-3.441, .001	.147, .883
Financial	-6.231, .000	-1.23, .222	-3.62, .000	3.952, 0.000	2.071, .042	- 1.788, .077
POST	VT and A	VT and J	VT and C	A and J	A and C	J and C
Functional	-3.60, .001	-6.74, .00	-2.586, .011	-4.191, .000	1.331, .187	5.94, .00
Financial	-2.598, .011	3.455, .011	-.277, .782	5.17, .000	1.97, .052	-3.85, .000

All of these were significantly different ($p < .05$) except the financial risk measure for the video tape and jeans on the pre test; the functional and financial risks for jeans and computer on the pre test; the financial risk measure for video tapes and computer on the post test, and the functional risk for airlines and computers on the post test.



This test was done to see whether the measures for the various items significantly differed from each other and whether they were significantly different across pre and post tests. This was also done to determine whether respondents' perceptions of the functional and financial risk each of the products would correspond to the matrix illustrated above, with products' differing across diagonals, but being the same across horizontal and vertical lines.

1. The financial and functional risk measures for airlines and jeans were different across pre and post tests.
2. The measures for financial and functional risks for the video tape and computer were different for the pre – test. The functional risk measure for the video tape and computer was different for the post test, but the financial risk measure was the same.
3. The functional risk measure was different across pre and post tests for video tape and jeans. The financial risk measure for video tape and jeans was the same for the pre but different for the post test.
4. The functional measure for the airline and computer was different for the pre test but the same for the post test. The financial risk for the computer and airline were the same for the pre and post tests.
5. The functional and financial risk measures for the jeans and computer pre test were the same for the pre test but different for the post test.
6. The functional risk for video tape and airline was different for the pre and post tests. The financial risk for video tape and airlines was different for the pre test but the same for the post test.

It was also found that in only a few instances for each product category, respondents went back during the post test and chose the same brand that they did during

the pre test. Nine percent of all respondents did this for video tapes, by buying Sony Video tapes at an internet Shopping mall. Fourteen percent of respondents did this for airlines, by going to the Delta or Northwest Airlines websites. Twenty – eight percent of the respondents chose the same brand of jeans during the pre and post tests by shopping the gap.com websites. Twelve percent of the respondents exhibited brand loyalty for across pre and post test by shopping at the Dell.com and Gateway.com websites.

DISCUSSION

A brand is a feature of a product or service that uniquely identifies it and differentiates it, in the consumer's mind, from other similar products and services offered in the market. Mowen and Minor (1998) have defined brand loyalty as the degree to which a consumer holds a positive attitude toward a brand, has a commitment to it and intends to continue purchasing it in the future. The current research examines the brand loyalty in the non – traditional environment of Internet shopping.

The research examines this by pre – testing consumers on their brand choice and preference for four brands that are different based on functional and financial risks. A post test where the same consumers are asked to purchase the four products online provides insights into how expressed brand loyalty can be changed by the online shopping environment. The four products were plotted on a matrix, as indicated below.

		Financial	
		high	low
Functional	high	Computer	Jeans
	low	Airline	Video Tape

The measures that were used to evaluate brand loyalty were liking for the brand, perceived quality, perceived value of the brand, uniqueness, the consumer's willingness to pay a higher price for the brand, how much more the consumer would be willing to pay, the perceived financial and functional risks of using the brand consumer's

consideration of the brand as a product option in the future, consumer's intention to repurchase the brand in the future, and consumer's stated loyalty toward the brand. All of these measures were borrowed from Dr. Chris Pullig's dissertation on Brand Differentiation that is as yet to be published.

A reliability analysis was conducted on all the measures, and all α values were greater than .76 and found to be reliable except the High Price measure on the Airline Pre – Test, and the Jeans Pre – test. One – Sample T – Tests were conducted for all measures of the products to see whether each of the measures differed significantly across the pre and the post tests. All the measures were different except the uniqueness and financial risk measures for the videotape, the quality measure for the airline, the quality measure for the jeans, and the liking measures for the computer.

It is likely that the quality measure for the airline was different between the pre and post test, because, during the post test, many respondents chose to purchase their ticket from priceline.com, where they could not specify a particular brand and a measure such as quality became less important. The quality measure for the jeans did not change across pre and post tests indicating many respondents exhibited brand loyalty for the jeans across the pre and post tests, so that perceived quality for the jeans was the same. The liking measure for computers was not the same across pre and post tests, perhaps because, during the post test, customers did not have a good purchase experience.

T – Tests on Financial and Functional Risks were done to see whether the measures for the various items significantly differed from each other and whether they were significantly different across pre and post tests. This was also done to determine whether respondents' perceptions of the functional and financial risk each of the products would correspond to the matrix illustrated above. All of these were different except the

financial risk measure for the video tape and jeans on the pre test; the functional and financial risks for jeans and computer on the pre test; the financial risk measure for video tapes and computer on the post test, and the functional risk for airlines and computers on the post test. It may be that all products hold some level of financial risk until actual purchase. Also, the divergence from the matrix might be explained by brand loyalty for the product, which reduced the respondents' perceived financial and functional risks. The divergence from the matrix might also be explained by an order error in the purchase scenarios. After completing the purchase of an airline ticket, the financial risk of purchasing a pair of jeans might have appeared very low to the respondent.

Based on these findings, it appears that consumers displayed the greatest brand loyalty for jeans, by buying Gap jeans, across the pre and post tests.

In shopping on the Internet, for most respondents, brand loyalty appears to have been greatly influenced by Brand Awareness and Recognition, especially for products with a high financial risk such as Jeans and Computers. For example, when respondents had to purchase the pair of jeans online, most went immediately to Gap.com, a website with a strong Internet presence that commands a high brand awareness.

Also, in the context of the Internet, the product brand name and the domain name are interchangeable. Gap.com has taken advantage of this, and retails the Gap brand from the Gap website, which helps to promote brand recognition in the consumer's mind.

In terms of both the design and feel of the website, the Gap.com site gives the customers the same buying experience as physical retail outlets would. Additionally, the Gap.com website allows customers to return the product by mail, or to return it to any Gap retail outlets. This helps to reduce the perceived functional and financial risks of buying the Gap brand online.

For products with high financial risks, such as the airline ticket, the price of the product appeared to be an important concern for respondents, so that, in completing their online purchase, many customers preferred websites such as priceline.com, which would minimize the financial risk of the purchase.

Limitations

This research used a specific portion of the population – Marketing majors in their junior and senior years – as a sample. This means that the results of this study may not be generalizable to the population. Another possible limitation of this study is the sample size. However, since the research was exploratory, sample size may not be a critical issue.

The current exploratory research indicates the need for further research on the effect of online shopping on brand loyalty.

References

Berry, Leonard L. (Winter 2000) "Cultivating Service Brand Equity" – *Academy of Marketing Science Journal*

Diagnam, Conor (Jan 6, 2000)

"Why perception is now marketing's most important 'p'" – *Marketing*

Freeman, Laurie (Feb. 14, 2000)

"Who Are You?" – *Marketing News*

Hoffman, Donna L. and Novak, Thomas P. Vol 60 (July 1996), Pages 50 – 68

"Marketing in Hypermedia Computer -Mediated Environments: Conceptual Foundations"
Journal of Marketing

Key, Amber (Jan. 6, 2000) "The Color – Coded Secrets of Brands" – *Marketing*

Keller, H. , Jul/Aug 1999

"What high-tech managers need to know about brands" *Harvard Business Review*

Mowen and Minor (1998) *Consumer Behavior*

Payne, John W., Bettman, James R. and Johnson, Eric J. (1993)*The Adaptive Decision – Maker*

Pearson, Stewart (1996)

Building Brands Directly

Strauss, Judy and Frost, Raymond (1999)

Marketing on the Internet – Principles of Online Marketing

(Nov 18, 1999) "Why is the public losing faith in big brands?"
Marketing

(Sep 16, 1999) "Building stronger internet identities"
Marketing

(Sep 30, 1999)
"Fingerprint clues identify the brand *Marketing*"

(Jun 17, 1999)

"What are web brands really worth?" *Marketing*

HSSC accession #: _____

LSU Proposal #: _____

LSU INSTITUTIONAL REVIEW BOARD (IRB) 388-8692; FAX 6792
HUMAN RESEARCH SUBJECT PROTECTION Office: 117B David Boyd Hall

APPLICATION FOR EXEMPTION FROM INSTITUTIONAL OVERSIGHT

Unless they are formally qualified as meeting the criteria for exemption from Institutional Review Board (IRB) oversight, ALL LSU research/projects using living humans as subjects, or samples or data obtained from humans, directly or indirectly, with or without their consent, must be approved in advance by the LSU IRB. This Form helps the PI determine if a project may be exempted, and is used to request an exemption.

NOTE: Even when exempted, the researcher is required to exercise prudence in protecting the interests of research subjects, obtain informed consent if appropriate, and must conform to the Ethical Principles and Guidelines for the Protection of Human Subjects (Belmont Report), 45 CFR 46, and LSU Guide to Informed Consent; (Available from OSR or <http://www.osr.lsu.edu/irb>)

Instructions: Complete checklist, pp 2-4; if exemption appears likely, see instructions, p.4. If not, submit IRB application.**

Principal Investigator Aditi Balasubramaniam Student? Y/N
Ph: 334-4391 E-mail aditi.balae Dept/Unit Marketing
hotmail.com

If Student, name supervising professor Dr. Licata Ph: 388-8793
Student Mailing Address P.O. Box 17196 BTR LA 70893 Ph 334-4391

Project Title Brand Preference Related to Internet Shopping

Agency expected to fund project _____

Subject pool (e.g. Psychology Students) Marketing Students

Circle any "vulnerable populations" to be used: (children <18; the mentally impaired, pregnant women, the aged, other). Projects with incarcerated persons cannot be exempted.

I certify my responses are accurate and complete. If the project scope or design is later changed I will resubmit for review. I will obtain written approval from the Authorized Representative of all non-LSU institutions in which the study is conducted.

PI Signature [Signature] Date 5/10/00 (no per signatures)

Screening Committee Action: Exempted ☒ Not Exempted _____

Reviewer ABE BISWA Signature [Signature] Date 5/10/00

Comments _____

cc PI (signed face page only); Dr. C. Graham (application with protocol) 117B David Boyd Hall, LSU.

Help available from Dr. Charles Graham, 388-8692 cgraham@lsu.edu or any screening committee member.

Part A: DETERMINATION OF "RESEARCH" and POTENTIAL FOR RISK

This section determines whether the project meets the Department of Health and Human Services definition of "research" and if not,

Consent Form

I, _____, agree to participate in research regarding opinions and perceptions of brands of products and shop for these products on the Internet. The research has been approved by the LSU Human Subjects Committee.

I understand that my participation is completely voluntary; that I may withdraw my consent at any time, without penalty; and that identifiable results of my participation will be destroyed.


The following points have been explained to me:

- 1) The procedure involves completing a survey questionnaire and shopping for a specific product online.
- 2) I will not face any significant discomforts or stresses. My participation involves no risk.
- 3) The results of my participation are confidential and will not be released in any individually identifiable form. All data sheets will be coded by number, preserving anonymity.
- 4) The researcher will answer any further questions about the research either now or after completion of the survey questionnaire.

If I have any further questions about this research I can contact the researcher, Aditi Balasubramaniam at 334-4807 or, Dr. Jane Licata at 388-8793.

Signature of Participant

Date



Signature of Researcher

The following is the first part of a two-part research project. If you take part in both parts of the research, you will earn 5 extra credit points. To ensure your extra credit, please indicate your 9 digit ID. SSN _____

You are going to buy some blank videotapes. Please list your 3 preferred brands beginning with the brand most preferred.

Brands

- 1.
- 2.
- 3.

Please list the top three places where you would shop for your three preferred brands of blank videotapes.

Places

- 1.
- 2.
- 3.

Keeping the brand you rated first in mind, answer the following questions.

	Strongly disagree				Strongly agree
	1	2	3	4	5
Compared to other brands, this is a brand I really like.					
This is a brand I hold in high esteem.	1	2	3	4	5
Compared to other similar brands, I think very highly of this brand.	1	2	3	4	5
All things considered, (price, time, effort), this brand is a very good buy.	1	2	3	4	5
What I would get from this brand is worth the cost.	1	2	3	4	5
Compared to other similar brands, this brand would be a good value for the money.	1	2	3	4	5

	Strongly disagree					Strongly agree		
	1	2	3	4	5			
I can count on this brand of videotapes for consistent high quality								
This brand of videotapes should consistently perform better than all other brands of videotapes.	1	2	3	4	5			
Compared to other brands of videotapes, this brand is of very high quality.	1	2	3	4	5			
This brand is "distinct" from other comparable brands.	1	2	3	4	5			
This brand is "unique" from other comparable brands.	1	2	3	4	5			
This brand "stands out" from other brands.	1	2	3	4	5			
I would be willing to pay a higher price for this brand than for other comparable brands.	1	2	3	4	5			
I would be willing to pay more for this particular brand.	1	2	3	4	5			
I would be willing to pay ____% more for this brand over other comparable brands.	0%	5%	10%	15%	20%	25%	30%	35% or more
I am confident that this brand would perform as expected.	1	2	3	4	5			
I can count on this brand to perform as expected.	1	2	3	4	5			
Using this brand, there is little or no risk that there would be something wrong with this product.	1	2	3	4	5			
I will not risk paying too much if I buy this brand of videotapes.	1	2	3	4	5			
The price for this brand of videotapes may be the lowest in the market.	1	2	3	4	5			
I am confident of getting videotapes for the lowest price if I buy this brand.	1	2	3	4	5			
I am not likely to find a better price of videotapes if I choose another brand.	1	2	3	4	5			

The next time I purchase videotapes, I will consider this brand as an option.

Not Likely										Extremely
At All										Likely
1	2	3	4	5	6	7	8	9	10	

The next time I purchase videotapes, I intend to buy this brand.

Not Likely										Extremely
At All										Likely
1	2	3	4	5	6	7	8	9	10	

I would say I am very brand loyal to this brand of videotapes.

Not Likely										Extremely
At All										Likely
1	2	3	4	5	6	7	8	9	10	

My preferred shopping site for blank videotapes is : - (circle one)

1. mall / retail outlet
2. mail order catalogue
3. Internet brand web page
4. Internet mall

How many minutes would you search on the Internet for a piece of useful information on blank videotapes?

1. less than 5 minutes
2. 5 – 15 minutes
3. 15 – 30 minutes
4. 30 – 60 minutes
5. more than 60 minutes

How many minutes would you search for useful information about blank videotapes before you gave up the search?

1. less than 5 minutes
2. 5 – 15 minutes
3. 15 – 30 minutes
4. 30 – 60 minutes
5. more than 60 minutes

You have decided to treat yourself and take a leisure trip to New York City, leaving from Baton Rouge, over Christmas vacation. Your first task is to purchase plane tickets for the trip. Please list your 3 preferred airlines beginning with the airline most preferred.

Airlines

- 1.
- 2.
- 3.

Please list the top three places where you would shop for airline tickets on your three preferred airlines.

Places

- 1.
- 2.
- 3.

Keeping the airline you listed first in mind, answer the following questions.

	Strongly disagree				Strongly agree
	1	2	3	4	5
Compared to other airlines, this is An airline I really like.					
This is an airline I hold in high esteem.	1	2	3	4	5
Compared to other similar airlines, I think very highly of this airline.	1	2	3	4	5
All things considered, (price, time, effort), this airline ticket would be a very good buy.	1	2	3	4	5
What I would get from this airline is worth the cost.	1	2	3	4	5
Compared to other similar airlines, this airline would be a good value for the money.	1	2	3	4	5
I can count on this airline for consistent high quality	1	2	3	4	5
This airline should consistently perform better than all other airlines.	1	2	3	4	5
Compared to other airlines, this airline is of very high quality.	1	2	3	4	5

	Strongly disagree					Strongly agree				
	1	2	3	4	5					
This airline is "distinct" from other comparable airlines.										
This airline is "unique" from other comparable airlines.	1	2	3	4	5					
This airline "stands out" from other airlines.	1	2	3	4	5					

I would be willing to pay a higher price for a ticket on this airline than on other comparable airlines.	1	2	3	4	5					
I would be willing to pay more for a ticket on this particular airline.	1	2	3	4	5					
I would be willing to pay ____% more for this airline's ticket over other airlines' tickets.	0%	5%	10%	15%	20%	25%	30%	35%	or more	

I am confident that this airline would perform as expected.	1	2	3	4	5					
I can count on this airline to perform as expected.	1	2	3	4	5					
Using this airline, there is little or no risk that there would be something wrong with the service.	1	2	3	4	5					

I will not risk paying too much if I buy this airline's tickets.	1	2	3	4	5					
The price for this airline's tickets may be the lowest in the market.	1	2	3	4	5					
I am confident of getting tickets for the lowest price if I buy from this airline.	1	2	3	4	5					
I am not likely to find a better price on airline tickets if I choose another airline.	1	2	3	4	5					

The next time I purchase airline tickets, I will consider this airline as an option.

Not Likely
At All

Extremely
Likely

1 2 3 4 5 6 7 8 9 10

The next time I purchase airline tickets, I intend to buy tickets from this airline.

Not Likely
At All

Extremely
Likely

1 2 3 4 5 6 7 8 9 10

I would say I am very brand loyal to this airline.

Not Likely
At All

Extremely
Likely

1 2 3 4 5 6 7 8 9 10

My preferred shopping site for airline tickets is : - (circle one)

1. mall / retail travel outlet
2. mail order catalogue
3. Internet airline web page
4. Internet mall

How many minutes would you search on the Internet for a piece of useful information on airline tickets?

1. less than 5 minutes
2. 5 – 15 minutes
3. 15 – 30 minutes
4. 30 – 60 minutes
5. more than 60 minutes

How many minutes would you search for useful information about airline tickets before you gave up the search?

1. less than 5 minutes
2. 5 – 15 minutes
3. 15 – 30 minutes
4. 30 – 60 minutes
5. more than 60 minutes

You are going to buy a new pair of jeans to wear to a party next week. Please list your top 3 preferred brands of jeans.

Brands

- 1.
- 2.
- 3.

Please list the top three places where you would shop for your three preferred brands of jeans.

Places

- 1.
- 2.
- 3.

Keeping the brand you listed first in mind, answer the following questions.

	Strongly disagree	1	2	3	4	Strongly agree
Compared to other brands of jeans, this is a brand I really like.		1	2	3	4	5
This is a brand I hold in high esteem.		1	2	3	4	5
Compared to other similar brands, I think very highly of this brand.		1	2	3	4	5
All things considered, (price, time, effort), this brand is a very good buy.		1	2	3	4	5
What I would get from this brand is worth the cost.		1	2	3	4	5
Compared to other similar brands, this brand would be a good value for the money.		1	2	3	4	5
I can count on this brand of jeans for consistent high quality		1	2	3	4	5
This brand of jeans should consistently perform better than all other brands of jeans.		1	2	3	4	5
Compared to other brands of jeans, this brand is of very high quality.		1	2	3	4	5
This brand is "distinct" from other comparable brands.		1	2	3	4	5

This brand is "unique" from other comparable brands.	1	2	3	4	5
This brand "stands out" from other brands.	1	2	3	4	5

Brands.									
I would be willing to pay a higher price for this brand of jeans than for other comparable brands.	1	2	3	4	5				
I would be willing to pay more for this particular brand.	1	2	3	4	5				
I would be willing to pay ____% more for this brand over other comparable brands.	0%	5%	10%	15%	20%	25%	30%	35%	or more

I am confident that this brand of jeans would perform as expected.	1	2	3	4	5
I can count on this brand to perform as expected.	1	2	3	4	5
Using this brand, there is little or no risk that there would be something wrong with this product.	1	2	3	4	5

I will not risk paying too much if I buy this brand of jeans.	1	2	3	4	5
The price for this brand of jeans may be the lowest in the market.	1	2	3	4	5
I am confident of getting jeans for the lowest price if I buy this brand.	1	2	3	4	5
I am not likely to find a better price of jeans if I choose another brand.	1	2	3	4	5

The next time I purchase jeans, I will consider this brand as an option.

Not Likely
At All

1 2 3 4 5 6 7 8 9 10

Extremely
Likely

The next time I purchase jeans, I intend to buy this brand.

Not Likely
At All

1 2 3 4 5 6 7 8 9 10

Extremely
Likely

I would say I am very brand loyal to this brand of jeans.

**Not Likely
At All**

**Extremely
Likely**

1

2

3

4

5

6

7

8

9

10

My preferred shopping site for jeans is : - (circle one)

- 1. mall / retail outlet**
- 2. mail order catalogue**
- 3. Internet brand web page**
- 4. Internet mall**

How many minutes would you search on the Internet for a piece of useful information on jeans?

- 1. less than 5 minutes**
- 2. 5 – 15 minutes**
- 3. 15 – 30 minutes**
- 4. 30 – 60 minutes**
- 5. more than 60 minutes**

How many minutes would you search for useful information about jeans before you gave up the search?

- 1. less than 5 minutes**
- 2. 5 – 15 minutes**
- 3. 15 – 30 minutes**
- 4. 30 – 60 minutes**
- 5. more than 60 minutes**

You are going to purchase a new computer for class work. Please list your 3 preferred brands beginning with the brand most preferred.

Brands

- 1.
- 2.
- 3.

Please list the top three places where you would shop for your three preferred brands of computers.

Places

- 1.
- 2.
- 3.

Keeping the brand you listed first in mind, answer the following questions.

	Strongly disagree	1	2	3	4	Strongly agree	5
Compared to other brands of computers, this is a brand I really like.		1	2	3	4		5
This is a brand I hold in high esteem.		1	2	3	4		5
Compared to other similar brands, I think very highly of this brand.		1	2	3	4		5

All things considered, (price, time, effort), this brand is a very good buy.		1	2	3	4		5
What I would get from this brand is worth the cost.		1	2	3	4		5
Compared to other similar brands, this brand would be a good value for the money.		1	2	3	4		5

I can count on this brand of computers for consistent high quality		1	2	3	4		5
This brand of computers should consistently perform better than all other brands of videotapes.		1	2	3	4		5
Compared to other brands of computers, this brand is of very high quality.		1	2	3	4		5
This brand is "distinct" from other comparable brands.		1	2	3	4		5

This brand is "unique" from other comparable brands.	1	2	3	4	5
This brand "stands out" from other brands.	1	2	3	4	5

brands.									
I would be willing to pay a higher price for this brand than for other comparable brands.	1	2	3	4	5				
I would be willing to pay more for this particular brand.	1	2	3	4	5				
I would be willing to pay ____% more for this brand over other comparable brands.	0%	5%	10%	15%	20%	25%	30%	35%	or more

I am confident that this brand of computers would perform as expected.	1	2	3	4	5
I can count on this brand to perform as expected.	1	2	3	4	5
Using this brand, there is little or no risk that there would be something wrong with this product.	1	2	3	4	5

I will not risk paying too much if I buy this brand of computer.	1	2	3	4	5
The price for this brand of computer may be the lowest in the market.	1	2	3	4	5
I am confident of getting the lowest price if I buy this brand of computer.	1	2	3	4	5
I am not likely to find a better price on a computer if I choose another brand.	1	2	3	4	5

computer if I choose another brand.										
The next time I purchase a computer, I will consider this brand as an option.										
Not Likely										Extremely
At All										Likely
1	2	3	4	5	6	7	8	9	10	

The next time I purchase a computer, I intend to buy this brand.									
Not Likely									Extremely
At All									Likely
1	2	3	4	5	6	7	8	9	10

I would say I am very brand loyal to this brand of computers.

**Not Likely
At All**

**Extremely
Likely**

1 2 3 4 5 6 7 8 9 10

My preferred shopping site for computers is : - (circle one)

1. mall / retail outlet
2. mail order catalogue
3. Internet brand web page
4. Internet mall

How many minutes would you search on the Internet for a piece of useful information on a computer?

1. less than 5 minutes
2. 5 – 15 minutes
3. 15 – 30 minutes
4. 30 – 60 minutes
5. more than 60 minutes

How many minutes would you search for useful information about the computer before you gave up the search?

1. less than 5 minutes
2. 5 – 15 minutes
3. 15 – 30 minutes
4. 30 – 60 minutes
5. more than 60 minutes

I would say I am very proficient at using the Internet.

**Not Likely
At All**

**Extremely
Likely**

1 2 3 4 5 6 7 8 9 10

The length of my Internet Experience is : - (circle one)

1. less than 6 months
2. 6 – 12 months
3. 1 – 3 years
4. 3 – 6 years
5. more than 6 years

The length of my experience with Internet Shopping is : - (circle one)

1. less than 6 months
2. 6 – 12 months
3. 1 – 3 years
4. 3 – 6 years
5. 6 years
6. more than 6 years

Your age is _____

You are : -

1. Male
2. Female

Your ethnic background is :-

1. African – American
2. Asian – American
3. Caucasian
4. Hispanic American
5. Native American
6. Foreign Citizenship

Thank you for agreeing to participate in this survey

Consent Form

I, _____, agree to participate in research regarding opinions and perceptions of brands of products and shop for these products on the Internet. The research has been approved by the LSU Human Subjects Committee.

I understand that my participation is completely voluntary; that I may withdraw my consent at any time, without penalty; and that identifiable results of my participation will be destroyed.

The following points have been explained to me:-

1. The procedure involves completing a survey questionnaire and shopping for a specific product online.
2. I will not face any significant discomforts or stresses. My participation involves no risk.
3. The results of my participation are confidential and will not be released in any individually identifiable form. All data sheets will be coded by number, preserving anonymity.
4. The researcher will answer any further questions about the research either now or after completion of the survey questionnaire.

If I have any further questions, I can contact the researcher, Aditi Balasubramaniam at 334-4807 or, Dr. Jane Licata at 388 – 8793.

Signature of Participant

Date

Signature of Researcher

The following is the second part of a two – part research project. To ensure your extra credit, please indicate your 9 digit ID. _____

Purchase Scenario 1) Go online as if you were going to purchase a blank videotape – stop at the point of actually exchanging money for the video tape (before you enter your credit card information).

In this space, note the time you begin the purchase task _____

Purchase Scenario 1) Go online as if you were going to purchase a blank videotape – stop at the point of actually exchanging money for the video tape (before you enter your credit card information).

**In this space, note the time you begin the purchase task _____
Once you have completed this purchase task, the page over and complete the survey on your purchase.**

Last 4 digits of your SSN: - ____

You just bought a blank video tape. Please list the brand you bought.

Please list the website at which you bought it.

Go to Communicator on the Tool Bar and then go to Tools and click on history and count the number of lines in the history Box and record here _____
Then highlight the lines of history and press delete.

Keeping your first brand choice in mind, answer the following questions.

	Strongly disagree				Strongly agree
Compared to other brands, this is a brand I really like.	1	2	3	4	5
This is a brand I hold in high esteem.	1	2	3	4	5
Compared to other similar brands, I think very highly of this brand.	1	2	3	4	5

I can count on this brand for consistently high quality.	1	2	3	4	5
This brand should consistently perform better than all other similar brands.	1	2	3	4	5
Compared to other similar brands, this brand is of very high quality.	1	2	3	4	5

All things considered, (price, time, effort), this brand is a very good buy.	1	2	3	4	5
What I would get from this brand is worth the cost.	1	2	3	4	5
Compared to other similar brands, this brand would be a good value for the money.	1	2	3	4	5

Last 4 digits of your SSN: - _ _ _ _

	Strongly disagree				Strongly agree
This brand is "distinct" from other comparable brands.	1	2	3	4	5
This brand is "unique" from other comparable brands.	1	2	3	4	5
This brand "stands out" from other brands.	1	2	3	4	5

I would be willing to pay a higher price for this brand than for other comparable brands.	1	2	3	4	5		
I would be willing to pay more for this particular brand.	1	2	3	4	5		
I would be willing to pay ____% more for this brand over other comparable brands.	0%	5%	10%	15%	20%	25%	30% or more

I am confident that this brand would perform as expected.	1	2	3	4	5
I can count on this brand to perform as expected.	1	2	3	4	5
Using this brand, there is little or no risk that there would be something wrong with the product.	1	2	3	4	5

The next time I purchase this product, I will consider this brand as an option.									
Not Likely At All					Extremely Likely				
1	2	3	4	5	6	7	8	9	10

The next time I purchase this product, I intend to buy this brand.									
Not Likely At All					Extremely Likely				
1	2	3	4	5	6	7	8	9	10

Last 4 digits of your SSN: - _ _ _ _

I would say I am very brand loyal to this brand.

**Strongly
Disagree**

**Strongly
Agree**

1 2 3 4 5 6 7 8 9 10

How many minutes did you search on the Internet for a piece of useful information on blank videotapes?

- 1. Less than 5 minutes**
- 2. 5 – 10 minutes**
- 3. 10 – 15 minutes**
- 4. 15 – 20 minutes**
- 5. 20 – 30 minutes**
- 6. more than 30 minutes**

How many before you completed the purchase of blank videotapes?

- 7. Less than 5 minutes**
- 8. 5 – 10 minutes**
- 9. 10 – 15 minutes**
- 10. 15 – 20 minutes**
- 11. 20 – 30 minutes**
- more than 30 minutes**

Please proceed to next purchase task.

Last 4 digits of your SSN: - _ _ _ _

Purchase Scenario 2) Go online as if you were going to purchase plane ticket to take a leisure trip to New York from Baton Rouge over Christmas vacation – stop at the point of actually exchanging money for the ticket (before you enter your credit card information).

In this space, note the time you begin the purchase task_____

Once you have completed this purchase task, the page over and complete the survey on your purchase.

Last 4 digits of your SSN: - _ _ _ _

You just bought a plane ticket to take a leisure trip to New York from Baton Rouge over Christmas vacation. Please list the airline from which you bought your ticket.

Please list the website at which you bought it.

Go to Communicator on the Tool Bar and then go to Tools and click on history and count the number of lines in the history Box and record here _____
Then highlight the lines of history and press delete.

Keeping your first brand choice in mind, answer the following questions.

	Strongly disagree				Strongly agree
Compared to other brands, this is a brand I really like.	1	2	3	4	5
This is a brand I hold in high esteem.	1	2	3	4	5
Compared to other similar brands, I think very highly of this brand.	1	2	3	4	5

I can count on this brand for consistently high quality.	1	2	3	4	5
This brand should consistently perform better than all other similar brands.	1	2	3	4	5
Compared to other similar brands, this brand is of very high quality.	1	2	3	4	5

All things considered, (price, time, effort), this brand is a very good buy.	1	2	3	4	5
What I would get from this brand is worth the cost.	1	2	3	4	5
Compared to other similar brands, this brand would be a good value for the money.	1	2	3	4	5

Last 4 digits of your SSN: - ____

	Strongly disagree				Strongly agree
This brand is "distinct" from other comparable brands.	1	2	3	4	5
This brand is "unique" from other comparable brands.	1	2	3	4	5
This brand "stands out" from other brands.	1	2	3	4	5

I would be willing to pay a higher price for this brand than for other comparable brands.	1	2	3	4	5		
I would be willing to pay more for this particular brand.	1	2	3	4	5		
I would be willing to pay ____% more for this brand over other comparable brands.	0%	5%	10%	15%	20%	25%	30% or more

I am confident that this brand would perform as expected.	1	2	3	4	5
I can count on this brand to perform as expected.	1	2	3	4	5
Using this brand, there is little or no risk that there would be something wrong with the product.	1	2	3	4	5

The next time I purchase this product, I will consider this brand as an option.									
Not Likely At All					Extremely Likely				
1	2	3	4	5	6	7	8	9	10

The next time I purchase this product, I intend to buy this brand.									
Not Likely At All					Extremely Likely				
1	2	3	4	5	6	7	8	9	10

Last 4 digits of your SSN: - _ _ _ _

I would say I am very brand loyal to this brand.

Strongly
Disagree

Strongly
Agree

1

2

3

4

5

6

7

8

9

10

How many minutes did you search on the Internet for a piece of useful information on airline tickets?

12. Less than 5 minutes

13. 5 – 10 minutes

14. 10 – 15 minutes

15. 15 – 20 minutes

16. 20 – 30 minutes

17. more than 30 minutes

How many before you completed the purchase of airline tickets?

18. Less than 5 minutes

19. 5 – 10 minutes

20. 10 – 15 minutes

21. 15 – 20 minutes

22. 20 – 30 minutes

more than 30 minutes

Please proceed to next purchase task.

Last 4 digits of your SSN: - _ _ _ _

Purchase Scenario 3) Go online as if you were going to purchase a new pair of jeans to wear to a party next week – stop at the point of actually exchanging money for the jeans (before you enter your credit card information).

In this space, note the time you begin the purchase task _____

Once you have completed this purchase task, the page over and complete the survey on your purchase.

Last 4 digits of your SSN: - _ _ _ _

You just bought a new pair of jeans to wear to a party next week. Please list the brand you bought.

Please list the website at which you bought it.

Go to Communicator on the Tool Bar and then go to Tools and click on history and count the number of lines in the history Box and record here _____
Then highlight the lines of history and press delete.

Keeping your first brand choice in mind, answer the following questions.

	Strongly disagree				Strongly agree
Compared to other brands, this is a brand I really like.	1	2	3	4	5
This is a brand I hold in high esteem.	1	2	3	4	5
Compared to other similar brands, I think very highly of this brand.	1	2	3	4	5

I can count on this brand for consistently high quality.	1	2	3	4	5
This brand should consistently perform better than all other similar brands.	1	2	3	4	5
Compared to other similar brands, this brand is of very high quality.	1	2	3	4	5

All things considered, (price, time, effort), this brand is a very good buy.	1	2	3	4	5
What I would get from this brand is worth the cost.	1	2	3	4	5
Compared to other similar brands, this brand would be a good value for the money.	1	2	3	4	5

Last 4 digits of your SSN: - _ _ _ _

	Strongly disagree				Strongly agree
This brand is “distinct” from other comparable brands.	1	2	3	4	5
This brand is “unique” from other comparable brands.	1	2	3	4	5
This brand “stands out” from other brands.	1	2	3	4	5

I would be willing to pay a higher price for this brand than for other comparable brands.	1	2	3	4	5		
I would be willing to pay more for this particular brand.	1	2	3	4	5		
I would be willing to pay ____% more for this brand over other comparable brands.	0%	5%	10%	15%	20%	25%	30% or more

I am confident that this brand would perform as expected.	1	2	3	4	5
I can count on this brand to perform as expected.	1	2	3	4	5
Using this brand, there is little or no risk that there would be something wrong with the product.	1	2	3	4	5

The next time I purchase this product, I will consider this brand as an option.									
Not Likely At All					Extremely Likely				
1	2	3	4	5	6	7	8	9	10

The next time I purchase this product, I intend to buy this brand.									
Not Likely At All					Extremely Likely				
1	2	3	4	5	6	7	8	9	10

Last 4 digits of your SSN: - _ _ _ _

I would say I am very brand loyal to this brand.

**Strongly
Disagree**

**Strongly
Agree**

1 2 3 4 5 6 7 8 9 10

How many minutes did you search on the Internet for a piece of useful information on jeans?

- 23. Less than 5 minutes**
- 24. 5 – 10 minutes**
- 25. 10 – 15 minutes**
- 26. 15 – 20 minutes**
- 27. 20 – 30 minutes**
- 28. more than 30 minutes**

How many before you completed the purchase of jeans?

- 29. Less than 5 minutes**
- 30. 5 – 10 minutes**
- 31. 10 – 15 minutes**
- 32. 15 – 20 minutes**
- 33. 20 – 30 minutes**
- more than 30 minutes**

Please proceed to next purchase task.

Last 4 digits of your SSN: - _ _ _ _

Purchase Scenario 4) Go online as if you were going to purchase new computer for classwork – stop at the point of actually exchanging money for the computer (before you enter your credit card information).

In this space, note the time you begin the purchase task_____

Once you have completed this purchase task, the page over and complete the survey on your purchase.

Last 4 digits of your SSN: - _ _ _ _

You just bought a new computer for classwork. Please list the brand you bought.

Please list the website at which you bought it.

Go to Communicator on the Tool Bar and then go to Tools and click on history and count the number of lines in the history Box and record here _____
Then highlight the lines of history and press delete.

Keeping your first brand choice in mind, answer the following questions.

	Strongly disagree				Strongly agree
Compared to other brands, this is a brand I really like.	1	2	3	4	5
This is a brand I hold in high esteem.	1	2	3	4	5
Compared to other similar brands, I think very highly of this brand.	1	2	3	4	5

I can count on this brand for consistently high quality.	1	2	3	4	5
This brand should consistently perform better than all other similar brands.	1	2	3	4	5
Compared to other similar brands, this brand is of very high quality.	1	2	3	4	5

All things considered, (price, time, effort), this brand is a very good buy.	1	2	3	4	5
What I would get from this brand is worth the cost.	1	2	3	4	5
Compared to other similar brands, this brand would be a good value for the money.	1	2	3	4	5

Last 4 digits of your SSN: - _ _ _ _

	Strongly disagree			Strongly agree	
This brand is “distinct” from other comparable brands.	1	2	3	4	5
This brand is “unique” from other comparable brands.	1	2	3	4	5
This brand “stands out” from other brands.	1	2	3	4	5

I would be willing to pay a higher price for this brand than for other comparable brands.	1	2	3	4	5		
I would be willing to pay more for this particular brand.	1	2	3	4	5		
I would be willing to pay ____% more for this brand over other comparable brands.	0%	5%	10%	15%	20%	25%	30% or more

I am confident that this brand would perform as expected.	1	2	3	4	5
I can count on this brand to perform as expected.	1	2	3	4	5
Using this brand, there is little or no risk that there would be something wrong with the product.	1	2	3	4	5

The next time I purchase this product, I will consider this brand as an option.									
Not Likely At All					Extremely Likely				
1	2	3	4	5	6	7	8	9	10

The next time I purchase this product, I intend to buy this brand.									
Not Likely At All					Extremely Likely				
1	2	3	4	5	6	7	8	9	10

Last 4 digits of your SSN: - ____

I would say I am very brand loyal to this brand.

**Strongly
Disagree**

**Strongly
Agree**

1 2 3 4 5 6 7 8 9 10

How many minutes did you search on the Internet for a piece of useful information on the computer?

- 34. Less than 5 minutes**
- 35. 5 – 10 minutes**
- 36. 10 – 15 minutes**
- 37. 15 – 20 minutes**
- 38. 20 – 30 minutes**
- 39. more than 30 minutes**

How many before you completed the purchase of the computer?

- 40. Less than 5 minutes**
- 41. 5 – 10 minutes**
- 42. 10 – 15 minutes**
- 43. 15 – 20 minutes**
- 44. 20 – 30 minutes**
- more than 30 minutes**

Last 4 digits of your SSN: - _ _ _ _

I would say I am very proficient at using the Internet.									
Strongly Disagree								Strongly Agree	
1	2	3	4	5	6	7	8	9	10

My Internet Experience is: - (circle one)

- < 6 months
- 6 – 12 months
- 1 – 3 years
- 3 – 6 years
- > 6 years

My experience with Internet Shopping is: - (circle one)

- < 6 months
- 6 – 12 months
- 1 – 3 years
- 3 – 6 years
- > 6 years

Your age is _____

You are : -

- Male
- Female

Your ethnic background is:-

1. African – American
2. Asian – American
3. Caucasian
4. Hispanic American
5. Native American
6. Foreign Citizenship

Thank you for agreeing to participate in this survey.