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When do consumers appreciate partitioned price designs?

The role of math anxiety, product involvement, and attitude toward the selling firm

Andreas Polthier

Supervisor: Mark Pasquine

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NORWEGIAN SCHOOL OF ECONOMICS

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III. List of abbreviations

A_f	Attitude toward the selling firm
AIP	All-inclusive price/all-inclusive pricing
ELM	Elaboration likelihood model
GLM	Generalized linear model
HI	High involvement
LI	Low involvement
MA	Math anxiety
PI	Product involvement
PP	Partitioned price/partitioned pricing

1. Introduction

Virtually every day, consumers make purchase decisions, be it in the grocery store around the corner, in a restaurant, or in an online shop, to name but a few occasions. One of the factors that consumers need to take into account when facing a buying decision is the price of the product or service. Although one often thinks of price as a single number followed by a currency sign, this is not the only price format that customers are exposed to when shopping. In fact, sellers have other price designs at their disposal.

As one of the 4 P's contained in the classical marketing mix, price is an important decision area for marketers. Pricing decisions can be considered as the most influential driver of revenues and profits for several reasons (Homburg, Kuester, & Krohmer, 2013, p. 160), of which two should be emphasized. Firstly, pricing decisions can be implemented quickly with a fast influence on demand, which stands in contrasts to promotion, distribution and product decisions that take longer time periods to be implemented and to be effective. Secondly, pricing has a strong impact on consumer behavior, because the price "determines the 'negative' component of the purchase decision process" (Homburg et al., 2013, p. 160).

According to classical pricing theory, only the total price itself should have an impact on consumers' demand, with higher prices causing lower demand and vice versa. This thought is based on the idea that consumers are totally rational and make purchase decisions on the basis of an objective product benefit/objective price tradeoff. However, research on behavioral pricing has shown that it is not only the price itself that determines consumer reactions. Instead, there is a multitude of other factors which influence individuals' buying decisions, such as consumers' individual price thresholds (Gedenk & Sattler, 1999) at which price evaluations change drastically, or reference prices which customers use as a benchmark when evaluating prices (Niedrich, Sharma, & Wedell, 2001).

Besides, the way in which a particular price is presented can impact purchase decisions. One of these price presentation tactics is partitioned pricing (PP[1]). The marketing tactic of PP has received considerable research attention over the past two decades. Morwitz, Greenleaf, & Johnson (1998) were the first to conduct studies focusing on this particular pricing strategy.

[1] For simplicity reasons, the abbreviation PP will also be used to signify "partitioned price" in this paper.

They defined PP as a practice whereby firms "divide the prices they charge consumers into two mandatory parts, instead of charging one all-inclusive price". Later definitions are similar, but added the option of three or more price parts (e.g. Voester, Ivens, & Leischnig, 2016; Xia & Monroe, 2004) and introduced the denomination of the core product price as "base price" and additional parts of the price as "surcharges". The key part of this definition is that all price components are mandatory, i.e. buyers cannot opt out of individual product features that are associated with particular price components. Besides, PP must be distinguished from so-called drip pricing, where "consumers see an element of only the price upfront, and where either optional or compulsory price increments are revealed as they 'drip' though [sic] the buying process" (Ahmetoglu, Furnham, & Fagan, 2014). In a PP, the different price components are clearly visible from the beginning and their appearance is not separated temporally.

PP is prevalent throughout different industries. One classical example is the booking process of flights, in which the total price is usually partitioned into components such as passenger fare, taxes, and domestic or international fees. Another example is the purchase of goods in online stores such as Amazon, where shipping charges are often added to the core price of an ordered product (Melnik & Richardson, 2010).

Given this theoretical and practical importance of PP, numerous studies have considered the impact of PP on consumer behavior. The general findings about the effectiveness of PP are somewhat mixed, with some studies showing a positive impact on outcome variables such as consumer demand (Morwitz et al., 1998) or purchase intent (Xia & Monroe, 2004), and others finding an unfavorable effect of PP (Lee & Han, 2002). However, the general consensus in the more recent studies is that the favorability of a PP strategy depends on different boundary conditions, such as characteristics of the consumer. But so far, this domain is characterized by a scarcity of research (Lee, Choi, & Li, 2014).

In order to obtain a well-grounded overview of the conditions under which PP is effective, it is important to analyze additional boundary conditions. This thesis focuses on some factors that have not been studied yet in the context of PP, namely math anxiety (MA), product involvement (PI), and attitude toward the selling firm (A_f). The research objective is to find out whether, and in which way, these factors impact consumer reactions to PP as compared

to traditional all-inclusive pricing (AIP[2]). In this thesis, the term AIP is meant to describe a price containing only one component, which is equivalent to the total price of the product.

The master thesis is structured as follows: Firstly, different theoretical rationales explaining the effect of PP are introduced and explained, and research hypotheses are deducted from theory. Thereafter, the research methodology is described, before the results are presented. A discussion of the results and a critical analysis of limitations as well as directions for future research follow. Finally, an executive summary concludes this master thesis.

[2] For simplicity reasons, the abbreviation AIP will also be used to signify "all-inclusive price" in this paper.

2. Theoretical background and hypotheses development

As suggested by Alexander Rühle in his literature review on PP (Rühle, 2014), research on influencing factors of the impact of PP designs on consumer reactions can be divided into three main categories: buyer characteristics (e.g. need for cognition), seller characteristics (e.g. reputation) and characteristics of the price format/presentation (e.g. absolute/relative surcharges). This research focuses on some buyer characteristics that have not been covered by previous studies. The reason for this emphasis is that there are few seller characteristics expect for reputation/trustworthiness (which have already been studied) that can be manipulated well within the context of a hypothetical purchase scenario. Besides, price format characteristics have been researched extensively in the past.

2.1 Theoretical rationales explaining the buyer characteristics – reaction to PP relationship

Several studies have considered how attributes of the buyers can influence the effectiveness of PP strategies used by selling companies. Many different theories have been used by researchers to explain buyer characteristics and their interaction with customer responses to PP. These theories can be categorized based on their prediction about the favorability of PP in terms of consumer reactions.

One commonly used theory is the **anchoring and adjustment heuristic** (Tversky & Kahneman, 1974). It is based on the idea that when making numerical estimations, humans tend to anchor on a (potentially unrelated) piece of information in their environment and to then adjust their final estimate insufficiently so that they arrive at a biased estimate. Applied to PP, the anchoring and adjustment theorem implies that consumers will tend to underestimate the total price of a PP offer based on an excessively high influence of the base price on overall price judgments. Ahmetoglu et al. (2014) argue that this theory is the most commonly used to explain the effects of PP on consumer attitudes. Morwitz et al. (1998) use this theory to explain their finding that in the aggregate, consumers have higher demand when a product has a PP than when it has a single, combined price with the same total cost. They find that this increase in demand is caused by a decrease in recalled total costs when consumers are confronted with a PP, which is in line with the predictions of anchoring and

adjustment theory.
Overall, anchoring and adjustment theory suggests a favorable effect of PP on consumer reactions such as demand and price estimations.

Another theory which can be applied to analyze buyer reactions to PP is **prospect theory** (Kahneman & Tversky, 1979; Thaler, 1985). The intuition behind this model is that people evaluate outcomes as gains or losses relative to a reference point. These gains and losses are rated on a valuation function, which is concave for gains and convex for losses. Besides, it is generally assumed to be steeper in the domain of losses than in the domain of gains.
This theory has negative implications for the effectiveness of PP: If consumers consider the prices they pay as losses, dividing a price into different components (segregation) would lead to unfavorable consumer reactions because multiple losses are evaluated more negatively than one loss of the same absolute size (integration).

Construal level theory (Trope & Liberman, 2003) has been applied less often in the field of PP. According to this theory, people's construal level differs depending on the temporal distance to a specific future event. If the event is rather distant, high construal will dominate, meaning rather abstract and unspecific mental images of it in consumers' minds. On the other hand, if the event is temporarily close, people will adopt a low construal level, implying a focus on concrete and specific features of the event.
The only study connecting the topics of PP and construal level theory was published some years ago (Albinsson, Burman, & Das, 2010). They find that evaluations of partitioned vs. combined prices do depend, among other factors, on the construal level of consumers. In general, low construal level subjects will prefer a combined price presentation, whereas high construal level subjects are indifferent between the two presentation options as long as surcharges are reasonable. This result is explained by the focus of low construal level consumers on details, i.e. the different components of a PP. Since high construal level consumers tend to think in more abstract terms, they will focus less on the surcharges involved in a purchase.
In a purchase situation, consumers generally have a low construal level, since the actual purchase is temporally close. As low construal is associated with a focus on details, more emphasis is attached to the different price components and the price is overestimated.

In sum, prospect theory and construal level theory can be used to argue for an unfavorable effect of PP on buyer responses.

Besides, some theories suggest an effect of PP that depends on boundary conditions determined by the personal characteristics of buyers and that can be positive, neutral or negative.

One of these theories is the **persuasion knowledge model** (Friestad & Wright, 1994). This model assumes that an agent, possessing knowledge of the topic, of persuasion in general, and of the target of persuasion, engages in a persuasion attempt toward the target. The target then engages in different persuasion coping behaviors, using its topic, persuasion, and agent knowledge. Applied to PP, a company tries to persuade a consumer of buying the offer using a PP strategy, and the consumer has to cope with this persuasion attempt.
Burman & Biswas (2007) use this model to explain their finding that high NFC consumers react in a more differentiated way to PP strategies that involve either a reasonable surcharge (leading to increased demand and perception of offer value among them) or an unreasonable surcharge (causing a decrease in these two dimensions) compared to low NFC consumers.
Overall, the only generalizable conclusion to be drawn from the persuasion knowledge model with regard to PP is that depending on how consumers cope with the persuasion attempt of PP, reactions might be positive or negative.

One recent study (Lee et al., 2014) combines the PP strategy with **regulatory focus theory** (Brockner, Higgins, & Low, 2004). The idea behind this theory is that people tend to be either promotion- or prevention-focused in general and at a given point in time. When being promotion-focused, individuals focus on fulfilling their aspirations, goals, and hopes, whereas prevention-focused persons try to behave in accordance with their obligations and responsibilities.
Lee and colleagues find that promotion-focused individuals engage in a more global processing of information, whereas prevention focus causes more local thinking. Therefore, PP is more effective than AIP for promotion-focused individuals, who do not focus much on the details of prices and are therefore assumed to be more susceptible to anchoring and adjustment effects, whereas the authors find no difference in evaluations of partitioned and combined pricing for prevention-focused consumers.
Although more research needs to be conducted to confirm these findings, one can conclude that promotion-focused consumers tend to react favorably to PP, and prevention-focused consumers react either negatively or neutrally.

A framework which is used to explain the different ways in which consumers process partitioned prices is the **cost/benefit framework** (Johnson & Payne, 1985). This intuitive model suggests that people trade off the (mental) costs of engaging in a particular problem-solving strategy against the expected benefits of this effort.

In their 1998 article, Morwitz and colleagues propose that consumers can apply three main strategies when processing PPs: accurate calculations of the total price (highest effort and accuracy), use of a heuristic to calculate the total price (medium effort and accuracy), and complete ignorance of the surcharge (lowest effort and accuracy). Depending on the subjectively perceived benefit of a more or less accurate price processing approach and the associated costs, buyers will then opt for one of the three strategies. Besides, one can assume that the more mental effort an individual has to expend to process a PP, the more likely he[3] will be to prefer a classical AIP.

Finally, some research applies **attribution theory** (Kelley & Michela, 1980) to explain consumer reactions to PP. According to this theory, people constantly try to find causes for the behavior of others or themselves, and the perceived causes then impact their own behavior and attitudes toward those others or themselves. In general, people can attribute all types of outcomes either to themselves (internal attribution) or to someone or something else (external attribution).

Lee & Han (2002) find that overall, attitudes towards brands and retailers advertising with PP information are less favorable than attitudes towards brands and retailers advertising with inclusive-priced information. Drawing on attribution theory, the authors find that this difference is larger under external attribution (i.e. when consumers blame the marketer for making prices overly complicated) than under internal attribution (i.e. when consumers blame themselves for not correctly processing the complex price). Thus, the target of attribution seems to be an important buyer characteristic impacting the favorableness of PP.

A similar approach is used by Bambauer-Sachse & Mangold (2010): On the theoretical basis of attribution theory, these researchers find that if consumers perceive the marketer as not being responsible for the surcharge, PP leads to significantly higher price attractiveness ratings than AIP, but that this difference disappears if the marketer is responsible. Besides, an external attribution of responsibility for the surcharge to the marketer was found to increase

[3] For reasons of readability, this master thesis constantly uses the male personal pronoun in cases which can apply both to males and females.

the feeling of being manipulated by the marketer and perceived complexity of the price structure. In line with Lee & Han (2002), external attribution seems to be problematic from the marketer's perspective when using a PP strategy, while internal attribution leads to favorable outcomes.

To put it in a nutshell, many different theoretical perspectives have been applied to explain the influence of PP on consumer reactions. This research will draw on some of these frameworks to deduct the research hypotheses.

2.2 Development of hypotheses

From an overview of the different studies conducted in the area of PP, which are based on one or more of the theories described in chapter 2.1, one can conclude that research has so far focused on a rather narrow set of consumer characteristics influencing the effectiveness of PP. These include need for cognition, regulatory focus, shipping-charge skepticism, and a tendency for external or internal attribution.

However, these characteristics do not directly take the increased mathematical complexity of processing a PP versus one AIP into account. For correctly coping with a PP, consumers will need to calculate sums (in the case of absolute surcharges, which this research focuses on). Therefore, MA is another consumer trait that is probably related to consumer reactions to PP, and research on this variable is needed (Greenleaf, Johnson, Morwitz, & Shalev, 2016).

2.2.1 Math anxiety

MA has been defined as "feelings of tension and anxiety that interfere with the manipulation of numbers and the solving of mathematical problems in a wide variety of ordinary life and academic situations" (Richardson & Suinn, 1972).
Over the past decades, studies have constantly shown that subjects with high MA demonstrate lower performance in various types of numerical and mathematical tasks.
Different explanations have been proposed for why individuals with MA have problems with mathematical assignments. One possibility is that math-anxious persons' working memories process information regarding the anxiety when facing mathematical problems, thus leaving fewer resources for solving the problem at hand (Ashcraft & Kirk, 2001). An additional rea-

son suggested by Maloney, Ansari, & Fugelsang (2011) is a less precise representation of numerical magnitude in the working memory of high MA subjects.

One study connected the areas of MA and pricing (Suri, Monroe, & Koc, 2013). Based on the assumption that evaluating a dollar-off price promotion requires less cognitive effort than judging a percentage-off price promotion, the authors find that high MA participants prefer discounts in an absolute format, because MA prevents them from correctly computing net prices in the case of a percentage discount.
However, the particular area of PP has not been studied in its relation to consumers' MA until now.

Regulatory focus theory (cf. chapter 2.1) is useful to connect the two domains.
Anxiety in general and MA in particular will prime a prevention focus (Baas, Dreu, & Nijstad, 2008). Thus, it can be assumed that consumers high in MA will be prevention-focused when confronted with complex price formats, such as PPs. On the other hand, the regulatory focus of individuals with low MA will not be influenced by a PP, i.e. they might be either prevention- or promotion-focused depending on circumstances unrelated to the price format. For individuals with very low MA, PP might even prime a promotion focus, since these individuals enjoy mathematical calculations. Given the finding of Lee et al. (2014) that PP is effective for promotion-focused individuals, but that there is no difference in evaluation of partitioned and combined pricing for prevention-focused consumers, the conclusion is that consumers lower in MA will react more positively to a PP strategy than consumers with high MA.

Another theoretical framework which can be used to fortify this hypothesis is the cost/benefit framework (cf. chapter 2.1).
For subjects with high MA, the mental costs associated with the necessary calculations for processing a PP are higher than for low MA individuals. Hence, given the same benefit received from a PP (e.g. transparency, increased salience of different product benefits), consumers high in MA will achieve a lower benefit-costs differential than consumers with low MA. Practically speaking, high MA individuals will put more emphasis on the complexity aspect related to PP, rather than the transparency side. Therefore, subjects high in MA will evaluate PPs more negatively than their less math-anxious fellows.

On the other hand, no calculations are necessary in the case of a standard AIP. Not the simple exposure to numbers alone primes MA, but the necessity to manipulate numbers in calculations and numerical problem-solving. Therefore, price evaluations for AIPs should not differ as a function of consumers' MA.

These thoughts lead to the following hypotheses:

Hypothesis 1a: *The higher a consumer's MA, the lower the purchase likelihood of a product sold with a PP.*

Hypothesis 1b: *The higher a consumer's MA, the lower the evaluation of a product sold with a PP.*

Hypothesis 1c: *The higher a consumer's MA, the lower the perceived price fairness of a product sold with a PP.*

Hypothesis 2: *The level of MA is not related to (a) purchase likelihood, (b) product evaluation, and (c) perceived price fairness for a product sold with an AIP that is identical in sum.*

2.2.2 Product involvement

Besides, it is striking that a classical construct from marketing theory, PI, has not been connected to the PP literature stream so far.

PI has been defined as "a person's perceived relevance of [an] object based on inherent needs, values, and interests" (Zaichkowsky, 1985). As stated by Atkinson & Rosenthal (2014), "more relevant products draw consumers' attention and yield more motivated processing".

Richins & Bloch (1986) emphasize the importance of differentiating between situational and enduring involvement. Situational involvement only persists for a short period of time, and can vary significantly, whereas enduring involvement is "independent of purchase situations and is motivated by the degree to which the product relates to the self and/or the hedonic pleasure received from the product". This research focuses on enduring involvement, i.e. long-term involvement with the product category.

Individuals' involvement with a product can be described as a point on a continuum, ranging from low to high involvement. Generally, it is assumed that consumers with high

involvement (HI) search for information about products more intensively (Suh & Yi, 2006), are more attentive and motivated to process all types of product-related information (Belanche, Flavián, & Pérez-Rueda, 2017), and are more likely to be influenced by the arguments and content provided by the seller (Atkinson & Rosenthal, 2014).

Some studies have connected the domains of pricing and PI.

Lichtenstein, Bloch, & Black (1988) find that consumers more highly involved in the negative aspect of the purchase (price) compared to the positive element (product) may be more price-conscious for this product category, and more likely to view price in its negative role. Conversely, consumers highly involved with the product will focus more on its benefits than on its price. The same argument is used by Ofir (2004).

Research has not yet considered the possible interplay of PP strategies and consumers' PI.

To connect the two subjects on a theoretical basis, the elaboration likelihood model (ELM) is a useful approach (Petty & Cacioppo, 1986). According to this theory, there are two ways in which an individual can process a message: The central route is used when a person is highly motivated to think about the message. The individual will then process the message deeply, focusing on the quality of the message arguments. On the other hand, if a consumer is not motivated to consider the message intensively, he or she will engage in a rather superficial processing of surface features of the communication. This is the peripheral route.

In a purchase situation, HI individuals will follow the central route. The detailed processing of information on this route could mean that HI consumers will evaluate many cues in addition to the peripheral price cue, such as the brand, size, form, description etc. of the product. The more cues a consumer reviews, the less of a role price plays, be it a PP or an AIP. Besides, since the product itself is very important for a consumer who is highly involved with the category, focusing only on price is not a sensible strategy for HI individuals. These ideas are in line with Ofir (2004), who suggests that the central route in the ELM means that consumers focus more on product benefits than price, and that consumers high in PI are less concerned with price compared to low PI individuals.

Independently of this idea, HI consumers' higher mental effort implies that they focus not only on the overall price, but also on the different price components in a PP, which are associated with different (product) benefits. This might make salient product benefits that the

consumers were not consciously aware of, leading to higher product benefit evaluations and, as a result, higher price fairness perceptions (Xia, Monroe, & Cox, 2004).

However, it is also possible to argue for an opposing assumption: Given that a PP consists of several prices rather than only one price, price represents more of the available cues for a HI consumer in a purchase situation. This would imply that price plays a relatively larger role in the purchase and that HI consumers become more price-sensitive compared to the situation in which the same product is sold with an AIP. As a result, HI consumers would react more positively to an AIP than to a PP, because the increased price sensitivity triggered by a PP would lead to a decrease in willingness to pay.

For low involvement (LI) consumers, the ELM suggests that they will concentrate only on peripheral cues. Apart from the brand, the most striking peripheral cue for a low PI consumer being confronted with a PP is the unusually high number of prices to be paid compared to the standard situation of an AIP. Based on the numerosity heuristic (Carlson & Weathers, 2008), low PI individuals are then likely to infer a high total price from the increased number of prices to be paid, causing more negative reactions to a PP.

Finally, the finding that HI consumers focus more on product benefits than price suggests that one can expect a positive main effect of involvement on purchase situation evaluations: Independently of price format, HI consumers are expected to evaluate a given product/price buying scenario more positively than LI consumers.

It results:

Hypothesis 3a: *The higher a consumer's involvement with the product, the higher the purchase likelihood of a product sold with a PP.*

Hypothesis 3b: *Both low and high involvement consumers are more likely to purchase a product sold with an AIP than with a PP.*

Hypothesis 4a: *The higher a consumer's involvement with the product, the higher the product evaluation of a product sold with a PP.*

Hypothesis 4b: *Both low and high involvement consumers evaluate offers sold with an AIP more favorably than offers sold with a PP.*

Hypothesis 5a: *The higher a consumer's involvement with the product, the higher the perceived price fairness of a product sold with a PP.*

Hypothesis 5b: *Both low and high involvement consumers perceive higher price fairness for products sold with an AIP than for products sold with a PP.*

Hypothesis 6: *The higher a consumer's involvement with the product, the higher (a) purchase likelihood, (b) product evaluation, and (c) perceived price fairness, independently of price format.*

2.2.3 Attitude toward the selling firm

A_f is a frequently used construct in empirical research in the domain of business. It describes a "relatively stable opinion containing a cognitive element and an emotional element" (Wade & Tavris, 1990) that an individual consumer holds toward a particular firm. A_f is typically used as a dependent, outcome variable, and not as an independent, predictor variable, as in this research. One example of a whole research area that usually employs A_f as a dependent variable is business ethics, where consumer attitudes toward the firm in reaction to certain corporate social responsibility activities of the company are measured (Folkes & Kamins, 1999; Groza, Pronschinske, & Walker, 2011).

The halo effect concept can be applied to explain how A_f should impact consumer attitudes toward PP. It describes a situation in which overall assessments of an object lead to biased evaluations of its individual attributes. For example, an overall friendly and warm behavior of a person can lead to positive evaluations of other personality traits (Nisbett & Wilson, 1977). This idea can be transferred to evaluations of companies (Coombs & Holladay, 2006).

If the consumer has a prior favorable attitude toward the selling firm, the halo effect will prime him or her to process marketing messages sent by the company (e.g. price) in a biased, positive way (Keller, 1993). In support of this rationale, research has found that consumers who identify with a company generate significantly more positive than negative thoughts about it (Einwiller, Fedorikhin, Johnson, & Kamins, 2006).

Hence, if such a consumer is confronted with a PP, at least two positive effects will occur as compared to an AIP: Firstly, he will react positively to the increased price transparency coming with a PP, as he receives more information about how the price is composed. And secondly, he will like the split-up into different offer components, because it makes the different

benefits delivered by this product (and indirectly by its selling firm) more salient. On the other hand, the negative price complexity aspect coming with the necessity to calculate a sum is assumed to be largely ignored by a consumer with positive A_f.

The reverse will hold for consumers with a negative general attitude toward the company. For these individuals, the halo effect will cause negatively biased evaluations of the PP format, and they will likely focus on the disadvantages of a PP. For example, they will be annoyed by the higher arithmetic complexity entailed by a PP and the larger number of prices to be paid. Also, it might be that these negatively biased consumers feel an information overload compared to the traditional price format or are less willing to process the information.

Evaluations of an AIP should not be influenced by the consumer's attitude toward the seller, since this price format is the standard and should therefore not trigger specific psychological responses that might include a halo effect.
Alternatively, it seems reasonable to hypothesize that there is a direct effect of A_f on evaluations of the purchase situation, such that consumers with a positive A_f will rate an identical AIP buying scenario more positively than consumers with a more negative A_f. This idea could again be supported by the general research finding that individuals with a positive A_f tend to evaluate marketing activities of this firm more favorably.

Overall, this implies that consumers with a positive A_f will prefer a PP to an AIP price, due to the triggering of the halo effect in case of the more unusual PP format. By contrast, individuals with a negative A_f will prefer the AIP, since this standard pricing format is less likely to cause additional psychological processes which would be biased by a negative halo effect.

Hypothesis 7a: *The more favorable a consumer's general attitude toward the selling firm, the higher the purchase likelihood of a product sold with a PP.*

Hypothesis 7b: *The more favorable a consumer's general attitude toward the selling firm, the higher the evaluation of a product sold with a PP.*

Hypothesis 7c: *The more favorable a consumer's general attitude toward the selling firm, the higher the perceived price fairness of a product sold with a PP.*

Hypothesis 8a: *Consumer attitude toward the firm will not influence (i) purchase likelihood, (ii) product evaluation, and (iii) perceived price fairness of products sold with AIPs.*

Hypothesis 8b: *The more favorable a consumer's general attitude toward the selling firm, the higher (i) purchase likelihood, (ii) product evaluation, and (iii) perceived price fairness of products sold with AIPs.*

Hypothesis 9a: *Consumers with a positive attitude toward the firm exhibit higher (i) purchase likelihood, (ii) product evaluation, and (iii) perceived price fairness when the product is sold at a PP rather than at an AIP that is identical in sum.*

Hypothesis 9b: *Consumers with a negative attitude toward the firm exhibit lower (i) purchase likelihood, (ii) product evaluation, and (iii) perceived price fairness when the product is sold at a PP rather than at an AIP that is identical in sum.*

3. Methodology

In order to test these hypotheses, an experiment was conducted using an online survey. The survey was created using Sawtooth Software, including randomization and skip logics to create an experimental design. Participants were ensured that their answers are entirely anonymous in order to decrease biases in answer behavior and increase respondents' frankness (Sierles, 2003). Besides, they were told that completing the survey will take 10 minutes, which is considered as a reasonable length leading to good response rates (Galesic & Bosnjak, 2009). Moreover, such a relatively short length has been shown to reduce drop-out rates (Ganassali, 2008).

3.1 Scenarios

In the core part of the survey, respondents were presented with two scenarios.

In the first scenario (the HI scenario), participants were asked to imagine purchasing a new Apple laptop. The product information about this new laptop was identical for all of the respondents, but they either saw a PP or an AIP for the product. For a screenshot of one exemplary scenario, please consider figure 1 at the end of this chapter.

The second scenario (LI scenario) described the purchase of ice cream at McDonalds. Again, the product information about the ice cream was identical for all of the respondents, but participants either saw a PP or an AIP for the product.

The programming logic behind the survey ensured that participants were faced with exactly one price condition for each of the two products. Besides, the order of product appearance was randomized to avoid order effects. This leads to the four treatment conditions depicted in table 1 below.

Table 1: Experimental design of core survey part with four treatment conditions

Product type *Price format*	**Laptop** *Partitioned price*	**Laptop** *All-inclusive price*
Ice cream *Partitioned price*	**Ice cream** (PP) **Laptop** (PP)	**Ice cream** (PP) **Laptop** (AIP)
Ice cream *All-inclusive price*	**Ice cream** (AIP) **Laptop** (PP)	**Ice cream** (AIP) **Laptop** (AIP)

Besides, the survey contained two more scenarios related to booking a flight online. One of these scenarios contained a PP with easy-to-add numbers, while the flight in the other scenario was sold at a PP with odd, hard-to-add numbers. Again, participants were randomly presented with one of the two scenarios. This scenario was included at the end of the survey, since it was not the key part of the research, and since the likelihood of completing a set of questions is higher in the beginning than at the end of a web survey (Galesic & Bosnjak, 2009). Besides, answer quality has been shown to decrease with a later question position in the questionnaire (Galesic & Bosnjak, 2009). Thus, in the case of a low number of completed participations, it is possible to include respondents ending the survey at the point of the final scenario in the final effective sample.

A complete overview of the scenarios is contained in the appendix.

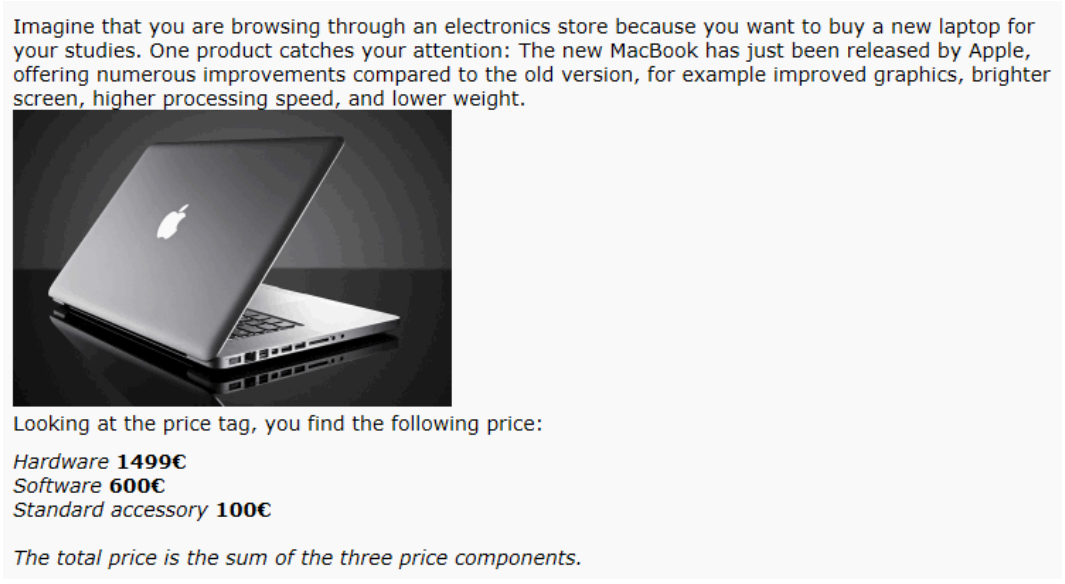

Figure 1: Screenshot of exemplary scenario – Scenario 1: HI, PP

3.2 Dependent variables

After seeing each of the scenarios, survey respondents were first asked to state the total price of the offer. This question was asked to ensure that participants had read the scenario carefully, but also to find out if PP causes a lower accuracy in price memory, as indicated by prior research (Morwitz et al., 1998).

Then, respondents answered questions about their perception of the offer. In particular, they were asked to fill in scales related to three dependent variables: purchase likelihood, product evaluation, and price fairness.

Purchase likelihood was measured with 3 items on a 7-point Likert scale, which was taken from Homburg, Totzek, & Krämer (2014).

Product evaluation was quantified on a 2-item, 7-point semantic differential scale based on Lee et al. (2014).

Price fairness was measured using 4 items on a 7-point Likert scale, again taken from Homburg et al. (2014).

These three dependent variables were chosen because they have been applied as outcome variables in past pricing research frequently (e.g. Feurer, Schuhmacher, & Kuester, 2015; Xia & Monroe, 2004) and because they were supposed to provide a broad picture of respondents' perceptions related to the scenario. The decision to use 7 points on all of the scales was made because this is the most common scale type in practice – "seven plus or minus two is the usual recommendation" (Biemer, 2004, p. 46).

All of the measures are contained in the experimental questionnaire within the appendix.

3.3 Independent variables

After evaluating the two main scenarios, survey respondents answered questions related to three independent variables: PI with laptops and ice cream, attitude toward the firms Apple and McDonalds, and MA.

PI was measured on a 3-item, 7-point semantic differential scale taken from Kim (2006). The scales used were identical for involvement with laptops and involvement with ice cream, but contained a headline which informed participants of the category under consideration.

A_f was quantified with a 3-item, 7-point semantic differential scale containing three questions about the company under consideration. This measure was adapted from Folkes & Kamins (1999). The scales differed slightly between attitude toward Apple and attitude toward McDonalds to ensure that the three questions are logically connected to the respective firm.

MA was measured on a 12-item, 7-point Likert scale (the Fennema-Sherman Math Anxiety Scale) taken from Yeo (2004).

It should be noted that a "Don't know" option was not provided on any of the scales, since the inclusion of such an answer is only recommended if respondents can be assumed to have little knowledge of a particular topic (Patten, 2014, p. 35). This is not the case for the questions included in this research.

All of the measures used for the independent variables are contained in the appendix.

3.4 Control variables

At the end of the online survey, participants provided information on some demographic control variables. It is generally recommended to ask demographic questions at the end of a questionnaire because in this way, data about the key research questions can be collected even if participants exit the survey at that point. The reason why respondents tend to quit a questionnaire when being asked demographic questions is that these questions are personal/sensitive and often perceived as unrelated to the rest of the questionnaire (Patten, 2014, p. 28).

The demographic variables included gender (male/female), age (open answer), occupation as a student (yes/no) and nationality (Norway/Sweden/Denmark/Germany/France/Other European/Rest of the world). Based on the structure of the convenience sample, it was expected that respondents would be mostly young (18 – 30) students from Europe, with Norway and Germany being particularly common nationalities. This demographic part was kept short, because "the more demographic questions [one asks], the more likely it is that respondents

may view the questionnaire as being intrusive" (Patten, 2014, p. 23). Besides, the limited collection of demographic data ensured that it was not possible to identify individuals.

The complete experimental questionnaire is contained in the appendix.

3.5 Data collection

Data was collected over a period of two weeks (April 21st – May 5th) from a convenience sample of mostly student participants. Participants were recruited via personal messages, which asked them to support the research project by participating in the study, to which a link was provided. Follow-up messages were sent to those individuals who had not confirmed their participation in the experiment after the first week. Additionally, general posts in online student groups were used, again containing the study link.

The first recruitment strategy offers the advantage of a higher response rate, since personally addressed requests tend to cause a higher willingness to participate in a survey (Patten, 2014, p. 2). On the other hand, each individual request leads to only one response to the survey, making this option less effective in absolute terms. By contrast, the second recruitment method is useful because it addresses a high absolute number of potential participants, whereas the response rate can be expected to be lower than for individual messages. In order to benefit from the advantages of both recruitment strategies and mitigate their disadvantages, both were used in combination to obtain study respondents.

In total, 80 completed studies were recorded. This includes two cases in which respondents did not provide their demographic information on the last survey page. Since the demographic variables are solely control variables and are not expected to have a significant impact on the outcome variables, it seems reasonable to include these two cases. There were only two cases of respondents quitting the survey at the point of the final flight scenario. Although it would thus be possible to include them in the main analysis, it was decided not to do so in order to achieve consistency and because these two participants were probably less involved with the experimental survey. Some of the remaining cases were discarded based on the following two criteria:

a) A total time of less than five minutes being used for completing the study, indicating a "click-through" behavior without sufficient attention

b) Obvious answer patterns, e.g. the consistent choice of the same level of agreement (e.g. only 5s) on multiple Likert scales or highly contradictory scores on different items of one scale

Four cases were sorted out based on criterion a). Besides, in the case of the MA scale, 10 cases were removed due to answer patterns which became obvious because of the inclusion of reverse coded items on the scale. These patterns are not surprising, since the MA scale contained 12 items in total, and since longer scales can lead to lower response quality because they often overtax participants' endurance (Burisch, 1997). By contrast, all of the other scales contained only a few items. Since answers on the other scales appeared reasonable, the 10 mentioned cases were only excluded for analyses including MA as a predictor variable.

The final effective sample thus consisted of 76 responses, but was reduced to 66 for some analyses.

3.6 Sample description

72 out of the 74 respondents who provided demographic information were students. Therefore, it is reasonable to call the sample a convenience student sample. Besides, 72 respondents were in a typical student age between 19 and 28 years, with two notable outliers of participants aged 38 and 66, respectively. The average age was 24.24 years, with a standard deviation of 5.517.

Moreover, 60.8% of participants were male, and 39.2% female. 85.1% were Europeans, with Germany (43.2 %) and Norway (16.2 %) being represented strongly. For a graphical overview of the gender and nationality structure of the sample, please consider figure 2.

46 of the participants were presented with the PP laptop scenario, and 30 saw the AIP laptop. Besides, 37 respondents saw the ice cream with a PP, and 39 were exposed to the ice cream AIP condition. Finally, 36 participants saw the "normal" PP for the flight scenario, and the remaining 40 individuals were presented with the "strange" PP for the flight, characterized by uneven numbers.

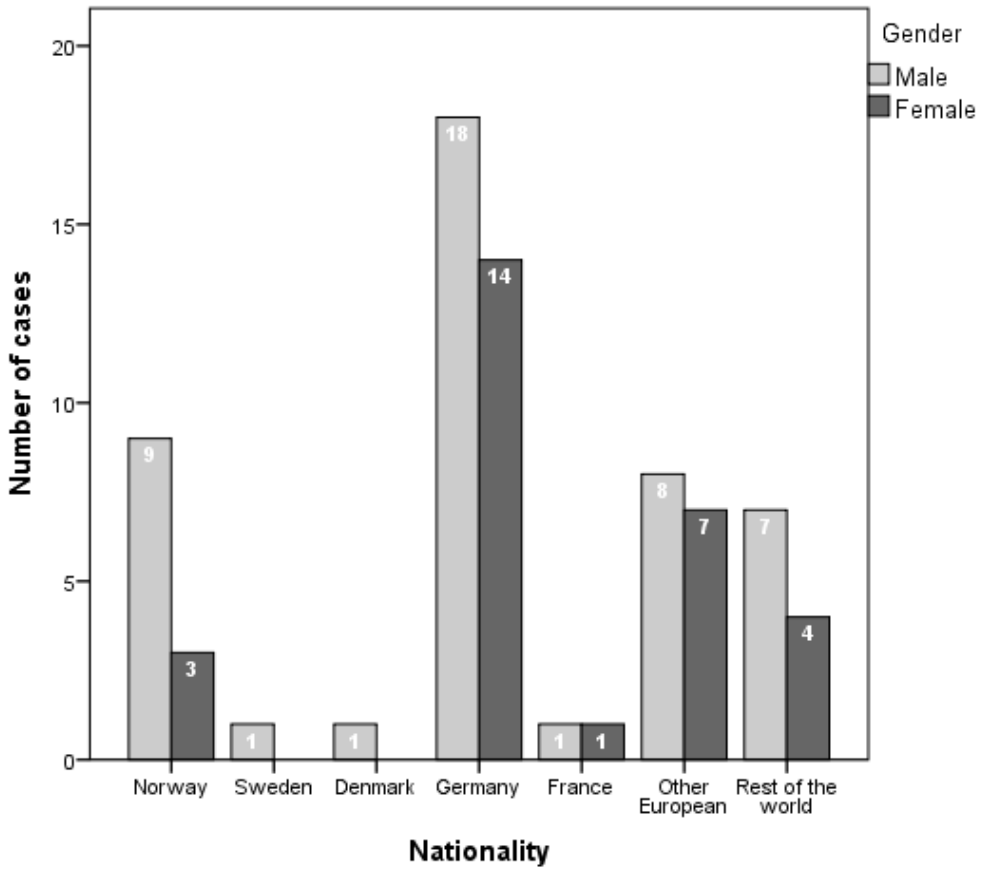

Figure 2: Sample structure in terms of nationality and gender

3.7 Data preparation process

In order to prepare the data for analysis, several steps were taken.

Firstly, irrelevant variables collected by Sawtooth, e.g. automatically captured randomization variables, start and end time stamps, or time spent per screen, were removed from the SPSS interface to increase the clarity of data.

Secondly, the open answers provided by respondents in the price estimation field following all of the scenarios were transformed into a consistent, numerical format.

Thirdly, the variables were defined in the variable view of SPSS. In particular, the data type was set to numeric for all of the variables, and the metric measure was chosen for all variables except for the demographic data. This implies that the Likert scales used to capture many of the variables were assumed to be interval-scaled, as is common practice in research (Boone & Boone, 2012; Carifio & Perla, 2007).

Fourthly, in the case of the items used to measure MA, the reverse coded items were transformed so that high scores represent high MA for all of the items. The syntax used to achieve this transformation is

COMPUTE MathAnxiety_r? = 8 – MathAnxiety_r?_reverse.

where "?" represents the respective item number. By applying this code to the six reverse coded items on the scale, a consistent interpretation of scale items was ensured.

Fifthly, the reliability of the different scales was controlled by calculation of Cronbach's Alpha and item-to-total correlations with SPSS. All of the scales had an Alpha value of more than 0.7, indicating high scale reliability throughout the questionnaire. This good scale reliability was to be expected since all of the scales have been validated by previous research.

Sixthly, for the purposes of data analysis, the scale items were averaged to create a composite score per participant for the different variables captured.

Seventhly, a check for multicollinearity was performed to ensure that there are no unexpected linear relationships between the three independent variables. This test was possible by entering MA, PI with the respective category, and A_f for the respective firm into a regression model and then considering the variance inflation factors. All of the factors were just slightly larger than 1, indicating that multicollinearity is not a problem in this dataset.

Finally, Pearson chi-square tests were conducted to control whether the demographic distribution of participants to the PP and AIP cases of the respective product is in line with the overall demographic structure of the sample. This is the case for both gender ($\chi^2_{Laptop} = 0.014, p > 0.1; \chi^2_{Ice\ cream} = 0.981, p > 0.1$) and age ($\chi^2_{Laptop} = 16.283, p > 0.1; \chi^2_{Ice\ cream} = 10.136, p > 0.1$). Therefore, one can assume that potential effects of gender or age on the differential evaluations of a PP and AIP for either of the two products are not due to differences in the distribution of these two variables for the two price format conditions. For nationality, a slightly significant deviation from the expected distribution was found in the laptop case ($\chi^2_{Laptop} = 12.866, p < 0.05$), but not in the ice cream case ($\chi^2_{Ice\ cream} = 4.898; p > 0.1$). Overall, the assignment to the different treatment conditions is in line with the demographic structure of the sample.

4. Results

This chapter begins with a short analysis of the final effective sample structure with regard to the main research variables. Afterwards, the hypotheses are tested in the core section. Finally, the findings of some additional exploratory research are presented.

4.1 Sample structure with respect to the assumed independent variables

In order to be able to interpret the results of later statistical analyses, it is important to be aware of the structure of the sample when it comes to the three presumed influencer variables MA, PI, and A_f.

4.1.1 Math anxiety

With a minimum of 1, a maximum of 6.5, and a mean value of 2.96, a first glance indicates that respondents are distributed relatively equally in terms of their level of MA. However, a histogram of MA scores reveals something different: The distribution of MA levels clearly leans toward the left hand side of the histogram, i.e. the overall sample can be described as characterized by below-average MA. This becomes especially evident when comparing the histogram (figure 3) against the normal distribution, which would predict a larger number of respondents with a MA level in the range of 3 to 4. Thus, the distribution of MA scores can be said to be right-skewed. Although it would be possible to correct for this by use of a log transformation, it was decided not to do so as "the results of standard statistical tests performed on log-transformed data are often not relevant for the original, non-transformed data" (Feng et al., 2014).

The distribution tendency can also be discovered from a grouping of MA scores. When applying a structure of the three groups low MA ($1 \leq MA \leq 3$), medium MA ($3 < MA \leq 5$), and high MA ($5 < MA \leq 7$), 62.1% of respondents fall into the first group, and only 9.1% belong to the last group (cf. table 2). One possible explanation for this is that many of the respondents are business students, who are used to regular calculations as part of their studies.

Table 2: Grouped math anxiety scores

	Frequency	Percent	Cumulative Percent
Low math anxiety	41	62.1	62.1
Medium math anxiety	19	28.8	90.9
High math anxiety	6	9.1	100.0
Total	66	100.0	

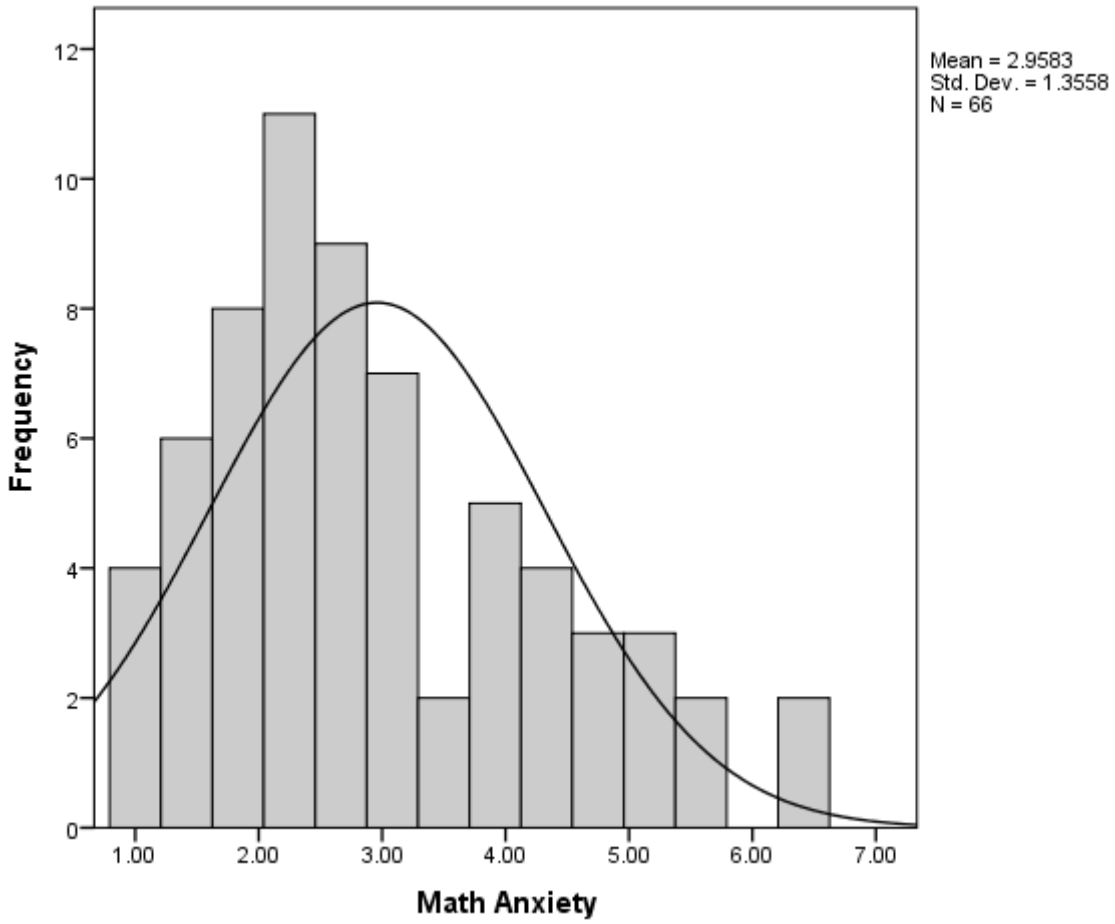

Figure 3: Sample structure with regard to math anxiety

4.1.2 Product involvement

For PI, it must first be controlled whether the priming of significant differences in involvement by the use of laptops (presumably HI) and ice cream (presumably LI) was successful. A descriptive table (cf. table 3) confirms the success of the manipulation: Both the mean and median involvement for laptops are, with a value of around 5.6, higher than the ice cream involvement (mean and median: 4). The significance of this effect is also shown by a one-sample t-test of laptop involvement against the ice cream mean of 4 ($t = 12.524, p < 0.001$).

Besides, the quartiles clearly confirm this trend: 75% of the involvement scores for laptops are above 4.75, i.e. a clear majority of respondents considers laptops as a HI product. By contrast, 50% of the scores for involvement with ice cream are below 4, indicating relatively low involvement, and only 25% of participants score higher than 5.33 on the ice cream involvement scale, which is associated with relatively high levels of involvement.

Overall, the data indicates that it is adequate to label the laptop scenario as "HI scenario" and the ice cream scenario as "LI scenario" for the purposes of this research, a labeling which will be used regularly in later parts of this thesis.

Table 3: Descriptives for product involvement

		Product Involvement Laptop	Product Involvement Ice Cream
N		76	76
Mean		5.6272	4.0000
Median		5.6667	4.0000
Standard Deviation		1.13264	1.69181
Minimum		2.67	1.00
Maximum		7.00	7.00
Percentiles	25	4.7500	2.4167
	50	5.6667	4.0000
	75	6.5833	5.3333

Histograms (cf. figure 4) reveal that the distribution of scores for involvement with laptops is very narrow, with a small standard deviation, and concentrated in the medium to high involvement area. This can be explained by the fact that a clear majority of students own laptops and use them as an important tool for both their studies and their private life.

For ice cream, the distribution is much more spread out, with a higher standard deviation. A possible explanation might be that some students do not consume ice cream on a regular basis, whereas others might like ice cream a lot and might therefore be relatively involved with this product.

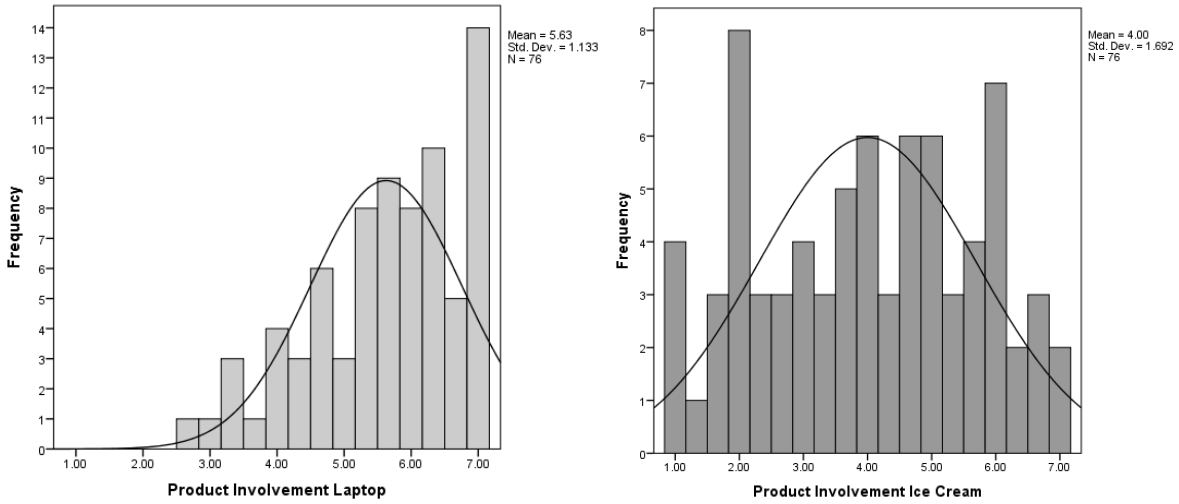

Figure 4: Histograms of scores for PI with laptops and ice cream

4.1.3 Attitude toward the selling firm

The respondents' overall attitudes toward the selling firms Apple and McDonalds can be summarized in the following way: Apple is the more popular, but also the more controversial company. Both the mean and the median score for attitude toward Apple are higher than the respective scores for McDonalds (cf. table 4), and the same holds for the standard deviation. Interestingly, both attitude toward Apple and attitude toward McDonalds exhibit a range from 1 to 7, i.e. there is deep attachment as well as resentment to both of the brands in this student sample. For a visual representation of the corresponding histograms, please consider figure 5.

Table 4: Descriptives for attitude toward the two selling firms

		Attitude toward Apple	Attitude toward McDonalds
N		76	76
Mean		4.4912	3.8070
Median		4.6667	4.0000
Standard Deviation		1.55442	1.26522
Minimum		1.00	1.00
Maximum		7.00	7.00
Percentiles	25	3.3333	3.0000
	50	4.6667	4.0000
	75	5.6667	4.5833

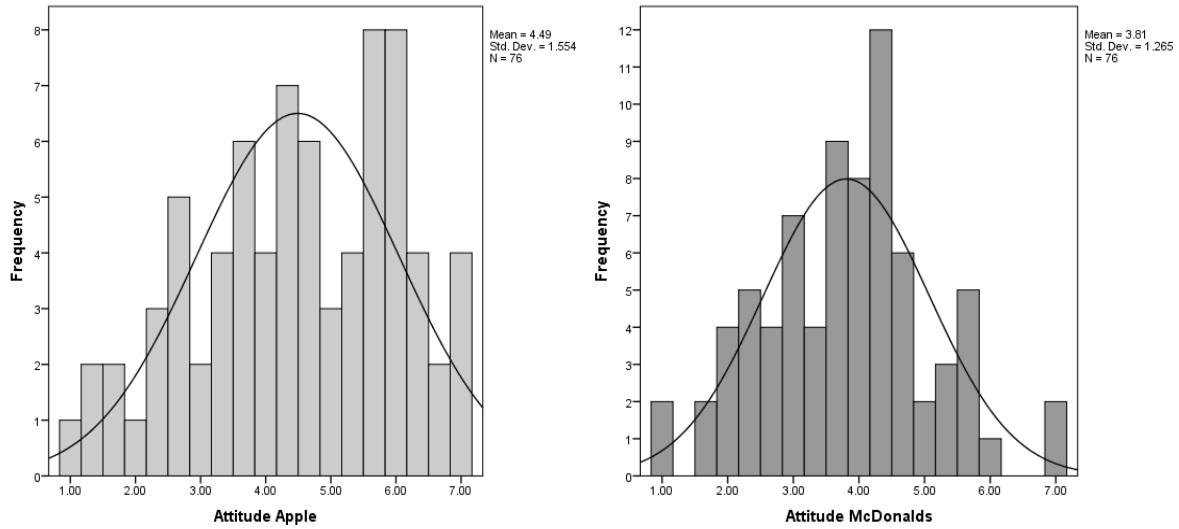

Figure 5: Histograms of scores for attitude toward Apple and McDonalds

4.2 Test of hypotheses

Classical hypothesis testing formats such as different variations of the t-test theoretically require a normal distribution of the dependent variable data. Shapiro-Wilk tests conducted prior to hypothesis testing revealed that the assumption of normal distribution is violated for most of the outcome variables. Therefore, the use of non-parametric tests such as the Mann-Whitney U test would generally be required. However, past research has shown that parametric tests in general and t-tests in particular are robust to deviations from the normality assumption (Edgell & Noon, 1984; Sullivan & D'Agostino, 1992). Therefore, the classical parametric tests will be applied throughout this research.

4.2.1 Math anxiety

Hypothesis 1a states that the higher a consumer's MA, the lower his purchase likelihood of a product sold with a PP will be.

In order to check for this assumed linear relationship, it is necessary to calculate a linear regression model for the measured variables MA as independent variable and purchase likelihood for laptops and ice cream offered with a PP as dependent variables. H1a can be supported neither by the HI scenario ($R^2 = 0.015, F = 0.592, p > 0.1$) nor by the LI scenario ($R^2 = 0.07, F = 2.097, p > 0.1$).

According to **hypothesis 1b**, higher MA will be associated with lower product evaluations when products are sold with a PP. This hypothesis is not confirmed by the HI scenario ($R^2 \approx 0, F = 0.02, p > 0.1$) or the LI scenario ($R^2 = 0.051, F = 1.508, p > 0.1$).

Finally, **hypothesis 1c** states that the perceived price fairness of products sold with a PP decreases with increasing MA. This assumption cannot be strengthened either based on the HI scenario ($R^2 = 0.007, F = 0.279, p > 0.1$) or the LI scenario ($R^2 = 0.155, F = 5.141, p < 0.05$). Interestingly, the significant regression coefficient for the LI scenario is positive, indicating higher perceived price fairness of the PP ice cream with higher MA.

In summary, hypothesis 1 with its three sub-hypotheses cannot be supported based on the collected data, i.e. there seems to be no negative linear relationship between MA and consumer reactions to the PP format as measured by the three outcome variables. For an overview of the findings about the relationship between MA and reactions to products offered with PPs, please consider table 5 below.

Table 5: Linear regression results for MA and outcome variables for HI scenario (grey) and LI scenario (white) with a PP

		Purch Likelih Laptop PP	Product Eval Laptop PP	Price Fairne Laptop PP	Purch Likelih Ice PP	Product Eval Ice PP	Price Fairne Ice PP
Math Anxiety	R^2	.015	.000	.007	.07	.051	.155
	F	.592	.02	.279	2.097	1.508	5.141
	p	> .1	> .1	> .1	> .1	> .1	< .05

Hypothesis 2 postulated that the level of MA is not related to **(a)** purchase likelihood, **(b)** product evaluation and **(c)** perceived price fairness of products sold at an AIP that is identical in sum with the PP.

The data strengthens all of these sub-hypotheses, since there are no significant regression models for MA and any of the three outcome variables. This holds for both the AIP HI and the AIP LI case (cf. table 6). Overall, hypothesis 2 is fully supported by the data, although the classical statistical admonition that the lack of a significant linear regression model does not imply the non-existence of a relationship between two variables should be mentioned.

Table 6: Linear regression results for MA and outcome variables for HI scenario (grey) and LI scenario (white) with an AIP

		Purch Likelih Laptop AIP	Product Eval Laptop AIP	Price Fairne Laptop AIP	Purch Likelih Ice AIP	Product Eval Ice AIP	Price Fairne Ice AIP
Math	R^2	.003	.073	.009	.000	.046	.011
Anxiety	F	.072	1.899	.226	.005	1.636	.388
	p	> .1	> .1	> .1	> .1	> .1	> .1

4.2.2 Product involvement

According to **hypothesis 3a**, the purchase likelihood of a product sold with a PP increases together with the consumer's involvement with the product category.

This hypothesis cannot be confirmed by a linear regression for the HI PP scenario ($R^2 = 0.051, F = 2.379, p > 0.1$), whereas the LI PP scenario provides support for H3a ($R^2 = 0.183, F = 7.859, p < 0.01$). Thus, H3a can be partly supported with respect to the LI purchase situation.

The alternative **hypothesis 3b** assumes that both low and high involvement consumers are more likely to purchase a product sold with an AIP than with a PP. In the HI case, this hypothesis cannot be confirmed by a two-tailed t-test, since the difference in purchase likelihood between the laptop sold with a PP vs. with an AIP is not significant ($t = 1.747$, $0.05 < p < 0.1$). In fact, the test result shows that the opposite might be correct, since given the positive t-test statistic and a p-value of less than 0.05 for the one-tailed test, the conclusion is that purchase likelihood for the PP product is higher than for the AIP product.
For the LI scenario, a two-tailed test shows that there clearly is no significant main effect of

price format, with the mean purchase likelihood in the PP and AIP group being almost identical ($t = 0.063$, $p > 0.1$). Overall, there is no support for hypothesis 3b.

Hypothesis 4a states that the higher a consumer's involvement with the product, the better the evaluation of a product sold with a PP will be. In the HI case, this hypothesis is clearly strengthened by a linear regression ($R^2 = 0.143$, $F = 7.348$, $p = 0.01$). However, the regression model is not significant in the LI scenario ($R^2 = 0.025$, $F = 0.915$, $p > 0.1$). Thus, H4a can be partly supported by the HI purchase situation.

Hypothesis 4b contains a somewhat opposing assumption, namely that both LI and HI consumers generally evaluate AIP products as more attractive than PP products. Interestingly, the data indicate that the exact opposite is true for the HI product: A two-tailed, independent samples t-test shows that product evaluations are significantly higher when the laptop is sold at a PP compared to the AIP ($t = 2.287$, $p < 0.05$). For the LI offer, however, there are no significant differences in product evaluation between the PP and the AIP treatment condition ($t = -0.47$, $p > 0.1$). Overall, hypothesis 4b cannot be supported, since there is no statistical evidence for a generally higher product evaluation by consumers for AIP vs. PP products.

The idea of **hypothesis 5a** was that the higher a consumer's involvement with the product, the higher the perceived price fairness of a product sold with a PP will be. For the HI case, a linear regression cannot strongly confirm this hypothesis, as the model is slightly insignificant ($R^2 = 0.064$, $F = 3.001$, $0.05 < p < 0.1$). In the LI scenario, there is clearly no good linear regression model that describes the relationship between involvement with the product and perceived price fairness ($R^2 = 0.001$, $F = 0.039$, $p > 0.1$). Therefore, hypothesis 5a is not supported by the data.

It should be noted that hypotheses 3a, 4a and 5a could also be controlled by a one-way ANOVA in which respondents are assigned to groups based on their PI score. This leads to similar results as the regression analysis. However, the application of ANOVA to the collected data is less sound from a methodological point of view. This is because the groups which would need to be created (such as PI value 1-3: group "Low PI with the category", PI value 3-5: group "Medium PI with the category" etc.) are clearly different in size and/or in variance of the dependent variable data. Although the former problem could be resolved by splitting the sample into a number of equally sized groups ordered by PI values for each category, this would make a respondent's assignment to a particular group less meaningful.

Hypothesis 5b states that both low and high involvement consumers perceive higher price fairness for products sold with an AIP than for products sold with a PP. The data show that the opposite holds for the HI product: Price fairness evaluations are significantly higher among those respondents who saw the PP than among those who saw the AIP ($t = 2.736$, $p < 0.01$). For the LI scenario, a one-tailed independent samples t-test confirms the hypothesis ($t = -1.769$, $p < 0.05$). Therefore, there is partial support for H5b.

In summary, the test results for H3 – H5 reveal that consumers have a preference for the PP format over the AIP format in a HI purchase scenario, whereas there seems to be no overall difference in the evaluation of price formats for a LI situation.

For a better overview of the differences between the outcome variables for the AIP and PP cases, please consider figure 6 and 7 below. Notably, all of the outcome variables in the HI case display significantly higher mean scores for the PP. By contrast, figure 7 visualizes the fact that there are no significant differences in the mean scores between the PP and AIP LI scenario, with the exception of higher price fairness of the AIP LI product.

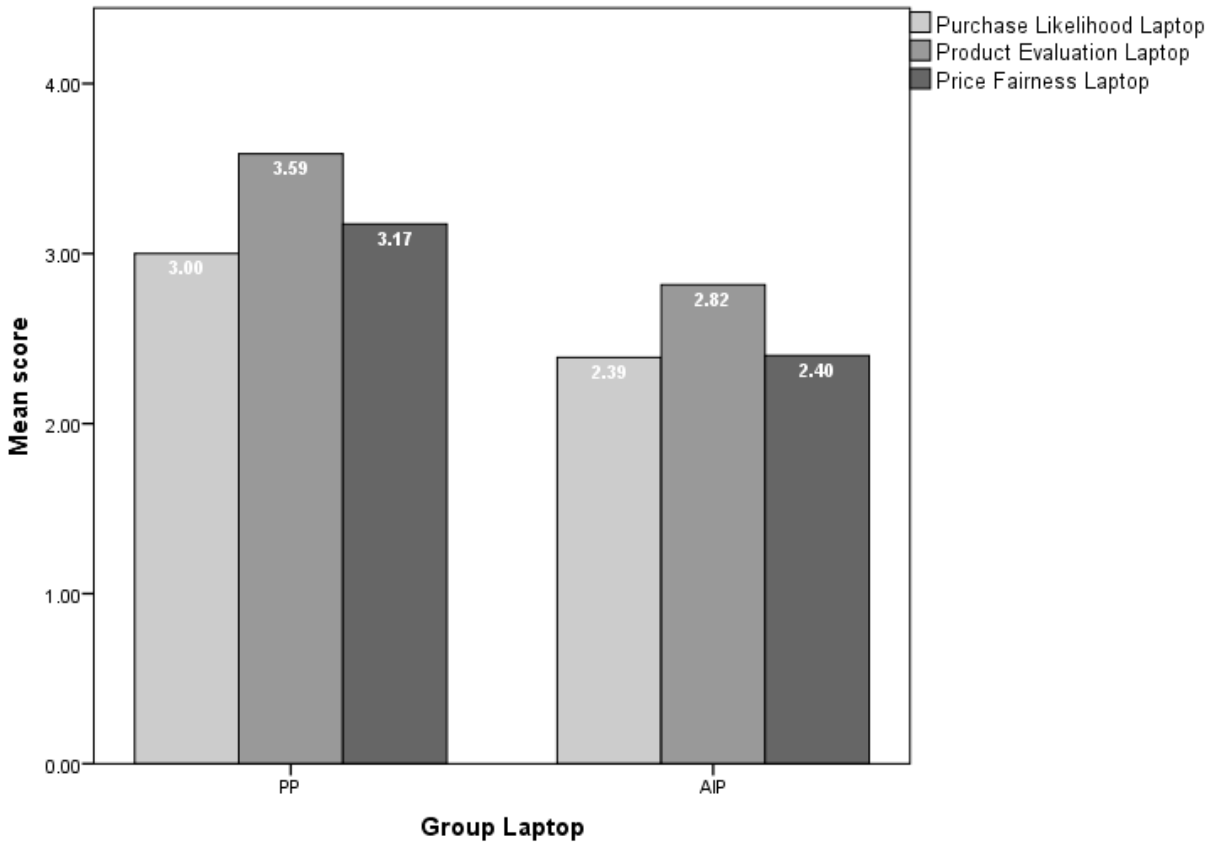

Figure 6: Differentiated reactions to the HI product offer with PP and AIP

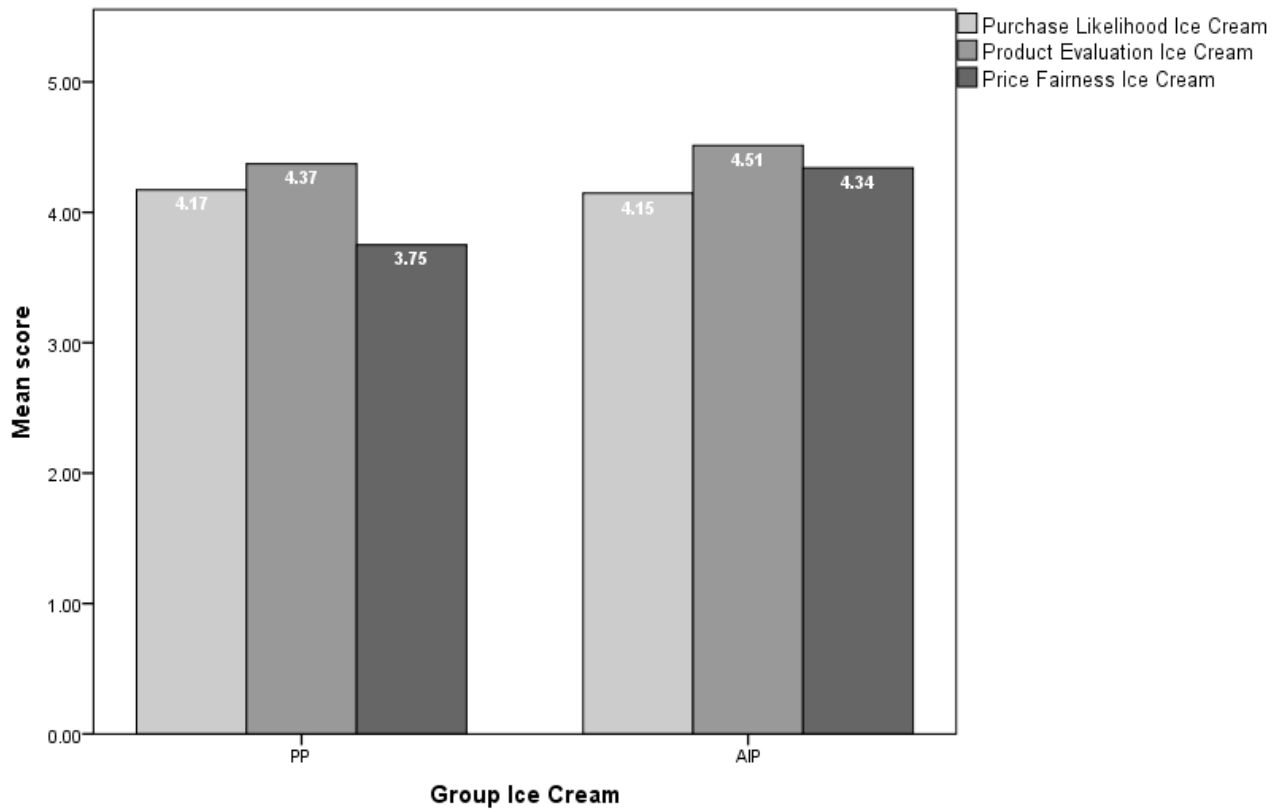

Figure 7: Differentiated reactions to the LI product offer with PP and AIP

Hypothesis 6 predicts a positive main effect of PI on purchase likelihood, product evaluation, and perceived price fairness, that was supposed to be independent of price format. To test this hypothesis, a regression of the combined PP and AIP involvement scores on the combined PP and AIP scores for the three dependent variables was calculated for both of the products.

For the HI case, H6 cannot be supported, since none of the three regression models is significant at the 5% level (cf. table 7). However, H6 is mostly supported by the LI scenario. In particular, there is a powerful regression model for PI and purchase likelihood ($R^2 = 0.295$, $F = 30.899$, $p < 0.001$) as well as for PI and product evaluation ($R^2 = 0.136$, $F = 11.604$, $p = 0.001$). Only the regression model for PI and price fairness is insignificant ($R^2 = 0.017$, $F = 1.249$, $p > 0.1$).

Table 7: Summary of regression models for product involvement and the three dependent variables for the combined HI and LI scenario

		Purchase Likelihood Laptop Combined	Product Evaluation Laptop Combined	Price Fairness Laptop Combined
Product Involvement	R^2	.015	.038	.013
Laptop	F	1.127	2.904	.949
	p	> .1	.05 < p < .1	> .1

		Purchase Likelihood Ice Cream Combined	Product Evaluation Ice Cream Combined	Price Fairness Ice Cream Combined
Product Involvement	R^2	.295	.136	.017
Ice Cream	F	30.899	11.604	1.249
	p	< .001	.001	> .1

Overall, H6 cannot be confirmed by the data for the HI product category, but is largely supported for the LI category.

4.2.3 Attitude toward the selling firm

Hypothesis 7a postulates that the more favorable a consumer's general attitude toward the selling firm is, the higher his purchase likelihood of a product sold with a PP should be. This hypothesis is strongly supported by the data on the HI product sold by Apple, since a significant regression model for A_{Apple} and purchase likelihood of the MacBook sold with a PP is calculated ($R^2 = 0.369$, $F = 25.688$, $p < 0.001$). However, H7a is not supported by the LI case ($R^2 = 0.066$, $F = 2.46$, $p > 0.1$). Thus, H7a is partly supported with regard to the HI purchase situation.

According to **hypothesis 7b**, product evaluations in a PP scenario will increase together with a consumer's general attitude toward the selling firm. Again, the HI scenario supports this assumption, since a significant regression model for A_{Apple} and the product evaluation of the HI offer exists ($R^2 = 0.233$, $F = 13.346$, $p = 0.001$). By contrast, the LI scenario fails to support H7b ($R^2 = 0.045$, $F = 1.667$, $p > 0.1$). To sum it up, H7b is partly supported with regard to the HI case, similarly to H7a.

Hypothesis 7c states that with an increase in attitude toward the selling firm, the perceived price fairness of a product sold with a PP by this company will rise as well. Strong support for this hypothesis is provided by the HI scenario, with a highly significant regression model

($R^2 = 0.383$, $F = 27.348$, $p < 0.001$). As for H7a and H7b, the LI case fails to strengthen H7c, since the regression model is insignificant ($R^2 = 0.049$, $F = 1.801$, $p > 0.1$). Overall, H7c is partially supported.

The overall conclusion is that while the PP HI scenario provides clear evidence of the importance of A_f as a predictor of consumer reactions to PP, the PP LI scenario does not support this insight. Thus, H7 is partly supported by the HI scenario.

This is graphically illustrated in figure 8 and 9 below. For these illustrations, participants were split into groups based on their attitude toward the firm ($1 \leq A_f < 3$: negative attitude; $3 \leq A_f < 5$: moderate attitude; $5 \leq A_f \leq 7$: positive attitude). Notably, figure 8 makes it apparent that all three evaluations of the HI product increase from the negative attitude to the moderate attitude to the positive attitude toward Apple group. By contrast, figure 9 reveals that evaluations of the LI product partly decrease from the negative attitude to the moderate attitude toward McDonalds group, before they strongly increase in the positive attitude group. It should be mentioned, however, that figure 9 is based on a smaller number of cases than figure 8 (37 vs. 46).

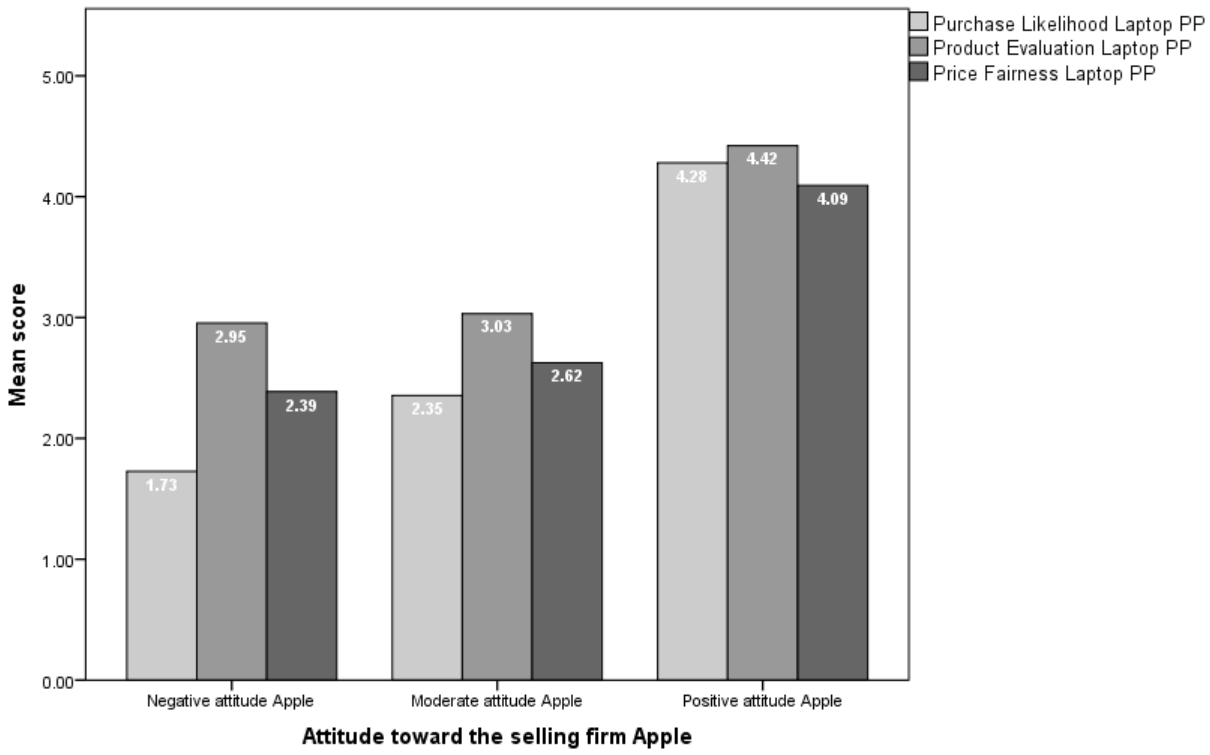

Figure 8: The impact of attitude toward the selling firm on different evaluations of a PP HI product

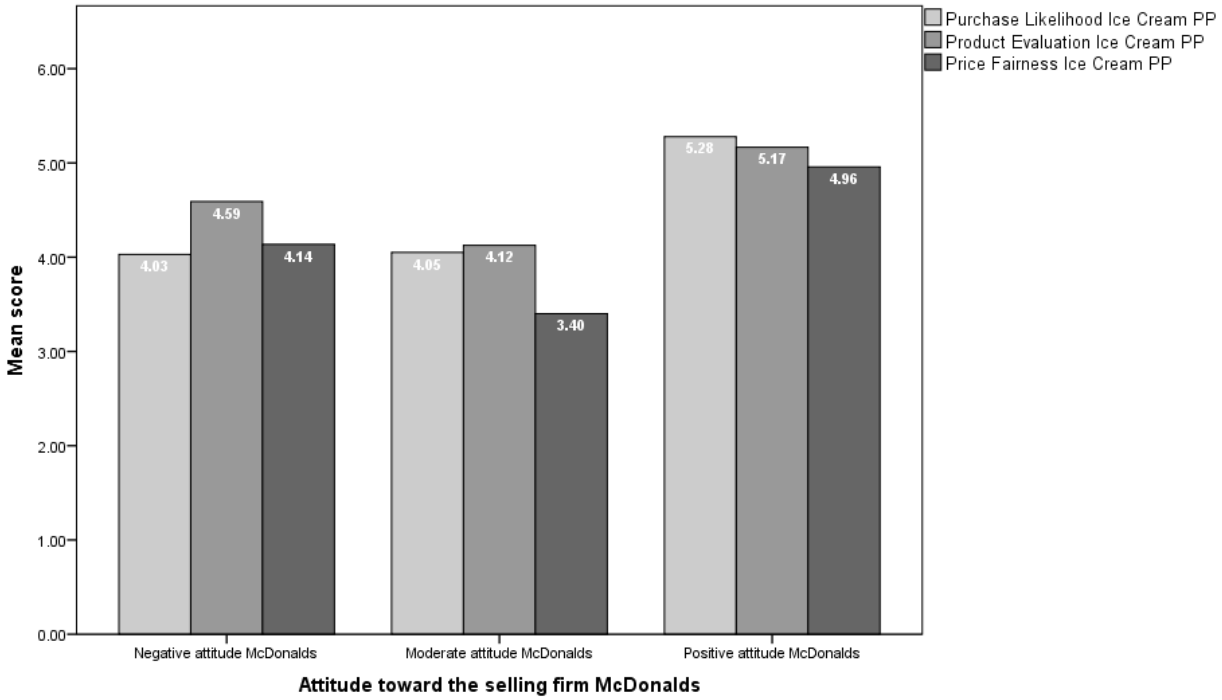

Figure 9: The impact of attitude toward the selling firm on different evaluations of a PP LI product

According to **hypothesis 8a**, consumer attitude toward the firm will not influence **(i)** purchase likelihood, **(ii)** product evaluation, and **(iii)** perceived price fairness of products sold with AIPs.

The HI scenario strengthens H8a with regard to (iii), since the regression model is insignificant ($R^2 = 0.045$, $F = 1.317$, $p > 0.1$). However, it contradicts H8a (i), since a significant regression model for A_{Apple} and purchase likelihood of the AIP HI product is calculated ($R^2 = 0.229$, $F = 8.295$, $p < 0.01$). Besides, regarding (ii) product evaluation, the regression model again shows a significant positive effect of A_{Apple} ($R^2 = 0.148$, $F = 4.854$, $p < 0.05$).

Results of the test of H8a are similar for the AIP LI scenario. The regression model for $A_{McDonalds}$ and (iii) perceived price fairness is insignificant ($R^2 = 0.07$, $F = 0.252$, $p > 0.1$). On the other hand, there is a significantly positive linear relationship between $A_{McDonalds}$ and (i) purchase likelihood of the LI product ($R^2 = 0.174$, $F = 7.768$, $p < 0.01$). The regression model for (ii) product evaluation is close to being significant ($R^2 = 0.086$, $F = 3.502$, $0.05 < p < 0.1$).

To sum it up, H8a (iii) is clearly strengthened by both of the scenarios, whereas H8a (i) and (ii) cannot be supported. While perceived price fairness is apparently not directly influenced

by A_f in the case of AIPs, purchase likelihood and product evaluation are. This conclusion is largely supported by both the HI and the LI scenario.

The opposing **hypothesis 8b** postulated that the more favorable a consumer's general attitude toward the selling firm, the higher **(i)** purchase likelihood, **(ii)** product evaluation, and **(iii)** perceived price fairness of products sold with an AIP will be. Since this hypothesis is almost the exact opposite of H8a, no further analysis is necessary to conclude that H8b is partially supported with regard to (i) purchase likelihood and (ii) product evaluation.

Hypothesis 9a states that consumers with a positive attitude toward the firm will exhibit higher **(i)** purchase likelihood, **(ii)** product evaluation, and **(iii)** perceived price fairness when the product is sold at a PP compared to a monetarily identical AIP.

To test this hypothesis, participants with a score of less than 5 on A_f were filtered out, before an independent samples t-test was used to compare reactions to the AIP and PP scenario for each product.

The HI scenario mostly confirms H9a. For (ii) product evaluation ($t = 2.562$, $p < 0.05$) and (iii) price fairness ($t = 4.117$, $p < 0.001$), the t-test shows a significant difference, with the scores in the PP group being higher than in the AIP group. For (i) purchase likelihood, the effect goes in the same direction, but is significant only at the 10% level ($t = 2.023$).

In the LI scenario, the descriptive statistics show that the mean scores are again higher in the PP group than in the AIP group for all of the three outcome variables. However, none of the differences are significant, which is due to the small sample size of only 11 participants who reported a high $A_{McDonalds}$.

Thus, H9a is partly supported.

Hypothesis 9b assumes that consumers with a negative attitude toward the firm exhibit lower **(i)** purchase likelihood, **(ii)** product evaluation, and **(iii)** perceived price fairness when the product is sold at a PP rather than at an AIP that is identical in sum.

For the test of this hypothesis, all respondents with an A_f of less than 3 were considered.

The HI scenario fails to strengthen H9b, since none of the three tests for difference in mean yield significant results.

The same holds for the LI scenario. As a result, H9b cannot be supported.

Overall, while the data indicate that consumers with a very positive A_f tend to prefer the PP price design to the AIP price format, no evidence could be found for a preference of negative A_f consumers for the AIP format.

4.2.4 Summary of the hypothesis testing

A summary of the test results is presented in table 8. It provides an overview of all of the hypotheses and the results of their testing. Besides, for the partially supported hypotheses, information on which case strengthened them is provided.

Table 8: Overview of hypotheses testing results

Number	Hypothesis	Result	Supported by scenario
H1a	MA $\xrightarrow{-}$ Purchase Likelihood PP	×	
H1b	MA $\xrightarrow{-}$ Product Evaluation PP	×	
H1c	MA $\xrightarrow{-}$ Price Fairness PP	×	
H2a	MA $\not\rightarrow$ Purchase Likelihood AIP	✓	
H2b	MA $\not\rightarrow$ Product Evaluation AIP	✓	
H2c	MA $\not\rightarrow$ Price Fairness AIP	✓	
H3a	PI $\xrightarrow{+}$ Purchase Likelihood PP	(✓)	LI
H3b	Purchase Likelihood AIP > Purchase Likelihood PP (independent of PI)	×	

H4a	PI $\xrightarrow{+}$ Product Evaluation PP	(✓)	HI
H4b	Product Evaluation AIP > Product Evaluation PP (independent of PI)	×	
H5a	PI $\xrightarrow{+}$ Price Fairness PP	×	
H5b	Price Fairness AIP > Price Fairness PP (independent of PI)	(✓)	LI
H6a	PI $\xrightarrow{+}$ Purchase Likelihood (independent of price format)	(✓)	LI
H6b	PI $\xrightarrow{+}$ Product Evaluation (independent of price format)	(✓)	LI
H6c	PI $\xrightarrow{+}$ Price Fairness (independent of price format)	×	
H7a	Attitude $\xrightarrow{+}$ Purchase Likelihood PP	(✓)	HI
H7b	Attitude $\xrightarrow{+}$ Product Evaluation PP	(✓)	HI
H7c	Attitude $\xrightarrow{+}$ Price Fairness PP	(✓)	HI
H8a (i)	Attitude $\not\rightarrow$ Purchase Likelihood AIP	×	
H8a (ii)	Attitude $\not\rightarrow$ Product Evaluation AIP	(✓)	LI

H8a (iii)	Attitude $\not\longrightarrow$ Price Fairness AIP	✓	
H8b (i)	Attitude $\xrightarrow{+}$ Purchase Likelihood AIP	✓	
H8b (ii)	Attitude $\xrightarrow{+}$ Product Evaluation AIP	(✓)	HI
H8b (iii)	Attitude $\xrightarrow{+}$ Price Fairness AIP	×	
H9a	Positive A_f ⟶ Preference of PP over AIP	(✓)	HI
H9b	Negative A_f ⟶ Preference of AIP over PP	×	

4.3 Further exploratory data analyses

Apart from the key research hypotheses, additional exploratory analyses were conducted in order to (a) take a closer look at the flight scenario and at the respondents' price estimations for all of the three scenarios to see if relevant effects can be discovered and (b) find potential relationships between the three predictor variables that have not been covered by the hypotheses.

4.3.1 Flight scenario

The flight scenario was added to the two main research scenarios (laptop and ice cream) with the goal to find out if consumers react differently to a PP that consists of relatively even price components compared to a PP composed of highly odd numbers which should hamper calculations.

An independent samples t-test comparing the mean values for the three outcome variables in the "strange PP" and "normal PP" group can be used to answer this question. The test finds that there are no significant differences in any of the three variables between the two groups ($t_{PurchLikelih} = 0.076, p > 0.1; t_{ProdEval} = 0.209, p > 0.1; t_{PriceFairness} = -0.639, p > 0.1$). This test result is not surprising given the striking similarity in means of the three dependent variables which are depicted in a descriptives table below (cf. table 9).

Table 9: Descriptive statistics for the outcome variables in the flight scenario

	Group Flight	N	Mean	Std. Deviation	Std. Error Mean
Purchase Likelihood Flight	Strange PP	40	5.1875	1.24618	.19704
	Normal PP	36	5.1667	1.13669	.18945
Product Evaluation Flight	Strange PP	40	5.3500	1.19400	.18879
	Normal PP	36	5.2917	1.23274	.20546
Price Fairness Flight	Strange PP	40	4.9438	1.07042	.16925
	Normal PP	36	5.1111	1.21221	.20203

Besides, the flight scenarios can be used to check whether the null findings regarding the impact of MA on the three outcome variables can be confirmed for a third time. A regression analysis leads to some highly surprising results: In the case of the "normal" PP flight with rather even numbers for the three price components, there are significant negative regression coefficients for MA and purchase likelihood ($B = -0.373, \beta = -0.527, p < 0.01$), product evaluation ($B = -0.422, \beta = -0.519, p < 0.01$) and price fairness ($B = -0.382, \beta = -0.46, p < 0.05$). However, there are no significant models for MA and any of the three variables for the "strange" PP flight with odd price components. For an overview of the corresponding regression results, see table 10.

In short, the results indicate that there are no general differences in preference between a rather simple and a more complex design of a PP. However, the data also show that MA is negatively related to consumer reactions in the case of the comparatively easy to calculate PP.

Table 10: Results of a regression analysis for MA and three outcome variables for different types of PP

		Purchase Likelihood Flight **Normal PP**	Product Evaluation Flight **Normal PP**	Price Fairness Flight **Normal PP**
Math Anxiety	R^2	.278	.27	.212
	F	10.762	10.343	7.522
	p	< .01	< .01	< .05

		Purchase Likelihood Flight **Strange PP**	Product Evaluation Flight **Strange PP**	Price Fairness Flight **Strange PP**
Math Anxiety	R^2	.005	.001	.027
	F	.188	.022	.941
	p	> .1	> .1	> .1

4.3.2 Price estimations

The first question following the three scenario presentations asked participants to recall the total price of the offer they had just been presented with. Respondents' answers to this question provide the opportunity to explore whether there are significant differences in the accuracy of price estimations between the PP and AIP groups for one particular product. To answer this question, a variable containing the difference between actual price and price estimation for each participant was created.

An independent samples t-test for the HI case does not show significant differences ($t = -1.101$, $p > 0.1$) between the average deviation in the PP and the AIP group. However, the descriptive statistics showed that there is an influential outlier in the PP group (who underestimated the price by 700€). After excluding this case from the t-test, the result indicates even more strongly that there is no notable difference in price estimations between the two groups ($t = -0.394$, $p > 0.1$).

For the LI case, results were similar, with no clear differences in price recall accuracy between the PP and AIP group ($t = -0.87$, $p > 0.1$).

Finally, it is interesting to take a closer look at the price estimations in the flight scenario. Here, both scenarios contained a PP, with one of them including relatively even price components, and the other one consisting of uneven prices.
A first analysis shows that again, there is no significant difference between price estimations

in the two groups ($t = 0.828$, $p > 0.1$). However, the descriptive statistics revealed that, as in the laptop case, there was one influential outlier (price estimation of 500, correct price 55.99). Removing this outlier from the sample did not lead to a significant result anyway ($t = -1.130$, $p > 0.1$).

Overall, the results seem to imply that there is no impact of either an AIP vs. PP or a normal vs. complex PP format on the accuracy of price estimations. This conclusion should not be over-interpreted, however, as will be explained in chapter 5.

Another question that arises from the collected data is whether MA has an impact on the accuracy of price estimations. Since there is no theoretical reason to assume that MA impacts the recall of prices in the AIP scenarios (where no calculation is necessary), this analysis only includes the PP scenarios. Furthermore, only the flight scenario is considered, since price estimations in the laptop and ice cream scenario were highly precise among the PP respondents: 41 out of 46 respondents exposed to the laptop PP scenario reported the correct price of 2,199€ or a price of 2,200€ which can be considered correct as well. Besides, 28 out of 35 individuals in the ice cream PP scenario recalled the exact price of 2.49€ or the rounded price of 2.50€. As a result, there is not enough variation in these two groups to conduct a meaningful analysis of the relationship between MA and accuracy of price estimations.

For the flight scenario (both types of PP included), the correlation between MA and the absolute deviation from the correct price estimation was calculated. However, no significant relationship was to be found ($r = -0.096$, $p > 0.1$). Thus, the data fail to provide any evidence for a linear relationship between MA and the accuracy of price estimations.

4.3.3 Further tests of the independent variables

In order to obtain a more generic view of the data and discover potential relationships that were not covered by the hypotheses, a generalized linear model (GLM) was set up to check for direct effects of and interaction effects between different input variables. The model was run for all of the 12 dependent variables, i.e. purchase likelihood, product evaluation and perceived price fairness for the PP HI, AIP HI, PP LI and AIP LI scenario. It included the following predictors: gender (as a factor) and age, MA, PI, and attitude toward the firm (as covariates). Nationality was not included because the small sample sizes per nationality group mean that it is not reasonable to draw conclusions from this factor (as opposed to studies which include only respondents from two nationalities with good sample sizes for each,

where such analyses are more meaningful). All potential interaction terms (excluding the gender x age interaction) were included in the model. The analysis was run for the reduced sample of 66 cases.

4.3.3.1 Results for the PP HI product

For the purchase likelihood of the PP HI product, two variables have a significant main effect: Gender (B_{male} = *-4.921, p < 0.05*) and PI with laptops (*B = 6.336, p < 0.01*). Besides, the positive main effect of age is significant at the 10% level (*B = 1.027*).
Regarding interaction effects, a highly significant negative interaction term between MA and PI with laptops was found (*B = -0.465, p < 0.01*). Moreover, a strong negative interaction between age and PI with laptops results from the data (*B = -0.284, p = 0.001*). Besides, a significant interaction term exists for gender and PI with laptops (B_{male} *= 1.057, p < 0.01*). Two interactions are close to being significant with p-values in the range of 0.05 – 0.1, namely gender x MA (B_{male} *= -0.502*) and MA x attitude toward Apple (*B = -0.192*).

The relationship between product evaluation of the PP HI offer and the proposed factors and covariates involves one significant direct effect, namely the positive effect of PI with laptops (*B = 4.767, p < 0.05*).
Besides, it exhibits three highly significant interaction terms, namely age x attitude toward Apple (*B = 0.149, p < 0.05*), age x PI with laptops (*B = -0.177, p < 0.05*) and MA x PI with laptops (*B = -0.404, p = 0.01*). Besides, the interaction gender x PI with laptops is close to reaching significance (B_{male} *= 0.608, 0.05 < p < 0.1*).

For price fairness of the HI product sold with a PP, the only significant main effect of the independent variables was again PI with laptops (*B = 5.429, p = 0.01*).
Besides, there were two significant, negative interaction terms: Age x PI with laptops (*B = -0.189, p < 0.05*) and MA x PI with laptops (*B = -0.303, p < 0.05*). Besides, the interaction gender x attitude toward Apple was significant at the 10% level (B_{male} *= -0.45*).

4.3.3.2 Results for the AIP HI product

Purchase likelihood of the AIP HI product case cannot be described well by a GLM, as indicated by the non-significant result of the Omnibus Test in SPSS. Adding to this, none of the parameter estimates for the main effects and interaction effects is significant at the 5% level.

For product evaluation of the AIP HI offer, the Omnibus Test again indicates that the fitted model is not necessarily better than the intercept-only model. However, there are some significant main effects: Attitude toward Apple ($B = 7.161$, $p < 0.01$) and PI with laptops ($B = 3.265$, $p < 0.05$) have a positive direct effect on product evaluation. Besides, the effect of gender was significant ($B_{male} = 8.791$, $p < 0.01$). The positive main effect of MA is significant at the 10% level ($B = 2.357$).
Moreover, a significant negative interaction between gender and MA was found ($B_{male} = -1.079$, $p < 0.001$). The negative interaction between gender and PI with laptops was significant as well ($B_{male} = -1.25$, $p < 0.01$). MA and attitude toward Apple were characterized by a negative interaction term ($B = -0.417$, $p < 0.05$), as well as attitude toward Apple and PI with laptops ($B = -0.79$, $p < 0.001$).

The Omnibus Test again yielded an insignificant result for price fairness of the AIP HI product. The parameter estimates revealed a positive main effect of MA ($B = 1.828$, $p < 0.05$) and PI with laptops ($B = 3.889$, $p < 0.01$). Besides, the negative direct effect of age was significant at the 10% level ($B = -0.396$).
A significant gender x attitude toward Apple interaction was found ($B_{male} = 1.115$, $p = 0.001$). Besides, the negative interaction between gender and PI with laptops was significant ($B_{male} = -1.531$, $p < 0.01$). Finally, a negative interaction was discovered for MA and PI with laptops ($B = -0.434$, $p < 0.05$).

For a summary of the generalized linear models regarding the HI product dependent variables, please consider table 11. It should be noted, however, that only the findings for the PP price format are highly diagnostic, since the Omnibus Test result was significant only for this price format. A positive interaction involving gender means that males had a positive parameter estimate compared to females. Only parameter effects significant at the 5% level are included.

Table 11: Overview of GLM results for the HI product scenario - bold print: positive effect or interaction, normal print: negative effect or interaction

	Purchase Likelihood PP	Product Evaluation PP	Price Fairness PP	Purchase Likelihood AIP	Product Evaluation AIP	Price Fairness AIP
Direct effects	Gender **PI with laptops**	**PI with laptops**	**PI with laptops**	-	**A_{Apple}** **PI with laptops** **Gender**	**MA** **PI with laptops**
Inter-action effects	MA x PI with laptops Age x PI with laptops **Gender x PI with laptops**	**Age x A_{Apple}** Age x PI with laptops MA x PI with laptops	Age x PI with laptops MA x PI with laptops	-	Gender x MA Gender x PI with laptops MA x A_{Apple} A_{Apple} x PI with laptops	**Gender x A_{Apple}** Gender x PI with laptops MA x PI with laptops

4.3.3.3 Results for the PP LI product

The same analysis was conducted for the LI scenario, using attitude toward McDonalds and involvement with ice cream as covariates.

The Omnibus Test of model fit was again insignificant for purchase likelihood of the PP LI product. A significant direct predictor of the purchase likelihood of the PP LI product is PI with ice cream ($B = -6.53$, $p < 0.05$), surprisingly with a negative coefficient. Besides, a significant interaction term was found for age and PI with ice cream ($B = 0.251$, $p < 0.05$) as well as for attitude toward McDonalds and PI with ice cream ($B = 0.168$, $p < 0.05$). Moreover, a negative interaction of age and MA was close to being significant ($B = -0.105$, $0.05 < p < 0.1$).

For product evaluation of the LI product offered with a PP, the Omnibus Test again revealed that the GLM might not be a good prediction tool for this variable. Once more, PI with ice

cream was found to be a highly negative direct predictor of the dependent variable ($B = -6.446$, $p < 0.001$). Besides, the main effect of MA was significant at the 10% level ($B = 4.44$).
The two interaction terms age x MA ($B = -0.12$, $p < 0.05$) and age x PI with ice cream ($B = 0.245$, $p < 0.001$) were significant. Moreover, the positive interaction term of PI with ice cream and attitude toward McDonalds was significant at the 10% level ($B = 0.124$, $0.05 < p < 0.1$).

For price fairness of the PP LI product, the Omnibus Test was significant ($p < 0.05$), indicating a good predictive power of the calculated GLM. The only significant (and surprising) main effect was the positive effect of MA on price fairness ($B = 6$, $p < 0.05$).
Besides, a number of interactions were significant. Firstly, the interaction between gender and attitude toward McDonalds was strong ($B_{male} = 0.869$, $p < 0.001$). Secondly, and surprisingly, the interaction term for MA and attitude toward McDonalds was significant ($B = -0.541$, $p < 0.05$). Thirdly, MA and PI with ice cream interacted significantly ($B = -0.334$, $p < 0.05$). And fourthly, there was a highly significant interaction between attitude toward McDonalds and PI with ice cream ($B = 0.162$, $p < 0.01$). Besides, the interaction term gender x PI with ice cream was almost significant at the 5% level ($B_{male} = -0.493$, $0.05 < p < 0.1$).

4.3.3.4 Results for the AIP LI product

For purchase likelihood of the AIP LI product, the Omnibus Test was highly significant ($p = 0.01$), indicating a good model fit. A couple of direct effects were found: Age had a significant positive parameter ($B = 1.136$, $p < 0.05$), as well as gender ($B_{male} = 4.092$, $p < 0.05$). Besides, the positive direct effect of $A_{McDonalds}$ was significant at the 10% level ($B = 6.26$).
The only significant interaction term in the GLM was gender x attitude toward McDonalds ($B_{male} = -1.162$, $p < 0.05$). The negative interaction of age and attitude toward McDonalds was almost significant ($B = -0.216$, $0.05 < p < 0.1$).

A good GLM was also calculated for product evaluation of the AIP LI product, with an Omnibus Test p-value of less than 0.05. However, there were no significant direct or interaction effects among the parameter estimates. This indicates that although the individual main

effects and interaction terms are not very strong, the overall model is a good tool for predicting product evaluation scores based on the input variables.

For price fairness of the AIP LI product, the Omnibus Test did not yield a significant result. Besides, there were no significant direct effects of the factors and covariates.
However, two parameter estimates of the interaction terms were significant. Firstly, there was an interaction between age and PI with ice cream ($B = -0.072$, $p < 0.05$). Secondly, and very surprisingly, a significant interaction term for MA and attitude toward McDonalds ($B = -0.273$, $p < 0.05$) was found. The positive interaction between age and attitude toward McDonalds was slightly insignificant ($B = 0.268$, $0.05 < p < 0.1$).

A summary of the GLM results for the LI purchase scenario is presented in table 12. Note that Omnibus Tests were only significant for price fairness PP, and purchase likelihood and product evaluation AIP. Therefore, only these results should be considered as highly meaningful when it comes to interpreting the data.

Table 12: Overview of GLM results for the LI product scenario - bold print: positive effect or interaction, normal print: negative effect or interaction

	Purchase Likelihood PP	Product Evaluation PP	Price Fairness PP	Purchase Likelihood AIP	Product Evaluation AIP	Price Fairness AIP
Direct effects	PI with ice cream	PI with ice cream	**MA**	**Age** **Gender**	-	-
Interaction effects	**Age x PI with ice cream** **$A_{McDonalds}$ x PI with ice cream**	**Age x PI with ice cream** Age x MA	**Gender x $A_{McDonalds}$** **$A_{McDonalds}$ x PI with ice cream** MA x $A_{McDonalds}$ MA x PI with ice cream	Gender x $A_{McDonalds}$	-	Age x PI with ice cream MA x $A_{McDonalds}$

The implications of these results will be discussed in the following chapter.

5. Discussion of findings

While some of the results discussed in chapter 4 correspond with the research hypotheses, others fail to support the assumptions. Based on the theory developed in chapter 2 as well as additional ideas and findings from other research, the main results are examined in this chapter.

5.1 Math anxiety

The first independent variable included in this research is MA. This chapter discusses the findings about the impact of MA on evaluations of PPs and AIPs and the additional findings from the exploratory research chapter.

5.1.1 Math anxiety and partitioned prices

The linear regressions revealed that as opposed to H1a – H1c, there is generally no significant negative impact of MA on PP evaluations, which were measured by the three dependent variables purchase likelihood, product evaluation, and price fairness.

One possible explanation for this result can be found in the sample structure: The sample was characterized by a low variation in MA, with most participants having low to moderate MA. This makes it more difficult to find significant relationships, even if these might exist in the overall population. It can be assumed that respondents with low to moderate MA had little difficulty performing the necessary additions by mental calculation.

Besides, research has shown that math skills are positively correlated with need for cognition (Simon, Fagley, & Halleran, 2004). Since the overall sample mainly consists of subjects with moderate to good math skills, this could also imply a relatively high average need for cognition among the participants. Need for cognition, in turn, is positively related to evaluations of PPs with reasonable surcharges (Burman & Biswas, 2007). This cascade of relationships could explain why for this particular sample characterized by below-average MA, there is no negative linear relationship between MA and evaluations of a PP purchase situation.

Another important aspect to consider is that today, a simple addition can be done with little expenditure of time using a calculator, which is an integrated app in many mobile phones. The fact that such a tool is quickly available might be a remedy for potential MA symptoms

of more math-anxious individuals, since the opportunity of a quick electronic calculation lowers the mental costs of calculations for subjects high in MA.

Overall, due to the sample structure, the discovered null effect of MA on PP evaluations should not be over-interpreted or regarded as generalizable. However, it might be an indication that sellers do not need to be overly worried about the MA level of their customers when considering the introduction of simple, additive PPs.

One finding in the context of MA and products sold with a PP was very surprising: In the LI scenario, perceived price fairness **in**creased together with respondents' MA, as revealed by a linear regression. This would imply that highly math-anxious participants tend to judge the PP of the ice cream as fairer than less math-anxious individuals. The finding was also confirmed by the corresponding GLM, which included a significantly positive main effect of MA on price fairness. There is no apparent theoretical explanation for this result. However, this particular finding is not necessarily meaningful, since only 28 participants were in the LI PP group after removal of some of the cases due to answer patterns on the MA scale. Besides, the result is not robust to changes in the considered sample: After removing only one participant who scored very high on both MA and perceived price fairness of the PP LI product, the regression model was no longer significant.

Another interesting result with regard to MA was that in the flight scenario, which was primarily added to study the impact of different numerical designs of a PP, MA had a significant negative effect on the three outcome variables for the "normal" PP with rather even price components. However, it had no effect for the "strange" PP with rather odd addends. This finding is even more notable since only 30 participants were part of the "normal" PP group (vs. 36 in the "strange" PP group), and the effect of MA was still significant.
An explanation one could think of is an incidental difference in the distribution of MA scores between the two groups. However, an independent samples t-test showed that there is no significant difference in mean or variance of MA between the "normal" and the "strange" PP group. Therefore, this surprising finding must be explained based on the difference in PP design. One could imagine that for the "normal" PP, participants high in MA realized that they should be able to mentally calculate the total price, but had problems doing so, leading to frustration and lower evaluations of the purchase situation. For the "strange" PP, participants might have agreed that calculating the sum requires quite some effort (or even the use of an electronic calculator), independently of MA. Obviously, this explanatory approach is a

little far-fetched. It might also be that variables not captured in this study differentiate members of the two flight groups, e.g. involvement with flights or aerophobia.
Overall, there seems to be no apparent explanation for this finding, and future research on this topic, using larger samples, is needed to confirm or refute this surprising result.

5.1.2 Math anxiety and all-inclusive prices

As hypothesized in H2, regression analysis revealed no impact of MA on evaluations of AIPs. This was to be expected because AIPs are characterized by the fact that they contain only one price component – the total price – and that consumers therefore do not have to perform any calculations for processing them. As a result, MA does not play a role for evaluations of AIPs. For reasons of completeness, it should be noted that a GLM for the prediction of price fairness in the HI scenario showed a significant positive direct effect of MA. However, the clearly insignificant Omnibus Test ($p = 0.36$) for this GLM shows that this finding cannot be relied on with sufficient certainty. Therefore, this result does not cast doubt on the strong support found for the research hypotheses.

5.1.3 Findings about math anxiety from the exploratory analysis

One finding from the exploratory analysis was that there is no relationship between MA and the accuracy of price estimations in case of a PP. However, this result cannot be considered as very reliable because of participants' option to restart the survey and/or to use a calculator. Moreover, the quality of price estimations was generally very high throughout the sample. Therefore, only a few cases of deviations from the correct price could actually be included in the analysis, so that the result is not very powerful.

Another result was a significant negative interaction between MA and PI with laptops in a GLM for most of the dependent variables in the PP and AIP HI case. Although MA did not have a significant direct negative effect on the dependent variables in these cases, it thus has an indirect effect by being associated with lower PI with laptops, for which a main effect was found. The interpretation is that more math-anxious individuals tend to be less involved with laptops, and vice versa. One possible reason for this finding is that laptops are often used for calculations by students, e.g. in programs such as Microsoft Excel, IBM SPSS, or Stata. Individuals who try to avoid mathematical calculations due to their MA might therefore also be less interested in laptops. An explanation based on prior research is that MA has

been shown to be positively related to computer anxiety (Gressard & Loyd, 1987; Raub, 1981). It is likely that computer anxiety, in turn, is negatively related to PI with laptops.

Besides, the significant negative interaction of MA and attitude toward the firm for price fairness of the PP and AIP LI product as well as product evaluation of the AIP HI offer was striking. In relation to the LI scenario, this finding implies that with higher MA, the $A_{McDonalds}$ decreases and vice versa in the context of price fairness. In case of the HI purchase scenario, the interaction implies that individuals with higher MA tend to have a more negative A_{Apple}. Since A_{Apple} has a positive main effect on product evaluations in the AIP scenario, this implies that MA has an indirect negative effect on the evaluation of the product. These results are hard to explain on a theoretical basis. It is particularly surprising that two of the three significant interaction terms appear in AIP cases, for which there is no reason to assume that MA plays a role.

5.2 Product involvement

The second predictor variable included in this research is PI. This chapter discusses the findings about the impact of PI on purchase likelihood, product evaluation, and perceived price fairness as well as the additional findings from the exploratory research chapter.

5.2.1 Product involvement and purchase likelihood

Regression analyses revealed that the purchase likelihood of a PP product increases together with PI in the LI case, but not in the HI case, which only partly confirms the research hypotheses. One possible explanation for this finding is based on the distribution of PI scores: There was a much higher variation in PI for the LI scenario compared to the HI scenario. Therefore, it is more difficult to find effects for the HI scenario. A more theoretical explanation is based on the price levels of the two offers: Since the PP of the HI offer (2,199€) is very high (both in sum and in terms of its price components), purchase likelihood might be determined more by the simple availability of the necessary financial means to a respondent than by his PI with the category. By contrast, the price is very low for the LI offer (2.49€), and thus poses no financial risk to respondents. As a result, PI is a more dominant factor in the determination of purchase likelihood for the LI offer.

However, the results found with the GLM (based on the reduced sample of 66 respondents) are quite different: For purchase likelihood of the PP HI product, the GLM revealed a strong, significant positive effect of PI with laptops. This is a notable result, since the Omnibus Test result for this variable was highly significant. Besides, and very counterintuitively, the GLM found a negative main effect of PI with ice cream on purchase likelihood of this PP LI product. In this case, however, the GLM did not have a good quality, so that the latter finding can be ignored. Overall, the GLM strengthens the original research hypothesis: PI is positively associated with purchase likelihood when a product is sold with a PP.

Another interesting finding was that under HI, purchase likelihood is higher for the PP product than for the product with an AIP that is identical in sum. A likely reason for this result is that the mentioning of the different product components in the PP makes the product benefits more salient (e.g. respondents might associate the mentioning of "software" in the MacBook PP with powerful and user-friendly software delivered by Apple). Adding to that, a PP might seem less overwhelming than an AIP in a high price case due to a mental anchoring on the first price mentioned ("Hardware: 1,499€" vs. "MacBook: 2,199€"), and the high price might also be perceived as more adequate when it is split up into its different (product/benefit) components. Besides, the finding is in line with prior research showing that PPs are preferred to AIPs when the additional price components in the PP are relatively low in comparison to the core component price (Sheng, Bao, & Pan, 2007).

As opposed to this, there is no difference in purchase likelihood between the PP and AIP scenario in the LI purchase situation. The reason for this finding is probably that the low price in the LI situation (be it an AIP of 2.49€ or three components summing up to 2.49€) means minimal purchase risk, and that in such a situation, the price format does not influence purchase likelihood.

Overall, the main insight is that in a HI and high price scenario, the use of a PP strategy has a positive impact on purchase likelihood relative to the application of a classical AIP strategy. By contrast, price format plays less of a role in determining purchase likelihood in a LI and low price buying situation. Besides, for a given PP purchase situation, higher PI with the category under consideration is generally associated with higher purchase likelihood.

5.2.2 Product involvement and product evaluation

The evaluation of a product sold at a PP was found to increase together with PI in a HI scenario, but not in a LI scenario. In fact, the GLM even indicated a negative effect of PI on product evaluations in the PP LI scenario, although this particular fact should not be over-interpreted since the corresponding GLM did not pass the Omnibus Test.
One possible explanation is that people very highly involved with laptops might generally have a very positive attitude toward Apple MacBooks, as these are often considered as "computers for professionals", leading to higher product evaluations. These higher product evaluations are further increased by the high salience of product benefits in a PP.
On the other hand, when it comes to ice cream, McDonalds is not a brand renowned for that product category, so that highly involved ice cream enthusiasts do not evaluate McDonalds ice cream particularly positively. This might be different for other brands that are famous for their ice cream offer. Besides, two of the product components in the PP LI case can be considered as providing little consumption benefit (i.e. topping, cone/cup), and are probably perceived as such by both highly involved and less involved consumers. Since consumers are more sensitive to the price of components offering low benefits (Hamilton & Srivastava, 2008), this might indirectly lead to non-increasing product evaluations independently of PI in the LI purchase scenario.

Similarly to the case of purchase likelihood, it was found that under HI, product evaluations of a PP offer are higher than product evaluations of an equivalent AIP offer. The reasoning behind this result might be similar as well: The price split-up into different components in the PP case makes the product benefits more salient and thereby, the product becomes more attractive despite its high price. This effect is enhanced by the high quality of the secondary product components in the HI scenario. Research has shown that PP increases product evaluations compared to AIP when the secondary attributes are attractive (Bertini & Wathieu, 2008).
By contrast, the high price is not visibly justified by multiple product benefits in the AIP case, leading to relatively lower product evaluations.

Another result that was in line with the PI – purchase likelihood findings was the null effect of price format on product evaluations in a LI scenario. An explanation for this outcome is that given the low total price of PP and AIP offer and the relatively low value of product components (e.g. in this case: cone/cup, topping), dividing the price into components does

not have a positive effect on product evaluations. Instead, the most important factor for product evaluations is probably the liking for the particular product type offered.

The insight that PPs lead to generally favorable consumer reactions in the HI scenario, but have no notable impact in the LI scenario, can also be explained based on attribution theory. Research on PP and attribution theory has shown that customers prefer PPs to AIPs if they perceive the marketer as not being responsible for the surcharges, but are indifferent if the marketer is responsible (Bambauer-Sachse & Mangold, 2010). In case of the laptop, all of the three components (hardware, software and accessories) are integral components of the product, and it is thus likely that respondents did not attribute responsibility for the software and accessories "surcharges" to the marketer. On the other hand, the "topping" component in the ice cream scenario might be considered as a surcharge attributable to the marketer, since having ice cream without a topping is not uncommon. This might be one additional factor explaining the differential findings for the HI and LI scenario.

The main conclusion to be drawn is that product evaluations can be increased by selling a HI, high price product at a PP rather than an AIP. However, there is no notable effect of price format on product evaluations in a LI, low price situation.

5.2.3 Product involvement and price fairness

Price fairness was the only outcome variable which neither increased together with PI in the HI PP scenario, nor in the LI PP scenario, according to the linear regression results. One potential reason could be that PI might not have an impact on price fairness perceptions at all, since respondents might have a certain internal reference price for both product categories in this research, which does not necessarily depend on their level of PI with the categories.

However, it should be noted that the effect of PI on price fairness was significant at the 10% level for the HI scenario, which indicates at least a tendency that people more involved with an HI product also have a higher willingness to pay for it. This trend from the regression is supported by the GLM, which includes PI with laptops as a significant direct positive predictor of perceived price fairness in the PP HI scenario. Although this tendency might theoretically also exist for a LI product such as ice cream, McDonalds is not known for high quality in that product category. Thus, people more involved with ice cream might not be willing to pay a price premium for McDonalds ice cream compared to less involved consumers.

Besides, one result was that in a HI situation, price fairness is perceived as higher for a PP than for an AIP. The reasoning for this finding is similar to the above explanations regarding purchase likelihood and product evaluation. While this positive effect of PP relative to AIP on price fairness perceptions in a HI situation is a new finding in the consumer segment, a similar result has already been obtained in a business-to-business purchase scenario (Ferguson, Brown, & Johnston, 2017).

One outcome that differed between price fairness and the other two dependent variables is that under LI, price fairness of the AIP product is perceived as higher than price fairness of the PP product. In fact, this is the only instance of an outcome variable being significantly higher for AIP than for PP. A possible reason for this result is that consumers make use of the numerosity heuristic under LI (cf. chapter 2.2.2). When the overall price is low, splitting it up might make the product seem more expensive. This idea matches the finding of Homburg et al. (2014) that customers exhibit a "bias toward simplicity". Additionally, respondents might find it strange or unfair to pay separate prices for rather simple, low benefit components of an ice cream, causing lower perceived price fairness. This is in line with research showing that consumers are more sensitive to the price of low-benefit components in a PP (Hamilton & Srivastava, 2008). Besides, prospect theory might provide an explanation, in the sense that respondents perceive multiple component prices to be paid for relatively low value components as more negative than paying one price of the same total amount for the overall product.

All in all, the results for price fairness confirm the positive effect of a PP format on consumer reactions to a HI, high-price offer. Besides, they provide the additional insight that in a LI scenario, a traditional AIP tends to be perceived as fairer than a PP. At the same time, one must conclude that for a given PP purchase scenario, the positive impact of an individual's PI with the category on price fairness perceptions is only marginal.

5.2.4 Main effect of product involvement regardless of price format

Interestingly, there was no main effect of PI on purchase likelihood, product evaluation, or perceived price fairness in the HI scenario, when the two different price formats are considered together. This overall finding from a regression analysis is relatively meaningful due to the large sample (n = 76) used. The most obvious reason for this result is that the high price

of the HI product means that not PI, but financial endowment, plays the most important role in the overall sample for any evaluations of the laptop.

However, a main effect of PI on purchase likelihood and product evaluation that is independent of price format was discovered by a regression analysis in the LI case. This finding can be explained by the less important role that a price plays when it is low, no matter if it is a low PP or a low AIP. When price is relatively less important, PI becomes a relatively more relevant factor for evaluations of a product offer. Hence, it is not unexpected that individuals who are more involved with the LI category are also more likely to purchase a product from this category and evaluate it more favorably.

5.2.5 Findings about product involvement from the exploratory analysis

The GLM calculated for the exploratory analysis revealed some interesting interaction terms involving PI.

One interaction effect that occurred for several outcome variables was the age x PI interaction. In the case of the HI, PP product, a negative interaction between age and PI was found. This indicates that younger participants tend to be more involved with laptops than older ones. Although age had no significant main effect on any of the outcome variables for the HI case, the interaction implies that it has an indirect effect via PI with laptops. Interestingly, this interaction term was not significant for the AIP laptop. However, this difference between PP and AIP should be considered carefully, since the GLMs for the AIP HI scenario did not exhibit significant p-values in the Omnibus Test, whereas the PP GLMs were powerful. Also, this particular interaction must be seen as specific to laptops, and cannot be generalized to other HI products.
Besides, a positive interaction of age and PI was found for two of the outcome variables relating to the LI PP scenario, i.e. older participants are, on average, more involved with ice cream than younger individuals. But again, these interactions should be considered with caution, since the corresponding GLMs failed the Omnibus Test.

Another noteworthy interaction term was found for gender and PI in the HI scenario. In particular, it was found that with regard to purchase likelihood of the PP laptop, males are more involved with this product category than females. However, for product evaluation and price fairness of the AIP laptop, females were found to be more involved with laptops. Since these

findings are contradictory, it is important to consider the quality of the corresponding GLMs: While the GLM for purchase likelihood of the PP laptop exhibited a highly significant p-value in the Omnibus Test, the GLMs for AIP product evaluation and price fairness did not. Therefore, the conclusion more likely to be correct is that males in the sample are more involved with laptops than females.

Finally, a positive interaction was found for attitude toward McDonalds and PI with ice cream with regard to purchase likelihood (low quality GLM for this variable) and price fairness in the PP situation. The interpretation of this interaction is that people with a more favorable attitude toward McDonalds also tend to be more involved with ice cream. However, it is again incoherent that this effect is found only in the PP LI scenario, but not in the AIP LI scenario.

A negative interaction between A_{Apple} and PI with laptops was found in the GLM predicting product evaluation of the AIP HI product. The counterintuitive finding that people who like Apple are less involved with laptops is relativized by the fact that the corresponding GLM was not significantly better than the intercept-only model.

5.3 Attitude toward the selling firm

The final independent variable used in this thesis is attitude toward the selling firm. In this chapter, the impact of attitude on the three dependent variables, the relationship between attitude and preferences for PP vs. AIP, and the additional findings from the exploratory research chapter are discussed.

5.3.1 Attitude and purchase likelihood

One key insight regarding the relationship between A_f and purchase likelihood is that the purchase likelihood of a PP product increases with A_f in a HI buying situation, but not in a LI case. A possible explanation can be found in the sample structure with regard to A_{Apple}: Apple is the more controversial brand as compared to McDonalds, which is why it is easier to find effects of A_f in the HI case. A theoretical reason for this result is that the selling firm and its brand are very important for purchases that constitute a big financial risk, since brands can serve as risk reducers (Aaker, 1991). Thus, the image of Apple as a company selling high quality technological products can reduce the high financial risk associated with

the scenario price of 2,199€. By contrast, in a LI, low price purchase situation, the brand of a selling firm is less important since the consumer is facing little purchase risk.

In the AIP case, purchase likelihood was again found to increase with A_f, but this time for both the HI and the LI product. While the reasoning for this effect in the HI case is the same as above, it seems less intuitive that the same result occurred for the LI AIP scenario. There are two potential causes of the significant finding in the LI case: One idea is that the numerosity heuristic, which consumers might use under LI and which might lower the impact of A_f on purchase likelihood for the PP scenario, does not apply here. Another explanation could be that the AIP format increases respondents' attention to the brand (rather than the price and its components), which might cause a higher impact of A_f on purchase likelihood in the AIP LI scenario compared to the PP LI case.

Overall, one can conclude that establishing a positive image of the company and its brand in the marketplace and thereby increasing consumer A_f, gives companies the opportunity to maximize purchase likelihood among their consumers and makes customers less sensitive to price format. Put differently, companies with a very positive A_f in the public do not need to be afraid of experimenting with PP and AIP formats, as this will not impact purchase likelihood negatively, and a positive effect can be expected for PP HI products.

5.3.2 Attitude and product evaluation

As for purchase likelihood, product evaluation was found to increase together with A_f in the HI scenario, but not in the LI scenario. This was the case for both the PP and the AIP format. Again, one reason for this outcome could be the more varied distribution of attitude scores for the HI product firm Apple. Another explanation more specific to the scenario is that the MacBook constitutes a product often praised by Apple enthusiasts and almost symbolizing the brand. This could cause a strong alignment between A_{Apple} and product evaluations. On the other hand, ice cream as a product category does not have such a strong connection to the McDonalds brand, which is why there is no significant tie between $A_{McDonalds}$ and product evaluations for the ice cream. A more general explanation of this finding is that consumers have generally been found to be less brand-sensitive and brand-loyal in LI purchase categories (Amine, 1998; Lachance, Beaudoin, & Robitaille, 2003), which could explain the limited influence of A_f on product evaluations in a LI buying situation.

5.3.3 Attitude and price fairness

The experiment also showed that perceived price fairness of a PP product increases with A_f in the HI scenario, but not in the LI scenario. Besides, if the HI product is instead sold at an AIP, the effect of A_f on price fairness is no longer significant.

The differentiated findings regarding the HI scenario can be explained in the following way: Respondents with a favorable A_f might react particularly positively to the split-up into price components in case of a PP, since they perceive these components as entailing high benefits (e.g. high quality of MacBook software). These different benefits are not salient when the HI product is sold at an AIP, and as a result, even company enthusiasts do not perceive the high price positively. Adding to that, an AIP leads to a higher focus on the large total price of more than 2,199€ as compared to the PP situation where the largest single price component is 1,499€.

The null findings for the relationship between A_f and price fairness in the LI scenario can be explained by the low price level which means that A_f is not that important for evaluating price fairness, but rather the personal interest in ice cream and willingness to pay.

5.3.4 Attitude and preferences for PP vs. AIP strategies

The data revealed that in a HI purchase situation, consumers with a very positive A_f clearly prefer the PP design over an equivalent AIP. As outlined in chapter 2.2.3, this can be explained by the high salience of the high benefit product components (e.g. Apple software) in the PP, which customers who like the selling firm will appreciate strongly. Besides, a perceived increase in price transparency might have played a role.

Although the data on the LI buying scenario could not statistically support the finding from the HI case, the means hinted at a similar effect direction. Therefore, the preference of consumers with a very positive A_f for a PP in a LI situation should be underscored by future research with a larger sub-sample.

At the other end of the spectrum, consumers with a negative A_f did not exhibit a significant preference for the AIP design, neither in the HI nor in the LI case. An explanation for this finding could be that as opposed to the predictions of the theoretical part, respondents did not have problems with the arithmetic tasks involved in a PP and did not experience an infor-

mation overload. This is because the sample was characterized by low MA. As a result, the priming of a negative halo effect was not as impactful as projected, leading to indifference between the two price formats.

5.3.5 Findings about attitude from the exploratory analysis

Interestingly, the GLMs (based on the reduced sample of 66 participants) did not show significant direct effects of A_f on the outcome variables (with the exception of product evaluation of the AIP HI product, for which the GLM had low predictive power).

However, a number of interaction terms included A_f. Since some of them have already been discussed in chapters 5.1.3 and 5.2.5, only the remaining interactions are considered in this part.

One interesting interaction term appeared in the GLM for product evaluation of the PP laptop, namely a positive interaction of age and A_{Apple}. This indicates that older people tend to like Apple more than younger people.

Besides, some interactions relate to the relationship between gender and A_f. There is a positive interaction term for gender and $A_{McDonalds}$ for price fairness of the PP LI product, but the same interaction term turns out negative in the GLM predicting purchase likelihood of the AIP LI product. Since both GLMs are good predictors of their corresponding target variables according to the Omnibus Test, the data does not yield a clear insight on whether males or females prefer McDonalds.
A positive interaction was found for gender and A_{Apple} in the GLM predicting price fairness of the AIP HI product, which would indicate that males have a higher A_{Apple} than females. However, since this interaction term appeared only for this variable, and the corresponding GLM was not significantly better than the intercept-only model, this conclusion should not be generalized.

5.4 Two different types of partitioned prices

The flight scenario was included to test the effect of two different types of PP (that were identical in sum) on consumer reactions. One of these PPs was composed of relatively even, mentally easy to add, numbers (20 + 26.89 + 9.10). The other PP consisted of rather odd, hard to add, numbers (19.61 + 26.45 + 9.93). Interestingly, there were no significant differ-

ences at all between the three dependent variables for the two PP versions. At first glance, this finding implies that when partitioning prices into different price components, companies do not need to worry about the difficulty of additions resulting for the customer. The result indicates that consumers do not "punish" selling firms for relatively complex PP designs compared to relatively simple ones (at least for the case of three additive price components). A possible explanation could be that remarkably "odd" price components in a PP are perceived as more accurate or transparent by consumers, who might think that these numbers reflect actual costs. This might compensate for the higher complexity of calculations which become necessary for the customer. It could also be the case that consumers tolerate the "odd" PP because these pricing structures are very common in the product category of flights which was used in this research.

Anyway, this finding should not be considered as generalizable before other studies have been conducted on this, since the sample scored very low on MA. Besides, the possibility of using calculators (or accurate mental calculations, which are easier for less math-anxious individuals) renders the difficulty of the addition caused by the complexity of the PP irrelevant.

5.5 Impact of partitioned prices on accuracy of price estimations

The data did not provide evidence of differences in the accuracy of price recall after exposure to a PP vs. exposure to an AIP - neither for the two core scenarios, nor for the additional flight scenario. The obvious conclusion one could draw from this result is that consumers are able to accurately recall prices independently of price format, and that a PP does not reduce the accuracy of price estimations despite the higher mathematical complexity involved in calculating the total price as the sum of a number of price components.

However, it must be said that this conclusion is not valid, since the finding on price estimation accuracy is not necessarily reliable, and surely not generalizable: Firstly, participants had the option to re-start the survey after realizing that their price memory is being tested, and to be particularly attentive to price on their second attempt. Secondly, they could not be prevented from using calculators (which might even be installed on the same device on which they completed the experiment). And thirdly, as already mentioned, the sample was characterized by low MA, implying a generally high ability to conduct mental calculations.

6. Limitations and future research

The research conducted in this master thesis is subject to several limitations, which open up avenues for future research.

To start with, the effective sample size of 76 is rather small. Besides, 10 participants had to be removed for all analyses pertaining to MA, which further reduced the number of respondents, making it more difficult to find significant effects. Therefore, future studies should be based on a larger sample to obtain more generalizable results, which could be achieved by offering financial incentives (James & Bolstein, 1990) or by cooperating with professional providers of respondent pools.

Besides, one shortcoming of this study is that participants were distributed unequally to the HI scenarios, with 46 being exposed to the PP scenario and 30 seeing the AIP scenario. Due to the significantly different cell sizes, it is problematic to compare the groups. Besides, results from the larger group, i.e. the PP HI group, are more meaningful than conclusions drawn from the smaller sub-sample, the AIP HI group. Future studies could avoid this problem by collecting more respondents, which leads to more equally sized groups based on the law of large numbers (Freudenthal, 1972). Another option is to use a software tool that automatically ensures identical or almost identical cell sizes for different treatment conditions.

A further limitation of this research is the low variation in one key independent variable, MA. The distribution of this variable was clearly not normally distributed, and an overproportional percentage of respondents exhibited low or moderate scores on this measure. This can be explained by the fact that the sample contained many business students, who are accustomed to frequent mathematical calculations from their studies. The small variation in MA makes it more difficult to find the hypothesized effects of the variable in this sample.

Related to this aspect, the study is based on a convenience student sample instead of the statistically ideal random sample of consumers. In particular, mostly young participants in the age group of 18 to 30 with a business background participated in the experiment. Therefore, the findings are not necessarily generalizable to the overall population of consumers, i.e. they potentially lack external validity (Kam, Wilking, & Zechmeister, 2007). Future studies should therefore use research funds to cooperate with a professional provider of randomized study participant pools.

Moreover, regarding the independent variable PI, although the manipulation of PI by using a laptop scenario (HI) and an ice cream scenario (LI) was successful in light of the significantly different PI means, these means were not as different as would have been ideal. While the distribution of PI scores for laptops was concentrated in the moderate to high involvement area, the distribution of PI for ice cream was more varied than expected, with some participants reporting HI with ice cream. As a result, the distinction between a HI and a LI scenario was not as clear as would have been optimal.

Potential decreases in the validity of the results are also possible because the access link for participation in the experiment was standardized. This was done in order to make it possible to use publicly visible and accessible survey access links in online groups. The drawback is that it was not possible to prevent repeated participations of individual respondents. More importantly, the study subjects were able to quit the questionnaire at any time and restart it later. Interestingly, 36 out of 53 collected instances of quitting the experiment occurred on one of the four price estimation pages related to the laptop (PP and AIP) and ice cream (PP and AIP) scenario. Although this might be coincidental in some cases, it is reasonable to assume that some participants quit on this page because they had not paid attention to the price and then restarted the experiment, this time being attentive to price. This might partially explain the surprisingly high precision in price recall. Overall, the null findings about price estimation accuracy in PP vs. AIP scenarios (cf. chapters 4.3.2, 5.5) should not be considered as sound. Future studies can prevent this problem by sending out individualized links to respondents and using functionalities which prevent respondents from quitting and restarting the questionnaire.

A similar problem is that participants could not be prevented from using calculators due to the study design as an online experiment. This might have increased the general level of accuracy of price estimations. It would be interesting to conduct similar research in the form of a laboratory experiment, where it can be ensured that participants do not have access to electronic calculation help. This might lead to different results for the outcome variables and for price estimation accuracy.

A more general precaution relates to the dependent variable “purchase likelihood”. This variable only measures a behavioral intention, i.e. high purchase likelihood does not imply that respondents would actually purchase the corresponding product in a field scenario. In fact, research in psychology and business has consistently shown that there is a significant inten-

tion-behavior gap (Sheeran, 2002). Besides, since respondents only saw a short description of product features and a symbolic image, all of the answers for the dependent variables are based on very limited information. In an actual buying situation, consumers have access to more information about products (e.g. more detailed information about product features, possibility to touch the product, option to compare it to alternative products). Therefore, evaluations such as purchase likelihood are more valid in a real-life setting. As a consequence, future researchers should conduct field studies to provide evidence of price format effects in an actual purchase situation. This would also be interesting because the construal level of consumers is probably lower in a real purchase situation compared to an online scenario without an actual purchase option, and lower construal has been shown to lead to less favorable reactions to PP strategies (Albinsson et al., 2010).

Future studies could also take a further look at some of the surprising findings of this research that could not be explained on a theoretical basis. In particular, the significant interaction term of MA and A_f for the LI product should be validated by additional research, using a different type of LI product and a different company brand.
Another interesting result that should be considered in future studies is the null finding regarding the effect of the two different PP formats. For example, researchers could increase the number of price components to four and/or focus on a different product category in order to confirm or cast doubt on this result. Besides, it would be interesting to test whether consumers perceive higher price transparency for an "odd" PP compared to a "normal" PP – this could explain the fact that consumers did not react negatively to this type of PP in this study.

One typical danger associated with questionnaire-supported research is common method variance. This describes a situation in which responses are biased because the independent and the dependent variables are measured with the same research instrument at almost the same point in time, using the same respondents (Chang, van Witteloostuijn, & Eden, 2010). However, some researchers argue that this problem is overestimated (Spector, 2006). To avoid this potential issue, scholars could send out questionnaires regarding the dependent and assumed independent variables separately with some temporal distance.

Furthermore, this thesis focuses on only two specific product categories and two specific sellers. Although this experiment successfully manipulated PI by presenting one LI (ice cream) and one HI product (laptop), it would be of interest to see if the results can be con-

firmed for other product categories and other sellers. Another interesting research avenue is the differential effect of a PP strategy for identical products that are branded vs. unbranded.

It should be noted that the PP presentation in the scenarios did not include a total price after the price components, but instead informed participants that the total price is the sum of the price components. This PP design was selected to maximize the assumed impact of MA, because it forces respondents to make calculations. Future studies might include a similar experiment, but provide the total price below the price components. Given that this research found almost no negative effects of a PP without a total price display on consumer perceptions, it is possible that a PP including the total price leads to even more positive reactions. This would be in line with previous research, in which a larger number of price components was used (Carlson & Weathers, 2008).
Moreover, an analysis of the effect of more complex PP designs is worthwhile, e.g. relative surcharges expressed as a percentage of the base price instead of the absolute, additive surcharges used in this study. Among the PP design options, an additive PP requires the comparatively lowest evaluation effort (Estelami, 2003).

Related to this, another variation of this study could change the relative share of price components in the total price. In the two core scenarios used in this study, the first price component shown was clearly the largest, and was followed by two smaller prices. This could be changed in future research, e.g. by presenting the largest price as second or third price component, or by splitting a price up into several relatively equal price components.

Finally, qualitative research on the subject of PP has the potential to yield some additional and more detailed insights on consumer perceptions of different price formats. Especially with regard to the differentiated findings on price fairness and its interplay with PI and price format (cf. chapter 4.2.2 and 5.2.3), it would be interesting to get insights into consumers' thought processes when evaluating the fairness of an AIP vs. a PP. Relevant questions might be: How do the criteria for consumers' price fairness evaluations differ between a PP and an AIP? Which criteria have the strongest impact on the final price fairness evaluation of a PP vs. AIP? And how do the criteria and their importance differ between a LI and a HI purchase situation?
For example, the finding that consumers perceive an AIP as fairer than a PP in the ice cream purchase scenario, but the opposite holds for the laptop scenario, might indicate that the ap-

plicability of prospect theory to PP depends on the benefit level of product components. This is a very interesting subject for future research.

7. Conclusion/executive summary

The objective of this master thesis was to research the impact of three buyer characteristics - MA, PI, and A_f - on consumer reactions to PPs and traditional AIPs.

MA was found to have no direct effect on evaluations of a purchase scenario measured in terms of purchase likelihood, product evaluation, and price fairness. This null finding holds for both HI and LI purchase situations and both PP and AIP format.
However, one surprising finding indicates a need for further research, namely the negative effect of MA on consumer reactions in the flight scenario with a "normal" PP with even price components.

PI was shown to have a positive impact on purchase likelihood and product evaluation in a LI purchase situation (and likely also under HI, as indicated by the GLMs), independently of price format.
When considering the purchase of a LI product, AIP is perceived as the fairer price format compared to PP, but the differences in purchase likelihood and product evaluation between the two price formats are only marginal.
Most notably, for the HI scenario, PP was found to lead to significantly more favorable consumer reactions than AIP in terms of all of the three outcome variables.

A_f is an important determinant of consumer reactions to PP HI product offers, as higher A_f leads to more favorable reactions under HI conditions, and consumers with a very positive A_f prefer PP to AIP. On the other hand, the impact of A_f on reactions to PP LI offers is less clear on the basis of this research.
Moreover, A_f was shown to have a positive impact on purchase likelihood and (to a smaller extent) on product evaluations in AIP purchase scenarios, independently of the involvement level associated with the product offer.

Additional interesting findings were the null effect of the numerical complexity of an additive PP on customer reactions as well as the lack of a difference in price estimation accuracy between PP and AIP formats of the same product offer. These results must be considered with caution, however.

One key insight for managers is that they have the opportunity to improve consumer reactions by introducing PPs for expensive, HI products that consist of separable, high benefit

components. By contrast, traditional AIPs are recommendable for inexpensive, LI products. Besides, business leaders should remember the importance of increasing consumers' A_f in order to lower their sensitivity to different price formats.

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V. Appendix

V.I. Complete experimental questionnaire

Remark by the author: Different pages in the survey are formatted like this (e.g. "Start page" below). Participants did not see any titles on the survey pages. ***Variable names are formatted like this.*** They were not visible to the study participants either.

Start page

This survey is part of my master thesis at Norges Handelshøyskole, Bergen/Norway. Your response to it will be a much appreciated contribution to my work. All of your responses are treated entirely confidentially. Your answers are anonymous and it is not possible for me to identify you. Therefore, please answer all of the questions honestly, based on your personal opinion. Completing the survey will take you only about 10 minutes. Thank you very much!

Scenario HI PP

Imagine that you are browsing through an electronics store because you want to buy a new laptop for your studies. One product catches your attention: The new MacBook has just been released by Apple, offering numerous improvements compared to the old version, for example improved graphics, brighter screen, higher processing speed, and lower weight.

Looking at the price tag, you find the following price:

Hardware **1499€**
Software **600€**
Standard accessory **100€**

The total price is the sum of the three price components.

Scenario HI AIP

Imagine that you are browsing through an electronics store because you want to buy a new laptop for your studies. One product catches your attention: The new MacBook has just been released by Apple, offering numerous improvements compared to the old version, for example improved graphics, brighter screen, higher processing speed, and lower weight.

Looking at the price tag, you find the following price:

MacBook **2199€**

Scenario LI PP

Imagine that you are looking for a dessert at McDonalds. One product catches your attention: Ice cream with a topping served in a cone or cup. You can choose between vanilla, strawberry and chocolate flavor and between a chocolate lens, caramel sauce and crispy nut topping. It is not possible to purchase the ice cream without topping.

Looking at the price display, you find the following price:

Ice cream **1,50€**

Topping **0,89€**

Cone/cup **0,10€**

The total price is the sum of the three price components.

Scenario LI AIP

Imagine that you are looking for a dessert at McDonalds. One product catches your attention: Ice cream with a topping served in a cone or cup. You can choose between vanilla, strawberry and chocolate flavor and between a chocolate lens, caramel sauce and crispy nut topping. It is not possible to purchase the ice cream without topping.

Looking at the price display, you find the following price:

Ice cream with topping served in a cone/cup **2,49€**

Page before the second treatment scenario

Next, please consider the following scenario...

Page after exposure to each of the two treatment scenarios

Please provide some information on your perception of this offer.

Dependent variable page presented after exposure to each of the two scenarios

Price estimation

Please state the (total) price of the offer you just saw. ("total": only HI PP offer)

_____

Purchase likelihood

Again, imagine that you are going to buy a laptop for your studies. Please report your opinion on the following statements.

	Very low						Very high
	1	2	3	4	5	6	7
The likelihood of me purchasing the product is...	□	□	□	□	□	□	□
My willingness to buy this product is…	□	□	□	□	□	□	□
The probability that I would consider buying this product is…	□	□	□	□	□	□	□

Product evaluation

Overall, the offer is...

Very unattractive						Very attractive
1	2	3	4	5	6	7
□	□	□	□	□	□	□
Very undesirable						Very desirable
1	2	3	4	5	6	7
□	□	□	□	□	□	□

Price fairness

Please report your level of agreement with the following statements.

	Do not agree at all 1	2	3	4	5	6	Totally agree 7
The price of the product is fair.	□	□	□	□	□	□	□
This is exactly the price that I expected to pay for the value I get.	□	□	□	□	□	□	□
The price of the product is acceptable for the value that I receive.	□	□	□	□	□	□	□
The product is worth its money.	□	□	□	□	□	□	□

Page after fill out of dependent variable page for both of the scenarios

Please provide some more information about your attitudes on the following pages.

Independent variable page for HI scenario

Involvement with product category "laptops"

Please report your opinion on the following statements with regard to the **product category "laptops".**

	1	2	3	4	5	6	7	
I attach no importance to the product	□	□	□	□	□	□	□	I attach great importance to the product
I am not at all interested in the product	□	□	□	□	□	□	□	I am very interested in the product
I am indifferent to the product	□	□	□	□	□	□	□	I am not indifferent to the product

Attitude toward selling firm Apple

Please answer the following questions with regard to the company **Apple.**

	Very negative 1	2	3	4	5	6	Very positive 7
How negative is your attitude toward the company?	□	□	□	□	□	□	□
	Very bad 1	2	3	4	5	6	Very good 7
Do you think the company that manufactures the Mac-Book is a bad or a good company?	□	□	□	□	□	□	□
	Definitely not 1	2	3	4	5	6	Definitely 7
Are you likely to purchase other products made by Apple?	□	□	□	□	□	□	□

Independent variable page for LI scenario

Involvement with product category "ice cream"

Please report your opinion on the following statements with regard to the **product category "ice cream".**

	1	2	3	4	5	6	7	
I attach no importance to the product	□	□	□	□	□	□	□	I attach great importance to the product
I am not at all interested in the product	□	□	□	□	□	□	□	I am very interested in the product
I am indifferent to the product	□	□	□	□	□	□	□	I am not indifferent to the product

Attitude toward selling firm McDonalds

Please answer the following questions with regard to the company **McDonalds.**

	Very negative 1	2	3	4	5	6	Very positive 7
How negative is your attitude toward the company?	□	□	□	□	□	□	□
	Very bad 1	2	3	4	5	6	Very good 7
Do you think the company that offers this type of ice cream is a bad or a good company?	□	□	□	□	□	□	□

	Definitely not 1	2	3	4	5	6	Definitely 7
Are you likely to purchase other products offered by McDonalds?	□	□	□	□	□	□	□

Independent variable page for MA

Math anxiety

Now, I would like to gain some inside into your attitude toward maths. Please report your level of agreement with the following statements.

Please report your level of agreement with the following statements.	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
I am usually at ease during math tests.	□	□	□	□	□	□	□
A math test would scare me. *(R)*	□	□	□	□	□	□	□
I do not usually worry about being able to solve math problems.	□	□	□	□	□	□	□
I seldom panic during a math test.	□	□	□	□	□	□	□
Math does not scare me at all.	□	□	□	□	□	□	□
I get a sinking feeling when I think of trying difficult math problems. *(R)*	□	□	□	□	□	□	□
It would not bother me at all to take more math courses.	□	□	□	□	□	□	□
Mathematics usually makes me feel uncomfortable and nervous. *(R)*	□	□	□	□	□	□	□
My mind goes blank and I am unable to think clearly when working mathematics. *(R)*	□	□	□	□	□	□	□
Mathematics makes me feel uncomfortable, restless, irri-table and impatient. *(R)*	□	□	□	□	□	□	□
Mathematics makes me feel uneasy and confused. *(R)*	□	□	□	□	□	□	□
I am usually at ease in math lessons.	□	□	□	□	□	□	□

Page before final scenario

Now, please consider this final scenario.

Scenario flight “strange” PP

Imagine that you are going to book a short-haul flight online.

At the last stage of the booking process, you are shown the following price:

Fare **19,61€**
Taxes **26,45€**
Domestic/international fees **9,93€**

The total price is the sum of the three price components.

Scenario flight “normal” PP

Imagine that you are going to book a short-haul flight online.

At the last stage of the booking process, you are shown the following price:

Fare **20,00€**
Taxes **26,89€**
Domestic/international fees **9,10€**

The total price is the sum of the three price components.

Dependent variable page presented after exposure to one of the two flight scenarios

Cf. page XIV – XV

Demographic information page

You are almost done. To conclude the survey, please provide some demographic information about yourself.

Gender

What is your gender?
○ Male
○ Female

Age

What is your age?

_____

Student

Are you a student?
○ Yes
○ No

Nationality

What is your nationality?
○ Norway
○ Sweden
○ Denmark
○ Germany
○ France
○ Other European
○ Rest of the world

End page

Your response has been recorded. Thank you very much for your time!

V.II. SPSS outputs

V.II.I. Description of the sample

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	45	59.2	60.8	60.8
	Female	29	38.2	39.2	100.0
	Total	74	97.4	100.0	
Missing	System	2	2.6		
Total		76	100.0		

Student

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	72	94.7	97.3	97.3
	No	2	2.6	2.7	100.0
	Total	74	97.4	100.0	
Missing	System	2	2.6		
Total		76	100.0		

Nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Norway	12	15.8	16.2	16.2
	Sweden	1	1.3	1.4	17.6
	Denmark	1	1.3	1.4	18.9
	Germany	32	42.1	43.2	62.2
	France	2	2.6	2.7	64.9
	Other European	15	19.7	20.3	85.1
	Rest of the world	11	14.5	14.9	100.0
	Total	74	97.4	100.0	
Missing	System	2	2.6		
Total		76	100.0		

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Age	74	47	19	66	24.24	5.517	30.433	6.274	.279	46.318	.552
Valid N (listwise)	74										

V.II.II. Tests for scale reliability for independent variables

Math anxiety

Case Processing Summary

		N	%
Cases	Valid	76	100.0
	Excluded[a]	0	.0
	Total	76	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.933	.936	12

Item Statistics

	Mean	Std. Deviation	N
MathAnxiety_r1	3.01	1.621	76
MathAnxiety -	3.20	1.811	76
MathAnxiety_r3	3.25	1.658	76
MathAnxiety_r4	3.57	1.948	76
MathAnxiety_r5	3.41	1.834	76
MathAnxiety -	3.05	1.688	76
MathAnxiety_r7	3.75	1.960	76
MathAnxiety -	2.62	1.575	76
MathAnxiety -	2.45	1.578	76
MathAnxiety -	2.57	1.636	76
MathAnxiety -	2.57	1.500	76
MathAnxiety_r12	3.16	1.682	76

Inter-Item Correlation Matrix

	MathAnxiety_r1	MathAnxiety -	MathAnxiety_r3	MathAnxiety_r4	MathAnxiety_r5	MathAnxiety -	MathAnxiety_r7	MathAnxiety -	MathAnxiety -	MathAnxiety -	MathAnxiety -	MathAnxiety_r12
MathAnxiety_r1	1.000	.499	.644	.428	.644	.336	.563	.525	.488	.550	.584	.713
MathAnxiety -	.499	1.000	.614	.440	.606	.476	.502	.686	.594	.655	.660	.476
MathAnxiety_r3	.644	.614	1.000	.505	.733	.467	.581	.471	.492	.547	.559	.598
MathAnxiety_r4	.428	.440	.505	1.000	.569	.198	.435	.350	.337	.404	.386	.493
MathAnxiety_r5	.644	.606	.733	.569	1.000	.393	.596	.590	.484	.580	.584	.701
MathAnxiety -	.336	.476	.467	.198	.393	1.000	.302	.549	.521	.544	.667	.481
MathAnxiety_r7	.563	.502	.581	.435	.596	.302	1.000	.573	.472	.531	.466	.586
MathAnxiety -	.525	.686	.471	.350	.590	.549	.573	1.000	.708	.794	.719	.557
MathAnxiety -	.488	.594	.492	.337	.484	.521	.472	.708	1.000	.805	.748	.501
MathAnxiety -	.550	.655	.547	.404	.580	.544	.531	.794	.805	1.000	.895	.544
MathAnxiety -	.584	.660	.559	.386	.584	.667	.466	.719	.748	.895	1.000	.525
MathAnxiety_r12	.713	.476	.598	.493	.701	.481	.586	.557	.501	.544	.525	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
MathAnxiety_r1	33.58	208.354	.709	.661	.928
MathAnxiety -	33.39	202.962	.734	.612	.927
MathAnxiety_r3	33.34	206.015	.743	.688	.927
MathAnxiety_r4	33.03	210.293	.532	.388	.936
MathAnxiety_r5	33.18	200.446	.776	.711	.925
MathAnxiety -	33.54	213.372	.566	.613	.933
MathAnxiety_r7	32.84	203.281	.662	.515	.930
MathAnxiety -	33.97	206.639	.774	.751	.926
MathAnxiety -	34.14	208.739	.722	.674	.927
MathAnxiety -	34.03	203.599	.811	.883	.924
MathAnxiety -	34.03	207.119	.806	.876	.925
MathAnxiety_r12	33.43	205.796	.736	.691	.927

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
36.59	244.138	15.625	12

Product involvement with laptops

Case Processing Summary

		N	%
Cases	Valid	76	100.0
	Excluded[a]	0	.0
	Total	76	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.779	.783	3

Item Statistics

	Mean	Std. Deviation	N
ProductInvolvLaptop_1 -	5.91	1.256	76
ProductInvolvLaptop_2 -	5.51	1.409	76
ProductInvolvLaptop_3 -	5.46	1.409	76

Inter-Item Correlation Matrix

	ProductInvolv Laptop_1 -	ProductInvolv Laptop_2 -	ProductInvolv Laptop_3 -
ProductInvolvLaptop_1 -	1.000	.682	.514
ProductInvolvLaptop_2 -	.682	1.000	.443
ProductInvolvLaptop_3 -	.514	.443	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
ProductInvolvLaptop_1 -	10.97	5.733	.704	.521	.614
ProductInvolvLaptop_2 -	11.37	5.382	.639	.477	.676
ProductInvolvLaptop_3 -	11.42	5.980	.520	.280	.808

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.88	11.546	3.398	3

Product involvement with ice cream

Case Processing Summary

		N	%
Cases	Valid	76	100.0
	Excluded[a]	0	.0
	Total	76	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.883	.883	3

Item Statistics

	Mean	Std. Deviation	N
ProductInvolvIce_1 -	3.50	1.915	76
ProductInvolvIce_2 -	4.33	1.843	76
ProductInvolvIce_3 -	4.17	1.879	76

Inter-Item Correlation Matrix

	ProductInvolvIce_1 -	ProductInvolvIce_2 -	ProductInvolvIce_3 -
ProductInvolvIce_1 -	1.000	.697	.687
ProductInvolvIce_2 -	.697	1.000	.765
ProductInvolvIce_3 -	.687	.765	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
ProductInvolvIce_1 -	8.50	12.227	.737	.543	.867
ProductInvolvIce_2 -	7.67	12.144	.796	.641	.815
ProductInvolvIce_3 -	7.83	11.984	.788	.632	.821

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.00	25.760	5.075	3

Attitude toward Apple

Case Processing Summary

		N	%
Cases	Valid	76	100.0
	Excluded[a]	0	.0
	Total	76	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.790	.801	3

Item Statistics

	Mean	Std. Deviation	N
AttitudeApple1 -	4.41	1.745	76
AttitudeApple2 -	4.53	1.483	76
AttitudeApple3 -	4.54	2.248	76

Inter-Item Correlation Matrix

	AttitudeApple 1 -	AttitudeApple 2 -	AttitudeApple 3 -
AttitudeApple1 -	1.000	.586	.732
AttitudeApple2 -	.586	1.000	.402
AttitudeApple3 -	.732	.402	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
AttitudeApple1 -	9.07	9.929	.798	.637	.539
AttitudeApple2 -	8.95	13.837	.517	.345	.830
AttitudeApple3 -	8.93	8.276	.651	.537	.733

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.47	21.746	4.663	3

Attitude toward McDonalds

Case Processing Summary

		N	%
Cases	Valid	76	100.0
	Excluded[a]	0	.0
	Total	76	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.730	.748	3

Item Statistics

	Mean	Std. Deviation	N
AttitudeMcD1 -	3.28	1.484	76
AttitudeMcD2 -	3.68	1.180	76
AttitudeMcD3 -	4.46	1.949	76

Inter-Item Correlation Matrix

	AttitudeMcD1 -	AttitudeMcD2 -	AttitudeMcD3 -
AttitudeMcD1 -	1.000	.538	.624
AttitudeMcD2 -	.538	1.000	.331
AttitudeMcD3 -	.624	.331	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
AttitudeMcD1 -	8.14	6.712	.714	.512	.453
AttitudeMcD2 -	7.74	9.610	.465	.289	.751
AttitudeMcD3 -	6.96	5.478	.562	.389	.688

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.42	14.407	3.796	3

V.II.III. Test for scale reliability for dependent variables

Laptop PP and AIP

Case Processing Summary

		N	%
Cases	Valid	46	60.5
	Excluded[a]	30	39.5
	Total	76	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.933	.934	3

Item Statistics

	Mean	Std. Deviation	N
PurchLikelihLaptopPP -	2.87	2.061	46
PurchLikelihLaptopPP -	2.98	2.027	46
PurchLikelihLaptopPP -	3.15	2.129	46

Inter-Item Correlation Matrix

	PurchLikelihLaptopPP -	PurchLikelihLaptopPP -	PurchLikelihLaptopPP -
PurchLikelihLaptopPP -	1.000	.802	.779
PurchLikelihLaptopPP -	.802	1.000	.892
PurchLikelihLaptopPP -	.779	.892	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PurchLikelihLaptopPP -	6.13	16.338	.813	.664	.942
PurchLikelihLaptopPP -	6.02	15.622	.899	.824	.876
PurchLikelihLaptopPP -	5.85	15.065	.880	.806	.890

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9.00	34.133	5.842	3

Case Processing Summary

		N	%
Cases	Valid	30	39.5
	Excluded[a]	46	60.5
	Total	76	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.747	.764	3

Item Statistics

	Mean	Std. Deviation	N
PurchLikelihLaptopAIP -	2.03	1.098	30
PurchLikelihLaptopAIP -	2.70	1.557	30
PurchLikelihLaptopAIP -	2.43	1.331	30

Inter-Item Correlation Matrix

	PurchLikelihLaptopAIP -	PurchLikelihLaptopAIP -	PurchLikelihLaptopAIP -
PurchLikelihLaptopAIP -	1.000	.409	.650
PurchLikelihLaptopAIP -	.409	1.000	.498
PurchLikelihLaptopAIP -	.650	.498	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PurchLikelihLaptopAIP -	5.13	6.257	.601	.433	.659
PurchLikelihLaptopAIP -	4.47	4.878	.503	.260	.779
PurchLikelihLaptopAIP -	4.73	5.030	.664	.487	.557

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.17	10.764	3.281	3

Case Processing Summary

		N	%
Cases	Valid	46	60.5
	Excluded[a]	30	39.5
	Total	76	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.835	.840	2

Item Statistics

	Mean	Std. Deviation	N
ProductEvalLaptopPP_1 -	3.33	1.620	46
ProductEvalLaptopPP_2 -	3.85	1.862	46

Inter-Item Correlation Matrix

	ProductEvalLaptopPP_1 -	ProductEvalLaptopPP_2 -
ProductEvalLaptopPP_1 -	1.000	.724
ProductEvalLaptopPP_2 -	.724	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
ProductEvalLaptopPP_1 -	3.85	3.465	.724	.524	.
ProductEvalLaptopPP_2 -	3.33	2.625	.724	.524	.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.17	10.458	3.234	2

Case Processing Summary

		N	%
Cases	Valid	30	39.5
	Excluded[a]	46	60.5
	Total	76	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.725	.773	2

Item Statistics

	Mean	Std. Deviation	N
ProductEvalLaptopAIP_1 -	2.40	.932	30
ProductEvalLaptopAIP_2 -	3.23	1.478	30

Inter-Item Correlation Matrix

	ProductEvalLaptopAIP_1 -	ProductEvalLaptopAIP_2 -
ProductEvalLaptopAIP_1 -	1.000	.631
ProductEvalLaptopAIP_2 -	.631	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
ProductEvalLaptopAIP_1 -	3.23	2.185	.631	.398	.
ProductEvalLaptopAIP_2 -	2.40	.869	.631	.398	.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
5.63	4.792	2.189	2

Case Processing Summary

		N	%
Cases	Valid	46	60.5
	Excluded[a]	30	39.5
	Total	76	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.919	.918	4

Item Statistics

	Mean	Std. Deviation	N
PriceFairnessLaptopPP -	2.93	1.511	46
PriceFairnessLaptopPP -	3.26	1.584	46
PriceFairnessLaptopPP -	3.22	1.699	46
PriceFairnessLaptopPP -	3.28	1.785	46

Inter-Item Correlation Matrix

	PriceFairness LaptopPP -	PriceFairness LaptopPP -	PriceFairness LaptopPP -	PriceFairness LaptopPP -
PriceFairnessLaptopPP -	1.000	.657	.646	.617
PriceFairnessLaptopPP -	.657	1.000	.862	.791
PriceFairnessLaptopPP -	.646	.862	1.000	.852
PriceFairnessLaptopPP -	.617	.791	.852	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PriceFairnessLaptopPP -	9.76	22.853	.677	.464	.937
PriceFairnessLaptopPP -	9.43	20.162	.862	.768	.878
PriceFairnessLaptopPP -	9.48	18.922	.888	.823	.868
PriceFairnessLaptopPP -	9.41	18.781	.838	.741	.887

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.70	34.928	5.910	4

Case Processing Summary

		N	%
Cases	Valid	30	39.5
	Excluded[a]	46	60.5
	Total	76	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.809	.816	4

Item Statistics

	Mean	Std. Deviation	N
PriceFairnessLaptopAIP -	2.20	.997	30
PriceFairnessLaptopAIP -	2.43	1.357	30
PriceFairnessLaptopAIP -	2.37	1.273	30
PriceFairnessLaptopAIP -	2.60	1.303	30

Inter-Item Correlation Matrix

	PriceFairness LaptopAIP -	PriceFairness LaptopAIP -	PriceFairness LaptopAIP -	PriceFairness LaptopAIP -
PriceFairnessLaptopAIP -	1.000	.240	.647	.648
PriceFairnessLaptopAIP -	.240	1.000	.484	.375
PriceFairnessLaptopAIP -	.647	.484	1.000	.757
PriceFairnessLaptopAIP -	.648	.375	.757	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PriceFairnessLaptopAIP -	7.40	10.662	.610	.485	.775
PriceFairnessLaptopAIP -	7.17	10.144	.422	.246	.863
PriceFairnessLaptopAIP -	7.23	8.185	.800	.663	.670
PriceFairnessLaptopAIP -	7.00	8.414	.730	.617	.706

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9.60	15.628	3.953	4

Ice cream PP and AIP

Case Processing Summary

		N	%
Cases	Valid	37	48.7
	Excluded[a]	39	51.3
	Total	76	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.979	.979	3

Item Statistics

	Mean	Std. Deviation	N
PurchLikelihIcePP -	4.16	1.740	37
PurchLikelihIcePP -	4.19	1.745	37
PurchLikelihIcePP -	4.38	1.785	37

Inter-Item Correlation Matrix

	PurchLikelihIcePP -	PurchLikelihIcePP -	PurchLikelihIcePP -
PurchLikelihIcePP -	1.000	.941	.937
PurchLikelihIcePP -	.941	1.000	.939
PurchLikelihIcePP -	.937	.939	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PurchLikelihIcePP -	8.57	12.086	.953	.909	.969
PurchLikelihIcePP -	8.54	12.033	.955	.913	.967
PurchLikelihIcePP -	8.35	11.790	.952	.907	.969

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.73	26.647	5.162	3

Case Processing Summary

		N	%
Cases	Valid	39	51.3
	Excluded[a]	37	48.7
	Total	76	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.935	.941	3

Item Statistics

	Mean	Std. Deviation	N
PurchLikelihIceAIP -	3.90	1.603	39
PurchLikelihIceAIP -	4.08	1.783	39
PurchLikelihIceAIP -	4.26	2.048	39

Inter-Item Correlation Matrix

	PurchLikelihIceAIP -	PurchLikelihIceAIP -	PurchLikelihIceAIP -
PurchLikelihIceAIP -	1.000	.869	.802
PurchLikelihIceAIP -	.869	1.000	.852
PurchLikelihIceAIP -	.802	.852	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PurchLikelihIceAIP -	8.33	13.596	.865	.769	.915
PurchLikelihIceAIP -	8.15	12.028	.905	.822	.875
PurchLikelihIceAIP -	7.97	10.710	.857	.742	.927

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.23	26.393	5.137	3

Case Processing Summary

		N	%
Cases	Valid	37	48.7
	Excluded[a]	39	51.3
	Total	76	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.855	.857	2

Item Statistics

	Mean	Std. Deviation	N
ProductEvallcePP_1 -	4.46	1.346	37
ProductEvallcePP_2 -	4.41	1.462	37

Inter-Item Correlation Matrix

	ProductEvallcePP_1 -	ProductEvallcePP_2 -
ProductEvallcePP_1 -	1.000	.750
ProductEvallcePP_2 -	.750	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
ProductEvallcePP_1 -	4.41	2.137	.750	.562	.
ProductEvallcePP_2 -	4.46	1.811	.750	.562	.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
8.86	6.898	2.626	2

Case Processing Summary

		N	%
Cases	Valid	39	51.3
	Excluded[a]	37	48.7
	Total	76	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.796	.799	2

Item Statistics

	Mean	Std. Deviation	N
ProductEvallceAIP_1 -	4.46	1.335	39
ProductEvallceAIP_2 -	4.46	1.502	39

Inter-Item Correlation Matrix

	ProductEvallceAIP_1 -	ProductEvallceAIP_2 -
ProductEvallceAIP_1 -	1.000	.666
ProductEvallceAIP_2 -	.666	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
ProductEvallceAIP_1 -	4.46	2.255	.666	.443	.
ProductEvallceAIP_2 -	4.46	1.781	.666	.443	.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
8.92	6.704	2.589	2

Case Processing Summary

		N	%
Cases	Valid	37	48.7
	Excluded[a]	39	51.3
	Total	76	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.913	.914	4

Item Statistics

	Mean	Std. Deviation	N
PriceFairnessIcePP -	4.08	1.552	37
PriceFairnessIcePP -	3.73	1.661	37
PriceFairnessIcePP -	4.16	1.659	37
PriceFairnessIcePP -	3.51	1.710	37

Inter-Item Correlation Matrix

	PriceFairnessIcePP -	PriceFairnessIcePP -	PriceFairnessIcePP -	PriceFairnessIcePP -
PriceFairnessIcePP -	1.000	.795	.761	.696
PriceFairnessIcePP -	.795	1.000	.793	.608
PriceFairnessIcePP -	.761	.793	1.000	.704
PriceFairnessIcePP -	.696	.608	.704	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PriceFairnessIcePP -	11.41	20.248	.838	.714	.875
PriceFairnessIcePP -	11.76	19.689	.809	.717	.884
PriceFairnessIcePP -	11.32	19.336	.842	.718	.872
PriceFairnessIcePP -	11.97	20.305	.723	.559	.915

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.49	34.368	5.862	4

Case Processing Summary

		N	%
Cases	Valid	39	51.3
	Excluded[a]	37	48.7
	Total	76	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.936	.937	4

Item Statistics

	Mean	Std. Deviation	N
PriceFairnessIceAIP -	4.54	1.502	39
PriceFairnessIceAIP -	4.08	1.707	39
PriceFairnessIceAIP -	4.46	1.620	39
PriceFairnessIceAIP -	3.95	1.605	39

Inter-Item Correlation Matrix

	PriceFairness IceAIP -	PriceFairness IceAIP -	PriceFairness IceAIP -	PriceFairness IceAIP -
PriceFairnessIceAIP -	1.000	.876	.880	.711
PriceFairnessIceAIP -	.876	1.000	.891	.664
PriceFairnessIceAIP -	.880	.891	1.000	.708
PriceFairnessIceAIP -	.711	.664	.708	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PriceFairnessIceAIP -	12.49	20.362	.900	.826	.902
PriceFairnessIceAIP -	12.95	18.839	.881	.832	.906
PriceFairnessIceAIP -	12.56	19.305	.905	.844	.898
PriceFairnessIceAIP -	13.08	21.494	.722	.535	.956

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.03	34.815	5.900	4

Flight strange and normal PP

Case Processing Summary

		N	%
Cases	Valid	40	52.6
	Excluded[a]	36	47.4
	Total	76	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.941	.942	3

Item Statistics

	Mean	Std. Deviation	N
PurchLikelihFlightStrPP -	5.18	1.299	40
PurchLikelihFlightStrPP -	5.18	1.259	40
PurchLikelihFlightStrPP -	5.15	1.331	40

Inter-Item Correlation Matrix

	PurchLikelihFlightStrPP -	PurchLikelihFlightStrPP -	PurchLikelihFlightStrPP -
PurchLikelihFlightStrPP -	1.000	.875	.800
PurchLikelihFlightStrPP -	.875	1.000	.856
PurchLikelihFlightStrPP -	.800	.856	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PurchLikelihFlightStrPP -	10.33	6.225	.868	.775	.922
PurchLikelihFlightStrPP -	10.33	6.225	.912	.833	.889
PurchLikelihFlightStrPP -	10.35	6.131	.855	.744	.933

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.50	13.538	3.679	3

Case Processing Summary

		N	%
Cases	Valid	36	47.4
	Excluded[a]	40	52.6
	Total	76	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.917	.917	3

Item Statistics

	Mean	Std. Deviation	N
PurchLikelihFlightNorPP -	5.08	1.204	36
PurchLikelihFlightNorPP -	5.14	1.291	36
PurchLikelihFlightNorPP -	5.28	1.186	36

Inter-Item Correlation Matrix

	PurchLikelihFlightNorPP -	PurchLikelihFlightNorPP -	PurchLikelihFlightNorPP -
PurchLikelihFlightNorPP -	1.000	.820	.764
PurchLikelihFlightNorPP -	.820	1.000	.777
PurchLikelihFlightNorPP -	.764	.777	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PurchLikelihFlightNorPP -	10.42	5.450	.841	.712	.873
PurchLikelihFlightNorPP -	10.36	5.037	.850	.726	.866
PurchLikelihFlightNorPP -	10.22	5.663	.808	.652	.900

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.50	11.629	3.410	3

Case Processing Summary

		N	%
Cases	Valid	40	52.6
	Excluded[a]	36	47.4
	Total	76	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.902	.902	2

Item Statistics

	Mean	Std. Deviation	N
ProductEvalFlightStrPP_1 -	5.38	1.275	40
ProductEvalFlightStrPP_2 -	5.33	1.228	40

Inter-Item Correlation Matrix

	ProductEvalFlightStrPP_1 -	ProductEvalFlightStrPP_2 -
ProductEvalFlightStrPP_1 -	1.000	.821
ProductEvalFlightStrPP_2 -	.821	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
ProductEvalFlightStrPP_1 -	5.33	1.507	.821	.675	.
ProductEvalFlightStrPP_2 -	5.38	1.625	.821	.675	.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.70	5.703	2.388	2

Case Processing Summary

		N	%
Cases	Valid	36	47.4
	Excluded[a]	40	52.6
	Total	76	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.886	.887	2

Item Statistics

	Mean	Std. Deviation	N
ProductEvalFlightNorPP_1 -	5.47	1.253	36
ProductEvalFlightNorPP_2 -	5.11	1.348	36

Inter-Item Correlation Matrix

	ProductEvalFlightNorPP_1 -	ProductEvalFlightNorPP_2 -
ProductEvalFlightNorPP_1 -	1.000	.797
ProductEvalFlightNorPP_2 -	.797	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
ProductEvalFlightNorPP_1 -	5.11	1.816	.797	.635	.
ProductEvalFlightNorPP_2 -	5.47	1.571	.797	.635	.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.58	6.079	2.465	2

Case Processing Summary

		N	%
Cases	Valid	40	52.6
	Excluded[a]	36	47.4
	Total	76	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.913	.916	4

Item Statistics

	Mean	Std. Deviation	N
PriceFairnessFlightStrPP -	5.10	1.215	40
PriceFairnessFlightStrPP -	4.45	1.300	40
PriceFairnessFlightStrPP -	5.15	1.099	40
PriceFairnessFlightStrPP -	5.08	1.185	40

Inter-Item Correlation Matrix

	PriceFairness FlightStrPP -	PriceFairness FlightStrPP -	PriceFairness FlightStrPP -	PriceFairness FlightStrPP -
PriceFairnessFlightStrPP -	1.000	.717	.814	.831
PriceFairnessFlightStrPP -	.717	1.000	.652	.560
PriceFairnessFlightStrPP -	.814	.652	1.000	.818
PriceFairnessFlightStrPP -	.831	.560	.818	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PriceFairnessFlightStrPP -	14.68	10.020	.888	.798	.856
PriceFairnessFlightStrPP -	15.33	10.789	.686	.545	.931
PriceFairnessFlightStrPP -	14.63	10.958	.848	.742	.874
PriceFairnessFlightStrPP -	14.70	10.677	.807	.759	.885

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.78	18.333	4.282	4

Case Processing Summary

		N	%
Cases	Valid	36	47.4
	Excluded[a]	40	52.6
	Total	76	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.844	.844	4

Item Statistics

	Mean	Std. Deviation	N
PriceFairnessFlightNorPP -	5.00	1.512	36
PriceFairnessFlightNorPP -	4.61	1.460	36
PriceFairnessFlightNorPP -	5.44	1.463	36
PriceFairnessFlightNorPP -	5.39	1.440	36

Inter-Item Correlation Matrix

	PriceFairness FlightNorPP -	PriceFairness FlightNorPP -	PriceFairness FlightNorPP -	PriceFairness FlightNorPP -
PriceFairnessFlightNorPP -	1.000	.492	.646	.564
PriceFairnessFlightNorPP -	.492	1.000	.458	.509
PriceFairnessFlightNorPP -	.646	.458	1.000	.784
PriceFairnessFlightNorPP -	.564	.509	.784	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PriceFairnessFlightNorPP -	15.44	13.740	.668	.467	.808
PriceFairnessFlightNorPP -	15.83	15.114	.552	.321	.855
PriceFairnessFlightNorPP -	15.00	13.257	.762	.675	.766
PriceFairnessFlightNorPP -	15.06	13.540	.745	.644	.774

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.44	23.511	4.849	4

V.II.IV Test for multicollinearity

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MathAnxiety, ProductInvolv Laptop[b]	.	Enter

a. Dependent Variable: Attitude Apple

b. All requested variables entered.

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	ProductInvolvLaptop	.999	1.001
	MathAnxiety	.999	1.001

a. Dependent Variable: Attitude Apple

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	ProductInvolv Laptop	MathAnxiety
1	1	2.868	1.000	.00	.00	.02
	2	.114	5.018	.03	.08	.89
	3	.018	12.649	.97	.92	.09

a. Dependent Variable: Attitude Apple

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MathAnxiety, ProductInvolvl ce[b]	.	Enter

a. Dependent Variable: Attitude McDonalds

b. All requested variables entered.

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	ProductInvolvIce	.978	1.022
	MathAnxiety	.978	1.022

a. Dependent Variable: Attitude McDonalds

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	ProductInvolvl ce	MathAnxiety
1	1	2.809	1.000	.01	.02	.02
	2	.129	4.668	.00	.56	.59
	3	.062	6.742	.99	.42	.40

a. Dependent Variable: Attitude McDonalds

V.II.V Test for demographic differences between groups

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Group_Laptop	74	97.4%	2	2.6%	76	100.0%
Gender * Group_Ice	74	97.4%	2	2.6%	76	100.0%

Crosstab

			Group_Laptop		Total
			PP	AIP	
Gender	Male	Count	27	18	45
		Expected Count	26.8	18.2	45.0
	Female	Count	17	12	29
		Expected Count	17.2	11.8	29.0
Total		Count	44	30	74
		Expected Count	44.0	30.0	74.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.014[a]	1	.906		
Continuity Correction[b]	.000	1	1.000		
Likelihood Ratio	.014	1	.906		
Fisher's Exact Test				1.000	.548
Linear-by-Linear Association	.014	1	.907		
N of Valid Cases	74				

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 11,76.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.014	.906
	Cramer's V	.014	.906
N of Valid Cases		74	

Crosstab

			Group_Ice		
			PP	AIP	Total
Gender	Male	Count	18	27	45
		Expected Count	20.1	24.9	45.0
	Female	Count	15	14	29
		Expected Count	12.9	16.1	29.0
Total		Count	33	41	74
		Expected Count	33.0	41.0	74.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.981[a]	1	.322		
Continuity Correction[b]	.564	1	.453		
Likelihood Ratio	.980	1	.322		
Fisher's Exact Test				.348	.226
Linear-by-Linear Association	.968	1	.325		
N of Valid Cases	74				

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 12,93.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	-.115	.322
	Cramer's V	.115	.322
N of Valid Cases		74	

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Group_Laptop	74	97.4%	2	2.6%	76	100.0%
Age * Group_Ice	74	97.4%	2	2.6%	76	100.0%

Crosstab

			Group_Laptop		Total
			PP	AIP	
Age	19	Count	1	0	1
		Expected Count	.6	.4	1.0
	20	Count	1	2	3
		Expected Count	1.8	1.2	3.0
	21	Count	4	2	6
		Expected Count	3.6	2.4	6.0
	22	Count	10	2	12
		Expected Count	7.1	4.9	12.0
	23	Count	11	4	15
		Expected Count	8.9	6.1	15.0
	24	Count	9	4	13
		Expected Count	7.7	5.3	13.0
	25	Count	5	8	13
		Expected Count	7.7	5.3	13.0
	26	Count	1	4	5
		Expected Count	3.0	2.0	5.0
	27	Count	1	2	3
		Expected Count	1.8	1.2	3.0
	28	Count	1	0	1
		Expected Count	.6	.4	1.0
	38	Count	0	1	1
		Expected Count	.6	.4	1.0
	66	Count	0	1	1
		Expected Count	.6	.4	1.0
Total		Count	44	30	74
		Expected Count	44.0	30.0	74.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.283[a]	11	.131
Likelihood Ratio	18.058	11	.080
Linear-by-Linear Association	4.369	1	.037
N of Valid Cases	74		

a. 17 cells (70,8%) have expected count less than 5. The minimum expected count is ,41.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.469	.131
	Cramer's V	.469	.131
N of Valid Cases		74	

L

Crosstab

			Group_Ice		
			PP	AIP	Total
Age	19	Count	1	0	1
		Expected Count	.4	.6	1.0
	20	Count	0	3	3
		Expected Count	1.3	1.7	3.0
	21	Count	2	4	6
		Expected Count	2.7	3.3	6.0
	22	Count	6	6	12
		Expected Count	5.4	6.6	12.0
	23	Count	8	7	15
		Expected Count	6.7	8.3	15.0
	24	Count	4	9	13
		Expected Count	5.8	7.2	13.0
	25	Count	8	5	13
		Expected Count	5.8	7.2	13.0
	26	Count	3	2	5
		Expected Count	2.2	2.8	5.0
	27	Count	1	2	3
		Expected Count	1.3	1.7	3.0
	28	Count	0	1	1
		Expected Count	.4	.6	1.0
	38	Count	0	1	1
		Expected Count	.4	.6	1.0
	66	Count	0	1	1
		Expected Count	.4	.6	1.0
Total		Count	33	41	74
		Expected Count	33.0	41.0	74.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.136[a]	11	.518
Likelihood Ratio	12.797	11	.307
Linear-by-Linear Association	.872	1	.350
N of Valid Cases	74		

a. 16 cells (66,7%) have expected count less than 5. The minimum expected count is ,45.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.370	.518
	Cramer's V	.370	.518
N of Valid Cases		74	

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Nationality * Group_Laptop	74	97.4%	2	2.6%	76	100.0%
Nationality * Group_Ice	74	97.4%	2	2.6%	76	100.0%

Crosstab

			Group_Laptop		Total
			PP	AIP	
Nationality	Norway	Count	8	4	12
		Expected Count	7.1	4.9	12.0
	Sweden	Count	0	1	1
		Expected Count	.6	.4	1.0
	Denmark	Count	1	0	1
		Expected Count	.6	.4	1.0
	Germany	Count	20	12	32
		Expected Count	19.0	13.0	32.0
	France	Count	2	0	2
		Expected Count	1.2	.8	2.0
	Other European	Count	11	4	15
		Expected Count	8.9	6.1	15.0
	Rest of the world	Count	2	9	11
		Expected Count	6.5	4.5	11.0
Total		Count	44	30	74
		Expected Count	44.0	30.0	74.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.866[a]	6	.045
Likelihood Ratio	14.476	6	.025
Linear-by-Linear Association	1.690	1	.194
N of Valid Cases	74		

a. 8 cells (57,1%) have expected count less than 5. The minimum expected count is ,41.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.417	.045
	Cramer's V	.417	.045
N of Valid Cases		74	

Crosstab

			Group_Ice		
			PP	AIP	Total
Nationality	Norway	Count	5	7	12
		Expected Count	5.4	6.6	12.0
	Sweden	Count	1	0	1
		Expected Count	.4	.6	1.0
	Denmark	Count	0	1	1
		Expected Count	.4	.6	1.0
	Germany	Count	14	18	32
		Expected Count	14.3	17.7	32.0
	France	Count	1	1	2
		Expected Count	.9	1.1	2.0
	Other European	Count	9	6	15
		Expected Count	6.7	8.3	15.0
	Rest of the world	Count	3	8	11
		Expected Count	4.9	6.1	11.0
Total		Count	33	41	74
		Expected Count	33.0	41.0	74.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.898[a]	6	.557
Likelihood Ratio	5.705	6	.457
Linear-by-Linear Association	.005	1	.942
N of Valid Cases	74		

a. 7 cells (50,0%) have expected count less than 5. The minimum expected count is ,45.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.257	.557
	Cramer's V	.257	.557
N of Valid Cases		74	

V.II.VI. Outputs regarding the sample structure with respect to the independent variables

Remark: Only the outputs that were mentioned, but not presented in the main part of the thesis, are included here.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
MathAnxiety	66	1.0000	6.5000	2.958333	1.3557609
Valid N (listwise)	66				

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
ProductInvolvLaptop	76	5.6272	1.13264	.12992

One-Sample Test

	Test Value = 4					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
ProductInvolvLaptop	12.524	75	.000	1.62719	1.3684	1.8860

V.II.VII. Tests for normal distribution of dependent variable data

Laptop PP and AIP

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PurchLikelihLaptopPP	46	60.5%	30	39.5%	76	100.0%

Descriptives

			Statistic	Std. Error
PurchLikelihLaptopPP	Mean		3.0000	.28714
	95% Confidence Interval for Mean	Lower Bound	2.4217	
		Upper Bound	3.5783	
	5% Trimmed Mean		2.8889	
	Median		2.3333	
	Variance		3.793	
	Std. Deviation		1.94746	
	Minimum		1.00	
	Maximum		7.00	
	Range		6.00	
	Interquartile Range		2.67	
	Skewness		.997	.350
	Kurtosis		-.249	.688

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PurchLikelihLaptopPP	.196	46	.000	.839	46	.000

a. Lilliefors Significance Correction

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PurchLikelihLaptopAIP	30	39.5%	46	60.5%	76	100.0%

Descriptives

			Statistic	Std. Error
PurchLikelihLaptopAIP	Mean		2.3889	.19967
	95% Confidence Interval for Mean	Lower Bound	1.9805	
		Upper Bound	2.7973	
	5% Trimmed Mean		2.2901	
	Median		2.3333	
	Variance		1.196	
	Std. Deviation		1.09364	
	Minimum		1.00	
	Maximum		6.33	
	Range		5.33	
	Interquartile Range		1.33	
	Skewness		1.549	.427
	Kurtosis		4.691	.833

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PurchLikelihLaptopAIP	.188	30	.008	.869	30	.002

a. Lilliefors Significance Correction

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
ProductEvalLaptopPP	46	60.5%	30	39.5%	76	100.0%

Descriptives

			Statistic	Std. Error
ProductEvalLaptopPP	Mean		3.5870	.23840
	95% Confidence Interval for Mean	Lower Bound	3.1068	
		Upper Bound	4.0671	
	5% Trimmed Mean		3.5411	
	Median		3.2500	
	Variance		2.614	
	Std. Deviation		1.61694	
	Minimum		1.00	
	Maximum		7.00	
	Range		6.00	
	Interquartile Range		3.00	
	Skewness		.410	.350
	Kurtosis		-.406	.688

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
ProductEvalLaptopPP	.142	46	.021	.948	46	.041

a. Lilliefors Significance Correction

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
ProductEvalLaptopAIP	30	39.5%	46	60.5%	76	100.0%

Descriptives

			Statistic	Std. Error
ProductEvalLaptopAIP	Mean		2.8167	.19983
	95% Confidence Interval for Mean	Lower Bound	2.4080	
		Upper Bound	3.2254	
	5% Trimmed Mean		2.8241	
	Median		2.7500	
	Variance		1.198	
	Std. Deviation		1.09453	
	Minimum		1.00	
	Maximum		4.50	
	Range		3.50	
	Interquartile Range		2.00	
	Skewness		-.002	.427
	Kurtosis		-1.244	.833

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
ProductEvalLaptopAIP	.139	30	.145	.934	30	.065

a. Lilliefors Significance Correction

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PriceFairnessLaptopPP	46	60.5%	30	39.5%	76	100.0%

Descriptives

			Statistic	Std. Error
PriceFairnessLaptopPP	Mean		3.1739	.21784
	95% Confidence Interval for Mean	Lower Bound	2.7352	
		Upper Bound	3.6127	
	5% Trimmed Mean		3.0978	
	Median		3.0000	
	Variance		2.183	
	Std. Deviation		1.47749	
	Minimum		1.00	
	Maximum		7.00	
	Range		6.00	
	Interquartile Range		2.00	
	Skewness		.777	.350
	Kurtosis		.123	.688

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PriceFairnessLaptopPP	.132	46	.044	.939	46	.018

a. Lilliefors Significance Correction

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PriceFairnessLaptopAIP	30	39.5%	46	60.5%	76	100.0%

Descriptives

			Statistic	Std. Error
PriceFairnessLaptopAIP	Mean		2.4000	.18044
	95% Confidence Interval for Mean	Lower Bound	2.0310	
		Upper Bound	2.7690	
	5% Trimmed Mean		2.3333	
	Median		2.2500	
	Variance		.977	
	Std. Deviation		.98829	
	Minimum		1.00	
	Maximum		5.25	
	Range		4.25	
	Interquartile Range		1.06	
	Skewness		1.184	.427
	Kurtosis		1.433	.833

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PriceFairnessLaptopAIP	.193	30	.006	.905	30	.011

a. Lilliefors Significance Correction

Ice cream PP and AIP

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PurchLikelihIcePP	37	48.7%	39	51.3%	76	100.0%

Descriptives

			Statistic	Std. Error
PurchLikelihIcePP	Mean		4.2432	.28288
	95% Confidence Interval for Mean	Lower Bound	3.6695	
		Upper Bound	4.8170	
	5% Trimmed Mean		4.2618	
	Median		4.6667	
	Variance		2.961	
	Std. Deviation		1.72070	
	Minimum		1.00	
	Maximum		7.00	
	Range		6.00	
	Interquartile Range		3.00	
	Skewness		-.128	.388
	Kurtosis		-1.118	.759

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PurchLikelihIcePP	.156	37	.023	.950	37	.096

a. Lilliefors Significance Correction

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PurchLikelihIceAIP	39	51.3%	37	48.7%	76	100.0%

Descriptives

			Statistic	Std. Error
PurchLikelihIceAIP	Mean		4.0769	.27421
	95% Confidence Interval for Mean	Lower Bound	3.5218	
		Upper Bound	4.6320	
	5% Trimmed Mean		4.0945	
	Median		4.3333	
	Variance		2.933	
	Std. Deviation		1.71246	
	Minimum		1.00	
	Maximum		7.00	
	Range		6.00	
	Interquartile Range		3.00	
	Skewness		-.266	.378
	Kurtosis		-.868	.741

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PurchLikelihIceAIP	.098	39	.200*	.955	39	.118

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
ProductEvallcePP	37	48.7%	39	51.3%	76	100.0%

Descriptives

			Statistic	Std. Error
ProductEvallcePP	Mean		4.4324	.21589
	95% Confidence Interval for Mean	Lower Bound	3.9946	
		Upper Bound	4.8703	
	5% Trimmed Mean		4.4399	
	Median		4.5000	
	Variance		1.724	
	Std. Deviation		1.31319	
	Minimum		1.50	
	Maximum		7.00	
	Range		5.50	
	Interquartile Range		1.50	
	Skewness		-.098	.388
	Kurtosis		.174	.759

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
ProductEvallcePP	.171	37	.008	.949	37	.093

a. Lilliefors Significance Correction

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
ProductEvallceAlP	39	51.3%	37	48.7%	76	100.0%

Descriptives

			Statistic	Std. Error
ProductEvallceAlP	Mean		4.4615	.20731
	95% Confidence Interval for Mean	Lower Bound	4.0419	
		Upper Bound	4.8812	
	5% Trimmed Mean		4.5128	
	Median		5.0000	
	Variance		1.676	
	Std. Deviation		1.29465	
	Minimum		1.00	
	Maximum		7.00	
	Range		6.00	
	Interquartile Range		1.50	
	Skewness		-.783	.378
	Kurtosis		.540	.741

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
ProductEvallceAlP	.174	39	.004	.934	39	.024

a. Lilliefors Significance Correction

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PriceFairnessIcePP	37	48.7%	39	51.3%	76	100.0%

Descriptives

			Statistic	Std. Error
PriceFairnessIcePP	Mean		3.8716	.24094
	95% Confidence Interval for Mean	Lower Bound	3.3830	
		Upper Bound	4.3603	
	5% Trimmed Mean		3.8296	
	Median		3.7500	
	Variance		2.148	
	Std. Deviation		1.46560	
	Minimum		1.50	
	Maximum		7.00	
	Range		5.50	
	Interquartile Range		2.25	
	Skewness		.283	.388
	Kurtosis		-.668	.759

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PriceFairnessIcePP	.131	37	.110	.957	37	.163

a. Lilliefors Significance Correction

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PriceFairnessIceAIP	39	51.3%	37	48.7%	76	100.0%

Descriptives

			Statistic	Std. Error
PriceFairnessIceAIP	Mean		4.2564	.23621
	95% Confidence Interval for Mean	Lower Bound	3.7782	
		Upper Bound	4.7346	
	5% Trimmed Mean		4.2361	
	Median		4.2500	
	Variance		2.176	
	Std. Deviation		1.47511	
	Minimum		2.00	
	Maximum		7.00	
	Range		5.00	
	Interquartile Range		2.50	
	Skewness		.088	.378
	Kurtosis		-1.095	.741

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PriceFairnessIceAIP	.111	39	.200*	.954	39	.116

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Flight strange and normal PP

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PurchLikelihFlightStrPP	40	52.6%	36	47.4%	76	100.0%

Descriptives

			Statistic	Std. Error
PurchLikelihFlightStrPP	Mean		5.1667	.19392
	95% Confidence Interval for Mean	Lower Bound	4.7744	
		Upper Bound	5.5589	
	5% Trimmed Mean		5.2407	
	Median		5.3333	
	Variance		1.504	
	Std. Deviation		1.22649	
	Minimum		2.00	
	Maximum		7.00	
	Range		5.00	
	Interquartile Range		1.58	
	Skewness		-.762	.374
	Kurtosis		.879	.733

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PurchLikelihFlightStrPP	.146	40	.032	.929	40	.015

a. Lilliefors Significance Correction

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PurchLikelihFlightNorPP	36	47.4%	40	52.6%	76	100.0%

Descriptives

			Statistic	Std. Error
PurchLikelihFlightNorPP	Mean		5.1667	.18945
	95% Confidence Interval for Mean	Lower Bound	4.7821	
		Upper Bound	5.5513	
	5% Trimmed Mean		5.2058	
	Median		5.0000	
	Variance		1.292	
	Std. Deviation		1.13669	
	Minimum		2.33	
	Maximum		7.00	
	Range		4.67	
	Interquartile Range		1.92	
	Skewness		-.282	.393
	Kurtosis		-.069	.768

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PurchLikelihFlightNorPP	.164	36	.016	.956	36	.163

a. Lilliefors Significance Correction

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
ProductEvalFlightStrPP	40	52.6%	36	47.4%	76	100.0%

Descriptives

			Statistic	Std. Error
ProductEvalFlightStrPP	Mean		5.3500	.18879
	95% Confidence Interval for Mean	Lower Bound	4.9681	
		Upper Bound	5.7319	
	5% Trimmed Mean		5.3889	
	Median		5.5000	
	Variance		1.426	
	Std. Deviation		1.19400	
	Minimum		3.00	
	Maximum		7.00	
	Range		4.00	
	Interquartile Range		1.50	
	Skewness		-.445	.374
	Kurtosis		-.648	.733

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
ProductEvalFlightStrPP	.182	40	.002	.928	40	.014

a. Lilliefors Significance Correction

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
ProductEvalFlightNorPP	36	47.4%	40	52.6%	76	100.0%

Descriptives

			Statistic	Std. Error
ProductEvalFlightNorPP	Mean		5.2917	.20546
	95% Confidence Interval for Mean	Lower Bound	4.8746	
		Upper Bound	5.7088	
	5% Trimmed Mean		5.3549	
	Median		5.5000	
	Variance		1.520	
	Std. Deviation		1.23274	
	Minimum		2.00	
	Maximum		7.00	
	Range		5.00	
	Interquartile Range		2.00	
	Skewness		-.481	.393
	Kurtosis		.014	.768

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
ProductEvalFlightNorPP	.130	36	.127	.933	36	.030

a. Lilliefors Significance Correction

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PriceFairnessFlightStrPP	40	52.6%	36	47.4%	76	100.0%

Descriptives

			Statistic	Std. Error
PriceFairnessFlightStrPP	Mean		4.9438	.16925
	95% Confidence Interval for Mean	Lower Bound	4.6014	
		Upper Bound	5.2861	
	5% Trimmed Mean		4.9514	
	Median		5.0000	
	Variance		1.146	
	Std. Deviation		1.07042	
	Minimum		2.75	
	Maximum		7.00	
	Range		4.25	
	Interquartile Range		1.50	
	Skewness		-.111	.374
	Kurtosis		-.174	.733

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PriceFairnessFlightStrPP	.076	40	.200*	.974	40	.469

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PriceFairnessFlightNorPP	36	47.4%	40	52.6%	76	100.0%

Descriptives

			Statistic	Std. Error
PriceFairnessFlightNorPP	Mean		5.1111	.20203
	95% Confidence Interval for Mean	Lower Bound	4.7010	
		Upper Bound	5.5213	
	5% Trimmed Mean		5.1466	
	Median		5.2500	
	Variance		1.469	
	Std. Deviation		1.21221	
	Minimum		2.25	
	Maximum		7.00	
	Range		4.75	
	Interquartile Range		2.00	
	Skewness		-.227	.393
	Kurtosis		-.690	.768

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PriceFairnessFlightNorPP	.129	36	.134	.951	36	.114

a. Lilliefors Significance Correction

V.II.VIII. Outputs related to hypothesis testing for MA

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MathAnxiety[b]	.	Enter

a. Dependent Variable: PurchLikelihLaptopPP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.124[a]	.015	-.011	1.90646

a. Predictors: (Constant), MathAnxiety

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.153	1	2.153	.592	.446[b]
	Residual	138.114	38	3.635		
	Total	140.267	39			

a. Dependent Variable: PurchLikelihLaptopPP

b. Predictors: (Constant), MathAnxiety

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.475	.805		4.315	.000	1.845	5.105
	MathAnxiety	-.205	.266	-.124	-.770	.446	-.744	.334

a. Dependent Variable: PurchLikelihLaptopPP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MathAnxiety[b]	.	Enter

a. Dependent Variable: PurchLikelihIcePP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.264[a]	.070	.036	1.69548

a. Predictors: (Constant), MathAnxiety

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.028	1	6.028	2.097	.159[b]
	Residual	80.490	28	2.875		
	Total	86.519	29			

a. Dependent Variable: PurchLikelihIcePP

b. Predictors: (Constant), MathAnxiety

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.091	.770		4.016	.000	1.514	4.667
	MathAnxiety	.344	.238	.264	1.448	.159	-.143	.831

a. Dependent Variable: PurchLikelihIcePP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MathAnxiety[b]	.	Enter

a. Dependent Variable: ProductEvalLaptopPP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.006[a]	.000	-.026	1.61074

a. Predictors: (Constant), MathAnxiety

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.004	1	.004	.002	.969[b]
	Residual	98.590	38	2.594		
	Total	98.594	39			

a. Dependent Variable: ProductEvalLaptopPP

b. Predictors: (Constant), MathAnxiety

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.462	.680		5.089	.000	2.085	4.839
	MathAnxiety	-.009	.225	-.006	-.039	.969	-.464	.447

a. Dependent Variable: ProductEvalLaptopPP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MathAnxiety[b]	.	Enter

a. Dependent Variable: ProductEvalIcePP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.226[a]	.051	.017	1.34071

a. Predictors: (Constant), MathAnxiety

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.712	1	2.712	1.508	.230[b]
	Residual	50.330	28	1.798		
	Total	53.042	29			

a. Dependent Variable: ProductEvalIcePP

b. Predictors: (Constant), MathAnxiety

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.732	.609		6.132	.000	2.486	4.979
	MathAnxiety	.231	.188	.226	1.228	.230	-.154	.616

a. Dependent Variable: ProductEvalIcePP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MathAnxiety[b]	.	Enter

a. Dependent Variable: PriceFairnessLaptopPP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.085[a]	.007	-.019	1.40580

a. Predictors: (Constant), MathAnxiety

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.551	1	.551	.279	.600[b]
	Residual	75.099	38	1.976		
	Total	75.650	39			

a. Dependent Variable: PriceFairnessLaptopPP

b. Predictors: (Constant), MathAnxiety

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.341	.594		5.627	.000	2.139	4.543
	MathAnxiety	-.104	.196	-.085	-.528	.600	-.501	.294

a. Dependent Variable: PriceFairnessLaptopPP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MathAnxiety[b]	.	Enter

a. Dependent Variable: PriceFairnessIcePP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.394[a]	.155	.125	1.32633

a. Predictors: (Constant), MathAnxiety

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.044	1	9.044	5.141	.031[b]
	Residual	49.256	28	1.759		
	Total	58.300	29			

a. Dependent Variable: PriceFairnessIcePP

b. Predictors: (Constant), MathAnxiety

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.700	.602		4.485	.000	1.467	3.933
	MathAnxiety	.422	.186	.394	2.267	.031	.041	.803

a. Dependent Variable: PriceFairnessIcePP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MathAnxiety[b]	.	Enter

a. Dependent Variable: PurchLikelihLaptopAIP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.055[a]	.003	-.039	1.09136

a. Predictors: (Constant), MathAnxiety

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.085	1	.085	.072	.791[b]
	Residual	28.586	24	1.191		
	Total	28.671	25			

a. Dependent Variable: PurchLikelihLaptopAIP

b. Predictors: (Constant), MathAnxiety

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.282	.480		4.752	.000	1.291	3.274
	MathAnxiety	.036	.135	.055	.268	.791	-.242	.314

a. Dependent Variable: PurchLikelihLaptopAIP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MathAnxiety[b]	.	Enter

a. Dependent Variable: PurchLikelihIceAIP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.012[a]	.000	-.029	1.69464

a. Predictors: (Constant), MathAnxiety

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.013	1	.013	.005	.947[b]
	Residual	97.641	34	2.872		
	Total	97.654	35			

a. Dependent Variable: PurchLikelihIceAIP

b. Predictors: (Constant), MathAnxiety

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	4.144	.667		6.213	.000	2.789	5.500
	MathAnxiety	.014	.205	.012	.067	.947	-.402	.430

a. Dependent Variable: PurchLikelihIceAIP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MathAnxiety[b]	.	Enter

a. Dependent Variable: ProductEvalLaptopAIP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.271[a]	.073	.035	1.02031

a. Predictors: (Constant), MathAnxiety

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.977	1	1.977	1.899	.181[b]
	Residual	24.985	24	1.041		
	Total	26.962	25			

a. Dependent Variable: ProductEvalLaptopAIP

b. Predictors: (Constant), MathAnxiety

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.408	.449		5.362	.000	1.481	3.334
	MathAnxiety	.173	.126	.271	1.378	.181	-.086	.433

a. Dependent Variable: ProductEvalLaptopAIP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MathAnxiety[b]	.	Enter

a. Dependent Variable: ProductEvalIceAIP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.214[a]	.046	.018	1.16285

a. Predictors: (Constant), MathAnxiety

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.212	1	2.212	1.636	.210[b]
	Residual	45.976	34	1.352		
	Total	48.188	35			

a. Dependent Variable: ProductEvalIceAIP

b. Predictors: (Constant), MathAnxiety

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	4.011	.458		8.764	.000	3.081	4.942
	MathAnxiety	.180	.140	.214	1.279	.210	-.106	.465

a. Dependent Variable: ProductEvalIceAIP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MathAnxiety[b]	.	Enter

a. Dependent Variable: PriceFairnessLaptopAIP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.097[a]	.009	-.032	1.05494

a. Predictors: (Constant), MathAnxiety

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.252	1	.252	.226	.639[b]
	Residual	26.710	24	1.113		
	Total	26.962	25			

a. Dependent Variable: PriceFairnessLaptopAIP

b. Predictors: (Constant), MathAnxiety

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.264	.464		4.876	.000	1.306	3.222
	MathAnxiety	.062	.130	.097	.476	.639	-.207	.330

a. Dependent Variable: PriceFairnessLaptopAIP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MathAnxiety[b]	.	Enter

a. Dependent Variable: PriceFairnessIceAIP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.106[a]	.011	-.018	1.47975

a. Predictors: (Constant), MathAnxiety

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.849	1	.849	.388	.538[b]
	Residual	74.448	34	2.190		
	Total	75.297	35			

a. Dependent Variable: PriceFairnessIceAIP

b. Predictors: (Constant), MathAnxiety

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.901	.582		6.697	.000	2.717	5.084
	MathAnxiety	.111	.179	.106	.623	.538	-.252	.474

a. Dependent Variable: PriceFairnessIceAIP

V.II.IX. Outputs related to hypothesis testing for PI

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	ProductInvolv Laptop[b]	.	Enter

a. Dependent Variable: PurchLikelihLaptopPP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.226[a]	.051	.030	1.91828

a. Predictors: (Constant), ProductInvolvLaptop

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.755	1	8.755	2.379	.130[b]
	Residual	161.911	44	3.680		
	Total	170.667	45			

a. Dependent Variable: PurchLikelihLaptopPP

b. Predictors: (Constant), ProductInvolvLaptop

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.818	1.443		.567	.574
	ProductInvolvLaptop	.390	.253	.226	1.543	.130

a. Dependent Variable: PurchLikelihLaptopPP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	ProductInvolvI ce[b]	.	Enter

a. Dependent Variable: PurchLikelihIcePP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.428[a]	.183	.160	1.57701

a. Predictors: (Constant), ProductInvolvIce

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.545	1	19.545	7.859	.008[b]
	Residual	87.044	35	2.487		
	Total	106.589	36			

a. Dependent Variable: PurchLikelihIcePP

b. Predictors: (Constant), ProductInvolvIce

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.463	.686		3.590	.001
	ProductInvolvIce	.415	.148	.428	2.803	.008

a. Dependent Variable: PurchLikelihIcePP

Group Statistics

	Group_Laptop	N	Mean	Std. Deviation	Std. Error Mean
Purchase Likelihood Laptop Combined	PP	46	3.0000	1.94746	.28714
	AIP	30	2.3889	1.09364	.19967

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Purchase Likelihood Laptop Combined	Equal variances assumed	9.829	.002	1.563	74	.122	.61111	.39093	-.16784	1.39006
	Equal variances not assumed			1.747	72.674	.085	.61111	.34974	-.08597	1.30819

Group Statistics

	Group_Ice	N	Mean	Std. Deviation	Std. Error Mean
Purchase Likelihood Ice Combined	PP	35	4.1714	1.73840	.29384
	AIP	41	4.1463	1.70139	.26571

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Purchase Likelihood Ice Combined	Equal variances assumed	.229	.634	.063	74	.950	.02509	.39548	-.76293	.81311
	Equal variances not assumed			.063	71.628	.950	.02509	.39616	-.76472	.81490

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	ProductInvolv Laptop[b]	.	Enter

a. Dependent Variable: ProductEvalLaptopPP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.378[a]	.143	.124	1.51370

a. Predictors: (Constant), ProductInvolvLaptop

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.836	1	16.836	7.348	.010[b]
	Residual	100.817	44	2.291		
	Total	117.652	45			

a. Dependent Variable: ProductEvalLaptopPP

b. Predictors: (Constant), ProductInvolvLaptop

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.561	1.138		.493	.625	-1.734	2.855
	ProductInvolvLaptop	.541	.200	.378	2.711	.010	.139	.943

a. Dependent Variable: ProductEvalLaptopPP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	ProductInvolvI ce[b]	.	Enter

a. Dependent Variable: ProductEvalIcePP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.160[a]	.025	-.002	1.31475

a. Predictors: (Constant), ProductInvolvIce

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.581	1	1.581	.915	.345[b]
	Residual	60.500	35	1.729		
	Total	62.081	36			

a. Dependent Variable: ProductEvalIcePP

b. Predictors: (Constant), ProductInvolvIce

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.926	.572		6.865	.000	2.765	5.087
	ProductInvolvIce	.118	.123	.160	.956	.345	-.133	.369

a. Dependent Variable: ProductEvalIcePP

Group Statistics

	Group_Laptop	N	Mean	Std. Deviation	Std. Error Mean
Product Evaluation Laptop	PP	46	3.5870	1.61694	.23840
	AIP	30	2.8167	1.09453	.19983

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Product Evaluation Laptop	Equal variances assumed	3.503	.065	2.287	74	.025	.77029	.33677	.09926	1.44132
	Equal variances not assumed			2.476	73.866	.016	.77029	.31108	.15043	1.39015

Group Statistics

	Group_Ice	N	Mean	Std. Deviation	Std. Error Mean
Product Evaluation Ice Combined	PP	35	4.3714	1.31922	.22299
	AIP	41	4.5122	1.28689	.20098

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Product Evaluation Ice Combined	Equal variances assumed	.042	.838	-.470	74	.640	-.14077	.29960	-.73773	.45620
	Equal variances not assumed			-.469	71.545	.641	-.14077	.30019	-.73926	.45772

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	ProductInvolv Laptop[b]	.	Enter

a. Dependent Variable: PriceFairnessLaptopPP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.253[a]	.064	.043	1.44570

a. Predictors: (Constant), ProductInvolvLaptop

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.272	1	6.272	3.001	.090[b]
	Residual	91.962	44	2.090		
	Total	98.234	45			

a. Dependent Variable: PriceFairnessLaptopPP

b. Predictors: (Constant), ProductInvolvLaptop

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.327	1.087		1.220	.229	-.864	3.518
	ProductInvolvLaptop	.330	.191	.253	1.732	.090	-.054	.714

a. Dependent Variable: PriceFairnessLaptopPP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	ProductInvolvI ce[b]	.	Enter

a. Dependent Variable: PriceFairnessIcePP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.033[a]	.001	-.027	1.48557

a. Predictors: (Constant), ProductInvolvIce

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.086	1	.086	.039	.845[b]
	Residual	77.242	35	2.207		
	Total	77.328	36			

a. Dependent Variable: PriceFairnessIcePP

b. Predictors: (Constant), ProductInvolvIce

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.754	.646		5.808	.000	2.442	5.066
	ProductInvolvIce	.028	.140	.033	.197	.845	-.256	.311

a. Dependent Variable: PriceFairnessIcePP

Group Statistics

	Group_Laptop	N	Mean	Std. Deviation	Std. Error Mean
Price Fairness Laptop Combined	PP	46	3.1739	1.47749	.21784
	AIP	30	2.4000	.98829	.18044

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Price Fairness Laptop Combined	Equal variances assumed	5.117	.027	2.522	74	.014	.77391	.30690	.16240	1.38543
	Equal variances not assumed			2.736	73.930	.008	.77391	.28287	.21028	1.33755

Group Statistics

	Group_Ice	N	Mean	Std. Deviation	Std. Error Mean
Price Fairness Ice Combined	PP	35	3.7500	1.39062	.23506
	AIP	41	4.3415	1.50391	.23487

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Price Fairness Ice Combined	Equal variances assumed	.257	.614	-1.769	74	.081	-.59146	.33437	-1.25772	.07479
	Equal variances not assumed			-1.780	73.504	.079	-.59146	.33229	-1.25364	.07071

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	ProductInvolv Laptop[b]	.	Enter

a. Dependent Variable: Purchase Likelihood Laptop Combined

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.122[a]	.015	.002	1.68037

a. Predictors: (Constant), ProductInvolvLaptop

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.182	1	3.182	1.127	.292[b]
	Residual	208.951	74	2.824		
	Total	212.133	75			

a. Dependent Variable: Purchase Likelihood Laptop Combined

b. Predictors: (Constant), ProductInvolvLaptop

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.735	.983		1.765	.082	-.223	3.694
	ProductInvolvLaptop	.182	.171	.122	1.062	.292	-.159	.523

a. Dependent Variable: Purchase Likelihood Laptop Combined

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	ProductInvolv Laptop[b]	.	Enter

a. Dependent Variable: Product Evaluation Laptop

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.194[a]	.038	.025	1.45661

a. Predictors: (Constant), ProductInvolvLaptop

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.162	1	6.162	2.904	.093[b]
	Residual	157.006	74	2.122		
	Total	163.168	75			

a. Dependent Variable: Product Evaluation Laptop

b. Predictors: (Constant), ProductInvolvLaptop

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.859	.852		2.181	.032	.161	3.557
	ProductInvolvLaptop	.253	.148	.194	1.704	.093	-.043	.549

a. Dependent Variable: Product Evaluation Laptop

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	ProductInvolv Laptop[b]	.	Enter

a. Dependent Variable: Price Fairness Laptop Combined

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.113[a]	.013	-.001	1.35414

a. Predictors: (Constant), ProductInvolvLaptop

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.740	1	1.740	.949	.333[b]
	Residual	135.694	74	1.834		
	Total	137.434	75			

a. Dependent Variable: Price Fairness Laptop Combined

b. Predictors: (Constant), ProductInvolvLaptop

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.112	.792		2.666	.009	.533	3.690
	ProductInvolvLaptop	.134	.138	.113	.974	.333	-.141	.410

a. Dependent Variable: Price Fairness Laptop Combined

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	ProductInvolvIce[b]	.	Enter

a. Dependent Variable: Purchase Likelihood Ice Combined

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.543[a]	.295	.285	1.44341

a. Predictors: (Constant), ProductInvolvIce

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.376	1	64.376	30.899	.000[b]
	Residual	154.174	74	2.083		
	Total	218.550	75			

a. Dependent Variable: Purchase Likelihood Ice Combined

b. Predictors: (Constant), ProductInvolvIce

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.967	.427		4.603	.000	1.116	2.819
	ProductInvolvIce	.548	.099	.543	5.559	.000	.351	.744

a. Dependent Variable: Purchase Likelihood Ice Combined

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	ProductInvolvIce[b]	.	Enter

a. Dependent Variable: Product Evaluation Ice Combined

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.368[a]	.136	.124	1.21220

a. Predictors: (Constant), ProductInvolvIce

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.051	1	17.051	11.604	.001[b]
	Residual	108.739	74	1.469		
	Total	125.789	75			

a. Dependent Variable: Product Evaluation Ice Combined

b. Predictors: (Constant), ProductInvolvIce

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.320	.359		9.249	.000	2.605	4.035
	ProductInvolvIce	.282	.083	.368	3.406	.001	.117	.447

a. Dependent Variable: Product Evaluation Ice Combined

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	ProductInvolvIce[b]	.	Enter

a. Dependent Variable: Price Fairness Ice Combined

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.129[a]	.017	.003	1.47099

a. Predictors: (Constant), ProductInvolvIce

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.702	1	2.702	1.249	.267[b]
	Residual	160.123	74	2.164		
	Total	162.825	75			

a. Dependent Variable: Price Fairness Ice Combined

b. Predictors: (Constant), ProductInvolvIce

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.620	.436		8.311	.000	2.752	4.488
	ProductInvolvIce	.112	.100	.129	1.117	.267	-.088	.312

a. Dependent Variable: Price Fairness Ice Combined

V.II.IX. Outputs related to hypothesis testing for A_f

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Attitude Apple[b]	.	Enter

a. Dependent Variable: PurchLikelihLaptopPP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.607[a]	.369	.354	1.56494

a. Predictors: (Constant), Attitude Apple

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	62.910	1	62.910	25.688	.000[b]
	Residual	107.757	44	2.449		
	Total	170.667	45			

a. Dependent Variable: PurchLikelihLaptopPP

b. Predictors: (Constant), Attitude Apple

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.221	.676		-.326	.746	-1.583	1.142
	Attitude Apple	.720	.142	.607	5.068	.000	.434	1.007

a. Dependent Variable: PurchLikelihLaptopPP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Attitude McDonalds[b]	.	Enter

a. Dependent Variable: PurchLikelihIcePP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.256[a]	.066	.039	1.68683

a. Predictors: (Constant), Attitude McDonalds

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.000	1	7.000	2.460	.126[b]
	Residual	99.589	35	2.845		
	Total	106.589	36			

a. Dependent Variable: PurchLikelihIcePP

b. Predictors: (Constant), Attitude McDonalds

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.932	.881		3.328	.002	1.143	4.720
	Attitude McDonalds	.333	.212	.256	1.568	.126	-.098	.764

a. Dependent Variable: PurchLikelihIcePP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Attitude Apple[b]	.	Enter

a. Dependent Variable: ProductEvalLaptopPP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.482[a]	.233	.215	1.43235

a. Predictors: (Constant), Attitude Apple

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.381	1	27.381	13.346	.001[b]
	Residual	90.272	44	2.052		
	Total	117.652	45			

a. Dependent Variable: ProductEvalLaptopPP

b. Predictors: (Constant), Attitude Apple

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.462	.619		2.363	.023	.215	2.709
	Attitude Apple	.475	.130	.482	3.653	.001	.213	.737

a. Dependent Variable: ProductEvalLaptopPP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Attitude McDonalds[b]	.	Enter

a. Dependent Variable: ProductEvalIcePP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.213[a]	.045	.018	1.30119

a. Predictors: (Constant), Attitude McDonalds

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.822	1	2.822	1.667	.205[b]
	Residual	59.259	35	1.693		
	Total	62.081	36			

a. Dependent Variable: ProductEvalIcePP

b. Predictors: (Constant), Attitude McDonalds

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.600	.680		5.297	.000	2.220	4.979
	Attitude McDonalds	.212	.164	.213	1.291	.205	-.121	.544

a. Dependent Variable: ProductEvalIcePP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Attitude Apple[b]	.	Enter

a. Dependent Variable: PriceFairnessLaptopPP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.619[a]	.383	.369	1.17338

a. Predictors: (Constant), Attitude Apple

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37.653	1	37.653	27.348	.000[b]
	Residual	60.580	44	1.377		
	Total	98.234	45			

a. Dependent Variable: PriceFairnessLaptopPP

b. Predictors: (Constant), Attitude Apple

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.682	.507		1.346	.185	-.339	1.704
	Attitude Apple	.557	.107	.619	5.230	.000	.343	.772

a. Dependent Variable: PriceFairnessLaptopPP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Attitude McDonalds[b]	.	Enter

a. Dependent Variable: PriceFairnessIcePP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.221[a]	.049	.022	1.44956

a. Predictors: (Constant), Attitude McDonalds

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.785	1	3.785	1.801	.188[b]
	Residual	73.543	35	2.101		
	Total	77.328	36			

a. Dependent Variable: PriceFairnessIcePP

b. Predictors: (Constant), Attitude McDonalds

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.907	.757		3.840	.000	1.370	4.444
	Attitude McDonalds	.245	.183	.221	1.342	.188	-.126	.615

a. Dependent Variable: PriceFairnessIcePP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Attitude Apple[b]	.	Enter

a. Dependent Variable: PurchLikelihLaptopAIP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.478[a]	.229	.201	.97757

a. Predictors: (Constant), Attitude Apple

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.927	1	7.927	8.295	.008[b]
	Residual	26.758	28	.956		
	Total	34.685	29			

a. Dependent Variable: PurchLikelihLaptopAIP

b. Predictors: (Constant), Attitude Apple

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.744	.598		1.244	.224	-.481	1.970
	Attitude Apple	.364	.126	.478	2.880	.008	.105	.622

a. Dependent Variable: PurchLikelihLaptopAIP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Attitude Apple[b]	.	Enter

a. Dependent Variable: ProductEvalLaptopAIP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.384[a]	.148	.117	1.02833

a. Predictors: (Constant), Attitude Apple

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.133	1	5.133	4.854	.036[b]
	Residual	29.609	28	1.057		
	Total	34.742	29			

a. Dependent Variable: ProductEvalLaptopAIP

b. Predictors: (Constant), Attitude Apple

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.493	.629		2.373	.025	.204	2.782
	Attitude Apple	.293	.133	.384	2.203	.036	.021	.565

a. Dependent Variable: ProductEvalLaptopAIP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Attitude Apple[b]	.	Enter

a. Dependent Variable: PriceFairnessLaptopAIP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.212[a]	.045	.011	.98293

a. Predictors: (Constant), Attitude Apple

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.273	1	1.273	1.317	.261[b]
	Residual	27.052	28	.966		
	Total	28.325	29			

a. Dependent Variable: PriceFairnessLaptopAIP

b. Predictors: (Constant), Attitude Apple

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.741	.602		2.894	.007	.509	2.973
	Attitude Apple	.146	.127	.212	1.148	.261	-.114	.406

a. Dependent Variable: PriceFairnessLaptopAIP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Attitude McDonalds[b]	.	Enter

a. Dependent Variable: PurchLikelihIceAIP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.417[a]	.174	.151	1.57771

a. Predictors: (Constant), Attitude McDonalds

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.336	1	19.336	7.768	.008[b]
	Residual	92.100	37	2.489		
	Total	111.436	38			

a. Dependent Variable: PurchLikelihIceAIP

b. Predictors: (Constant), Attitude McDonalds

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.908	.818		2.332	.025	.250	3.566
	Attitude McDonalds	.589	.211	.417	2.787	.008	.161	1.017

a. Dependent Variable: PurchLikelihIceAIP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Attitude McDonalds[b]	.	Enter

a. Dependent Variable: ProductEvalIceAIP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.294[a]	.086	.062	1.25402

a. Predictors: (Constant), Attitude McDonalds

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.508	1	5.508	3.502	.069[b]
	Residual	58.185	37	1.573		
	Total	63.692	38			

a. Dependent Variable: ProductEvalIceAIP

b. Predictors: (Constant), Attitude McDonalds

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.304	.650		5.080	.000	1.986	4.622
	Attitude McDonalds	.314	.168	.294	1.871	.069	-.026	.655

a. Dependent Variable: ProductEvalIceAIP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Attitude McDonalds[b]	.	Enter

a. Dependent Variable: PriceFairnessIceAIP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.082[a]	.007	-.020	1.48984

a. Predictors: (Constant), Attitude McDonalds

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.560	1	.560	.252	.618[b]
	Residual	82.126	37	2.220		
	Total	82.686	38			

a. Dependent Variable: PriceFairnessIceAIP

b. Predictors: (Constant), Attitude McDonalds

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	4.626	.773		5.986	.000	3.060	6.191
	Attitude McDonalds	-.100	.200	-.082	-.502	.618	-.504	.304

a. Dependent Variable: PriceFairnessIceAIP

Group Statistics

	Group_Laptop	N	Mean	Std. Deviation	Std. Error Mean
Purchase Likelihood Laptop Combined	PP	19	4.2807	2.29670	.52690
	AIP	11	2.9697	1.25126	.37727

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Purchase Likelihood Laptop Combined	Equal variances assumed	9.228	.005	1.741	28	.093	1.31100	.75300	-.23144	2.85345
	Equal variances not assumed			2.023	27.960	.053	1.31100	.64804	-.01653	2.63854

Group Statistics

	Group_Laptop	N	Mean	Std. Deviation	Std. Error Mean
Product Evaluation Laptop	PP	19	4.4211	1.69364	.38855
	AIP	11	3.1818	.95584	.28820

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Product Evaluation Laptop	Equal variances assumed	4.783	.037	2.220	28	.035	1.23923	.55814	.09593	2.38254
	Equal variances not assumed			2.562	27.999	.016	1.23923	.48376	.24829	2.23018

Group Statistics

	Group_Laptop	N	Mean	Std. Deviation	Std. Error Mean
Price Fairness Laptop Combined	PP	19	4.0921	1.50511	.34530
	AIP	11	2.4773	.61699	.18603

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Price Fairness Laptop Combined	Equal variances assumed	8.615	.007	3.378	28	.002	1.61483	.47807	.63555	2.59412
	Equal variances not assumed			4.117	26.020	.000	1.61483	.39222	.80864	2.42102

Group Statistics

	Group_Ice	N	Mean	Std. Deviation	Std. Error Mean
Purchase Likelihood Ice Combined	PP	6	5.2778	2.10203	.85815
	AIP	5	5.0667	1.21106	.54160

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Purchase Likelihood Ice Combined	Equal variances assumed	.606	.456	.198	9	.848	.21111	1.06728	-2.20324	2.62546
	Equal variances not assumed			.208	8.158	.840	.21111	1.01477	-2.12106	2.54328

Group Statistics

	Group_Ice	N	Mean	Std. Deviation	Std. Error Mean
Product Evaluation Ice Combined	PP	6	5.1667	1.60208	.65405
	AIP	5	4.9000	.65192	.29155

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Product Evaluation Ice Combined	Equal variances assumed	2.869	.125	.347	9	.737	.26667	.76948	-1.47402	2.00735
	Equal variances not assumed			.372	6.847	.721	.26667	.71609	-1.43433	1.96766

Group Statistics

	Group_Ice	N	Mean	Std. Deviation	Std. Error Mean
Price Fairness Ice Combined	PP	6	4.9583	1.21878	.49756
	AIP	5	4.3000	1.82346	.81548

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Price Fairness Ice Combined	Equal variances assumed	3.020	.116	.716	9	.492	.65833	.91893	-1.42044	2.73710
	Equal variances not assumed			.689	6.781	.514	.65833	.95529	-1.61544	2.93211

Group Statistics

	Group_Laptop	N	Mean	Std. Deviation	Std. Error Mean
Purchase Likelihood Laptop Combined	PP	11	1.7273	.71209	.21470
	AIP	5	1.2000	.29814	.13333

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Purchase Likelihood Laptop Combined	Equal variances assumed	6.488	.023	1.570	14	.139	.52727	.33579	-.19292	1.24747
	Equal variances not assumed			2.086	13.996	.056	.52727	.25274	-.01480	1.06935

Group Statistics

	Group_Laptop	N	Mean	Std. Deviation	Std. Error Mean
Product Evaluation Laptop	PP	11	2.9545	1.40454	.42348
	AIP	5	2.0000	1.45774	.65192

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Product Evaluation Laptop	Equal variances assumed	.015	.905	1.246	14	.233	.95455	.76586	-.68806	2.59715
	Equal variances not assumed			1.228	7.550	.256	.95455	.77739	-.85688	2.76597

Group Statistics

	Group_Laptop	N	Mean	Std. Deviation	Std. Error Mean
Price Fairness Laptop Combined	PP	11	2.3864	1.23168	.37137
	AIP	5	2.0000	.46771	.20917

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Price Fairness Laptop Combined	Equal variances assumed	4.545	.051	.669	14	.514	.38636	.57742	-.85208	1.62480
	Equal variances not assumed			.906	13.863	.380	.38636	.42622	-.52863	1.30136

Group Statistics

	Group_Ice	N	Mean	Std. Deviation	Std. Error Mean
Purchase Likelihood Ice Combined	PP	11	4.0303	1.78546	.53834
	AIP	13	3.3846	1.90441	.52819

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Purchase Likelihood Ice Combined	Equal variances assumed	.017	.898	.851	22	.404	.64569	.75842	-.92719	2.21856
	Equal variances not assumed			.856	21.735	.401	.64569	.75418	-.91950	2.21087

Group Statistics

	Group_Ice	N	Mean	Std. Deviation	Std. Error Mean
Product Evaluation Ice Combined	PP	11	4.5909	1.02025	.30762
	AIP	13	4.0385	1.36109	.37750

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Product Evaluation Ice Combined	Equal variances assumed	.270	.609	1.107	22	.280	.55245	.49900	-.48241	1.58731
	Equal variances not assumed			1.134	21.730	.269	.55245	.48696	-.45818	1.56307

Group Statistics

	Group_Ice	N	Mean	Std. Deviation	Std. Error Mean
Price Fairness Ice Combined	PP	11	4.1364	1.43337	.43218
	AIP	13	4.3462	1.42353	.39482

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Price Fairness Ice Combined	Equal variances assumed	.067	.798	-.359	22	.723	-.20979	.58502	-1.42304	1.00346
	Equal variances not assumed			-.358	21.296	.724	-.20979	.58537	-1.42610	1.00652

V.II.X. Outputs related to the exploratory analysis for the flight scenario

Group Statistics

	Group_Flight	N	Mean	Std. Deviation	Std. Error Mean
PurchLikelihFlightCombined	Strange PP	40	5.1875	1.24618	.19704
	Normal PP	36	5.1667	1.13669	.18945
ProductEvalFlightCombined	Strange PP	40	5.3500	1.19400	.18879
	Normal PP	36	5.2917	1.23274	.20546
PriceFairnessFlightCombined	Strange PP	40	4.9438	1.07042	.16925
	Normal PP	36	5.1111	1.21221	.20203

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
PurchLikelihFlightCombined	Equal variances assumed	.102	.751	.076	74	.940	.02083	.27468	-.52648	.56815
	Equal variances not assumed			.076	73.984	.939	.02083	.27334	-.52381	.56548
ProductEvalFlightCombined	Equal variances assumed	.003	.957	.209	74	.835	.05833	.27855	-.49668	.61335
	Equal variances not assumed			.209	72.604	.835	.05833	.27902	-.49781	.61447
PriceFairnessFlightCombined	Equal variances assumed	1.401	.240	-.639	74	.525	-.16736	.26182	-.68906	.35433
	Equal variances not assumed			-.635	70.293	.527	-.16736	.26356	-.69297	.35825

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MathAnxiety[b]	.	Enter

a. Dependent Variable: PurchLikelihFlightNorPP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.527[a]	.278	.252	.94752

a. Predictors: (Constant), MathAnxiety

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.662	1	9.662	10.762	.003[b]
	Residual	25.138	28	.898		
	Total	34.800	29			

a. Dependent Variable: PurchLikelihFlightNorPP

b. Predictors: (Constant), MathAnxiety

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	6.183	.364		16.996	.000	5.438	6.929
	MathAnxiety	-.373	.114	-.527	-3.281	.003	-.606	-.140

a. Dependent Variable: PurchLikelihFlightNorPP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MathAnxiety[b]	.	Enter

a. Dependent Variable: ProductEvalFlightNorPP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.519[a]	.270	.244	1.09371

a. Predictors: (Constant), MathAnxiety

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.373	1	12.373	10.343	.003[b]
	Residual	33.494	28	1.196		
	Total	45.867	29			

a. Dependent Variable: ProductEvalFlightNorPP

b. Predictors: (Constant), MathAnxiety

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	6.455	.420		15.371	.000	5.595	7.315
	MathAnxiety	-.422	.131	-.519	-3.216	.003	-.691	-.153

a. Dependent Variable: ProductEvalFlightNorPP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MathAnxiety[b]	.	Enter

a. Dependent Variable: PriceFairnessFlightNorPP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.460[a]	.212	.184	1.15894

a. Predictors: (Constant), MathAnxiety

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.103	1	10.103	7.522	.011[b]
	Residual	37.608	28	1.343		
	Total	47.710	29			

a. Dependent Variable: PriceFairnessFlightNorPP

b. Predictors: (Constant), MathAnxiety

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	6.182	.445		13.892	.000	5.270	7.093
	MathAnxiety	-.382	.139	-.460	-2.743	.011	-.667	-.097

a. Dependent Variable: PriceFairnessFlightNorPP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MathAnxiety[b]	.	Enter

a. Dependent Variable: PurchLikelihFlightStrPP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.074[a]	.005	-.024	1.08812

a. Predictors: (Constant), MathAnxiety

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.222	1	.222	.188	.668[b]
	Residual	40.256	34	1.184		
	Total	40.478	35			

a. Dependent Variable: PurchLikelihFlightStrPP

b. Predictors: (Constant), MathAnxiety

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	4.913	.512		9.594	.000	3.872	5.954
	MathAnxiety	.067	.156	.074	.433	.668	-.249	.384

a. Dependent Variable: PurchLikelihFlightStrPP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MathAnxiety[b]	.	Enter

a. Dependent Variable: ProductEvalFlightStrPP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.026[a]	.001	-.029	1.12667

a. Predictors: (Constant), MathAnxiety

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.028	1	.028	.022	.883[b]
	Residual	43.159	34	1.269		
	Total	43.188	35			

a. Dependent Variable: ProductEvalFlightStrPP

b. Predictors: (Constant), MathAnxiety

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	5.218	.530		9.840	.000	4.140	6.295
	MathAnxiety	.024	.161	.026	.149	.883	-.303	.351

a. Dependent Variable: ProductEvalFlightStrPP

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	MathAnxiety[b]	.	Enter

a. Dependent Variable: PriceFairnessFlightStrPP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.164[a]	.027	-.002	.99575

a. Predictors: (Constant), MathAnxiety

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.933	1	.933	.941	.339[b]
	Residual	33.711	34	.992		
	Total	34.644	35			

a. Dependent Variable: PriceFairnessFlightStrPP

b. Predictors: (Constant), MathAnxiety

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	5.265	.469		11.236	.000	4.313	6.218
	MathAnxiety	-.138	.142	-.164	-.970	.339	-.427	.151

a. Dependent Variable: PriceFairnessFlightStrPP

V.II.XI. Outputs related to the exploratory analysis for the accuracy of price estimations

Group Statistics

	Group_Laptop	N	Mean	Std. Deviation	Std. Error Mean
Deviation Price Estimation Laptop	PP	45	-6.3778	39.19142	5.84231
	AIP	29	-3.3103	18.40633	3.41797

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Deviation Price Estimation Laptop	Equal variances assumed	2.091	.153	-.394	72	.695	-3.06743	7.79083	-18.59816	12.46330
	Equal variances not assumed			-.453	66.949	.652	-3.06743	6.76869	-16.57798	10.44311

Group Statistics

	Group_Ice	N	Mean	Std. Deviation	Std. Error Mean
Deviation Price Estimation Ice	PP	35	-.0317	.30150	.05096
	AIP	38	.0126	.08589	.01393

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Deviation Price Estimation Ice	Equal variances assumed	3.302	.073	-.870	71	.387	-.04435	.05099	-.14602	.05733
	Equal variances not assumed			-.839	39.072	.406	-.04435	.05283	-.15120	.06251

Group Statistics

	Group_Flight	N	Mean	Std. Deviation	Std. Error Mean
Deviation Price Estimation Flight	Strange PP	37	-2.1932	7.38712	1.21444
	Normal PP	35	-.6537	3.30776	.55911

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Deviation Price Estimation Flight	Equal variances assumed	3.409	.069	-1.130	70	.262	-1.53953	1.36228	-4.25651	1.17745
	Equal variances not assumed			-1.152	50.477	.255	-1.53953	1.33696	-4.22426	1.14521

Descriptive Statistics

	Mean	Std. Deviation	N
MathAnxiety	2.958333	1.3557609	66
Absolute Deviation Price Estimation Flight	1.6789	5.75058	63

Correlations

		MathAnxiety	Absolute Deviation Price Estimation Flight
MathAnxiety	Pearson Correlation	1	-.096
	Sig. (2-tailed)		.455
	N	66	63
Absolute Deviation Price Estimation Flight	Pearson Correlation	-.096	1
	Sig. (2-tailed)	.455	
	N	63	63

V.II.XII. GLM outputs

Model Information

Dependent Variable	PurchLikelihLaptopPP
Probability Distribution	Normal
Link Function	Identity

Case Processing Summary

	N	Percent
Included	39	51.3%
Excluded	37	48.7%
Total	76	100.0%

Categorical Variable Information

			N	Percent
Factor	Gender	Male	24	61.5%
		Female	15	38.5%
		Total	39	100.0%

Continuous Variable Information

		N	Minimum	Maximum	Mean	Std. Deviation
Dependent Variable	PurchLikelihLaptopPP	39	1.00	7.00	2.8632	1.90677
Covariate	Age	39	19	28	23.10	1.818
	MathAnxiety	39	1.0833	5.0833	2.747863	1.1041335
	Attitude Apple	39	1.67	7.00	4.5556	1.50308
	ProductInvolvLaptop	39	2.67	7.00	5.5385	1.14865

Goodness of Fit[a]

	Value	df	Value/df
Deviance	61.488	24	2.562
Scaled Deviance	39.000	24	
Pearson Chi-Square	61.488	24	2.562
Scaled Pearson Chi-Square	39.000	24	
Log Likelihood[b]	-64.217		
Akaike's Information Criterion (AIC)	160.433		
Finite Sample Corrected AIC (AICC)	185.161		
Bayesian Information Criterion (BIC)	187.050		
Consistent AIC (CAIC)	203.050		

Dependent Variable: PurchLikelihLaptopPP
Model: (Intercept), Gender, Age, MathAnxiety, Attitude Apple, ProductInvolvLaptop, Gender * MathAnxiety, Gender * Attitude Apple, Gender * ProductInvolvLaptop, Age * MathAnxiety, Age * Attitude Apple, Age * ProductInvolvLaptop, MathAnxiety * Attitude Apple, MathAnxiety * ProductInvolvLaptop, Attitude Apple * ProductInvolvLaptop[a]

a. Information criteria are in smaller-is-better form.

b. The full log likelihood function is displayed and used in computing information criteria.

Omnibus Test[a]

Likelihood Ratio Chi-Square	df	Sig.
31.573	14	.005

Dependent Variable: PurchLikelihLaptopPP
Model: (Intercept), Gender, Age, MathAnxiety, Attitude Apple, ProductInvolvLaptop, Gender * MathAnxiety, Gender * Attitude Apple, Gender * ProductInvolvLaptop, Age * MathAnxiety, Age * Attitude Apple, Age * ProductInvolvLaptop, MathAnxiety * Attitude Apple, MathAnxiety * ProductInvolvLaptop, Attitude Apple * ProductInvolvLaptop[a]

a. Compares the fitted model against the intercept-only model.

Tests of Model Effects

Source	Type III		
	Wald Chi-Square	df	Sig.
(Intercept)	3.039	1	.081
Gender	4.089	1	.043
Age	2.815	1	.093
MathAnxiety	.390	1	.532
Attitude Apple	.000	1	.988
ProductInvolvLaptop	8.604	1	.003
Gender * MathAnxiety	3.091	1	.079
Gender * Attitude Apple	.029	1	.865
Gender * ProductInvolvLaptop	7.017	1	.008
Age * MathAnxiety	.463	1	.496
Age * Attitude Apple	.002	1	.960
Age * ProductInvolvLaptop	10.779	1	.001
MathAnxiety * Attitude Apple	3.345	1	.067
MathAnxiety * ProductInvolvLaptop	7.974	1	.005
Attitude Apple * ProductInvolvLaptop	1.713	1	.191

Dependent Variable: PurchLikelihLaptopPP
Model: (Intercept), Gender, Age, MathAnxiety, Attitude Apple, ProductInvolvLaptop, Gender * MathAnxiety, Gender * Attitude Apple, Gender * ProductInvolvLaptop, Age * MathAnxiety, Age * Attitude Apple, Age * ProductInvolvLaptop, MathAnxiety * Attitude Apple, MathAnxiety * ProductInvolvLaptop, Attitude Apple * ProductInvolvLaptop

Parameter Estimates

Parameter	B	Std. Error	95% Wald Confidence Interval		Hypothesis Test		
			Lower	Upper	Wald Chi-Square	df	Sig.
(Intercept)	-24.811	15.8003	-55.779	6.157	2.466	1	.116
[Gender=1]	-4.921	2.4335	-9.690	-.151	4.089	1	.043
[Gender=2]	0[a]	.	.	.	.	.	.
Age	1.027	.6119	-.173	2.226	2.815	1	.093
MathAnxiety	1.752	2.4834	-3.115	6.619	.498	1	.480
Attitude Apple	.006	2.1457	-4.199	4.212	.000	1	.998
ProductInvolvLaptop	6.336	2.3077	1.813	10.858	7.537	1	.006
[Gender=1] * MathAnxiety	-.502	.2857	-1.062	.058	3.091	1	.079
[Gender=2] * MathAnxiety	0[a]	.	.	.	.	.	.
[Gender=1] * Attitude Apple	.052	.3058	-.547	.652	.029	1	.865
[Gender=2] * Attitude Apple	0[a]	.	.	.	.	.	.
[Gender=1] * ProductInvolvLaptop	1.057	.3990	.275	1.839	7.017	1	.008
[Gender=2] * ProductInvolvLaptop	0[a]	.	.	.	.	.	.
Age * MathAnxiety	.081	.1185	-.152	.313	.463	1	.496
Age * Attitude Apple	-.004	.0873	-.176	.167	.002	1	.960
Age * ProductInvolvLaptop	-.284	.0864	-.453	-.114	10.779	1	.001
MathAnxiety * Attitude Apple	-.192	.1051	-.398	.014	3.345	1	.067
MathAnxiety * ProductInvolvLaptop	-.465	.1647	-.788	-.142	7.974	1	.005
Attitude Apple * ProductInvolvLaptop	.219	.1670	-.109	.546	1.713	1	.191
(Scale)	1.577[b]	.3570	1.012	2.457			

Dependent Variable: PurchLikelihLaptopPP
Model: (Intercept), Gender, Age, MathAnxiety, Attitude Apple, ProductInvolvLaptop, Gender * MathAnxiety, Gender * Attitude Apple, Gender * ProductInvolvLaptop, Age * MathAnxiety, Age * Attitude Apple, Age * ProductInvolvLaptop, MathAnxiety * Attitude Apple, MathAnxiety * ProductInvolvLaptop, Attitude Apple * ProductInvolvLaptop

a. Set to zero because this parameter is redundant.

b. Maximum likelihood estimate.

Model Information

Dependent Variable	ProductEvalLaptopPP
Probability Distribution	Normal
Link Function	Identity

Case Processing Summary

	N	Percent
Included	39	51.3%
Excluded	37	48.7%
Total	76	100.0%

Categorical Variable Information

			N	Percent
Factor	Gender	Male	24	61.5%
		Female	15	38.5%
		Total	39	100.0%

Continuous Variable Information

		N	Minimum	Maximum	Mean	Std. Deviation
Dependent Variable	ProductEvalLaptopPP	39	1.00	7.00	3.4103	1.60128
Covariate	Age	39	19	28	23.10	1.818
	MathAnxiety	39	1.0833	5.0833	2.747863	1.1041335
	Attitude Apple	39	1.67	7.00	4.5556	1.50308
	ProductInvolvLaptop	39	2.67	7.00	5.5385	1.14865

Goodness of Fit[a]

	Value	df	Value/df
Deviance	40.637	24	1.693
Scaled Deviance	39.000	24	
Pearson Chi-Square	40.637	24	1.693
Scaled Pearson Chi-Square	39.000	24	
Log Likelihood[b]	-56.140		
Akaike's Information Criterion (AIC)	144.280		
Finite Sample Corrected AIC (AICC)	169.008		
Bayesian Information Criterion (BIC)	170.897		
Consistent AIC (CAIC)	186.897		

Dependent Variable: ProductEvalLaptopPP
Model: (Intercept), Gender, Age, MathAnxiety, Attitude Apple, ProductInvolvLaptop, Gender * MathAnxiety, Gender * Attitude Apple, Gender * ProductInvolvLaptop, Age * MathAnxiety, Age * Attitude Apple, Age * ProductInvolvLaptop, MathAnxiety * Attitude Apple, MathAnxiety * ProductInvolvLaptop, Attitude Apple * ProductInvolvLaptop[a]

a. Information criteria are in smaller-is-better form.

b. The full log likelihood function is displayed and used in computing information criteria.

Omnibus Test[a]

Likelihood Ratio Chi-Square	df	Sig.
34.106	14	.002

Dependent Variable: ProductEvalLaptopPP
Model: (Intercept), Gender, Age, MathAnxiety, Attitude Apple, ProductInvolvLaptop, Gender * MathAnxiety, Gender * Attitude Apple, Gender * ProductInvolvLaptop, Age * MathAnxiety, Age * Attitude Apple, Age * ProductInvolvLaptop, MathAnxiety * Attitude Apple, MathAnxiety * ProductInvolvLaptop, Attitude Apple * ProductInvolvLaptop[a]

a. Compares the fitted model against the intercept-only model.

Tests of Model Effects

Source	Type III		
	Wald Chi-Square	df	Sig.
(Intercept)	.165	1	.684
Gender	1.706	1	.192
Age	.003	1	.955
MathAnxiety	2.327	1	.127
Attitude Apple	2.653	1	.103
ProductInvolvLaptop	6.313	1	.012
Gender * MathAnxiety	2.243	1	.134
Gender * Attitude Apple	.055	1	.814
Gender * ProductInvolvLaptop	2.985	1	.084
Age * MathAnxiety	.049	1	.825
Age * Attitude Apple	4.296	1	.038
Age * ProductInvolvLaptop	4.242	1	.039
MathAnxiety * Attitude Apple	.492	1	.483
MathAnxiety * ProductInvolvLaptop	6.612	1	.010
Attitude Apple * ProductInvolvLaptop	.230	1	.631

Dependent Variable: ProductEvalLaptopPP
Model: (Intercept), Gender, Age, MathAnxiety, Attitude Apple, ProductInvolvLaptop, Gender * MathAnxiety, Gender * Attitude Apple, Gender * ProductInvolvLaptop, Age * MathAnxiety, Age * Attitude Apple, Age * ProductInvolvLaptop, MathAnxiety * Attitude Apple, MathAnxiety * ProductInvolvLaptop, Attitude Apple * ProductInvolvLaptop

Parameter Estimates

Parameter	B	Std. Error	95% Wald Confidence Interval		Hypothesis Test		
			Lower	Upper	Wald Chi-Square	df	Sig.
(Intercept)	-3.907	13.1639	-29.708	21.894	.088	1	.767
[Gender=1]	-2.595	1.9867	-6.489	1.299	1.706	1	.192
[Gender=2]	0[a]	.	.	.	.	.	.
Age	-.030	.5316	-1.072	1.012	.003	1	.955
MathAnxiety	3.588	2.2850	-.890	8.067	2.466	1	.116
Attitude Apple	-3.019	1.8875	-6.719	.680	2.559	1	.110
ProductInvolvLaptop	4.767	1.9754	.895	8.639	5.823	1	.016
[Gender=1] * MathAnxiety	-.553	.3695	-1.278	.171	2.243	1	.134
[Gender=2] * MathAnxiety	0[a]	.	.	.	.	.	.
[Gender=1] * Attitude Apple	.060	.2548	-.440	.559	.055	1	.814
[Gender=2] * Attitude Apple	0[a]	.	.	.	.	.	.
[Gender=1] * ProductInvolvLaptop	.608	.3518	-.082	1.297	2.985	1	.084
[Gender=2] * ProductInvolvLaptop	0[a]	.	.	.	.	.	.
Age * MathAnxiety	-.022	.1006	-.219	.175	.049	1	.825
Age * Attitude Apple	.149	.0721	.008	.291	4.296	1	.038
Age * ProductInvolvLaptop	-.177	.0857	-.345	-.009	4.242	1	.039
MathAnxiety * Attitude Apple	-.105	.1500	-.399	.189	.492	1	.483
MathAnxiety * ProductInvolvLaptop	-.404	.1572	-.712	-.096	6.612	1	.010
Attitude Apple * ProductInvolvLaptop	.064	.1336	-.198	.326	.230	1	.631
(Scale)	1.042[b]	.2360	.668	1.624			

Dependent Variable: ProductEvalLaptopPP
Model: (Intercept), Gender, Age, MathAnxiety, Attitude Apple, ProductInvolvLaptop, Gender * MathAnxiety, Gender * Attitude Apple, Gender * ProductInvolvLaptop, Age * MathAnxiety, Age * Attitude Apple, Age * ProductInvolvLaptop, MathAnxiety * Attitude Apple, MathAnxiety * ProductInvolvLaptop, Attitude Apple * ProductInvolvLaptop

a. Set to zero because this parameter is redundant.

b. Maximum likelihood estimate.

Model Information

Dependent Variable	PriceFairnessLaptopPP
Probability Distribution	Normal
Link Function	Identity

Case Processing Summary

	N	Percent
Included	39	51.3%
Excluded	37	48.7%
Total	76	100.0%

Categorical Variable Information

			N	Percent
Factor	Gender	Male	24	61.5%
		Female	15	38.5%
		Total	39	100.0%

Continuous Variable Information

		N	Minimum	Maximum	Mean	Std. Deviation
Dependent Variable	PriceFairnessLaptopPP	39	1.00	6.25	3.0321	1.40626
Covariate	Age	39	19	28	23.10	1.818
	MathAnxiety	39	1.0833	5.0833	2.747863	1.1041335
	Attitude Apple	39	1.67	7.00	4.5556	1.50308
	ProductInvolvLaptop	39	2.67	7.00	5.5385	1.14865

Goodness of Fit[a]

	Value	df	Value/df
Deviance	30.198	24	1.258
Scaled Deviance	39.000	24	
Pearson Chi-Square	30.198	24	1.258
Scaled Pearson Chi-Square	39.000	24	
Log Likelihood[b]	-50.351		
Akaike's Information Criterion (AIC)	132.702		
Finite Sample Corrected AIC (AICC)	157.429		
Bayesian Information Criterion (BIC)	159.319		
Consistent AIC (CAIC)	175.319		

Dependent Variable: PriceFairnessLaptopPP
Model: (Intercept), Gender, Age, MathAnxiety, Attitude Apple, ProductInvolvLaptop, Gender * MathAnxiety, Gender * Attitude Apple, Gender * ProductInvolvLaptop, Age * MathAnxiety, Age * Attitude Apple, Age * ProductInvolvLaptop, MathAnxiety * Attitude Apple, MathAnxiety * ProductInvolvLaptop, Attitude Apple * ProductInvolvLaptop[a]

a. Information criteria are in smaller-is-better form.

b. The full log likelihood function is displayed and used in computing information criteria.

Omnibus Test[a]

Likelihood Ratio Chi-Square	df	Sig.
35.555	14	.001

Dependent Variable: PriceFairnessLaptopPP
Model: (Intercept), Gender, Age, MathAnxiety, Attitude Apple, ProductInvolvLaptop, Gender * MathAnxiety, Gender * Attitude Apple, Gender * ProductInvolvLaptop, Age * MathAnxiety, Age * Attitude Apple, Age * ProductInvolvLaptop, MathAnxiety * Attitude Apple, MathAnxiety * ProductInvolvLaptop, Attitude Apple * ProductInvolvLaptop[a]

a. Compares the fitted model against the intercept-only model.

Tests of Model Effects

Source	Type III		
	Wald Chi-Square	df	Sig.
(Intercept)	5.115	1	.024
Gender	.794	1	.373
Age	2.264	1	.132
MathAnxiety	.418	1	.518
Attitude Apple	1.418	1	.234
ProductInvolvLaptop	10.316	1	.001
Gender * MathAnxiety	.068	1	.794
Gender * Attitude Apple	2.740	1	.098
Gender * ProductInvolvLaptop	.039	1	.844
Age * MathAnxiety	2.305	1	.129
Age * Attitude Apple	.645	1	.422
Age * ProductInvolvLaptop	5.901	1	.015
MathAnxiety * Attitude Apple	.206	1	.650
MathAnxiety * ProductInvolvLaptop	4.063	1	.044
Attitude Apple * ProductInvolvLaptop	.009	1	.924

Dependent Variable: PriceFairnessLaptopPP
Model: (Intercept), Gender, Age, MathAnxiety, Attitude Apple, ProductInvolvLaptop, Gender * MathAnxiety, Gender * Attitude Apple, Gender * ProductInvolvLaptop, Age * MathAnxiety, Age * Attitude Apple, Age * ProductInvolvLaptop, MathAnxiety * Attitude Apple, MathAnxiety * ProductInvolvLaptop, Attitude Apple * ProductInvolvLaptop

Parameter Estimates

Parameter	B	Std. Error	95% Wald Confidence Interval		Hypothesis Test		
			Lower	Upper	Wald Chi-Square	df	Sig.
(Intercept)	-22.514	9.6336	-41.396	-3.633	5.462	1	.019
[Gender=1]	1.763	1.9780	-2.114	5.640	.794	1	.373
[Gender=2]	0[a]	.	.	.	.	.	.
Age	.676	.4492	-.204	1.556	2.264	1	.132
MathAnxiety	-1.064	1.7479	-4.489	2.362	.370	1	.543
Attitude Apple	2.118	1.6545	-1.125	5.361	1.639	1	.200
ProductInvolvLaptop	5.429	1.6324	2.229	8.628	11.059	1	.001
[Gender=1] * MathAnxiety	-.074	.2844	-.632	.483	.068	1	.794
[Gender=2] * MathAnxiety	0[a]	.	.	.	.	.	.
[Gender=1] * Attitude Apple	-.450	.2717	-.982	.083	2.740	1	.098
[Gender=2] * Attitude Apple	0[a]	.	.	.	.	.	.
[Gender=1] * ProductInvolvLaptop	.060	.3056	-.539	.659	.039	1	.844
[Gender=2] * ProductInvolvLaptop	0[a]	.	.	.	.	.	.
Age * MathAnxiety	.129	.0849	-.038	.295	2.305	1	.129
Age * Attitude Apple	-.045	.0555	-.153	.064	.645	1	.422
Age * ProductInvolvLaptop	-.189	.0780	-.342	-.037	5.901	1	.015
MathAnxiety * Attitude Apple	-.067	.1473	-.356	.222	.206	1	.650
MathAnxiety * ProductInvolvLaptop	-.303	.1501	-.597	-.008	4.063	1	.044
Attitude Apple * ProductInvolvLaptop	-.015	.1579	-.325	.295	.009	1	.924
(Scale)	.774[b]	.1753	.497	1.207			

Dependent Variable: PriceFairnessLaptopPP
Model: (Intercept), Gender, Age, MathAnxiety, Attitude Apple, ProductInvolvLaptop, Gender * MathAnxiety, Gender * Attitude Apple, Gender * ProductInvolvLaptop, Age * MathAnxiety, Age * Attitude Apple, Age * ProductInvolvLaptop, MathAnxiety * Attitude Apple, MathAnxiety * ProductInvolvLaptop, Attitude Apple * ProductInvolvLaptop

a. Set to zero because this parameter is redundant.

b. Maximum likelihood estimate.

C

Model Information

Dependent Variable	PurchLikelihLaptopAIP
Probability Distribution	Normal
Link Function	Identity

Case Processing Summary

	N	Percent
Included	26	34.2%
Excluded	50	65.8%
Total	76	100.0%

Categorical Variable Information

			N	Percent
Factor	Gender	Male	16	61.5%
		Female	10	38.5%
		Total	26	100.0%

Continuous Variable Information

		N	Minimum	Maximum	Mean	Std. Deviation
Dependent Variable	PurchLikelihLaptopAIP	26	1.00	6.33	2.3974	1.07091
Covariate	Age	26	20	66	26.19	8.791
	MathAnxiety	26	1.0000	6.5000	3.195513	1.6222314
	Attitude Apple	26	1.33	6.67	4.6410	1.38539
	ProductInvolvLaptop	26	3.33	7.00	5.6154	1.20256

Goodness of Fit[a]

	Value	df	Value/df
Deviance	15.065	11	1.370
Scaled Deviance	26.000	11	
Pearson Chi-Square	15.065	11	1.370
Scaled Pearson Chi-Square	26.000	11	
Log Likelihood[b]	-29.798		
Akaike's Information Criterion (AIC)	91.595		
Finite Sample Corrected AIC (AICC)	152.040		
Bayesian Information Criterion (BIC)	111.725		
Consistent AIC (CAIC)	127.725		

Dependent Variable: PurchLikelihLaptopAIP
Model: (Intercept), Gender, Age, MathAnxiety, Attitude Apple, ProductInvolvLaptop, Gender * MathAnxiety, Gender * Attitude Apple, Gender * ProductInvolvLaptop, Age * MathAnxiety, Age * Attitude Apple, Age * ProductInvolvLaptop, MathAnxiety * Attitude Apple, MathAnxiety * ProductInvolvLaptop, Attitude Apple * ProductInvolvLaptop[a]

a. Information criteria are in smaller-is-better form.

b. The full log likelihood function is displayed and used in computing information criteria.

Omnibus Test[a]

Likelihood Ratio Chi-Square	df	Sig.
16.732	14	.271

Dependent Variable: PurchLikelihLaptopAIP
Model: (Intercept), Gender, Age, MathAnxiety, Attitude Apple, ProductInvolvLaptop, Gender * MathAnxiety, Gender * Attitude Apple, Gender * ProductInvolvLaptop, Age * MathAnxiety, Age * Attitude Apple, Age * ProductInvolvLaptop, MathAnxiety * Attitude Apple, MathAnxiety * ProductInvolvLaptop, Attitude Apple * ProductInvolvLaptop[a]

a. Compares the fitted model against the intercept-only model.

Tests of Model Effects

Source	Type III		
	Wald Chi-Square	df	Sig.
(Intercept)	.365	1	.546
Gender	.193	1	.661
Age	.188	1	.664
MathAnxiety	2.141	1	.143
Attitude Apple	.466	1	.495
ProductInvolvLaptop	.039	1	.844
Gender * MathAnxiety	.859	1	.354
Gender * Attitude Apple	1.806	1	.179
Gender * ProductInvolvLaptop	.975	1	.324
Age * MathAnxiety	.184	1	.668
Age * Attitude Apple	.058	1	.810
Age * ProductInvolvLaptop	3.178	1	.075
MathAnxiety * Attitude Apple	.392	1	.531
MathAnxiety * ProductInvolvLaptop	.090	1	.765
Attitude Apple * ProductInvolvLaptop	.571	1	.450

Dependent Variable: PurchLikelihLaptopAIP
Model: (Intercept), Gender, Age, MathAnxiety, Attitude Apple, ProductInvolvLaptop, Gender * MathAnxiety, Gender * Attitude Apple, Gender * ProductInvolvLaptop, Age * MathAnxiety, Age * Attitude Apple, Age * ProductInvolvLaptop, MathAnxiety * Attitude Apple, MathAnxiety * ProductInvolvLaptop, Attitude Apple * ProductInvolvLaptop

Parameter Estimates

Parameter	B	Std. Error	95% Wald Confidence Interval		Hypothesis Test		
			Lower	Upper	Wald Chi-Square	df	Sig.
(Intercept)	-6.834	11.0910	-28.572	14.904	.380	1	.538
[Gender=1]	1.761	4.0113	-6.101	9.623	.193	1	.661
[Gender=2]	0[a]	.	.	.	.	.	.
Age	-.131	.3027	-.725	.462	.188	1	.664
MathAnxiety	2.132	1.2940	-.404	4.668	2.714	1	.099
Attitude Apple	2.111	3.5952	-4.935	9.157	.345	1	.557
ProductInvolvLaptop	.009	1.3034	-2.545	2.564	.000	1	.994
[Gender=1] * MathAnxiety	-.327	.3526	-1.018	.364	.859	1	.354
[Gender=2] * MathAnxiety	0[a]	.	.	.	.	.	.
[Gender=1] * Attitude Apple	.514	.3824	-.236	1.263	1.806	1	.179
[Gender=2] * Attitude Apple	0[a]	.	.	.	.	.	.
[Gender=1] * ProductInvolvLaptop	-.475	.4816	-1.419	.468	.975	1	.324
[Gender=2] * ProductInvolvLaptop	0[a]	.	.	.	.	.	.
Age * MathAnxiety	-.032	.0753	-.180	.115	.184	1	.668
Age * Attitude Apple	-.018	.0743	-.164	.128	.058	1	.810
Age * ProductInvolvLaptop	.066	.0369	-.007	.138	3.178	1	.075
MathAnxiety * Attitude Apple	-.166	.2643	-.684	.352	.392	1	.531
MathAnxiety * ProductInvolvLaptop	-.043	.1448	-.327	.240	.090	1	.765
Attitude Apple * ProductInvolvLaptop	-.211	.2786	-.757	.336	.571	1	.450
(Scale)	.579[b]	.1607	.336	.998			

Dependent Variable: PurchLikelihLaptopAIP
Model: (Intercept), Gender, Age, MathAnxiety, Attitude Apple, ProductInvolvLaptop, Gender * MathAnxiety, Gender * Attitude Apple, Gender * ProductInvolvLaptop, Age * MathAnxiety, Age * Attitude Apple, Age * ProductInvolvLaptop, MathAnxiety * Attitude Apple, MathAnxiety * ProductInvolvLaptop, Attitude Apple * ProductInvolvLaptop

a. Set to zero because this parameter is redundant.

b. Maximum likelihood estimate.

Model Information

Dependent Variable	ProductEvalLaptopAIP
Probability Distribution	Normal
Link Function	Identity

Case Processing Summary

	N	Percent
Included	26	34.2%
Excluded	50	65.8%
Total	76	100.0%

Categorical Variable Information

			N	Percent
Factor	Gender	Male	16	61.5%
		Female	10	38.5%
		Total	26	100.0%

Continuous Variable Information

		N	Minimum	Maximum	Mean	Std. Deviation
Dependent Variable	ProductEvalLaptopAIP	26	1.00	4.50	2.9615	1.03849
Covariate	Age	26	20	66	26.19	8.791
	MathAnxiety	26	1.0000	6.5000	3.195513	1.6222314
	Attitude Apple	26	1.33	6.67	4.6410	1.38539
	ProductInvolvLaptop	26	3.33	7.00	5.6154	1.20256

Goodness of Fit[a]

	Value	df	Value/df
Deviance	13.646	11	1.241
Scaled Deviance	26.000	11	
Pearson Chi-Square	13.646	11	1.241
Scaled Pearson Chi-Square	26.000	11	
Log Likelihood[b]	-28.512		
Akaike's Information Criterion (AIC)	89.024		
Finite Sample Corrected AIC (AICC)	149.469		
Bayesian Information Criterion (BIC)	109.154		
Consistent AIC (CAIC)	125.154		

Dependent Variable: ProductEvalLaptopAIP
Model: (Intercept), Gender, Age, MathAnxiety, Attitude Apple, ProductInvolvLaptop, Gender * MathAnxiety, Gender * Attitude Apple, Gender * ProductInvolvLaptop, Age * MathAnxiety, Age * Attitude Apple, Age * ProductInvolvLaptop, MathAnxiety * Attitude Apple, MathAnxiety * ProductInvolvLaptop, Attitude Apple * ProductInvolvLaptop[a]

a. Information criteria are in smaller-is-better form.

b. The full log likelihood function is displayed and used in computing information criteria.

Omnibus Test[a]

Likelihood Ratio Chi-Square	df	Sig.
17.705	14	.221

Dependent Variable: ProductEvalLaptopAIP
Model: (Intercept), Gender, Age, MathAnxiety, Attitude Apple, ProductInvolvLaptop, Gender * MathAnxiety, Gender * Attitude Apple, Gender * ProductInvolvLaptop, Age * MathAnxiety, Age * Attitude Apple, Age * ProductInvolvLaptop, MathAnxiety * Attitude Apple, MathAnxiety * ProductInvolvLaptop, Attitude Apple * ProductInvolvLaptop[a]

a. Compares the fitted model against the intercept-only model.

Tests of Model Effects

Source	Type III		
	Wald Chi-Square	df	Sig.
(Intercept)	8.562	1	.003
Gender	8.693	1	.003
Age	.943	1	.331
MathAnxiety	2.213	1	.137
Attitude Apple	9.801	1	.002
ProductInvolvLaptop	4.325	1	.038
Gender * MathAnxiety	20.455	1	.000
Gender * Attitude Apple	2.030	1	.154
Gender * ProductInvolvLaptop	8.096	1	.004
Age * MathAnxiety	1.219	1	.269
Age * Attitude Apple	.796	1	.372
Age * ProductInvolvLaptop	2.407	1	.121
MathAnxiety * Attitude Apple	5.112	1	.024
MathAnxiety * ProductInvolvLaptop	.461	1	.497
Attitude Apple * ProductInvolvLaptop	13.660	1	.000

Dependent Variable: ProductEvalLaptopAlP
Model: (Intercept), Gender, Age, MathAnxiety, Attitude Apple, ProductInvolvLaptop, Gender * MathAnxiety, Gender * Attitude Apple, Gender * ProductInvolvLaptop, Age * MathAnxiety, Age * Attitude Apple, Age * ProductInvolvLaptop, MathAnxiety * Attitude Apple, MathAnxiety * ProductInvolvLaptop, Attitude Apple * ProductInvolvLaptop

Parameter Estimates

Parameter	B	Std. Error	95% Wald Confidence Interval		Hypothesis Test		
			Lower	Upper	Wald Chi-Square	df	Sig.
(Intercept)	-27.757	8.2216	-43.871	-11.643	11.399	1	.001
[Gender=1]	8.791	2.9814	2.947	14.634	8.693	1	.003
[Gender=2]	0[a]	.	.	.	.	.	.
Age	-.346	.3557	-1.043	.352	.943	1	.331
MathAnxiety	2.357	1.2302	-.054	4.768	3.672	1	.055
Attitude Apple	7.161	2.4365	2.386	11.937	8.639	1	.003
ProductInvolvLaptop	3.265	1.3253	.667	5.863	6.068	1	.014
[Gender=1] * MathAnxiety	-1.079	.2386	-1.547	-.612	20.455	1	.000
[Gender=2] * MathAnxiety	0[a]	.	.	.	.	.	.
[Gender=1] * Attitude Apple	.442	.3101	-.166	1.050	2.030	1	.154
[Gender=2] * Attitude Apple	0[a]	.	.	.	.	.	.
[Gender=1] * ProductInvolvLaptop	-1.250	.4393	-2.111	-.389	8.096	1	.004
[Gender=2] * ProductInvolvLaptop	0[a]	.	.	.	.	.	.
Age * MathAnxiety	.055	.0502	-.043	.154	1.219	1	.269
Age * Attitude Apple	-.061	.0681	-.194	.073	.796	1	.372
Age * ProductInvolvLaptop	.081	.0523	-.021	.184	2.407	1	.121
MathAnxiety * Attitude Apple	-.417	.1843	-.778	-.055	5.112	1	.024
MathAnxiety * ProductInvolvLaptop	-.105	.1546	-.408	.198	.461	1	.497
Attitude Apple * ProductInvolvLaptop	-.790	.2137	-1.209	-.371	13.660	1	.000
(Scale)	.525[b]	.1456	.305	.904			

Dependent Variable: ProductEvalLaptopAlP
Model: (Intercept), Gender, Age, MathAnxiety, Attitude Apple, ProductInvolvLaptop, Gender * MathAnxiety, Gender * Attitude Apple, Gender * ProductInvolvLaptop, Age * MathAnxiety, Age * Attitude Apple, Age * ProductInvolvLaptop, MathAnxiety * Attitude Apple, MathAnxiety * ProductInvolvLaptop, Attitude Apple * ProductInvolvLaptop

a. Set to zero because this parameter is redundant.

b. Maximum likelihood estimate.

Model Information

Dependent Variable	PriceFairnessLaptopAlP
Probability Distribution	Normal
Link Function	Identity

Case Processing Summary

	N	Percent
Included	26	34.2%
Excluded	50	65.8%
Total	76	100.0%

Categorical Variable Information

			N	Percent
Factor	Gender	Male	16	61.5%
		Female	10	38.5%
		Total	26	100.0%

Continuous Variable Information

		N	Minimum	Maximum	Mean	Std. Deviation
Dependent Variable	PriceFairnessLaptopAlP	26	1.00	5.25	2.4615	1.03849
Covariate	Age	26	20	66	26.19	8.791
	MathAnxiety	26	1.0000	6.5000	3.195513	1.6222314
	Attitude Apple	26	1.33	6.67	4.6410	1.38539
	ProductInvolvLaptop	26	3.33	7.00	5.6154	1.20256

Goodness of Fit[a]

	Value	df	Value/df
Deviance	14.984	11	1.362
Scaled Deviance	26.000	11	
Pearson Chi-Square	14.984	11	1.362
Scaled Pearson Chi-Square	26.000	11	
Log Likelihood[b]	-29.728		
Akaike's Information Criterion (AIC)	91.455		
Finite Sample Corrected AIC (AICC)	151.900		
Bayesian Information Criterion (BIC)	111.585		
Consistent AIC (CAIC)	127.585		

Dependent Variable: PriceFairnessLaptopAlP
Model: (Intercept), Gender, Age, MathAnxiety, Attitude Apple, ProductInvolvLaptop, Gender * MathAnxiety, Gender * Attitude Apple, Gender * ProductInvolvLaptop, Age * MathAnxiety, Age * Attitude Apple, Age * ProductInvolvLaptop, MathAnxiety * Attitude Apple, MathAnxiety * ProductInvolvLaptop, Attitude Apple * ProductInvolvLaptop[a]

a. Information criteria are in smaller-is-better form.

b. The full log likelihood function is displayed and used in computing information criteria.

Omnibus Test[a]

Likelihood Ratio Chi-Square	df	Sig.
15.274	14	.360

Dependent Variable: PriceFairnessLaptopAlP
Model: (Intercept), Gender, Age, MathAnxiety, Attitude Apple, ProductInvolvLaptop, Gender * MathAnxiety, Gender * Attitude Apple, Gender * ProductInvolvLaptop, Age * MathAnxiety, Age * Attitude Apple, Age * ProductInvolvLaptop, MathAnxiety * Attitude Apple, MathAnxiety * ProductInvolvLaptop, Attitude Apple * ProductInvolvLaptop[a]

a. Compares the fitted model against the intercept-only model.

Tests of Model Effects

Source	Type III		
	Wald Chi-Square	df	Sig.
(Intercept)	.668	1	.414
Gender	2.052	1	.152
Age	3.058	1	.080
MathAnxiety	3.286	1	.070
Attitude Apple	.235	1	.628
ProductInvolvLaptop	6.689	1	.010
Gender * MathAnxiety	.967	1	.325
Gender * Attitude Apple	10.825	1	.001
Gender * ProductInvolvLaptop	8.002	1	.005
Age * MathAnxiety	.311	1	.577
Age * Attitude Apple	.500	1	.480
Age * ProductInvolvLaptop	.308	1	.579
MathAnxiety * Attitude Apple	.042	1	.838
MathAnxiety * ProductInvolvLaptop	4.876	1	.027
Attitude Apple * ProductInvolvLaptop	1.756	1	.185

Dependent Variable: PriceFairnessLaptopAIP
Model: (Intercept), Gender, Age, MathAnxiety, Attitude Apple, ProductInvolvLaptop, Gender * MathAnxiety, Gender * Attitude Apple, Gender * ProductInvolvLaptop, Age * MathAnxiety, Age * Attitude Apple, Age * ProductInvolvLaptop, MathAnxiety * Attitude Apple, MathAnxiety * ProductInvolvLaptop, Attitude Apple * ProductInvolvLaptop

Parameter Estimates

Parameter	B	Std. Error	95% Wald Confidence Interval		Hypothesis Test		
			Lower	Upper	Wald Chi-Square	df	Sig.
(Intercept)	-12.332	12.4154	-36.666	12.002	.987	1	.321
[Gender=1]	4.882	3.4082	-1.798	11.562	2.052	1	.152
[Gender=2]	0[a]	.	.	.	.	.	.
Age	-.396	.2263	-.839	.048	3.058	1	.080
MathAnxiety	1.828	.8699	.123	3.533	4.414	1	.036
Attitude Apple	1.179	3.5950	-5.867	8.225	.108	1	.743
ProductInvolvLaptop	3.889	1.2372	1.464	6.314	9.880	1	.002
[Gender=1] * MathAnxiety	-.347	.3527	-1.038	.344	.967	1	.325
[Gender=2] * MathAnxiety	0[a]	.	.	.	.	.	.
[Gender=1] * Attitude Apple	1.115	.3389	.451	1.779	10.825	1	.001
[Gender=2] * Attitude Apple	0[a]	.	.	.	.	.	.
[Gender=1] * ProductInvolvLaptop	-1.531	.5412	-2.592	-.470	8.002	1	.005
[Gender=2] * ProductInvolvLaptop	0[a]	.	.	.	.	.	.
Age * MathAnxiety	.025	.0442	-.062	.111	.311	1	.577
Age * Attitude Apple	.041	.0580	-.073	.155	.500	1	.480
Age * ProductInvolvLaptop	.019	.0350	-.049	.088	.308	1	.579
MathAnxiety * Attitude Apple	.058	.2822	-.495	.611	.042	1	.838
MathAnxiety * ProductInvolvLaptop	-.434	.1967	-.820	-.049	4.876	1	.027
Attitude Apple * ProductInvolvLaptop	-.438	.3302	-1.085	.210	1.756	1	.185
(Scale)	.576[b]	.1598	.335	.992			

Dependent Variable: PriceFairnessLaptopAIP
Model: (Intercept), Gender, Age, MathAnxiety, Attitude Apple, ProductInvolvLaptop, Gender * MathAnxiety, Gender * Attitude Apple, Gender * ProductInvolvLaptop, Age * MathAnxiety, Age * Attitude Apple, Age * ProductInvolvLaptop, MathAnxiety * Attitude Apple, MathAnxiety * ProductInvolvLaptop, Attitude Apple * ProductInvolvLaptop

a. Set to zero because this parameter is redundant.

b. Maximum likelihood estimate.

Model Information

Dependent Variable	PurchLikelihIcePP
Probability Distribution	Normal
Link Function	Identity

Case Processing Summary

	N	Percent
Included	29	38.2%
Excluded	47	61.8%
Total	76	100.0%

Categorical Variable Information

			N	Percent
Factor	Gender	Male	16	55.2%
		Female	13	44.8%
		Total	29	100.0%

Continuous Variable Information

		N	Minimum	Maximum	Mean	Std. Deviation
Dependent Variable	PurchLikelihIcePP	29	1.33	7.00	4.2184	1.65298
Covariate	Age	29	19	38	24.10	3.288
	MathAnxiety	29	1.0000	6.5000	2.893678	1.2896291
	ProductInvolvIce	29	1.00	6.67	4.2069	1.63157
	Attitude McDonalds	29	1.00	7.00	3.9425	1.29121

Goodness of Fit[a]

	Value	df	Value/df
Deviance	38.607	14	2.758
Scaled Deviance	29.000	14	
Pearson Chi-Square	38.607	14	2.758
Scaled Pearson Chi-Square	29.000	14	
Log Likelihood[b]	-45.298		
Akaike's Information Criterion (AIC)	122.596		
Finite Sample Corrected AIC (AICC)	167.929		
Bayesian Information Criterion (BIC)	144.473		
Consistent AIC (CAIC)	160.473		

Dependent Variable: PurchLikelihIcePP
Model: (Intercept), Gender, Age, MathAnxiety, ProductInvolvIce, Attitude McDonalds, Gender * MathAnxiety, Gender * ProductInvolvIce, Gender * Attitude McDonalds, Age * MathAnxiety, Age * ProductInvolvIce, Age * Attitude McDonalds, MathAnxiety * ProductInvolvIce, MathAnxiety * Attitude McDonalds, ProductInvolvIce * Attitude McDonalds[a]

a. Information criteria are in smaller-is-better form.

b. The full log likelihood function is displayed and used in computing information criteria.

Omnibus Test[a]

Likelihood Ratio Chi-Square	df	Sig.
19.834	14	.135

Dependent Variable: PurchLikelihIcePP
Model: (Intercept), Gender, Age, MathAnxiety, ProductInvolvIce, Attitude McDonalds, Gender * MathAnxiety, Gender * ProductInvolvIce, Gender * Attitude McDonalds, Age * MathAnxiety, Age * ProductInvolvIce, Age * Attitude McDonalds, MathAnxiety * ProductInvolvIce, MathAnxiety * Attitude McDonalds, ProductInvolvIce * Attitude McDonalds[a]

a. Compares the fitted model against the intercept-only model.

Tests of Model Effects

Source	Type III		
	Wald Chi-Square	df	Sig.
(Intercept)	.313	1	.576
Gender	.075	1	.784
Age	.249	1	.618
MathAnxiety	2.206	1	.137
ProductInvolvIce	7.369	1	.007
Attitude McDonalds	.249	1	.618
Gender * MathAnxiety	.178	1	.673
Gender * ProductInvolvIce	.189	1	.664
Gender * Attitude McDonalds	.806	1	.369
Age * MathAnxiety	3.199	1	.074
Age * ProductInvolvIce	6.170	1	.013
Age * Attitude McDonalds	.370	1	.543
MathAnxiety * ProductInvolvIce	.000	1	.993
MathAnxiety * Attitude McDonalds	.177	1	.674
ProductInvolvIce * Attitude McDonalds	4.098	1	.043

Dependent Variable: PurchLikelihIcePP
Model: (Intercept), Gender, Age, MathAnxiety, ProductInvolvIce, Attitude McDonalds, Gender * MathAnxiety, Gender * ProductInvolvIce, Gender * Attitude McDonalds, Age * MathAnxiety, Age * ProductInvolvIce, Age * Attitude McDonalds, MathAnxiety * ProductInvolvIce, MathAnxiety * Attitude McDonalds, ProductInvolvIce * Attitude McDonalds

Parameter Estimates

Parameter	B	Std. Error	95% Wald Confidence Interval		Hypothesis Test		
			Lower	Upper	Wald Chi-Square	df	Sig.
(Intercept)	11.793	21.5817	-30.506	54.093	.299	1	.585
[Gender=1]	.561	2.0514	-3.459	4.582	.075	1	.784
[Gender=2]	0[a]	.	.	.	.	.	.
Age	-.402	.8056	-1.981	1.177	.249	1	.618
MathAnxiety	3.789	2.5411	-1.192	8.769	2.223	1	.136
ProductInvolvIce	-6.530	2.3113	-11.060	-2.000	7.983	1	.005
Attitude McDonalds	1.939	3.5581	-5.035	8.913	.297	1	.586
[Gender=1] * MathAnxiety	-.203	.4808	-1.146	.739	.178	1	.673
[Gender=2] * MathAnxiety	0[a]	.	.	.	.	.	.
[Gender=1] * ProductInvolvIce	.150	.3458	-.528	.828	.189	1	.664
[Gender=2] * ProductInvolvIce	0[a]	.	.	.	.	.	.
[Gender=1] * Attitude McDonalds	-.311	.3469	-.991	.369	.806	1	.369
[Gender=2] * Attitude McDonalds	0[a]	.	.	.	.	.	.
Age * MathAnxiety	-.105	.0589	-.221	.010	3.199	1	.074
Age * ProductInvolvIce	.251	.1010	.053	.449	6.170	1	.013
Age * Attitude McDonalds	-.083	.1367	-.351	.185	.370	1	.543
MathAnxiety * ProductInvolvIce	-.001	.1709	-.337	.334	.000	1	.993
MathAnxiety * Attitude McDonalds	-.116	.2746	-.654	.423	.177	1	.674
ProductInvolvIce * Attitude McDonalds	.168	.0829	.005	.330	4.098	1	.043
(Scale)	1.331[b]	.3496	.796	2.227			

Dependent Variable: PurchLikelihIcePP
Model: (Intercept), Gender, Age, MathAnxiety, ProductInvolvIce, Attitude McDonalds, Gender * MathAnxiety, Gender * ProductInvolvIce, Gender * Attitude McDonalds, Age * MathAnxiety, Age * ProductInvolvIce, Age * Attitude McDonalds, MathAnxiety * ProductInvolvIce, MathAnxiety * Attitude McDonalds, ProductInvolvIce * Attitude McDonalds

a. Set to zero because this parameter is redundant.

b. Maximum likelihood estimate.

Model Information

Dependent Variable	ProductEvallcePP
Probability Distribution	Normal
Link Function	Identity

Case Processing Summary

	N	Percent
Included	29	38.2%
Excluded	47	61.8%
Total	76	100.0%

Categorical Variable Information

			N	Percent
Factor	Gender	Male	16	55.2%
		Female	13	44.8%
		Total	29	100.0%

Continuous Variable Information

		N	Minimum	Maximum	Mean	Std. Deviation
Dependent Variable	ProductEvallcePP	29	1.50	7.00	4.4310	1.37402
Covariate	Age	29	19	38	24.10	3.288
	MathAnxiety	29	1.0000	6.5000	2.893678	1.2896291
	ProductInvolvIce	29	1.00	6.67	4.2069	1.63157
	Attitude McDonalds	29	1.00	7.00	3.9425	1.29121

Goodness of Fit[a]

	Value	df	Value/df
Deviance	30.474	14	2.177
Scaled Deviance	29.000	14	
Pearson Chi-Square	30.474	14	2.177
Scaled Pearson Chi-Square	29.000	14	
Log Likelihood[b]	-41.868		
Akaike's Information Criterion (AIC)	115.736		
Finite Sample Corrected AIC (AICC)	161.070		
Bayesian Information Criterion (BIC)	137.613		
Consistent AIC (CAIC)	153.613		

Dependent Variable: ProductEvallcePP
Model: (Intercept), Gender, Age, MathAnxiety, ProductInvolvIce, Attitude McDonalds, Gender * MathAnxiety, Gender * ProductInvolvIce, Gender * Attitude McDonalds, Age * MathAnxiety, Age * ProductInvolvIce, Age * Attitude McDonalds, MathAnxiety * ProductInvolvIce, MathAnxiety * Attitude McDonalds, ProductInvolvIce * Attitude McDonalds[a]

a. Information criteria are in smaller-is-better form.

b. The full log likelihood function is displayed and used in computing information criteria.

Omnibus Test[a]

Likelihood Ratio Chi-Square	df	Sig.
15.974	14	.315

Dependent Variable: ProductEvallcePP
Model: (Intercept), Gender, Age, MathAnxiety, ProductInvolvIce, Attitude McDonalds, Gender * MathAnxiety, Gender * ProductInvolvIce, Gender * Attitude McDonalds, Age * MathAnxiety, Age * ProductInvolvIce, Age * Attitude McDonalds, MathAnxiety * ProductInvolvIce, MathAnxiety * Attitude McDonalds, ProductInvolvIce * Attitude McDonalds[a]

a. Compares the fitted model against the intercept-only model.

Tests of Model Effects

Source	Type III		
	Wald Chi-Square	df	Sig.
(Intercept)	.173	1	.678
Gender	.066	1	.797
Age	.097	1	.755
MathAnxiety	3.357	1	.067
ProductInvolvIce	15.090	1	.000
Attitude McDonalds	1.146	1	.284
Gender * MathAnxiety	.032	1	.858
Gender * ProductInvolvIce	.040	1	.841
Gender * Attitude McDonalds	1.027	1	.311
Age * MathAnxiety	3.960	1	.047
Age * ProductInvolvIce	12.342	1	.000
Age * Attitude McDonalds	1.010	1	.315
MathAnxiety * ProductInvolvIce	.004	1	.950
MathAnxiety * Attitude McDonalds	1.601	1	.206
ProductInvolvIce * Attitude McDonalds	3.430	1	.064

Dependent Variable: ProductEvalIcePP
Model: (Intercept), Gender, Age, MathAnxiety, ProductInvolvIce, Attitude McDonalds, Gender * MathAnxiety, Gender * ProductInvolvIce, Gender * Attitude McDonalds, Age * MathAnxiety, Age * ProductInvolvIce, Age * Attitude McDonalds, MathAnxiety * ProductInvolvIce, MathAnxiety * Attitude McDonalds, ProductInvolvIce * Attitude McDonalds

Parameter Estimates

Parameter	B	Std. Error	95% Wald Confidence Interval		Hypothesis Test		
			Lower	Upper	Wald Chi-Square	df	Sig.
(Intercept)	7.001	16.3640	-25.071	39.074	.183	1	.669
[Gender=1]	-.392	1.5210	-3.373	2.589	.066	1	.797
[Gender=2]	0[a]	.	.	.	.	.	.
Age	-.193	.6186	-1.405	1.020	.097	1	.755
MathAnxiety	4.440	2.4823	-.426	9.305	3.199	1	.074
ProductInvolvIce	-6.446	1.6561	-9.692	-3.201	15.152	1	.000
Attitude McDonalds	3.296	2.9693	-2.524	9.116	1.232	1	.267
[Gender=1] * MathAnxiety	.079	.4397	-.783	.941	.032	1	.858
[Gender=2] * MathAnxiety	0[a]	.	.	.	.	.	.
[Gender=1] * ProductInvolvIce	.061	.3038	-.535	.656	.040	1	.841
[Gender=2] * ProductInvolvIce	0[a]	.	.	.	.	.	.
[Gender=1] * Attitude McDonalds	-.268	.2644	-.786	.250	1.027	1	.311
[Gender=2] * Attitude McDonalds	0[a]	.	.	.	.	.	.
Age * MathAnxiety	-.120	.0603	-.238	-.002	3.960	1	.047
Age * ProductInvolvIce	.245	.0698	.108	.382	12.342	1	.000
Age * Attitude McDonalds	-.117	.1161	-.344	.111	1.010	1	.315
MathAnxiety * ProductInvolvIce	.009	.1455	-.276	.294	.004	1	.950
MathAnxiety * Attitude McDonalds	-.296	.2343	-.756	.163	1.601	1	.206
ProductInvolvIce * Attitude McDonalds	.124	.0668	-.007	.255	3.430	1	.064
(Scale)	1.051[b]	.2760	.628	1.758			

Dependent Variable: ProductEvalIcePP
Model: (Intercept), Gender, Age, MathAnxiety, ProductInvolvIce, Attitude McDonalds, Gender * MathAnxiety, Gender * ProductInvolvIce, Gender * Attitude McDonalds, Age * MathAnxiety, Age * ProductInvolvIce, Age * Attitude McDonalds, MathAnxiety * ProductInvolvIce, MathAnxiety * Attitude McDonalds, ProductInvolvIce * Attitude McDonalds

a. Set to zero because this parameter is redundant.

b. Maximum likelihood estimate.

Model Information

Dependent Variable	PriceFairnessIcePP
Probability Distribution	Normal
Link Function	Identity

Case Processing Summary

	N	Percent
Included	29	38.2%
Excluded	47	61.8%
Total	76	100.0%

Categorical Variable Information

			N	Percent
Factor	Gender	Male	16	55.2%
		Female	13	44.8%
		Total	29	100.0%

Continuous Variable Information

		N	Minimum	Maximum	Mean	Std. Deviation
Dependent Variable	PriceFairnessIcePP	29	1.50	7.00	3.8966	1.41187
Covariate	Age	29	19	38	24.10	3.288
	MathAnxiety	29	1.0000	6.5000	2.893678	1.2896291
	ProductInvolvIce	29	1.00	6.67	4.2069	1.63157
	Attitude McDonalds	29	1.00	7.00	3.9425	1.29121

Goodness of Fit[a]

	Value	df	Value/df
Deviance	23.355	14	1.668
Scaled Deviance	29.000	14	
Pearson Chi-Square	23.355	14	1.668
Scaled Pearson Chi-Square	29.000	14	
Log Likelihood[b]	-38.010		
Akaike's Information Criterion (AIC)	108.020		
Finite Sample Corrected AIC (AICC)	153.353		
Bayesian Information Criterion (BIC)	129.897		
Consistent AIC (CAIC)	145.897		

Dependent Variable: PriceFairnessIcePP
Model: (Intercept), Gender, Age, MathAnxiety, ProductInvolvIce, Attitude McDonalds, Gender * MathAnxiety, Gender * ProductInvolvIce, Gender * Attitude McDonalds, Age * MathAnxiety, Age * ProductInvolvIce, Age * Attitude McDonalds, MathAnxiety * ProductInvolvIce, MathAnxiety * Attitude McDonalds, ProductInvolvIce * Attitude McDonalds[a]

a. Information criteria are in smaller-is-better form.

b. The full log likelihood function is displayed and used in computing information criteria.

Omnibus Test[a]

Likelihood Ratio Chi-Square	df	Sig.
25.266	14	.032

Dependent Variable: PriceFairnessIcePP
Model: (Intercept), Gender, Age, MathAnxiety, ProductInvolvIce, Attitude McDonalds, Gender * MathAnxiety, Gender * ProductInvolvIce, Gender * Attitude McDonalds, Age * MathAnxiety, Age * ProductInvolvIce, Age * Attitude McDonalds, MathAnxiety * ProductInvolvIce, MathAnxiety * Attitude McDonalds, ProductInvolvIce * Attitude McDonalds[a]

a. Compares the fitted model against the intercept-only model.

Tests of Model Effects

Source	Type III		
	Wald Chi-Square	df	Sig.
(Intercept)	.068	1	.794
Gender	.709	1	.400
Age	.000	1	.988
MathAnxiety	5.310	1	.021
ProductInvolvIce	1.004	1	.316
Attitude McDonalds	.004	1	.953
Gender * MathAnxiety	.000	1	.986
Gender * ProductInvolvIce	3.772	1	.052
Gender * Attitude McDonalds	14.009	1	.000
Age * MathAnxiety	1.971	1	.160
Age * ProductInvolvIce	1.514	1	.219
Age * Attitude McDonalds	.154	1	.695
MathAnxiety * ProductInvolvIce	5.834	1	.016
MathAnxiety * Attitude McDonalds	4.489	1	.034
ProductInvolvIce * Attitude McDonalds	8.165	1	.004

Dependent Variable: PriceFairnessIcePP
Model: (Intercept), Gender, Age, MathAnxiety, ProductInvolvIce, Attitude McDonalds, Gender * MathAnxiety, Gender * ProductInvolvIce, Gender * Attitude McDonalds, Age * MathAnxiety, Age * ProductInvolvIce, Age * Attitude McDonalds, MathAnxiety * ProductInvolvIce, MathAnxiety * Attitude McDonalds, ProductInvolvIce * Attitude McDonalds

Parameter Estimates

Parameter	B	Std. Error	95% Wald Confidence Interval		Hypothesis Test		
			Lower	Upper	Wald Chi-Square	df	Sig.
(Intercept)	-4.249	18.4614	-40.432	31.935	.053	1	.818
[Gender=1]	-1.085	1.2877	-3.608	1.439	.709	1	.400
[Gender=2]	0[a]	.	.	.	.	.	.
Age	-.010	.6558	-1.295	1.276	.000	1	.988
MathAnxiety	6.000	2.7183	.673	11.328	4.872	1	.027
ProductInvolvIce	-1.297	1.5606	-4.355	1.762	.690	1	.406
Attitude McDonalds	-.617	3.0696	-6.633	5.400	.040	1	.841
[Gender=1] * MathAnxiety	-.007	.3760	-.743	.730	.000	1	.986
[Gender=2] * MathAnxiety	0[a]	.	.	.	.	.	.
[Gender=1] * ProductInvolvIce	-.493	.2540	-.991	.005	3.772	1	.052
[Gender=2] * ProductInvolvIce	0[a]	.	.	.	.	.	.
[Gender=1] * Attitude McDonalds	.869	.2322	.414	1.324	14.009	1	.000
[Gender=2] * Attitude McDonalds	0[a]	.	.	.	.	.	.
Age * MathAnxiety	-.075	.0533	-.179	.030	1.971	1	.160
Age * ProductInvolvIce	.075	.0609	-.044	.194	1.514	1	.219
Age * Attitude McDonalds	.044	.1118	-.175	.263	.154	1	.695
MathAnxiety * ProductInvolvIce	-.334	.1384	-.606	-.063	5.834	1	.016
MathAnxiety * Attitude McDonalds	-.541	.2553	-1.041	-.041	4.489	1	.034
ProductInvolvIce * Attitude McDonalds	.162	.0568	.051	.274	8.165	1	.004
(Scale)	.805[b]	.2115	.481	1.347			

Dependent Variable: PriceFairnessIcePP
Model: (Intercept), Gender, Age, MathAnxiety, ProductInvolvIce, Attitude McDonalds, Gender * MathAnxiety, Gender * ProductInvolvIce, Gender * Attitude McDonalds, Age * MathAnxiety, Age * ProductInvolvIce, Age * Attitude McDonalds, MathAnxiety * ProductInvolvIce, MathAnxiety * Attitude McDonalds, ProductInvolvIce * Attitude McDonalds

a. Set to zero because this parameter is redundant.

b. Maximum likelihood estimate.

Model Information

Dependent Variable	PurchLikelihIceAIP
Probability Distribution	Normal
Link Function	Identity

Case Processing Summary

	N	Percent
Included	36	47.4%
Excluded	40	52.6%
Total	76	100.0%

Categorical Variable Information

			N	Percent
Factor	Gender	Male	24	66.7%
		Female	12	33.3%
		Total	36	100.0%

Continuous Variable Information

		N	Minimum	Maximum	Mean	Std. Deviation
Dependent Variable	PurchLikelihIceAIP	36	1.00	7.00	4.1852	1.67037
Covariate	Age	36	20	66	24.53	7.370
	MathAnxiety	36	1.0833	6.2500	2.953704	1.4001764
	ProductInvolvIce	36	1.00	7.00	3.7222	1.55022
	Attitude McDonalds	36	1.67	5.67	3.8056	1.14746

Goodness of Fit[a]

	Value	df	Value/df
Deviance	33.922	21	1.615
Scaled Deviance	36.000	21	
Pearson Chi-Square	33.922	21	1.615
Scaled Pearson Chi-Square	36.000	21	
Log Likelihood[b]	-50.012		
Akaike's Information Criterion (AIC)	132.024		
Finite Sample Corrected AIC (AICC)	160.655		
Bayesian Information Criterion (BIC)	157.360		
Consistent AIC (CAIC)	173.360		

Dependent Variable: PurchLikelihIceAIP
Model: (Intercept), Gender, Age, MathAnxiety, ProductInvolvIce, Attitude McDonalds, Gender * MathAnxiety, Gender * ProductInvolvIce, Gender * Attitude McDonalds, Age * MathAnxiety, Age * ProductInvolvIce, Age * Attitude McDonalds, MathAnxiety * ProductInvolvIce, MathAnxiety * Attitude McDonalds, ProductInvolvIce * Attitude McDonalds[a]

a. Information criteria are in smaller-is-better form.

b. The full log likelihood function is displayed and used in computing information criteria.

Omnibus Test[a]

Likelihood Ratio Chi-Square	df	Sig.
38.065	14	.001

Dependent Variable: PurchLikelihIceAIP
Model: (Intercept), Gender, Age, MathAnxiety, ProductInvolvIce, Attitude McDonalds, Gender * MathAnxiety, Gender * ProductInvolvIce, Gender * Attitude McDonalds, Age * MathAnxiety, Age * ProductInvolvIce, Age * Attitude McDonalds, MathAnxiety * ProductInvolvIce, MathAnxiety * Attitude McDonalds, ProductInvolvIce * Attitude McDonalds[a]

a. Compares the fitted model against the intercept-only model.

Tests of Model Effects

Source	Type III		
	Wald Chi-Square	df	Sig.
(Intercept)	4.380	1	.036
Gender	6.462	1	.011
Age	4.416	1	.036
MathAnxiety	2.148	1	.143
ProductInvolvIce	.718	1	.397
Attitude McDonalds	3.478	1	.062
Gender * MathAnxiety	.190	1	.663
Gender * ProductInvolvIce	.000	1	.996
Gender * Attitude McDonalds	5.352	1	.021
Age * MathAnxiety	1.723	1	.189
Age * ProductInvolvIce	.172	1	.679
Age * Attitude McDonalds	3.396	1	.065
MathAnxiety * ProductInvolvIce	.337	1	.562
MathAnxiety * Attitude McDonalds	.030	1	.862
ProductInvolvIce * Attitude McDonalds	.267	1	.605

Dependent Variable: PurchLikelihIceAIP
Model: (Intercept), Gender, Age, MathAnxiety, ProductInvolvIce, Attitude McDonalds, Gender * MathAnxiety, Gender * ProductInvolvIce, Gender * Attitude McDonalds, Age * MathAnxiety, Age * ProductInvolvIce, Age * Attitude McDonalds, MathAnxiety * ProductInvolvIce, MathAnxiety * Attitude McDonalds, ProductInvolvIce * Attitude McDonalds

Parameter Estimates

Parameter	B	Std. Error	95% Wald Confidence Interval		Hypothesis Test		
			Lower	Upper	Wald Chi-Square	df	Sig.
(Intercept)	-30.446	13.6942	-57.286	-3.606	4.943	1	.026
[Gender=1]	4.092	1.6097	.937	7.247	6.462	1	.011
[Gender=2]	0[a]	.	.	.	.	.	.
Age	1.136	.5408	.076	2.196	4.416	1	.036
MathAnxiety	2.229	1.5861	-.880	5.337	1.974	1	.160
ProductInvolvIce	1.141	1.1361	-1.086	3.368	1.009	1	.315
Attitude McDonalds	6.260	3.2377	-.086	12.606	3.738	1	.053
[Gender=1] * MathAnxiety	.129	.2950	-.450	.707	.190	1	.663
[Gender=2] * MathAnxiety	0[a]	.	.	.	.	.	.
[Gender=1] * ProductInvolvIce	.003	.5696	-1.114	1.119	.000	1	.996
[Gender=2] * ProductInvolvIce	0[a]	.	.	.	.	.	.
[Gender=1] * Attitude McDonalds	-1.162	.5025	-2.147	-.178	5.352	1	.021
[Gender=2] * Attitude McDonalds	0[a]	.	.	.	.	.	.
Age * MathAnxiety	-.089	.0679	-.222	.044	1.723	1	.189
Age * ProductInvolvIce	.013	.0310	-.048	.074	.172	1	.679
Age * Attitude McDonalds	-.216	.1172	-.446	.014	3.396	1	.065
MathAnxiety * ProductInvolvIce	-.086	.1480	-.376	.204	.337	1	.562
MathAnxiety * Attitude McDonalds	.024	.1367	-.244	.292	.030	1	.862
ProductInvolvIce * Attitude McDonalds	-.102	.1973	-.489	.285	.267	1	.605
(Scale)	.942[b]	.2221	.594	1.496			

Dependent Variable: PurchLikelihIceAIP
Model: (Intercept), Gender, Age, MathAnxiety, ProductInvolvIce, Attitude McDonalds, Gender * MathAnxiety, Gender * ProductInvolvIce, Gender * Attitude McDonalds, Age * MathAnxiety, Age * ProductInvolvIce, Age * Attitude McDonalds, MathAnxiety * ProductInvolvIce, MathAnxiety * Attitude McDonalds, ProductInvolvIce * Attitude McDonalds

a. Set to zero because this parameter is redundant.

b. Maximum likelihood estimate.

Model Information

Dependent Variable	ProductEvallceAIP
Probability Distribution	Normal
Link Function	Identity

Case Processing Summary

	N	Percent
Included	36	47.4%
Excluded	40	52.6%
Total	76	100.0%

Categorical Variable Information

			N	Percent
Factor	Gender	Male	24	66.7%
		Female	12	33.3%
		Total	36	100.0%

Continuous Variable Information

		N	Minimum	Maximum	Mean	Std. Deviation
Dependent Variable	ProductEvallceAIP	36	2.00	7.00	4.5417	1.17337
Covariate	Age	36	20	66	24.53	7.370
	MathAnxiety	36	1.0833	6.2500	2.953704	1.4001764
	ProductInvolvIce	36	1.00	7.00	3.7222	1.55022
	Attitude McDonalds	36	1.67	5.67	3.8056	1.14746

Goodness of Fit[a]

	Value	df	Value/df
Deviance	23.718	21	1.129
Scaled Deviance	36.000	21	
Pearson Chi-Square	23.718	21	1.129
Scaled Pearson Chi-Square	36.000	21	
Log Likelihood[b]	-43.571		
Akaike's Information Criterion (AIC)	119.141		
Finite Sample Corrected AIC (AICC)	147.773		
Bayesian Information Criterion (BIC)	144.478		
Consistent AIC (CAIC)	160.478		

Dependent Variable: ProductEvallceAIP
Model: (Intercept), Gender, Age, MathAnxiety, ProductInvolvIce, Attitude McDonalds, Gender * MathAnxiety, Gender * ProductInvolvIce, Gender * Attitude McDonalds, Age * MathAnxiety, Age * ProductInvolvIce, Age * Attitude McDonalds, MathAnxiety * ProductInvolvIce, MathAnxiety * Attitude McDonalds, ProductInvolvIce * Attitude McDonalds[a]

a. Information criteria are in smaller-is-better form.

b. The full log likelihood function is displayed and used in computing information criteria.

Omnibus Test[a]

Likelihood Ratio Chi-Square	df	Sig.
25.519	14	.030

Dependent Variable: ProductEvallceAIP
Model: (Intercept), Gender, Age, MathAnxiety, ProductInvolvIce, Attitude McDonalds, Gender * MathAnxiety, Gender * ProductInvolvIce, Gender * Attitude McDonalds, Age * MathAnxiety, Age * ProductInvolvIce, Age * Attitude McDonalds, MathAnxiety * ProductInvolvIce, MathAnxiety * Attitude McDonalds, ProductInvolvIce * Attitude McDonalds[a]

a. Compares the fitted model against the intercept-only model.

Tests of Model Effects

Source	Type III		
	Wald Chi-Square	df	Sig.
(Intercept)	.059	1	.808
Gender	1.779	1	.182
Age	.173	1	.677
MathAnxiety	.544	1	.461
ProductInvolvIce	.010	1	.921
Attitude McDonalds	.348	1	.555
Gender * MathAnxiety	.595	1	.440
Gender * ProductInvolvIce	.055	1	.815
Gender * Attitude McDonalds	.495	1	.482
Age * MathAnxiety	.145	1	.703
Age * ProductInvolvIce	1.203	1	.273
Age * Attitude McDonalds	.438	1	.508
MathAnxiety * ProductInvolvIce	.830	1	.362
MathAnxiety * Attitude McDonalds	.033	1	.855
ProductInvolvIce * Attitude McDonalds	.047	1	.829

Dependent Variable: ProductEvalIceAIP
Model: (Intercept), Gender, Age, MathAnxiety, ProductInvolvIce, Attitude McDonalds, Gender * MathAnxiety, Gender * ProductInvolvIce, Gender * Attitude McDonalds, Age * MathAnxiety, Age * ProductInvolvIce, Age * Attitude McDonalds, MathAnxiety * ProductInvolvIce, MathAnxiety * Attitude McDonalds, ProductInvolvIce * Attitude McDonalds

Parameter Estimates

Parameter	B	Std. Error	95% Wald Confidence Interval		Hypothesis Test		
			Lower	Upper	Wald Chi-Square	df	Sig.
(Intercept)	-1.883	11.3071	-24.044	20.279	.028	1	.868
[Gender=1]	-1.674	1.2554	-4.135	.786	1.779	1	.182
[Gender=2]	0[a]	.	.	.	.	.	.
Age	.195	.4691	-.724	1.115	.173	1	.677
MathAnxiety	1.079	1.5878	-2.033	4.191	.462	1	.497
ProductInvolvIce	-.138	.9391	-1.979	1.702	.022	1	.883
Attitude McDonalds	1.245	2.3913	-3.442	5.931	.271	1	.603
[Gender=1] * MathAnxiety	.150	.1938	-.230	.529	.595	1	.440
[Gender=2] * MathAnxiety	0[a]	.	.	.	.	.	.
[Gender=1] * ProductInvolvIce	.077	.3300	-.570	.724	.055	1	.815
[Gender=2] * ProductInvolvIce	0[a]	.	.	.	.	.	.
[Gender=1] * Attitude McDonalds	.216	.3072	-.386	.818	.495	1	.482
[Gender=2] * Attitude McDonalds	0[a]	.	.	.	.	.	.
Age * MathAnxiety	-.027	.0701	-.164	.111	.145	1	.703
Age * ProductInvolvIce	.031	.0285	-.025	.087	1.203	1	.273
Age * Attitude McDonalds	-.061	.0928	-.243	.120	.438	1	.508
MathAnxiety * ProductInvolvIce	-.091	.1000	-.287	.105	.830	1	.362
MathAnxiety * Attitude McDonalds	-.020	.1088	-.233	.193	.033	1	.855
ProductInvolvIce * Attitude McDonalds	.024	.1105	-.193	.241	.047	1	.829
(Scale)	.659[b]	.1553	.415	1.046			

Dependent Variable: ProductEvalIceAIP
Model: (Intercept), Gender, Age, MathAnxiety, ProductInvolvIce, Attitude McDonalds, Gender * MathAnxiety, Gender * ProductInvolvIce, Gender * Attitude McDonalds, Age * MathAnxiety, Age * ProductInvolvIce, Age * Attitude McDonalds, MathAnxiety * ProductInvolvIce, MathAnxiety * Attitude McDonalds, ProductInvolvIce * Attitude McDonalds

a. Set to zero because this parameter is redundant.

b. Maximum likelihood estimate.

Model Information

Dependent Variable	PriceFairnessIceAIP
Probability Distribution	Normal
Link Function	Identity

Case Processing Summary

	N	Percent
Included	36	47.4%
Excluded	40	52.6%
Total	76	100.0%

Categorical Variable Information

			N	Percent
Factor	Gender	Male	24	66.7%
		Female	12	33.3%
		Total	36	100.0%

Continuous Variable Information

		N	Minimum	Maximum	Mean	Std. Deviation
Dependent Variable	PriceFairnessIceAIP	36	2.00	7.00	4.2292	1.46674
Covariate	Age	36	20	66	24.53	7.370
	MathAnxiety	36	1.0833	6.2500	2.953704	1.4001764
	ProductInvolvIce	36	1.00	7.00	3.7222	1.55022
	Attitude McDonalds	36	1.67	5.67	3.8056	1.14746

Goodness of Fit[a]

	Value	df	Value/df
Deviance	47.459	21	2.260
Scaled Deviance	36.000	21	
Pearson Chi-Square	47.459	21	2.260
Scaled Pearson Chi-Square	36.000	21	
Log Likelihood[b]	-56.056		
Akaike's Information Criterion (AIC)	144.112		
Finite Sample Corrected AIC (AICC)	172.744		
Bayesian Information Criterion (BIC)	169.448		
Consistent AIC (CAIC)	185.448		

Dependent Variable: PriceFairnessIceAIP
Model: (Intercept), Gender, Age, MathAnxiety, ProductInvolvIce, Attitude McDonalds, Gender * MathAnxiety, Gender * ProductInvolvIce, Gender * Attitude McDonalds, Age * MathAnxiety, Age * ProductInvolvIce, Age * Attitude McDonalds, MathAnxiety * ProductInvolvIce, MathAnxiety * Attitude McDonalds, ProductInvolvIce * Attitude McDonalds[a]

a. Information criteria are in smaller-is-better form.

b. The full log likelihood function is displayed and used in computing information criteria.

Omnibus Test[a]

Likelihood Ratio Chi-Square	df	Sig.
16.617	14	.277

Dependent Variable: PriceFairnessIceAIP
Model: (Intercept), Gender, Age, MathAnxiety, ProductInvolvIce, Attitude McDonalds, Gender * MathAnxiety, Gender * ProductInvolvIce, Gender * Attitude McDonalds, Age * MathAnxiety, Age * ProductInvolvIce, Age * Attitude McDonalds, MathAnxiety * ProductInvolvIce, MathAnxiety * Attitude McDonalds, ProductInvolvIce * Attitude McDonalds[a]

a. Compares the fitted model against the intercept-only model.

Tests of Model Effects

Source	Type III		
	Wald Chi-Square	df	Sig.
(Intercept)	2.339	1	.126
Gender	.727	1	.394
Age	2.165	1	.141
MathAnxiety	.008	1	.930
ProductInvolvIce	1.225	1	.268
Attitude McDonalds	2.172	1	.141
Gender * MathAnxiety	1.385	1	.239
Gender * ProductInvolvIce	.024	1	.876
Gender * Attitude McDonalds	1.362	1	.243
Age * MathAnxiety	.212	1	.645
Age * ProductInvolvIce	5.976	1	.015
Age * Attitude McDonalds	2.784	1	.095
MathAnxiety * ProductInvolvIce	.001	1	.977
MathAnxiety * Attitude McDonalds	4.624	1	.032
ProductInvolvIce * Attitude McDonalds	.621	1	.431

Dependent Variable: PriceFairnessIceAIP
Model: (Intercept), Gender, Age, MathAnxiety, ProductInvolvIce, Attitude McDonalds, Gender * MathAnxiety, Gender * ProductInvolvIce, Gender * Attitude McDonalds, Age * MathAnxiety, Age * ProductInvolvIce, Age * Attitude McDonalds, MathAnxiety * ProductInvolvIce, MathAnxiety * Attitude McDonalds, ProductInvolvIce * Attitude McDonalds

Parameter Estimates

Parameter	B	Std. Error	95% Wald Confidence Interval		Hypothesis Test		
			Lower	Upper	Wald Chi-Square	df	Sig.
(Intercept)	24.998	16.1100	-6.577	56.573	2.408	1	.121
[Gender=1]	-1.949	2.2864	-6.430	2.532	.727	1	.394
[Gender=2]	0[a]	.	.	.	.	.	.
Age	-.880	.5983	-2.053	.292	2.165	1	.141
MathAnxiety	.323	1.9795	-3.557	4.202	.027	1	.870
ProductInvolvIce	1.287	1.0662	-.803	3.377	1.457	1	.227
Attitude McDonalds	-6.770	4.5678	-15.723	2.183	2.197	1	.138
[Gender=1] * MathAnxiety	-.302	.2567	-.805	.201	1.385	1	.239
[Gender=2] * MathAnxiety	0[a]	.	.	.	.	.	.
[Gender=1] * ProductInvolvIce	.079	.5052	-.911	1.069	.024	1	.876
[Gender=2] * ProductInvolvIce	0[a]	.	.	.	.	.	.
[Gender=1] * Attitude McDonalds	.602	.5162	-.409	1.614	1.362	1	.243
[Gender=2] * Attitude McDonalds	0[a]	.	.	.	.	.	.
Age * MathAnxiety	.041	.0885	-.133	.214	.212	1	.645
Age * ProductInvolvIce	-.072	.0293	-.129	-.014	5.976	1	.015
Age * Attitude McDonalds	.268	.1609	-.047	.584	2.784	1	.095
MathAnxiety * ProductInvolvIce	.004	.1247	-.241	.248	.001	1	.977
MathAnxiety * Attitude McDonalds	-.273	.1271	-.522	-.024	4.624	1	.032
ProductInvolvIce * Attitude McDonalds	.167	.2117	-.248	.582	.621	1	.431
(Scale)	1.318[b]	.3107	.831	2.092			

Dependent Variable: PriceFairnessIceAIP
Model: (Intercept), Gender, Age, MathAnxiety, ProductInvolvIce, Attitude McDonalds, Gender * MathAnxiety, Gender * ProductInvolvIce, Gender * Attitude McDonalds, Age * MathAnxiety, Age * ProductInvolvIce, Age * Attitude McDonalds, MathAnxiety * ProductInvolvIce, MathAnxiety * Attitude McDonalds, ProductInvolvIce * Attitude McDonalds

a. Set to zero because this parameter is redundant.

b. Maximum likelihood estimate.

V.II.XIII. Check for differences in MA distribution between two flight groups

Group Statistics

	Group_Flight	N	Mean	Std. Deviation	Std. Error Mean
MathAnxiety	Strange PP	36	3.078704	1.1823679	.1970613
	Normal PP	30	2.813889	1.5469478	.2824327

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
MathAnxiety	Equal variances assumed	1.275	.263	.788	64	.434	.2648148	.3361353	-.4066927	.9363223
	Equal variances not assumed			.769	53.586	.445	.2648148	.3443856	-.4257588	.9553885