

**VILNIUS UNIVERSITY**  
**BUSINESS SCHOOL**



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**BUSINESS SCHOOL**

**Modesta Railaitė**  
*Digital Marketing Master's Degree Program*

**IMPACT OF PRICE DISCOUNTS ON CONSUMER TRUST AND  
INTENTION TO BUY IN SINGLE-BRAND AND MULTI-BRAND STORES  
ONLINE**

**KAINŲ NUOLAIĐŲ ĮTAKA VARTOTOJŲ PASITIKĖJIMUI IR KETINIMUI  
PIRKTI VIENO PREKĖS ŽENKLO IR KELIŲ PREKIŲ ŽENKLŲ  
INTERNETINĖSE PARDUOTUVĖSE**

MASTER'S DEGREE THESIS  
Supervisor: **Prof. dr. V. Dikčius**  
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# IMPACT OF PRICE DISCOUNTS ON CONSUMER TRUST AND INTENTION TO BUY IN SINGLE-BRAND AND MULTI-BRAND STORES ONLINE

**Modesta Railaitė**

Paper of the Master's Degree

*Digital Marketing Master's Degree Program*

Vilnius university, Business School, Marketing Department

Academic supervisor - Prof. dr. V. Dikčius

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## SUMMARY IN ENGLISH

Master thesis consists of 92 pages (remaining are classified to appendices), 1 figure, 30 tables and 159 references.

**Thesis problem** – what influence price discount has on consumers' trust in online brand store and customers' intention to purchase in single-brand and multi-brand stores online?

**The main purpose of the master thesis** is to investigate the effectiveness of price discounts on consumers' trust towards stores and intention to buy in single-brand and multi-brand stores online.

The current master thesis is divided into three parts, each of which is dedicated to a different degree of study - data analysis, methodology, and the analysis of the research outcomes. The research model is developed based on the Theory of Planned Behaviour. The goal of the current research is to see how different types of pricing variables (high and low original prices, high and low price discounts) and brand store types (single-brand and multi-brand stores) affect both consumer trust and intention to buy. As for that, the factorial design is created, which consists of two price discounts, two sizes of price and two brand types. The quantitative study approach is used for four questionnaires, which each of them contains of 2 differently adapted situations. A total of 293 respondents participated in the research.

The final results show the interaction between 3 variables: subjective norms, perceived savings and perceived quality on purchase intention, while the most significant effect is through perceived savings, which also can be significantly affected by scepticism. The significance of types of brand stores can only be confirmed through trust towards online store, while higher prices are also preferred within trust towards online store. However, price discounts were not found to be significant in correlation to brand store types and sizes of prices.

# KAINŲ NUOLAIDŲ ĮTAKA VARTOTOJŲ PASITIKĖJIMUI IR KETINIMUI PIRKTI VIENO PREKĖS ŽENKLO IR KELIŲ PREKIŲ ŽENKLŲ INTERNETINĖSE PARDUOTUVĖSE

**Modesta Railaitė**

Magistro baigiamasis darbas

*Skaitmeninės rinkodaros magistrantūros studijų programa*

Vilniaus Universitetas, Verslo mokykla

Rašto darbo vadovas - Prof. dr. V. Dikčius

Vilnius, 2022

## SUMMARY IN LITHUANIAN

Magistro darbas susideda iš 92 lapų (kiti lapai priskiriami priedams), 1 paveikslėlio, 30 lentelių ir 159 literatūros šaltinių.

**Baigiamojo darbo problema** – kokią įtaką kainos nuolaida turi vartotojų pasitikėjimui ir ketinimui pirkti vieno prekės ženklo ir kelių krepšių ženklų internetinėse parduotuvėse?

**Pagrindinis magistro darbo tikslas** – ištirti kainų nuolaidų efektyvumą vartotojų pasitikėjimui parduotuvėmis ir ketinimui pirkti vieno ir kelių prekių ženklų parduotuvėse internetu.

Magistro baigiamasis darbas suskirstytas į tris dalis, kurių kiekviena priskiriama skirtingai darbo pakopai – duomenų analizei, metodikai ir tyrimo rezultatų analizei. Tyrimo modelis sukurtas remiantis Planinio elgesio teorija (eng. *Theory of Planned Behaviour*). Atliekamo tyrimo tikslas – išsiaiškinti, kaip skirtingų tipų kainodaros kintamieji (aukštos ir žemos originalios kainos, didelės ir mažos kainų nuolaidos) ir prekių ženklų parduotuvių tipai (vieno prekės ženklo ir kelių prekių ženklų parduotuvės) veikia vartotojų pasitikėjimą ir ketinimą pirkti. Siekiant atlikti tyrimą, yra naudojamas faktorinis dizainas, kurį sudaro dviejų tipų kainų nuolaidos, dviejų tipų kainų dydžiai ir dviejų tipų prekės ženklo parduotuvės. Kiekybinio tyrimo metodas taikomas keturioms anketoms, kurių kiekvienoje yra po 2 skirtingai pritaikytas situacijas. Iš viso tyrime dalyvavo 293 respondentai.

Rezultatai rodo 3 kintamųjų sąveiką: subjektyvios normos, suvokiamo sutaupymo ir kokybės ketinimui pirkti, o reikšmingiausias poveikis yra suvokiamas taupymas, kurį taip pat reikšmingai veikia skepticizmas. Prekinių ženklų parduotuvių tipų reikšmingumas svarbus tik pasitikėjimui internetine parduotuve, o didesnės produktų kainos taip pat teikia pirmenybę pasitikėjimu internetinei parduotuvei. Visgi rezultatai rodo, kad kainų nuolaidos nėra reikšmingos atsižvelgiant į prekių ženklų parduotuvių tipus ir kainų dydžius.

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## INTRODUCTION

The presence of the internet has brought a vast competition online - companies strive to provide price competitiveness which has a highly positive effect on buying decisions (Aeni, 2019; Amron, 2018; Pappas, 2017). Scholars say that although there could be multiple factors affecting purchasing decision, it is typically price matching the expected quality that improves buying decisions (Amron, 2018; Safitri, 2018; Anggita and Ali, 2017). However, a vast amount of product selection online rises a competition which results in same or similar product offering being advertised and sold in different stores which suggests there may be price differentiations (Zhuang et al., 2018), in particularly various forms of price discounts used as promotions (Lee and Stoel, 2014). As for that, diverse types of brand stores have customised marketing strategies (Desmichel and Kocher, 2020; Yu et al., 2018; Mir-Bernal et al., 2018), and comparison between them must be made to have a cohesive understanding how a certain price discount from different brand stores can affect customers' perceptions and intentions to purchase (Diallo, 2012; Teng, 2009).

Former studies on price discount show its great significance and impacts on consumer's purchase intentions online (Amanah, 2018; Lee et al., 2018; Rahman et al., 2018; Yang et al., 2010), demonstrate various price frames and strategies (Sheehan et al., 2019; Gabler et al., 2017; Song et al., 2017; Nusair et al., 2010), explore correlation between perceived price and perceived trust (Cho et al., 2020; Khan et al., 2015; Lien et al., 2015) and then examine the importance of price and perceived quality and perceived savings (Wang et al., 2021; De Pechpeyrou and Odou, 2012). As well as price discounts, consumers' trust in different objects can lead to positive purchase intentions, it can be measured by certain indicators (Pappas, 2018), and researchers state that trust is a vital element of online business success and returning clientele (Cazier et al., 2017; Pappas, 2017; Chiu et al., 2012). In addition, scholars show that brand store trust in particularity reduces perceived risks, has some correlation with perceived price and is particularly significant when certain elements and characteristics are being achieved for a brand online (Amron, 2018; Gunawan, 2015; Lien et al., 2015). In correlation to the topic, Triandewi and Tjiptono (2013), and Diallo (2012) also say that overall store image may also be affected by the price element. Perrey and Spillecke (2011) additionally differentiate brand stores into two types – single-brand and multi-brand stores, as they typically represent different values for potential customers. Some studies show insights into how single-brand and multi-brand stores also offer different sorts of shopping experiences (Desmichel and Kocher, 2020; Yu et al., 2018; Mir-Bernal et al., 2018), and reveal how hedonic and utilitarian products and factors motivate to purchase online from certain brand stores (Rajan, K. A., 2020; Scarpi et al., 2014).

Previous studies have not yet explicitly analysed the impact of price discounts in single-brand and multi-brand stores online and show different perceptions on price discount and customers' trust. Firstly, studies present such variables as perceived price, customer trust in an online store and brand image as if they have a simultaneous impact on a certain subject (Kim et al., 2012; Reibstein, 2002). As studies analyse which factor has a determining influence, more emphasis should be on how one variable can affect over another and result in the intention to purchase in a certain type of brand store. Secondly, there are researchers investigating how price can influence purchase decision while comparing different brick-and-mortar brand stores (Boyle et al., 2021; Tih and Lee, 2013; Rondán et al., 2006). Some other sources only analyze and compare brand stores on luxury goods (Cho et al., 2020; Desmichel and Kocher, 2020; Yu et al., 2018; Mir-Bernal et al., 2018) which results in a lack of representation of a regular, middle-class consumer and their preferences to buy a certain product, especially online. Thus, extraordinarily little research is made comparing single-brand and multi-brand stores online in commonly used brand store settings. Therefore, the current research seeks to uncover how price discounts can influence brand stores online through customer trust towards them and intention to purchase.

**Research problem:** What influence price discount has on consumers' trust in online brand store and customers' intention to purchase in single-brand and multi-brand stores online?

**Research aim:** This research will therefore attempt to investigate the effectiveness of price discount on consumers' trust towards stores and intention to buy in single-brand and multi-brand stores online.

Following the identification of the research aim, the following objectives of this study have been formulated:

- To evaluate how different price discount approaches affect customers' perceived trust on stores and intention to buy;
- To analyse the factors that moderate relationship between price discount, trust and intention to buy;
- To evaluate how brand stores are affected by monetary and percentage price discount frameworks;
- To develop a research methodology to investigate the impact of price discounts in single-brand and multi-brand stores online;
- To understand the main advantages and disadvantages of price discount while using percentages level (30% and 60%) framework in single-brand and multi-brand stores online;

- To formulate recommendations how selected price discount frameworks can be efficiently utilised in both single and multi-brand stores online.

**Research Structure:** This master's thesis consists of six main sections. The very first three chapters compare the scientific literature related to the topic and present the problem of the area followed by a description of the research problem, main attributes, and influences of appropriate constructs, some limitations, and few research designs. The fourth section analyses the current research methodology based on Planned Behaviour model which assists in formulating 16 appropriate for this research hypotheses. The data collection method and research instruments are described, the experimental design is chosen, and four questionnaires obtain appropriate responses from different respondents. Chapter five is devoted to empirical research and shows the results of the data analysis, while using SPSS 28.0 software programme by IBM. Section six concludes the current study and offers recommendations for the future research. In total 159 literature sources are used in the research, 30 tables and 1 figure are presented in the work.

**Research Limitations:** A few limitations must be considered when interpreting findings. The study was conducted in Lithuania with a questionnaire translated in Lithuanian language, therefore the obtained results may differ depending on the country. Then, there are few male and older age respondents in the survey, and a difference in gender and age categories is possible in the future research. Additionally, newer research with other types of products and price discounts may also show different research results. Then, the existing literature on pricing is extensive, yet there is very little research on its relation, and evaluation between single-brand and multi-brand stores in online environment in general nor in connection to pricing. Hence, current research dives into a new subject and can therefore not particularly well rely on a given theory and different formats in the context of pricing.

# **1. IMPORTANCE OF PRICING AND DISCOUNTING FRAMEWORKS, THEIR EFFECT ON INTENTION TO BUY**

## **1.1. The Variety of Price discounts, Price Discount Frameworks and Price Discount Levels**

The price discount is a certain price reduction of the products during a particular short-term period decided by the marketers (Kotler, 2010). Li et al. (2018) say that, differently than a fixed low price, a discounted price predictably suggests the high quality of a product and unusual deal, which attracts customers and affect purchase intention. Lee, J. E and Stoel., L (2014) suggest that price discounts are more fascinating than other pricing strategies as these price reductions signal different unique values and meanings from price and are more complicated for customers to interpret. These authors add that higher demand cognitive processes need to be performed in order to appropriately evaluate all the information given about the price and only then customers can weigh the value. It is also important to note that when a customer finds out he paid a higher price than others for the same good, the total transaction is valued as being less fair (Lastner et al., 2019). Therefore, the design and evaluation of discount pricing is a vital research topic in the marketing field (Li et al., 2018).

Scholars these days describe such price discount types as cash discounts, seasonal discounts, functional discounts, quantity discounts, percentage discounts (Amanah and Harahap, 2018; Lee and Stoel, 2014). Other academics are keener to divide price discounts into two best known and effective ones - monetary and percentage price discount formats (Büyükdağ et al., 2020; Lehtimäki et al., 2019; McKechnie et al., 2012; Nusair et al., 2010). Lehtimäki et al. (2019) add that the relative attraction of a discount may be judged in absolute (for instance, euros) or relative (for instance, percentages) terms. To that end, Lee and Stoel (2014) say that original price, then percentage or monetary amount of price discount and finally the calculation of the selling price make the process of price discount evaluation. Multiple research show that depending on the type of framing, price discounts can differently affect customer perception which relates to promotion attractiveness and possible intention to buy (Büyükdağ et al., 2020; Lehtimäki et al., 2019; Tseng, 2016). As for that, marketers should consider whether price discounts should be presented in percentages or monetary components (Büyükdağ et al., 2020; Lehtimäki et al., 2019).

In general, current findings show that different discount frames can cause different effects and affect both consumers evaluation of price and purchase intention depending on a given situation (Büyükdağ et al., 2020; Lehtimäki et al., 2019; Nusair et al., 2010). Price discount framing assists customers in



providing information and helping to evaluate a product or service comparative to a reference point (Nusair et al., 2010). Büyükdag's et al. (2020) research done on specific discount patterns reveals that monetary net discount frame increases perceived price attractiveness, and this especially works when sellers present and promote higher product prices, and consumers perceive it as the actual price. Then Lehtimäki et al. (2019) similarly show that price discount attractiveness increases when monetary frame is used, only this research suggests utilizing absolute (monetary) terms with normal (regular) prices. Interestingly, the same authors also add that the least expensive way to increase discount attractiveness is to use percentage discount frame. Then McKechnie et al. (2012) conclude their research that in order to increase perceived product's value, percentage discounts work particularly well for low-price products and absolute discounts work best for high price products. This just gets to show price discount framework truly depends on product category and its price range (Lehtimäki et al., 2019). Moreover, Lehtimäki et al. (2019) mention that research participants who expressed desire for high absolute discounts could also tolerate low relative discounts and this goes vice versa. These findings could support the conclusion that consumers evaluate discount frames differently and both monetary and percentage discounts should be tried out in specific business environments. On the other side, Nusair et al. (2010) state that monetary and percentage discount frames do not influence customer's perception of the price discount evaluation. However, the same research shows that a different value is existent that is based on service industry. For instance, percentage frame strongly favours retailers, while monetary frame advantages in mail services and restaurants (Nusair et al., 2010). All of this considered, it is reasonable to further select and utilize monetary and percentage discount frameworks in new research while creating new situations and combining additional variables.

Research show that it is not only the price discount frameworks, but also the price discount levels that are critical factors on how consumers evaluate price discounts (Lehtimäki et al., 2019; Eisenbeiss et al., Nusair et al., 2010). Typically, consumers enjoy and aim to save money when buying a product, and as for that the discount level or the amount of savings typically encourage consumers to take an offer (Eisenbeiss et al., 2015). Lehtimäki et al. (2019) state that evaluation of price includes a comparison of the product or service price to a reference price and helps to determine if a product price is relatively high or low. According to Lehtimäki et al. (2019), these references can be influenced organically, contextually and focally, and are highly individual. Latter authors say that the references may include product's normal (regular) price, prices of alternative products, standard discount levels in society, or the standard discount level in a certain product category. Eisenbeiss et al. (2015) and Lee and Stoel (2014) add that in terms of the discount level, price evaluation and discount information

usually involve some systematic processing by the customer. According to the former authors, customers do not rely on advertised discount itself, but rather their own individual perception of the price information. As for that, findings show that perceptions of price discounts are not identical and support the idea that customers put cognitive efforts to better evaluate an advertised discount (Lehtimäki et al., 2019; Eisenbeiss et al., 2015; Lee and Stoel, 2014).

Scholars demonstrate that different price discount levels can be interpreted and have different effects on product's price evaluation (Büyükdag et al., 2020; Lee and Chen-Yu, 2018; Lee and Stoel, 2014; McKechnie et al., 2012; Nusair et al., 2010). Lee and Stoel (2014) study results with manipulated price discount factor (10%, 30%, 50%, 70%, 90%) show that customers are more sceptical about the quality of the discounted product and the reliability of the retailers when customers are facing high price discounts online. These authors suggest it could be due to the reason that lower discounts could signal temporary sales, while high discounts could indicate outdated or damaged lower quality product. Scholars tested two products (laptop and textbook) and additionally found out that price discounts enhance various perceived risks depending on product types (Lee and Stoel, 2014). For instance, the findings show more trust in a textbook (lower price) as this product is often purchased online and is more familiar of its features to customers than a laptop (higher price), thus customers could be less uncertain about retailer's honesty (Lee and Stoel, 2014). Nusair et al. (2010) also contribute to the idea that customers can get concerned about the offer and the quality of the good when the price discount is very large, and yet show that highest discount level (80%) provides the most value for the customer. Having said that, scholars found that 60% price discount is the optimal offer as the quality perception and purchase intention are not affected negatively (Nusair et al., 2010). However, it is important to note that the highest price discounts without hurting the image of the product and negative perceptions in hospitality services were at 40%, and mail services – at 20%. This could be explained by the nature of the industries – mail service generally cannot be recovered if, for instance, mail does not arrive on time or gets lost, which suggests there is a higher risk in the industry, while in hospitality field alternatives could be offered (Nusair et al., 2010). This indicates that type of product or service industry or category is highly important when choosing appropriate discount level. What is more, McKechnie et al. (2012) provide with research results while using discount sizes of 10% (small) and 45% (large) for high-price product and 10% (small) and 35% (large) for the low-price product via t-tests. Results showed the most effect of price discount is with high level percentage discounts when low-price products are offered. However, it does not work as well when very small price discounts are offered for low-price products, and absolute discount is suggested to be more effective (McKechnie et al., 2012). These authors state that the size of the discount highly controls the influence of discount format

when marketing low-price products. Furthermore, Lee and Chen-Yu (2018) show that price discount levels play an essential mediating role between price discounts and consumer's perceptions relationship. A study with four levels of price discounts (10%, 30%, 50%, 70%) on apparel goods were used and price-quality-value model and the means-end chain model aimed to explain price effects on customers' perceptions. Lee and Chen-Yu's (2018) results indicate that apparel goods provided with higher discounts were perceived more negatively - as a lower quality, and this was the direct effect of price discounting on perceived quality. Nevertheless, when price discounting was used in a mediating role, price discount led to customers' positive perception of product quality. Additionally, researchers found that enjoyable customers' experience due to price discount can improve the awareness of product value and even regain a better perceived quality from a negative effect of a price discount (Lee and Chen-Yu, 2018). This could be supported by Naylor's et al. (2006) research that revealed a price discount, for instance 10%, associated with pleasant words, such as delight or joy, in comparison to neutral words, had more success in faster customers' response to a promotion. Naylor et al. (2006) and Lee and Chen-Yu (2018) claim that special occasions, for instance, anniversaries or birthdays, could also positively present price discounts and increase customers' satisfaction. Lastly, Büyükdağ et al. (2020) highlight that price discounts generally have a positive impact on current customers, and yet is not oriented into future customers. Therefore, it is suggested to apply low discount rate and use it fairly often so it could be used in the future again without the perception of inflated prices (Büyükdağ et al., 2020). To summarise, current literature indicates that consumers' perception of different discount levels differs depending on such factors as the type of product or service, discount wording, high or low reference (original) price, and a certain price discount level cannot be applied to all marketers.

## **1.2. Price Discounts and their Impact on Purchase Decision Online**

Purchase intention is considered a complex yet crucial concept in business and marketing (Mirabi et al., 2015; Nusair et al., 2010). According to Wu et al. (2011), purchase intent suggests a high possibility that the consumer will plan or be willing to buy a specific good in the future. Mirabi et al. (2015) add that purchase intention concept can be connected to the perceptions, attitudes and behaviour of consumers. To a greater extent, these elements reveal how much effort consumers intend to put in, and how much of it are willing to use for making an individual decision (Haque et al., 2015). According to Haque et al. (2015), it mainly depends on the strength and extent of consumers' intention to comprehend the odds that a particular behaviour will be performed, and the greater the intentions are – the higher the chances that the relevant behaviour will be completed. On the other hand, a lower eagerness to perform a purchasing action does not mean an unconditional impossibility to buy (Wang and Chen, 2016). Having said that, Gogoi, B. (2013) states that internal and external motivations can

also affect consumers during the purchasing process. It is commonly known and agreed that there are six stages and factors before the actual purchase decision of a product: awareness, knowledge, interest, preference, persuasion and only then it is a purchase of a good (Kotler and Armstrong, 2010, as cited in Mirabi et al., 2015). As for this complexity, Haque et al. (2015) state that one of the most commonly undertaken marketers' approaches in achieving an understanding about consumers' actual behaviour is through studying their intentions. In other words, the purchase intention operates as a way of evaluating consumers' purchase behaviour, and it is highly important to accurately evaluate those purchase intentions in order to attain a successful business.

Price is one of the most influential factors shaping the consumer decision process (Cham et al., 2018; Yadav and Pathak, 2017). It is an important element used in marketing industry and plays an important role as it can be used to increase purchase intention as a promotion (Büyükdag et al., 2020). Cham et al. (2018) augment that if the price is too expensive in comparison to other product retailers, consumers will not likely purchase that product, and this occurrence is typically known as price consciousness. Konuk (2015) explains that price conscious consumers during consideration time value low price offerings more, rather than non-price conscious consumers. Likewise, Palazon and Delgado (2009) discovered that for high-price sensible consumers, price discounts led to a higher buying intention rather than other promotions. Studies show that between product interest and buying intention there is a moderating effect of pricing (Estalami et al., 2007; Kukar-Kinney, 2007). Therefore, pricing is a factor that can influence customers' intention to purchase particular products.

Having said that, Lien et al. (2015) state that price is additionally used for customers to better evaluate the product. Consumer normally will recognize the product with a positive value if the perceived benefit outdoes the perceived price (Peng et al., 2019; Chen et al., 2012). Lee (2012) (as cited in Lien et al., 2015) supports the statement and shows that in hospitality industry a product or service value is better perceived with a price discount, which boosts purchase intention (Faryabi et al., 2012). Similarly, Wang and Chen's (2016) findings on travellers state that perceived fair price has a direct effect on perceived value and then purchase intention. Yoon et al. (2014) add that in retailing field lower-price promotions strongly improve perceived shopping value. These findings get to show that mediating and direct effects of pricing on perceived value and purchase intention are existent and significant. In addition, Chang and Tseng (2013) state that studies about perceived value should also consider the emotional importance of shopping. According to the authors, consumers can typically consider two types of perceived values when shopping online – utilitarian value, which evaluates functional benefits or drawbacks and focuses on fulfilling customer's needs, and hedonic value, which assesses experiential benefits or drawbacks and emphasizes entertaining and emotional advances (Chang

and Tseng, 2013). Moreover, Eisenbeiss's et al. (2015) study show that price discount is more relevant in utilitarian product category, rather than hedonic, and more time is spent while making a decision on purchasing an item in hedonic product category. Nasermodeli et al. (2013) add that customer experience can be used in marketing industry in order to predict consumer's purchase intention. The study has found that specifically emotional and social experiences positively affected purchasing intention (Nasermodeli et al., 2013). These findings play an important role in better understanding how pricing can have a significant influence on purchasing intention.

Despite the massive efforts of marketers to shape the consumer decision process in a positive way and satisfy potential customers, previous research show negative aspects of decision process such as perceived risk can arise (Khan et al., 2015). Risk plays an essential role in consumer behaviour, and scholars describe perceived risk as consumers' uncertainty of a particular product or service and it results in expected particular loss, dissatisfaction or even fear (Khan et al., 2015; Wu et al., 2011). Yet Kusumah (2015) states that perceived risk is a valued contribution in explaining customers' behaviour and purchase decision making. Perceived risk can be divided into many categories, and Ariffin et al. (2018) name such risk types as performance, financial, time, safety, social, psychological, physical and functional risks, while Khan et al. (2015) suggests main three that are related to online shopping – product risk, financial risk and delivery risk. Ariffin et al. (2018) state that the higher the expectations of losses are, the higher intensity of perceived risk consumers will perceive. It is generally agreed that it is more difficult to evaluate a product when purchasing online, and Thamizhvanan and Xavier (2013) say that future behaviour can be predicted by prior consumer experiences. According to the authors, customers who have bought products online are more willing to shop online than others who have not yet (Thamizhvanan and Xavier, 2013). When it comes to pricing, Lee and Stoel (2014) found that price discounts improve various perceived risks depending on product types. The study assessed two products, and the results show more trust in buying a textbook (which has a lower price) as this product is often purchased online and is more familiar of its features to customers than a laptop (higher price), thus customers could be less uncertain about retailer's honesty. Authors conclude that although there was no direct connection found between price discount and purchase intention for a cheaper product, an indirect impact of price discount on purchase intentions through perceived risk was discovered (Lee and Stoel, 2014). This could be supported by Kusumah (2015) who shows findings that price, perceived quality and risk have a simultaneous effect on purchase behaviour, and yet price alone only partially benefited purchase intention. Similar partial influence on purchase intention had trust, perceived quality and risk, and this could suggest that pricing is an essential part of customers' decision

making (Kusumah, 2015). To conclude, perceived price is one of the important aspects of purchasing intention, and yet best work when other promotions, such as price discount is included.

Marketing professionals should not exclude the concept that the decision making is subjective and other subjective norms may have a massive influence on intention to purchase, regardless to expected affect of promotions. The concept of subjective norms correlates to perceived social influence or pressure on a certain behaviour (Ham, M. et al., 2015, Ajzen, 1991). To put it another way, subjective norms refer to an individual's impression of social pressure from others who are important to them (Ham, M. et al., 2015). It could be such people as family members, friends, co-workers, and others, and their opinions or attitudes influence one's to behaviour in a specific way, as well as their incentive to follow other people's opinions. Han and Stoel (2016) explain that individuals are affected by others in their social environment and do not make decisions in a complete environmental isolation. Social norms frequently grow naturally over time as members of a community understand what is acceptable and common in a community (Melnik et al., 2021; Lieberman et al., 2019). In terms of social norms and pricing, Maxwell and Garbarino (2010) discuss the influence of social norms that restrict retailers' discriminatory pricing on the internet. It is claimed that breaches of such social standards can lead to customer perceptions of price discrimination, as well as quick and sometimes severe negative reactions. Maxwell and Garbarino (2010) found that many customers feel all stores should charge the same price for the identical or very similar item. The backlash when this standard is broken provides evidence that this is the current norm. As for that, research establishes that norm violation reduces potential purchase intentions (Garbarino and Maxwell, 2010). In other words, subjective norms could have a significant effect on consumers' intention to accomplish a certain action. (Iranmanesh et al., 2016).

Consumers' purchase decision is a complex process and in order to accurately evaluate consumers' intentions toward a price discount and purchase decision, multiple psychological theories can be utilized in marketing field. Consumers' applicable social and psychological qualities are primarily drawn from such psychological theories – Theory of Planned Behaviour (TPB), social cognitive theory, and Technology Acceptance Model (Cheah et al., 2015). Firstly, Ajzen's (1991) Theory of Planned Behaviour is the extended human behaviour model of Theory of Reasoned Action (TRA) due to limited previous theory in dealing with voluntary behaviour (Lim et al., 2016). TPB model is considered to be superior than the other psychological models (Sreen et al., 2018) and provides a more insightful explanation of behavioural model whenever a person is presumed to perform specific behaviour with the ability and his will to make it (Ajzen, 1991). TPB consists of three predictor constructs - attitude, subjective norms and perceived behavioural control, and these constructs foresee

the intention to use a particular item (Sreen et al., 2018). The theory states that a particular person will carry out the actual behaviour whenever that person has a more significant positive attitude towards subjective norm and perceived behavioural intention (Lim et al., 2016). Then, another model - social cognitive theory - focuses on social aspects of person's individual behaviour (Ratten, 2015). The theory indicates that the dynamic interaction of personal, behavioural, and social environmental impacts exclusively determines human functioning (Cheah et al., 2015). According to Cheah et al. (2015), this theory works with the approach that an individual's behaviour affects certain attributes of the social environment to which he is exposed, and in turn that social environment alters the person's behaviour. However, the behaviour can be affected by the way in which a person experiences the social environment through selective attention (Ratten, 2015). Based on learned human preferences and competencies, individuals select who they interact with and the activities in which they participate from a vast range of possibilities (Cheah et al., 2015). The theory advocates that consumer's perceived value of a product or service, and their level of price consciousness, towards daily social environments will play a multifaceted role in influencing consumer attitude towards their buying behaviour. Lastly, Technology Acceptance Model (TAM) is one of the most widely accepted theories and typically is applied in marketing industry where understanding of consumer behaviour towards a particular technology use is needed (Vahdat et al., 2020). It is measured by influence of attitude, perceived easiness and perceived usefulness towards intention to use (Lim, 2016). The TAM states that the individual behaviours are determined by the intention, and the intention then is determined by perceived usefulness and perceived ease of use (Wei et al., 2018). According to Wei et al. (2018), TAM has been successfully applied in a variety of fields to confirm its value. Additionally, it is extremely well recognized that it can explain the challenges of consumers' purchase intention in online environment (Wei et al., 2018). To conclude, current literature offers reasonable scientific theories that can be applied in the current research related to consumer's behaviour and conceptual models can be made.

## **2. FACTORS DETERMINING THE EFFECT OF DISCOUNTS ON INTENTION TO BUY**

### **2.1. Customer Trust, its Impact on Purchase Decision Online and Trust towards the Brand**

Apart from the studied pricing effects connected to price discounts, the discussion of trust is included as a particularly important determinant of purchase intention (Pappas, 2017). Trust is one of the main elements of customer and retailer relationship (Lien et al., 2015). Trust term refers to reliability and dependability, and in general is a positive belief of people or objects, attributes or benefits (Pappas, 2017; Thamizhvanan and Xavier, 2013; Everard and Galletta, 2005). Thamizhvanan and Xavier (2013) similarly add that trust is defined as a form of attitude that reflects specifically on positive feelings or mindsets and typically is used in describing a product or a brand. This is especially important, as Kim et al. (2009) confirms that service provider's integrity and reliability build customer's trust and confidence in making a decision. This positive mindset of a consumer can assist in reducing their cognitive risk and maintain a longer relationship with service providers and their offerings (Lien et al., 2015). Yet Cazier et al. (2017) and Thamizhvanan and Xavier (2013) highlight that this type of relationship can only last in belief that a brand, store or a product consumer trusts will fulfil the obligations properly as it is expected by a consumer. In other words, trust could be described as consumers' beliefs or knowledge about certain characteristics of a product which, if used appropriately, can very potentially lead to a usage or even a continuant usage of a specific product or service.

Trust is a crucial aspect in numerous economic transactions (Lu et al., 2016), and to be more specific, it is a key component of encouraging Internet purchases (Cazier et al., 2017; Thamizhvanan and Xavier, 2013). Escobar-Rodríguez and Bonsón-Fernández (2017), Dutta and Bhat (2016) and Thamizhvanan and Xavier (2013) say that the lack of physical contact between buyers and sellers as well as the absence of physical product creates a unique environment for online shops and businesses where customer's trust becomes critical in purchase intention. According to Cazier et al. (2017), online trust often implies it is an online consumer's expectation and evaluation that an online seller will participate in such transaction that will be according to the customer's expectations which additionally will not abuse customer's vulnerability. Kim et al. (2012) claim that consumers who have trust in an online retailer, usually put less effort into searching for information about the retailer and its brand, and are more willing to execute an online transaction. What it means is that such existence of trust can decrease the matter on non-monetary costs, as this cost combines such values as time and effort to



choose a retailer or a product, which result in a perceived value and relate to perceived quality (Escobar-Rodríguez and Bonsón-Fernández, 2017). As for that, trust is vital for marketers aiming to balance and even expand their online market share, as trust is keeping continuity with retailers' existing customers and upcoming future ones (Pappas, 2015).

In order to have a successful business, marketers need to analyse and understand the key factors that lead consumers' interest in buying online, especially when it comes to customers' trust (Cazier et al., 2017; Lalujan et al., 2016; Rizan et al., 2014). Furner and Zinko (2017) state that there are different types of trust, which include calculative based trust, interpersonal affective based trust and transaction trust, and they all have a significant influence on various relationships and interactions. In order to appropriately discuss the topic of customer trust in online environment, it is suggested to utilize transaction trust, which signifies a mental state that considers if there is enough trust to participate in a transaction from someone or something that is delivering the trust, which in the current study could be a retailer and its store (Furner and Zinko, 2017). According to Thomas et al. (2018), the main aspects that determine a trust in a website include ensuring the safety of the transactions, offering a credible and reliable information about the quality, price, availability of the stock, and then carrying out a smooth billing and delivery system together with an appropriate customer service support. Thamizhvanan and Xavier (2013) start by claiming that risky nature of online shopping makes trust and risk factors do a significant influence that effects online transactions. The authors also say online trust is the essential benefit when personal data and some financial information is used during a transaction, and confirm that higher online store trust often leads to a higher consumer online purchase decision (Thamizhvanan and Xavier, 2013). Researchers agree that the more trustworthiness is put into a website, the lower perceived transaction risk is, and it leads to a more probable purchase intention (Amron, 2018; Gunawan, 2015; Lien et al. ,2015). Marakanon and Panjakajornsak (2017) add that a decline in perceived risk is typically useful for boosting customer trust. However, Cazier et al. (2017) follow up with a statement that a risk of digital transaction is typically higher than a commonly known physical one, and it may be a concern due to a potential influence during transaction on person's identity, geographical location, and other sensitive personal and financial information. Then Escobar-Rodríguez and Bonsón-Fernández (2017) add that it is not only the security benefits that could make or break consumers' trust, but also information quality that is provided by a supplier or other source consumer would take consideration from. Authors state that due to vast amounts of information provided online, searching and identifying specific relevant information has become more complex and time consuming, and these attributes are very subjective to the perception of consumers (Escobar-Rodríguez and Bonsón-Fernández, 2017). According to Zucker, L. G. (1986), there are three main

structures of trust – process-based, institution-based and characteristic-based trust (Cazier et al., 2017). The very first one is related to past experiences with transaction processes, the second refers to third parties that can produce trust (such as bank, government or other commonly accepted institutions), and lastly, characteristic-based trust involves individual's values, ethnicity, experience and culture (Cazier et al., 2017). Therefore, some studies focus solely on process-based or institution-based trust (Huang et al., 2014; Chang et al., 2013), as they aim to attract diverse customers online from all around the world, and yet Cazier et al. (2017) dive deep into researching characteristic-based trust as according to the authors it is essential for online businesses to focus on only specific characteristics that certain groups of customers would admire. Cazier et al. (2017) continue by saying that value congruence (emotional trust and shared values) is especially important element to analyse as it cannot be controlled as, for instance, age or ethnicity. Due to the mentioned reasonings, potential customers put themselves in a vulnerable position where they feel they have to trust the seller in order to accomplish a purchase or any similar online transaction. To summarise, it is perceived security, information quality and individual characteristics that make a customer trust towards online store and lead to a potential purchase of a product or service.

The more trust is built from consumer's perspective towards a certain brand store, the more success a retailer will have (Alhaddad, 2015; Lien et al., 2015; Alam and Yasin, 2010). Pavlou et al. (2007) affirm that trust in a brand shows the inclination of the consumer to rely on the brand and expect it to perform its indicated functions. Lin et al. (2017) add that brand trust supports the confidence in a brand and typically maintains a long-term relationship with it which resolves into a brand loyalty. As for that, brands trusted by individual customers are more frequently used, as the previous authors (Amron, 2018; Gunawan, 2015; Lien et al., 2015) in this chapter mentioned, perceived trust reduces the perceived risks for purchasing a product or service. However, Sihite et al. (2016) highlight that significant measure of trust can be developed only within time as it results in the loyalty which needs to have a continuant interaction and repeated purchase. This is an important point as a consumer who has a trust in a specific brand stays faithful to it and tends to pay a greater price for the brand's products or services (Alavinasab and Kamal, 2015). Higher prices (more expensive products) are associated with a higher level of retailer trust. (Ba and Pavlo, 2002). According to Kim and Benbasat (2009), customers prefer to pay a larger price to a retailer for more expensive goods than for inexpensive ones when they have a high level of trust in a retailer. Other researchers also confirm that premium prices can be paid by a consumer when there is a strong, continuant trust in the specific brand (Alhaddad, 2015, Alam and Yasin, 2010). However, Amron (2018) addresses the findings that although a customer can pay a greater price, it is highly suggested to build brand trust online by providing both a clear

explanation about the quality of the product as well as competitive prices in order to create a strong perception of a brand that can be beneficial and competitive in various ways. Then Cho et al. (2020) show that a higher price discount lowers trust for online luxury shopping malls, and it is suggested to set discount rates accordingly, as extremely high discount can attract more consumers, yet lower their trust in a store. Ba and Pavlo (2002) contribute by adding that customer typically expect a higher price discount for more pricey products than for inexpensive products when they have a low level of trust. Interestingly, other research by Al-Ekam (2016) shows that trust variable does not mediate the connection between perceived product price and purchase behaviour, which indicated much more research is needed in this field. However, Sulthana and Vasantha (2021) additionally show some results that were not previously discussed - that higher trust in a selling platform can also have positive association and influence on perceived quality. The results show that perceived quality has a mediating effect between trust and purchasing intention. Chinomona (2016) states that the higher efforts in brand communication and interaction occur, the higher levels of consumer's trust in a brand will be reached, especially online. Alavinasab and Kamal (2015) claim that certain website elements and characteristics are necessary to build a brand trust for customers. The scholars mention such characteristics as website security and guaranteed privacy, navigation, attractive presentation, and advice for customers. Alavinasab and Kamal (2015) add that consumers should also have certain aspects and factors in order to appropriately utilise the brand offerings online, which include internet savvy, previous online behavior, online shopping experience, and entertainment experience. Alam and Yasin (2010) note that consumers who have trust in a brand are also willing to share some information about their privacy, preferences and online behavior. Therefore, many previous studies confirm that trust towards online store typically has a positive mediating effect on purchase intention (Benhardy et al., 2020; DAM, 2020; Amron, 2018; Chinomona, 2016). To conclude, customers' trust in a brand's store is an inseparable factor from a successful business, and more research needs to be done in order to better understand the role of this connection in marketing field.

## **2.2. Perceived Quality, Perceived Savings and their Impact on Purchase Decision Online**

Studies have revealed that consumers use price as a standard for evaluating the quality of a product (Cho et al., 2020). Mirabi et al. (2015) states that perceived quality could be defined as a customer's perception of service or product's general quality or superiority of other alternatives. It is consumers' judgment of the excellence of products or services (Jin et al., 2013). Tariq et al. (2013) add that product quality is a continuous process of improvement and it consequently increases customer satisfaction, and marketers aim to achieve that. The perceived quality is often understood as an intangible feeling

and is based on three product specification features - reliability, performance and brand (Mirabi et al., 2015). For instance, Li et al. (2018) and Liljander et al. (2009) state that a fixed low price signal a lower product quality. In terms of pricing and perceived quality relationship, Lee and Stoel's (2014) study shows that consumers are quite sceptical about the quality of the discounted product and the trustworthiness of the sellers whenever customers face high price discounts online. Lee and Stoel (2014) explain this phenomenon could possibly exist due to lower discounts signalling temporary sales, while high discounts could be indicating lower quality with outdated or damaged products. Nusair et al. (2010) then supports the statement that consumers can get concerned about the quality of the good whenever the price discount is extremely large. Calvo-Porrall and Lévy-Mangin (2017) share study findings that both high and low perceived quality strongly influences purchase intention, and product price was the following significant variable affecting consumers' intentions to buy. Sulthana and Vasantha (2021), Calvo-Porrall and Lévy-Mangin (2017) confidently add that the product's perceived quality is one of the main factors that customers assess before making a purchasing choice. This is founded on the confidence that appropriate introduction of products through the online stores and satisfactory after-sales offer will be accomplished (Maria et al., 2019). It is stated that any company's success or failure is determined by the perceived quality of its products and services, as well as the rate at which they are accepted. High perceived quality indicates that a product has excellent characteristics and is of high quality, influencing consumers to purchase it (Buil et al., 2013). People have the intent to buy a particular product or service which is considered to offer a good quality. Additionally, Lee and Chen-Yu (2018) share their results that higher discounts on apparel goods were perceived as a lower quality product, and this was the direct effect of price discounting on perceived quality. However, when mediating role of price discount was used, it indicated a positive customers' perception of perceived product quality. Even more, supporting previous Nasermodeli's et al., 2013 statement in regard to emotional experiences, Lee and Chen-Yu (2018) found that enjoyable experience due to price discount can improve the awareness of product value and improve the perception of product quality from a previous negative effect of a price discount. These studies get to show that perceived quality is undeniably significant in purchasing decision, and is often correlated with price discounting.

One of the most popular sales strategies utilized by marketers is sales promotion, and promotion framing is crucial since how sales information is presented affects buyers' perceptions of savings. Perceived savings variable is closely related to price discount as it is a useful measure of customers' perceptions of price promotions. According to Qiu et al. (2016) and De Pechpeyrou and Odou (2012), customers perceive greater savings from larger price discounts when both higher and lower price

discounts are compared. Typically, consumers enjoy and aim to save money when buying a product, and as for that the discount level or the amount of savings typically encourage consumers to take an offer (Eisenbeiss et al., 2015). However, it is important to note, as according to Johnson and Cui (2013), customers are more inclined to avoid spending too much money for a product than to avoid paying too little for a product. Likewise, Krishna et al. (2002) suggest that smaller bundles are favoured by customers over larger bundles. Moreover, differently that previously stated in regards to perceived savings, very big discount amounts may have a greater influence on perceived savings than smaller discount amounts (Krishna et al., 2002). For instance, if the sale gives an improbable 80% savings through an exaggerated usual price, the perceived savings will be bigger than if the deal offers a credible 20% savings with a believable usual price (Krishna et al., 2002). As for that, it is suggested retailers make smaller bundles when bundling commodities to optimize apparent savings. Shah and Siddiqui (2021) and Lee and Chen-Yu (2018) confirm the statements above and yet add that due to perceived larger savings, a lower product quality is being perceived. However, in the retail field it is commonly agreed that when a price reduction is too great, in other words, savings are perceived to be too good to be true, consumers think that the promotion is not sincere. This commonly known effect refers to scepticism - to the degree to which customers have doubts about the truthfulness, in marketing terms, of a certain product or service (Kukar-Kinney, 2006). De Pechpeyrou and Odou's (2012) study primarily looks at how consumer scepticism affects the evaluation of promotional offers. In this perspective, some customers may be sceptical of marketing offerings, particularly those that propose lowering the customer's cost. In other words, consumers may fear of being tricked or betrayed. The latter authors' study results show that consumer scepticism regarding promotions decreases the possible positive impact of perceived savings. Similarly, Yin et al. (2020) state that when price reduction practices are being used, higher levels of perceived scepticism contribute within low price images rather than high price images. De Pechpeyrou and Odou (2012) add that scepticism has no effect on the relationship between the advertised discount and the perceived savings, but it weakens the relationship between the perceived savings and buying intention. Furthermore, latter research shows that customer cynicism in regards to promotions lowers purchase intent and limits the impact of apparent savings (cognitive evaluation) (De Pechpeyrou and Odou, 2012). While discounted prices, even exaggerated ones, boost perceived savings and purchasing intent, the effect is less pronounced among the most doubtful, sceptical customers. To that end, if consumer's scepticism grows, this moderating impact could even influence the retailer and the brand, as sceptical customers could convince others that brand offers are not reliable enough (De Pechpeyrou and Odou, 2012). It could be claimed that scepticism can have a negative influence of perceived savings towards a product offering. Some argue that a healthy dose of scepticism is beneficial to the market since it reduces the

amount of overstated offers that are immediately rejected by customers. Extreme scepticism, on the other hand, may cause customers to dismiss messages or intriguing offers that they mistakenly believe are misleading (Yin et al., 2020). As there is no precise price saving reference in a flexible price claim situation, customers must use an initial value as an anchor to arrive at a final perceived savings estimate. As for that, research suggest future investigation on scepticism to see if it has the same effect on online offerings, as it is as on offline ones. In conclusion, perceived savings can have a significant influence on customers' perceptions and intentions to purchase, and yet it heavily manipulated by the concept of scepticism.

### **3. ONLINE STORE IMAGE ON PURCHASE DECISION, TYPES OF ONLINE BRAND STORES AND THEIR RELATIONSHIP BETWEEN DISCOUNTS AND IMPACT ON PURCHASE INTENTION**

Apart from online customer trust, perceived quality and savings, the image perception of a business can additionally affect consumers' intention to purchase (Cazier et al., 2017; Triandewi and Tjiptono, 2013; Diallo, 2012). Chen and Teng (2013) and Wu et al. (2011) define store image as consumer's perception that is based on multiple attributes of a store, which could possibly include store atmosphere and layout, product quality and assortment, and even price level. Calvo-Porrall and Lévy-Mangin (2017) shorten the definition and claim that store image is a subjective evaluation of all main attributes of a store. Aghekyan-Simonian et al. (2012) start by saying that retail store image has been discussed and analysed for quite a few decades now, and yet the impact of online store image in relation to purchasing decisions have not been discussed widely enough. Khan et al. (2015) add that online stores have multiple benefits when compared to physical retail stores, which include time saving, rich information, 24/7 working hours, and easy access to it. Hence, it is vital to comprehend how perceptions of a store image can influence store choice, purchase intention, store satisfaction and loyalty (Shamsher, 2016). As for that, scholars continue making relative research and marketers these days are strategizing on how to differentiate the image of an online store and shift it towards a strong impact of intended behaviour when competition nowadays is extremely high (Shamsher, 2016). When it comes to current research, Aghekyan-Simonian's et al. (2012) study confirms that online store image has a positive impact on a purchase intention, yet does not find a significant direct affect between these two. What the study actually finds is the indirect impact on purchase decision through mediating role of decreased monetary, time and product risks (Aghekyan-Simonian et al., 2012). Additionally, authors include that the product brand image rather than the store image itself is found to have a greater and more direct impact on purchase intentions when apparel products are utilized (Aghekyan-Simonian et al., 2012). Then Dutta and Bhat's (2016) study compliments previous research as it also discusses perceived risks on online store perception and purchase intention. Authors say the size of a store does not have a particular influence on purchase intension, yet highlights that the less risk is involved during the shopping experience, the more trust is participating which has a significant influence of purchasing decision (Dutta and Bhat, 2016). Scholars also suggest that more online store awareness should be present and the appropriate brand image should be created which then presents store's own quality and good reputation (Dutta and Bhat, 2016). Then Chang and Tseng's (2013) research contributes to the findings that online store's image has a major influence on both utilitarian and hedonic shopping values, which end up encouraging customers to purchase and even repurchase online. Although

utilitarian and hedonic values are both significant, the research shows utilitarian plays a major role when influencing consumers' decisions (Chang and Tseng, 2013). This could be explained as utilitarian value is oriented towards task-related value that individuals perceived from an experience, and researchers suggest that customers should first perceive a value for money, and only then consider the exciting part of the online stores (Chang and Tseng, 2013). To conclude, online store image is inseparable from purchase intention that can be affected by various marketing variables.

The company's brand image is a valuable intangible capital that is hard to imitate and should not be separated from the store's image (Ranjbarian et al., 2012). Mirabi et al. (2015) simply describe brand as a name and symbol and state it is a highly important tool to create positive image and associations. According to the original American Marketing Association's (AMA) definition, a brand is '*a name, term, sign, symbol, or design, or as combination of them which is intended to identify the good or services of one seller or a group of sellers and to differentiate them from those of competitors*' (Heding et al., 2016: 281). Keller et al. (2012) confirm this definition by stating that the key to creating a brand is the ability to differentiate it from the competitors by using a certain name, logo or symbol which are usually described as brand elements. Interestingly, a newer definition by AMA was introduced in 2013: '*a brand is a customer experience represented by a collection of images and ideas [...]. Brand recognition and other reactions are created [...] through the influence of advertising, design and media commentary*' (Heding et al., 2016: 281). This brand concept relates to ever changing business environment, and aims to represent a brand as a product with intentionally made associations to its potential customers. Additionally, Wu et al., (2011) state that consumers choose the brand with a better perceived image in order to reduce the perceived risk, in other words, increase perceived trust. It is clear that people are more likely to spend their money on the item that received good feedback or is from reputable, well-known brand, rather than a company that they never heard of. This can be proven with research done by Aaker (1991) and its suggestions that when people make buying decisions, they are more likely to select a brand that they are aware off. This means that brand awareness can be closely related to product information and consumers making buying decisions (Dutta and Bhat, 2016). However, brand image is closely related to brand loyalty. It influences customers to buy from a certain brand and refuse to try another brand within the same category (Song et al., 2019). Thus, considering customer's perspective, store image is inseparable from company's brand image that consequently influences the purchase intention.

There is a vast amount of product selection online that rises a competition which results in same or similar product offering being sold in many different types of stores and this suggests there may be price variations and price promotions (Zhuang et al., 2018; Lee and Stoel, 2014). Recent retailing



trends show a more competitive market in both online and offline environments, and they both directly impact price competition (Zhuang et al., 2018; Verhoef et al., 2015). However, there is not enough current research made on how a certain type of online store can be affected by price discounting. Some researchers investigate how price can influence purchase decision while comparing different brick-and-mortar stores (Boyle et al., 2021; Tih and Lee, 2013; Rondán et al., 2006). For instance, Rondán et al. (2006) investigate how price and brand loyalty can influence purchase intention of store brands and national brands. The authors found that price impacts the likelihood of brand choice significantly, and yet the effect of price on the purchase decision process is product specific. For grocery products, lower prices showed to influence higher purchases, the higher the price for a brand was, the lower probability of consumers choosing the brand. It was a different case for dishwashing detergent product, as the higher the price of a brand was, the higher its purchase. Additionally, Boyle et al. (2021) compare national brands with private label brands and aims to determine consumers' price preferences. The authors tested how consumers perceive value from a certain store and found that "willingness to accept" (when customer is offered a price discount to switch from a national brand to a store brand) exceeded "willingness to pay" (when consumer is offered to pay price premium to switch from a store brand to a national brand) (Boyle et al., 2021). Furthermore, the research found that some customers are willing to pay 14% more for a national brand, regardless of product quality consideration, and this implies that marketers should invest in communications in order to reinforce perceptions of a superior brand in quality (Boyle et al., 2021). Then, Tih and Lee (2013) discuss private label brands and show that these brand stores can make opportunities for businesses to own, control and sell products under their own labels. According to Tih and Lee (2013), these brands can offer diverse goods and services in many industries, with both high and low priced products depending on pricing strategies, but this study specifically focus on hypermarkets and supermarkets. These authors test a simultaneous impact of perceived price, quality, value for the money, store brand awareness and perceived risk on store brand purchase intention. The results show that store brand holders could possibly explore other indirect or mediating factors due to the direct relationships not being consistent across samples (Tih and Lee, 2013). Some other sources only analyze and compare brand stores on luxury goods (Cho et al., 2020; Desmichel and Kocher, 2020). Cho et al. (2020) state that due to online shopping becoming a major distribution channel, luxury goods have started implementing online sales. The authors also add that various types of online channels have emerged, and one of them which is discussed in the research is private online shopping malls (Cho et al., 2020). Unsurprisingly, Cho et al. (2020) found that a higher price discount lowers trust for online luxury shopping malls, and it is suggested to set discount rates accordingly, as extremely high discount can attract more consumers, yet lower their

trust in a brand. Then, Desmichel and Kocher (2020) compare two types of luxury stores – single-brand and multi-brand stores - and show how both types can influence consumers' intention to buy.

Perrey and Spillecke (2011) remind that back in day retailers were launching single brand stores which refer to businesses that sell to individual customers under the same brand, while in today's business environment sellers manage a variety of networks and multiple brand stores which refer to several different brands being sold to individual customers. As for that, depending on customers' desires they are more attracted to one of the stores for different reasons (Basu et. al., 2012; Reichheld and Schefter, 2000). According to Jones and Kim (2011), loyal customers are more keen to select single-brand stores online. Lin et al. (2017) and Sihite et al. (2016) explain that brand loyalty is developed only within time from a significant measure of trust in a product, brand or store. Then Reichheld and Schefter (2000) explain that multi-brand stores typically appeal to customers that are looking for the cheapest, best value prices. They usually offer discounts, which could result in customers choosing multi-brand instead of single-brand store, hence, not being loyal or trustworthy towards a certain brand store. Giving this, it is not surprising that Perrey and Spillecke (2011) compare these two distinct types of stores and highlight that single brands typically represent quality, value and service, while multi-brand stores are driven by the needs of diverse customer groups and purchase occasions. For instance, Mir-Bernal et al. (2018) state that certain luxury brands do not condone multi-brand stores selling their products online as there would be a lack of personal connection. Yu et al. (2018) add that customers may have certain worries about the quality of a good as the authenticity, origin and quality of the product may not be assured when buying luxury goods from multi-brand stores. Perrey and Spillecke (2011) rise the question if one store brand is more beneficial than another and if it pays off to launch a new brand for a given target group, or if the existing brand should be refined. The main purpose of these different formats of brands is to offer a better value proposition for specific targeted customer groups. According to Aiello et al. (2014), in both types of brand stores an efficient brand experience is mostly based on the businesses' ability to manage their brand and distribution strategies. Desmichel and Kocher's (2020) research in luxury stores shows that multi-brand stores were found to offer a bigger selection of brands than single-brand stores, and give customers a chance to directly compare goods from several brands. However, the authors also state that less hedonic shopping emotions are experienced at multi-brand stores when compared to single-brand stores, which might lead to an extensive customer journey when customers start comparing multiple brand stores in luxury goods settings. In fact, research show that the more activated hedonic goals are, the less consumer will look for comparisons in multi-brand stores. The effect of hedonic values on brand comparisons is mediated by customers' internal thinking style and moderated by the salience of consumers' status goals. Finally,

Desmichel and Kocher (2020) believe that both types of stores due to their differences should have customised marketing strategies. Rahnamaee and Berger's (2013) research can only confirm that online purchasing behaviour can be influenced by type of brand store customer is utilising. The authors say that single-brand stores highly increase perceived value and quality, which are indicators of repurchasing intention, and both single-brand and multi-brand retailers can increase perceived prestige, but it is understood differently depending on the type of store consumer is shopping. Thus, given research results in a lack of representation of a regular, middle-class consumers and their preferences, very little research is made comparing single-brand and multi-brand stores online. To conclude, research show how the different brand types determine the relationships among product price perceptions, shopping value, and store loyalty behaviour. Understanding consumer choices between different types of brands can help retailers target consumers more appropriately, refine their store category management practices, and optimize their pricing management. Therefore, the current research seeks to uncover how price discounts can influence brand stores online through customer trust and intention to purchase.

Overall, literature on price discount, customer trust towards stores and purchase intention in single-brand and multi-brand online stores context is limited but rapidly increasing as online interactions become more common in today's shopping environment. The purpose of the literature review chapter was to review, analyse and understand existing research related to this topic, followed by establishing the main research gap which will be analysed in primary data collection. This literature review showed that while price discounts and purchase intention have been extensively studied in the literature, little has been explored about the link between customer trust in brand store, single-brand and multi-brand stores online. This literature review discussed the existing published works on pricing, price discount frameworks and levels, customers' trust, their trust in a store and intention to buy, as well as touched on online store image and different types of brand stores' background. Research went in depth and showed that both price discount frameworks and price discount levels are critical factors on how consumers evaluate price discounts, and yet findings show that perceptions of price discounts are not identical and support the idea that customers put cognitive efforts to better evaluate an advertised discount, and a certain chosen price discount cannot be applied to all marketers. In addition, customer trust in brand store, perceived quality, savings and brand store were discussed to have a better understanding on how these factors affect purchasing decision and how closely correlate with price discounts. Then, what is important to mention is that even though price discounts have been recognized as potentially the most powerful promotional tool in marketing environment, there is a lack of understanding in terms of how specific online brand stores could benefit from price discounting, as

brand stores can be put in different categories due marketing tactics and customers' perceptions of brands. To conclude, the goal of this final year project is to collect new appropriate data for this research topic, analyse it while linking to the literature review, and explore the scope of price discount influence on customers' trust in brand store and intention to buy in the context of single-brand and multi-brand stores online.

### 3. METHODOLOGY OF THE IMPACT OF PRICE DISCOUNTS ON CONSUMER TRUST AND INTENTION TO BUY IN SINGLE-BRAND AND MULTI-BRAND STORES ONLINE

#### 3.1. Aim of the Research, Conceptualisation and Hypotheses Development

This chapter will establish a clear relationship within the methods based on literature that were used to undertake this research. This methodology chapter will explain the process for gathering and analysing data as well as the approach to the research goal, include research problem and aim, present research conceptual model, hypotheses, selected methods and procedures for the data collection. The appropriate methods are chosen for this research project in order to find out how different types of price discounts affect consumers' trust towards an online store image and intention to buy in single-brand and multi-brand stores online.

The first section of this paper employed a theoretical approach to analysis. The master's thesis topic was studied and summarized using scientific literature, scientific publications, and research. For the second – methodological – section of the research the empirical research method is utilised. The method of statistical analysis is used in the next stage of the project, and the acquired survey data is processed using a software package for data collecting and statistical analysis. Statistical Package for Social Science (SPSS) 28.0 by IBM.

**Research problem** – what influence different types of price discounts, to be exact, high (60%) and low (30%) price discounts in a setting of original high (130 Eur) and low (30 Eur) product prices, have on customer trust towards a store and intention to buy in different types of online stores (single-brand and multi-brand stores).

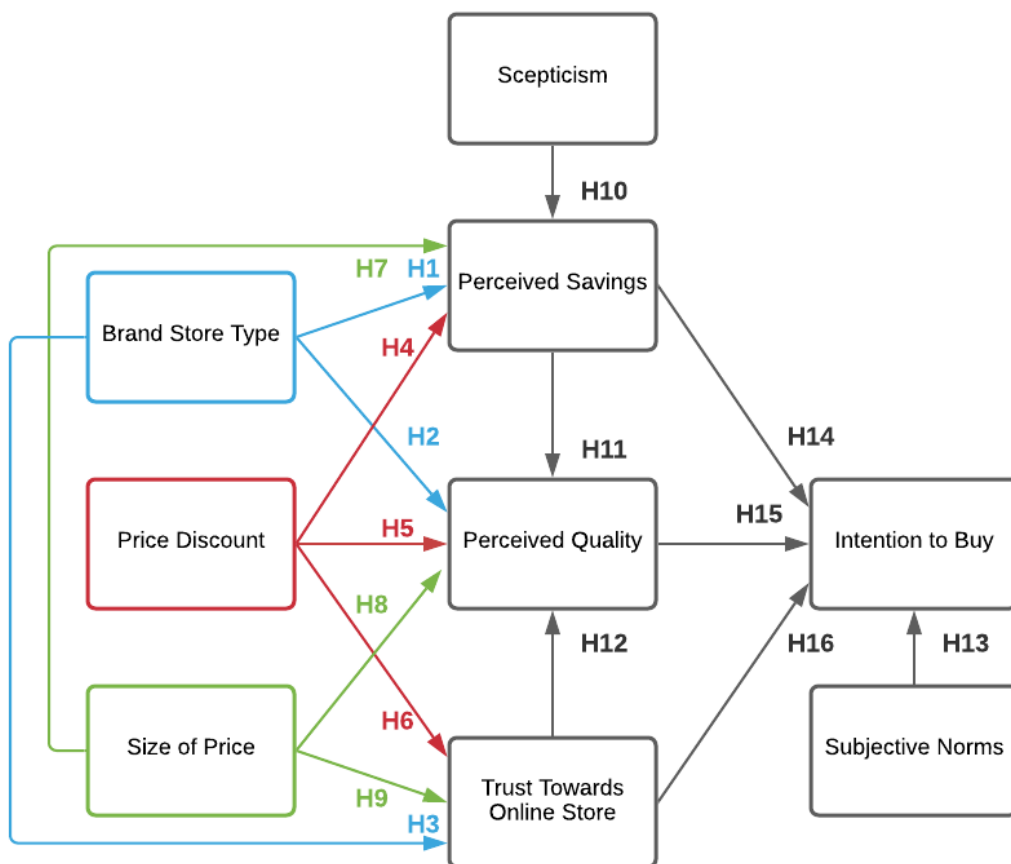
**Research aim** – to determine the effectiveness of price discounts (high (60%) and low (30%)) on consumer trust in a store and intention to purchase in single-brand and multi-brand stores online, while applying Planned Behaviour model (Ajzen, 1991).

Theory of Planned Behaviour is being used in this research as a core for the conceptual model in order to find a more direct approach and influence on a store's trust and then intention to buy at that store via the main influence – different types of price discounts. According to Sreen et al. (2018), it is considered to be a superior psychological model which delivers a more insightful explanation on a consumer's specific behaviour and consists of three constructs – attitude, subjective norms and perceived

behavioural control (Ajzen, 1991). Ajzen (1991) states that the model can be adjusted according to a specific research and variables can be additionally added or replaced with the current existing ones. Due to the given suggestion and literature analysis in the previous chapter, such variables are added to the research conceptual model: 1) size of the price (high (130 Eur) and low (30 Eur)); 2) price discount (high (60%) and low (30%)); 3) brand store type (single-brand and multi-brand); 4) skepticism towards price discounts; 5) perceived savings; 6) perceived trust towards online brand store; 7) perceived quality; 8) social norms towards price discount promotions; 9) intention to buy (see Figure 1).

The developed conceptual work has to be tested empirically in the following stage of this research. The study aims to examine how customer trust and intention to purchase is affected by different types of price discounts, while choosing different sizes of a price and online store brands, as according to the scientific literature, it may illustrate different effects on trust towards online store and intention to buy.

**Figure 1.** Conceptual Framework Based on Planned Behaviour Model



The Planned Behaviour model states that a particular person is very likely to carry out the actual behaviour whenever that person has a more significant positive attitude towards subjective norm and perceived behavioural intention (Lim et al., 2016; Ajzen, 1991). In current research, it could be applied towards perceived savings, trust towards online store and perceived quality in order to achieve the intention to purchase (see Figure 1). Having this in mind, the following hypotheses will be proposed. According to Bairagi and Munot (2019), hypothesis is one of the most important aspects in the research design - it is a statement that needs to be tested prior to coming to a conclusion that it is valid. As for that, the research cannot be proceeded without stating hypotheses. Here come the following hypotheses:

**Brand store types** – those are single-brand and multi-brand stores selling their products online, which have certain specifications that require customized marketing strategies. As for that, depending on customers' desires they are more attracted to one of the stores for different reasons (Basu et. al., 2012; Reichheld and Schefter, 2000). According to Jones and Kim (2011), loyal customers are more keen to select single-brand stores online. Lin et al. (2017) and Sihite et al. (2016) explain that brand loyalty is developed only within time from a significant measure of trust in a product, brand or store. Then Reichheld and Schefter (2000) explain that multi-brand stores typically appeal to customers that are looking for the cheapest, best value prices. They usually offer discounts, which could result in customers choosing multi-brand instead of single-brand store, hence, not being loyal or trustworthy towards a certain brand store. Giving this, it is not surprising that Perrey and Spillecke (2011) compare these two distinct types of stores and highlight that single brands typically represent quality, value and service, while multi-brand stores are driven by the needs of diverse customer groups and purchase occasions. Yu et al. (2018) add to the benefit of single-brand stores, as customers may have certain worries about the quality of a good as the authenticity, origin and quality of the product when buying goods from multi-brand stores. Rahnamaee and Berger's (2013) research can only confirm that single-brand stores highly increase perceived value and quality, which are indicators of repurchasing intention, and both single-brand and multi-brand retailers can increase perceived prestige, but it is understood differently depending on the type of store consumer is shopping.

**H1. Perceived savings are higher for a multi-brand store than for a single-brand store:**

**H1a.** Perceived savings are higher for a multi-brand store than for a single-brand store in case of a 60% price discount.

**H1b.** Perceived savings are higher for a multi-brand store than for a single-brand store in case of a 30% price discount.

**H1c.** Perceived savings are higher for a multi-brand store than for a single-brand store in case of a high price product.

**H1d.** Perceived savings are higher for multi-brand store than for a single-brand store in case of a low price product.

**H2. Perceived quality is higher for a single-brand store than for a multi-brand store:**

**H2a.** Perceived quality is higher for a single-brand store than for a multi-brand store in case of a 60% price discount.

**H2b.** Perceived quality is higher for a single-brand store than for a multi-brand store in case of a 30% price discount.

**H2c.** Perceived quality is higher for a single-brand store than for a multi-brand store in case of a high price product.

**H2d.** Perceived quality is higher for a single-brand store than for a multi-brand store in case of a low price product.

**H3. Trust towards online store is higher for a single-brand store than for a multi-brand store:**

**H3a.** Trust towards online store is higher for a single-brand store than for a multi-brand store in case of a 60% price discount.

**H3b.** Trust towards online store is higher for a single-brand store than for a multi-brand store in case of a 30% price discount.

**H3c.** Trust towards online store is higher for a single-brand store than for a multi-brand store in case of a high price product.

**H3d.** Trust towards is higher for a single-brand store than for a multi-brand store in case of a low price product.

**Price discount** – it is a certain price reduction of the products typically during a short-term period decided by the marketers (Kotler, 2010). Li et al. (2018) claim that, differently than a fixed low price, a discounted price predictably suggests the high quality of a product and unusual deal, which attracts customers and affect intention to purchase. Many academics are keen to divide price discounts into two best known and effective designs - monetary and percentage price discount formats (Büyükdağ et al., 2020; Lehtimäki et al., 2019; McKechnie et al., 2012; Nusair et al., 2010), and yet percentage price discount rather than monetary frame seems to be favouring retail industry (Nusair et al., 2010), as well



as working particularly well for relatively low-price products (McKechnie et al., 2012), which is the case in the current research in comparison to the other already mentioned ones. As for that, percentage price discount frame is chosen for this research, and further studies show such framework levels: Lee and Stoel (2014) manipulate pricing factor with 10%, 30%, 50%, 70%, 90% discounts, Nusair et al. (2010) found that 60% price discount is the optimal offer, McKechnie et al. (2012) used discount sizes of 10% and 45% for high-price product and 10% and 35% for the low-price product, while Lee and Chen-Yu (2018) studied four levels of price discounts (10%, 30%, 50%, 70%). As a result, 30% and 60% price discounts were chosen to manipulate in this research. Additionally, scholars suggest that apparel goods provided with higher discounts are perceived more negatively - as a lower quality, and this is the direct effect of price discounting on perceived quality (Lee and Chen-Yu, 2018; Lee and Stoel, 2014; Nusair et al., 2010). Lee and Stoel (2014) suggest it could be due to the reason that lower discounts could signal temporary sales, while high discounts could indicate outdated or damaged lower quality product. Moreover, differently that previously stated in regards to perceived savings, very big discount amounts may have a greater influence on perceived savings than smaller discount amounts (Krishna et al., 2002). For instance, if the sale gives an improbable 80% savings through an exaggerated usual price, the perceived savings will be bigger than if the deal offers a credible 20% savings with a believable usual price. (Krishna et al., 2002). Then Cho et al. (2020) show that a higher price discount lowers trust for online luxury shopping malls, and it is suggested to set discount rates accordingly, as extremely high discount can attract more consumers, yet lower their trust in a store. Ba and Pavlo (2002) contribute by adding that customer typically expect a higher price discount for more pricey products than for inexpensive products when they have a low level of trust.

**H4. Perceived savings are higher for a 60% price discount than for a 30% price discount:**

**H4a.** Perceived savings are higher for a 60% price discount than for a 30% price discount in case of a single-brand store.

**H4b.** Perceived savings are higher for a 60% price discount than for a 30% price discount in case of a multi-brand store.

**H4c.** Perceived savings are higher for a 60% price discount than for a 30% price discount in case of a high price product.

**H4d.** Perceived savings are higher for a 60% price discount than for a 30% price discount in case of a low price product.

**H5. Perceived quality is higher for a 30% price discount than for a 60% price discount:**

**H5a.** Perceived quality is higher for a 60% price discount than for a 30% price discount in case of a single-brand store.

**H5b.** Perceived quality is higher for a 30% price discount than for a 60% price discount in case of a multi-brand store.

**H5c.** Perceived quality is higher for a 30% price discount than for a 60% price discount in case of a high price product.

**H5d.** Perceived quality is higher for a 60% price discount than for a 30% price discount in case of a low price product.

**H6. Trust towards online store is higher for a 30% price discount than for a 60% price discount:**

**H6a.** Trust towards online store is higher for a 60% price discount than for a 30% price discount in case of a single-brand store.

**H6b.** Trust towards online store is higher for a 30% price discount than for a 60% price discount in case of a multi-brand store.

**H6c.** Trust towards online store is higher for a 30% price discount than for a 60% price discount in case of a high price product.

**H6d.** Trust towards online store is higher for a 60% price discount than for a 30% price discount in case of a low price product.

**Size of the price** – it is the amount of money used as a tool of exchange to get a certain product or service (Djarmiko and Pradana, 2016). Lee and Stoel (2014) say that original price is a highly important variable that influences the process of price and price discount evaluation. Lehtimäki et al. (2019) state that in order to appropriately evaluate the price, a comparison of the product or service price to a reference price must be included and that helps to determine if a product is relatively high or low. For instance, Lee and Chen-Yu (2018) claim whenever a product's price is high, people believe that the product's quality is also high. Similarly, Li et al. (2018) and Liljander et al. (2009) agree that a fixed low price signal a lower product quality. In terms of perceived savings, Johnson and Cui (2013) show that customers are more inclined to avoid spending too much money for a product than to avoid paying too little for a product. Likewise, Krishna et al. (2002) suggest that smaller bundles are favoured by customers over larger bundles. As for that, it is suggested retailers make smaller bundles when bundling commodities to optimize apparent savings. Lastly, higher prices (more expensive products) are associated with a higher level of retailer trust. (Ba and Pavlo, 2002). According to Kim and

Benbasat (2009), customers prefer to pay a larger price to a retailer for more expensive goods than for inexpensive ones when they have a high level of trust in a retailer. It is explained due to the reason that then the price is somewhat high, consumers collect and examine more information regarding the store's trustworthiness than when the price is comparatively low.

Previous researches in regards to pricing still seem to use as a reference point in order to select relatively high and low prices for specific category of products. McKechnie et al. (2012) used chocolate for low price products (around 5 Eur and 7 Eur) and package holiday for high price products (around 510 Eur and 830 Eur), Büyükdağ et al. (2020) used sport shoes for around 18 Eur and 30 Eur, Lee and Chen-Yu (2018) used jeans for averaged around 60 Eur, Lee and Stoel (2014) used textbook for a low price product (around 60 Eur) and laptop for a high price product (around 100 Eur), while Nusair et al. (2014) focused on 4 service industries - restaurants, hotels, mailing and retail. As the main analysed industry seemed to be retail and apparel, backpack product was selected for the current research, as similarly to jeans, people of all genders, ages, and social classes can typically wear them (Miller, 2013, as cited in Lee and Chen-Yu, 2018). Additionally, 30 Eur was selected as a low product price and 130 Eur was selected as a high one.

**H7. Perceived savings are higher for a low price product than for a high price product:**

**H7a.** Perceived savings are higher for a low price product than for a high price product in case of a single-brand store.

**H7b.** Perceived savings are higher for a low price product than for a high price product in case of a multi-brand store.

**H7c.** Perceived savings are higher for a low price product than for a high price product in case of a 30% price discount.

**H7d.** Perceived savings are higher for a low price product than for a high price product in case of a 60% price discount.

**H8. Perceived quality is higher for a high price product than for a low price product:**

**H8a.** Perceived quality is higher for a high price product than for a low price product in case of a single-brand store.

**H8b.** Perceived quality is higher for a high price product than for a low price product in case of a multi-brand store.

**H8c.** Perceived quality is higher for a high price product than for a low price product in case of a 30% price discount.

**H8d.** Perceived quality is higher for a high price product than for a low price product in case of a 60% price discount.

**H9. Trust towards online store is higher for a high price product than for a low price product:**

**H9a.** Trust towards online store is higher for a high price product than for a low price product in case of a single-brand store.

**H9b.** Trust towards online store is higher for a high price product than for a low price product in case of a multi-brand store.

**H9c.** Trust towards online store is higher for a high price product than for a low price product in case of a 30% price discount.

**H9d.** Trust towards online store is higher for a high price product than for a low price product in case of a 60% price discount.

**Scepticism** – refers to the degree to which customers have doubts about the truthfulness, in marketing terms, of a certain product or service (Kukar-Kinney, 2006). De Pechpeyrou and Odou's (2012) study primarily looks at how consumer scepticism affects the evaluation of promotional offers. In this perspective, some customers may be sceptical of marketing offerings, particularly those that propose lowering the customer's cost. In other words, consumers may fear of being tricked or betrayed. The latter authors' study results show that consumer scepticism regarding promotions decreases the positive impact of perceived savings. Similarly, Yin et al. (2020) state that when price reduction practices are being used, higher levels of perceived scepticism contribute within low price images rather than high price images. As for that, it could be claimed that scepticism can have a negative influence of perceived savings towards a product offering.

**H10.** Consumers' perception of savings decreases as scepticism affect increases.

**Perceived savings** – this variable is closely related to price discount as it is a useful measure of customers' perceptions of price promotions. According to Qiu et al. (2016), customers perceive greater savings from larger price discounts when both higher and lower price discounts are compared. Typically, consumers enjoy and aim to save money when buying a product, and as for that the discount level or the amount of savings typically encourage consumers to take an offer (Eisenbeiss et al., 2015). Shah and Siddiqui (2021) and Lee and Chen-Yu (2018) confirm the statements above and yet add that

due to perceived larger savings, a lower product quality is being perceived. As for that, perceived savings can have a significant influence on customers' perceptions and intentions to purchase.

**H11.** Perceived savings have an impact on perceived quality.

**H14.** Perceived savings have a positive impact on intention to purchase.

**Trust towards online store** – it is one of the main elements of customer and retailer relationship (Lien et al., 2015). Kim et al. (2009) state that service provider's integrity and reliability build customer's trust and confidence in making a decision. In fact, Kim et al. (2012) claim that consumers who have trust in an online retailer, usually put less effort into searching for information about the retailer and its brand, and are more willing to execute an online transaction. Scholars say that online trust is the essential benefit when personal data and some financial information is used during a transaction, and confirm that higher online store trust often leads to a higher consumer online purchase decision (Amron, 2018; Cazier et al., 2017; Gunawan, 2015; Lien et al., 2015; Thamizhvanan and Xavier, 2013). However, Sulthana and Vasantha (2021) additionally show some results that were not previously discussed - that higher trust in a selling platform can also have positive association and influence on perceived quality. The results show that perceived quality has a mediating effect between trust and purchasing intention.

**H12.** Trust towards online store has an impact on perceived quality.

**H16.** Trust towards online store has a positive impact on intention to purchase.

**Perceived quality** – it is consumers' judgment of the excellence of products or services (Jin et al., 2013). Sulthana and Vasantha (2021), Calvo-Porrall and Lévy-Mangin (2017) confidently state that the product's perceived quality is one of the main factors that customers assess before making a purchasing choice. This is founded on the confidence that appropriate introduction of products through the online stores and satisfactory after-sales offer will be accomplished (Maria et al., 2019). It is stated that any company's success or failure is determined by the perceived quality of its products and services, as well as the rate at which they are accepted. High perceived quality indicates that a product has excellent characteristics and is of high quality, influencing consumers to purchase it (Buil et al., 2013). People have the intent to buy a particular product or service which is considered to offer a good quality.

**H15.** Perceived quality has a positive impact on intention to purchase.

**Subjective norms** – they correlate to perceived social influence or pressure on a certain behaviour (Ham, M. et al., 2015, Ajzen, 1991). To put it another way, subjective norms refer to an individual's impression of social pressure from others who are important to them (Ham, M. et al., 2015). It could be such people as family members, friends, co-workers, and others, and their opinions or attitudes influence one's to behaviour in a specific way, as well as their incentive to follow other people's opinions. Han and Stoel (2016) explain that individuals are affected by others in their social environment and do not make decisions in a complete environmental isolation. Social norms frequently grow naturally over time as members of a community understand what is acceptable and common in a community (Melnik et al., 2021; Lieberman et al., 2019). In terms of social norms and pricing, Maxwell and Garbarino (2010) discuss the influence of social norms that restrict retailers' discriminatory pricing on the internet. It is claimed that breaches of such social standards can lead to customer perceptions of price discrimination, as well as quick and sometimes severe negative reactions. Maxwell and Garbarino (2010) found that many customers feel all stores should charge the same price for the identical or very similar item. The backlash when this standard is broken provides evidence that this is the current norm. As for that, research establishes that norm violation reduces potential purchase intentions (Garbarino and Maxwell, 2010). In other words, subjective norms have a significant effect on consumers' intention to accomplish a certain action. (Iranmanesh et al., 2016).

**H13.** Subjective norms have a positive impact on intention to purchase.

### **3.2. Methods, Procedures and Instruments for Data Collection**

In order to appropriately approve or deny developed hypotheses, a quantitative method was chosen for data collection. Qualitative rather than qualitative research manages to test hypotheses or specific research questions and applies a more structured data research and analysis approach which could be expected from the current research (Ostlund et al., 2011). In the current study online survey is chosen that is closely related to quantitative research and it is based on questioning the respondents online. Online surveys have several advantages such as easy real-time access, low cost, convenience, design flexibility due to the ability to ask many questions about given topic (Wright, 2005). However, as Saunders et al. (2016) point out some challenges, as surveys require that the original study design be maintained throughout the data collection process, and that a substantial number of selected samples respond. Additionally, online data gathering, according to Regmi et al. (2016), requires that all participants have simple access to surveys. Lefever et al. (2006) add that web surveys must be designed in such a way that they are simple to complete. As for that, the data gathering instrument of this research is a questionnaire, which participants can simply obtain on the internet. Questionnaire is a

research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents (Kabir, 2016). Objectives of the questionnaire are specified: it must translate an information needed into a set of specific questions that the respondents answer; it must motivate and encourage the respondent to become involved in the interview, to cooperate and to complete the interview. According to Canals (2017), questions should also be posed in a non-intrusive way so participants would not get the feeling their lifestyle and behaviour is being judged. As for that, a questionnaire should minimize response error.

Previous analysis of the scientific literature state that some authors use experimental design and a questionnaire in order to investigate the evaluation and difference between various price discounts (Tan et al., 2019, Lee and Chen-Yu, 2018, Rahnamaee and Berger, 2013, De Pechpeyrou and Odou, 2012, Maxwell, 2001). The factorial design of the experiment allows to study different combinations of variables. The aim of the experiment is to determine causality, which shows how one indicator has certain effects over another indicator or does not work at all, to test the hypotheses and to determine the influence of the amount of the discount when it is 30% and 60% and the size of the product price in single-brand and multi brand stores with the intention to purchase. Therefore, the factorial design of the experiment, which includes profiles of hypothetical apparel products and combinations of price discounts, is also used in the current study of this work, and questionnaires are used as a methodological tool for convenient primary data collection (see Table 1).

**Table 1.** Factorial Design of Current Research

Questionnaire	Situation 1			Situation 2		
	Price Size	Price Discount	Online Brand Store	Price Size	Price Discount	Online Brand Store
A	30 Eur	-30%	Single-brand	130 Eur	-60%	Multi-brand
B	30 Eur	-30%	Multi-brand	130 Eur	-60%	Single-brand
C	30 Eur	-60%	Single-brand	130 Eur	-30%	Multi-brand
D	30 Eur	-60%	Multi-brand	130 Eur	-30%	Single-brand

In total four questionnaires (constructed for Lithuanian respondents) were created, which were submitted on the Internet, creating convenient conditions for filling in the questionnaires independently at any time, ensuring the anonymity of the respondents. This encourages the honesty and sincerity of the respondents in answering the questions, resulting in a better quality data. The survey questionnaires

mainly use the 7 points Likert rating interval scales – a respondent has to decide on how important each given statement is from 1 (strongly disagree) to 7 (strongly agree) – which is widely used by other researchers in the field of pricing (Büyükdag et al., 2020, DAM, 2020, Tan et al., 2019, Konuk, 2018, Lee and Chen-Yu, 2018, Hsiao et al., 2010, Kim et al., 2009, Maxwell, 2001). Other scales to better identify responders were used such as nominal - to classify gender, and ordinal - to classify respondents' monthly income.

Four questionnaires, A, B, C and D were developed to compare which of the statements and product types have the greatest impact on consumers' intention to purchase (see Appendix 1). The structure of all questionnaires is the same, and each of them consists of 2 different situations (see Table 1). Each of the situation was given exact same questions, and a questionnaire is consisting of two main blocks where one of them contains statements related to the variables of the previously stated conceptual model, and the other - the demographic indicators of the respondents (gender, age and income). Each situation in a questionnaire consists of 6 constructs (adapted from previously validated scales) out of 31 statements describing the respondent's attitude towards perceived savings, perceived quality, trust towards online store, scepticism, subjective norms, and intention to buy depending on towards price discounts, size of price and brand stores (for a more thorough look on all validated scales see Appendix 5):

1. The very first construct assesses the perceived savings and is measured by three altered scales ( $\alpha = 0,88 - 0,93$ ) by Lee and Chen-Yu (2018), Konuk (2015) and Maxwell (2001). Current study consists of ten statements: 1) The amount of discount offered on the backpack represents large savings; 2) The amount of money that I would save on the backpack is very large; 3) The amount of discount stated for the backpack is very high; 4) The price of the backpack is very cheap; 5) The price of the backpack is much less than I expected; 6) This is a very good price for the backpack; 7) If a product is on sale, that can be a reason for me to buy it; 8) When I buy a brand that is on sale, I feel that I am getting a good deal; 9) I have favourite brands, but most of the time I buy the brand that is on sale; 10) One should buy the brand that is on sale.
2. Perceived scepticism is measured by De Pechpeyrou and Odou's (2012) altered scales ( $\alpha = 0,92$ ) out of six statements: 1) I believe price discounts have an informational value; 2) Price discounts are generally truthful; 3) Price discounts are a reliable source of information about the quality and performance of products; 4) In general, price discounts present a true picture of the product being advertised; 5) I feel I have been accurately informed by price discount offers; 6) Price discount offers provide consumers with essential information.



3. Trust towards online store is measured by three authors' - Ling-Yee Li et al. (2017), Hsiao et al. (2010) and Kim et al. (2009) – scales ( $\alpha = 0,82 - 0,93$ ). The adapted scale consists of such statements: 1) I feel that this online store is competent; 2) I feel that this online store is of high integrity; 3) I feel that this online store is responsive to customers; 4) I think this website is credible; 5) I trust this website; 6) I believe that this website is trustworthy; 7) I trust what this online retailer says about its products; 8) This online retailer is reliable.
4. Then perceived quality is assessed by two altered scales ( $\alpha = 0,89 - 0,92$ ) by Tan et al. (2019) and Lee and Chen-Yu's (2018). Current study consists of six statements: 1) This backpack would be reliable; 2) This backpack would be dependable; 3) This backpack would be durable; 4) The workmanship on this backpack would be good; 5) I think this backpack is excellent; 6) I think the quality of this backpack is questionable.
5. Subjective norms are measured by Han and Stoel's (2016) scale ( $\alpha = 0,88$ ) and three statements: 1) People who influence my decisions would approve of me buying this backpack; 2) People who are important in my life would approve of me buying this backpack, 3) Close friends and family think it is a good idea for me to purchase this backpack.
6. Lastly, intention to buy is assessed by Büyükdağ's et al. (2020) scales ( $\alpha = 0,88$ ) and such statements: 1) If I were going to buy a backpack, the probability of buying discounted backpack is high; 2) The probability that I would consider buying discounted backpack is high; 3) The likelihood that I would purchase discounted backpack is high.

At the head of the questionnaire the respondent's explanatory box describes the aim of the survey, highlights the importance of the respondents' input, and expresses gratitude for the time spent filling out the answers. This can assist in to helping respondents to realize why their responses are highly important and encourage them to answer all of the questions correctly. Questionnaires were created and could be found on Google Forms and were sent directly by e-mails and social networking platforms such as Facebook and Instagram. In order to reach as many respondents as possible and more efficiently (applying nonprobability sampling), questionnaires were sent directly by e-mail, as well as reaching out to different users via social networking platforms such as Facebook and Instagram, as well as personally asking respondents to fill in the questionnaire.

### 3.3. Sampling Size for Data Collection

Respondents for the current research were selected on the basis of convenient selection. In this case non-probability sampling – convenience – has been chosen. Respondents are selected because they happen to be in the right place at the right time. Convenience sampling method is least expensive, least time-consuming and most convenient. Research is accumulated in Lithuania, according to Lithuania's online shoppers' behaviour. Customers can only fill in questionnaires online, which can only suggest they are Internet users and could be potentially familiarised with online shopping or at least the advertising of it. For sample size determination a non-statistical method has been applied – comparable research. Sample size is evaluated by the number of respondents that is usually used for analysis of a certain problem. Based on good practice and marketing research literature presented in Table 3 below, an average sample size was determined – at around 284.

**Table 2.** Sampling Size References

No.	Authors	Research Method	Responses No.
1	Lee and Chen-Yu, 2018	Questionnaire (experimental design)	209
2	Rahnamaee and Berger, 2013	2 Questionnaires (experimental design)	133 + 117
3	Konuk, 2018	Questionnaire	349
4	Tan et al., 2019	3 Questionnaires (experimental design)	445
5	Maxwell, 2001	Questionnaire (experimental design)	138
6	Konuk, 2013	Questionnaire	302
7	Büyükdağ et al., 2020	Questionnaire	299
8	DAM, 2020	Questionnaire	285
9	Kim et al., 2009	Questionnaire	182
10	Hsiao et al., 2010	Questionnaire	153
11	De Pechpeyrou and Odou, 2012	3 Questionnaires (experimental design)	113 + 165+ 202
<b>In total:</b>			<b>284</b>

## **4. RESULTS OF THE IMPACT OF PRICE DISCOUNTS ON CONSUMER TRUST AND INTENTION TO BUY IN SINGLE-BRAND AND MULTI-BRAND STORES ONLINE**

### **4.1. Relevance of Constructs' Reliability Testing**

In order to appropriately assess the questionnaire's reliability and see if the data can be further used in the current research, Cronbach's Alpha values are being used, which in the scientific literature are presented as numbers ranging from 0 to 1. The test results are eligible for further study if the Cronbach's Alpha value is greater than 0.6 (Taber, 2018; Griethuijsen et al., 2015). The reliability of the constructs in the current research is determined by merging the data from questionnaires depending on a certain variable and evaluating constructs independently. To be more exact, constructs linked to perceived savings and perceived quality were combined out of two related constructs each, while construct linked to trust was created by combining three prior perceived trust structures. The test results show that all chosen constructs are eligible for further study as the Cronbach's Alpha value for each of the construct is greater than 0.6, and they all are close to the original constructs' results that were discussed in the previous chapter as it could have been predicted from previous research. Extremely high reliability is spotted within dependent trust variable ( $\alpha = 0,949 - 0,973$ ), followed up with subjective norms ( $\alpha = 0,940 - 0,964$ ), while the lowest reliability is noted within perceived savings ( $\alpha = 0,829 - 0,868$ ), although it is still considered to be a good reliability result. Then all independent variables averaged on  $\alpha = 0,913$ , and the highest reliability is identified within size of price 130 Eur category (average  $\alpha = 0,925$ ). Table 4 shows an overall assessment of the constructs' reliability across all questionnaires, as well as particular values for each of the constructions' reliability for the various independent variables.

**Table 3.** Summary of the Obtained Values of the Reliability of the Construct

<b>Constructs</b>	<b>Reliability, Cronbach's Alpha, <math>\alpha</math></b>					
<b>Reliability from</b>	<b>Reliability of Constructs by Independent Variables</b>					
<b>Different Types of</b>	<b>Store Type</b>		<b>Size of Price</b>		<b>Price Discount</b>	
<b>Constructs</b>	<b>Single-</b>	<b>Multi-</b>	<b>130 Eur</b>	<b>30 Eur</b>	<b>-60%</b>	<b>-30%</b>
<b>(N=293)</b>	<b>Brand</b>	<b>Brand</b>				
Perceived Savings	0,839	0,868	0,852	0,829	0,852	0,829
Perceived Quality	0,941	0,918	0,920	0,927	0,930	0,931
Trust Towards Online Stores	0,967	0,961	0,973	0,949	0,960	0,967
Scepticism	0,868	0,892	0,911	0,842	0,871	0,892
Subjective Norms	0,958	0,946	0,964	0,940	0,949	0,956
Intention to Buy	0,918	0,934	0,928	0,921	0,932	0,920

## 4.2. Distribution of Respondents by Gender, Age and Income

The period of questionnaire surveys for this research ran from November 21, 2021, through December 8, 2021. The total number of respondents were 305 in total, out of which 25.2% (77 respondents) answered to questionnaire A, 24.6% (75 respondents) answered questionnaire B, 26.6% (81 respondents) answered questionnaire C and 23.6% (72 respondents) answered questionnaire D. Out of 305 responses 12 in total were eliminated from all four questionnaires as by analysing the data it was found these questionnaires had illogical, contradicting choice of answers. Regardless, a total of 293 eligible responses were collected, to be more specific, at least 71 responses are allocated for each of the questionnaire. According to the methodology research, the number of respondents indicated is sufficient for the appropriate research analysis.

Tables 5-7 show thorough information on all respondents' sociodemographic features (gender, age, income) in certain general categories, as well as their sociodemographic indicators according to questionnaires from A to D separately. Gender, age and education categories are not used in the testing of this work's hypotheses, and the results are only used to generate a broad profile picture of the respondents' in connection to the demographic indicator.

The results in terms of gender category show that there is no significant difference between women and men respondents, as  $X^2(3) = 0,829$ ,  $p = 0,842$ , which results in  $p > 0,05$ . However, it is evident that women respondents were the major category to respond to the questionnaires with 68.3%, while men accounted for 31.7%. This could be explained due to the fact that, unsurprisingly, women account for more than 70% of online transactions (Kim et al., 2009). Additionally, the majority of women respondents is also existent in other research closely related to pricing field (DAM, 2020, Konuk, 2015, Kim et al., 2009).

**Table 4.** Summary of Survey Results: Respondents' Gender Breakdown

<b>Gender Category</b>	<b>Questionnaire A, 73 respondents</b>	<b>Questionnaire B, 72 respondents</b>	<b>Questionnaire C, 77 respondents</b>	<b>Questionnaire D, 71 respondents</b>	<b>In total, 293 respondents</b>
Women	67.1%	70.8%	68.8%	66.2%	68.3%
Men	32.9%	29.2%	31.2%	33.8%	31.7%

Due to data processing, it was found that  $X^2(12) = 24,114$ ,  $p = 0,020$ , which results in  $p < 0,05$ . As it was previously mentioned, although there is a certain significance between the age groups, this whole category is not used for the developed hypotheses, as the results show a broad profile of the respondents, and in the current case – the complete majority of respondents (84%) are included to 20-29 years old category. Then right after follows a group of 30-39 (8,9%) years old, and the last three groups of respondents share similar data – 50–59-year-olds took 2,7%, 40-49 years-olds took 2,4% and 19 or less – 2%.

**Table 5.** Summary of Survey Results: Respondents' Age Breakdown

Age Category	Questionnaire A, 73 respondents	Questionnaire B, 72 respondents	Questionnaire C, 77 respondents	Questionnaire D, 71 respondents	In total, 293 respondents
19 or less	1.4%	4.2%	2.6%	0%	2%
20-29	82.2%	87.5%	79.2%	87.3%	84%
30-39	11.0%	2.8%	11.7%	9.9%	8.9%
40-49	2.7%	2.8%	1.3%	2.8%	2.4%
50-59	2.7%	2.8%	5.2%	0%	2.7%

When the distribution of respondents by personal monthly income was examined, it was discovered that the highest percentage of respondents (40,6 %) earns up from 1001 to 2000 Eur a month, followed by respondents earning 501-1000 Eur (34,8%), then 0-500 Eur (17,1%), and the last two 2001-3000 Eur (6,1%) and 3001 and more lad behind (1,4%). Then comparing income distribution within all given questionnaires, the tendency is clear – respondents earning the highest income make up the smallest percentage of respondents across all quesntionnaires. In terms of income distribution, there is a significant difference between respondents,  $X^2(12) = 25,043$ ,  $p = 0,015$ , which results in  $p < 0,05$ , and yet the current research do not focus on further analysis this data. Especially keeping in mind, that respondents distribution is not equal across all categories of personal income (some categories for certain questionnaires did not reach even 1% of respondents).

**Table 6.** Summary of Survey Results: Respondents' Personal Income

<b>Personal Income per Month</b>	<b>Questionnaire A, 73 respondents</b>	<b>Questionnaire B, 72 respondents</b>	<b>Questionnaire C, 77 respondents</b>	<b>Questionnaire D, 71 respondents</b>	<b>In total, 293 respondents</b>
0-500 Eur	13.7%	16.7%	19.5%	18.3%	17.1%
501-1000 Eur	27.4%	40.3%	36.4%	35.2%	34.8%
1001-2000 Eur	52.1%	34.7%	35.1%	40.8%	40.6%
2001-3000 Eur	5%	8.3%	5.2%	5.6%	6.1%
3001 and more	1.4%	0%	3.9%	0%	1.4%

### **4.3. Influence of the Size of the Price, Price Discount and Brand Store Type on the Perceived Savings, Quality and Trust**

In order to determine if H1-H9 are appropriately proven and accepted, a factorial ANOVA analysis is being used on the perceived savings, perceived quality and trust towards online store. In these scenarios the size of the discount, the size of the product price and the type of the brand store are independent variables, while the perceived savings, perceived quality and trust towards online store are dependent variables. A more in-depth look at factor ANOVA can be found below.

#### **H1. Perceived savings are higher for a multi-brand store than for a single-brand store.**

When evaluating the mean values of all respondents' attitudes towards perceived savings, the table below shows the mean values of the type of the brand store and the size of price discount, with the highest mean being  $M = 5.11$  (for multi-brand store and 60% price discount) and the lowest mean being  $M = 3.95$  (for multi-brand store and 30% price discount).

**Table 7.** Summary of Interaction of Different Types of Statements: Perceived Savings \* Brand Store  
\* Price Discount

Descriptive Statistics				
Dependent Variable: Savings				
Brand Store Type	Price Discount	Mean	Std. Deviation	N
Single-brand Store	-30%	4.0583	1.24460	144
	-60%	5.0242	1.30982	149
	Total	4.5495	1.36459	293
Multi-brand Store	-30%	3.9570	1.29397	149
	-60%	5.1125	1.39884	144
	Total	4.5249	1.46347	293
Total	-30%	4.0068	1.26879	293
	-60%	5.0676	1.35270	293
	Total	4.5372	1.41374	586

Results show that **H1a and H1b are rejected (not approved)**. Perceived savings do not have a significant difference depending on the brand store type, as  $F(1) = 0,004$ ,  $p = 0,952$ , but there is a considerable difference depending on the price discount, as  $F(1) = 95,598$ ,  $p < 0,001$ . Analysing the data of the lower and higher price discounts by “Pairwise Comparisons” and “Estimates”, the results show  $p < 0,001$ ,  $M = 4,008$  (-30%)  $< M = 5,068$  (-60%), which only means that a higher price discount has a more significant effect on perceived savings. The interaction between the brand store type and the price discount does not have a significant influence on perceived savings:  $F(1) = 0,764$ ,  $p = 0,382$ .

The table below shows the results, when the dependent variable is perceived savings, and the highest mean is  $M = 4,712$  (single-brand store and 130 Eur) and the lowest –  $M = 4,395$  (single-brand store and 30 Eur).



**Table 8.** Summary of Interaction of Different Types of Statements: Perceived Savings \* Brand Store \* Size of Price

Descriptive Statistics				
Dependent Variable: Savings				
Brand Store Type	Size of Price	Mean	Std. Deviation	N
Single-brand Store	30 Eur	4.3947	1.40926	150
	130 Eur	4.7119	1.30127	143
	Total	4.5495	1.36459	293
Multi-brand Store	30 Eur	4.5049	1.50302	143
	130 Eur	4.5440	1.42953	150
	Total	4.5249	1.46347	293
Total	30 Eur	4.4485	1.45432	293
	130 Eur	4.6259	1.36868	293
	Total	4.5372	1.41374	586

Results show that **H1c and H1d are rejected (not approved)**. Perceived savings do not have a significant difference depending on the brand store type, as  $F(1) = 0,061$ ,  $p = 0,805$ , neither depending on the size of a product price, as  $F(1) = 2,329$ ,  $p < 0,128$ . The interaction between the brand store type and the size of the product price does not have a significant influence on perceived savings:  $F(1) = 1,419$ ,  $p = 0,234$ .

To conclude, H1 is rejected, as H1a, H1b, H1c and H1d were rejected in mentioned circumstances.

## **H2. Perceived quality is higher for a single-brand store than for a multi-brand store.**

When evaluating the mean values of all respondents' attitudes towards perceived quality, the table below shows the mean values of the type of the brand store and the size of a price discount, with the highest mean being  $M = 4,721$  (single-brand store and 30% price discount) and the lowest mean being  $M = 4,21$  (single-brand store and 60% price discount).

**Table 9.** Summary of Interaction of Different Types of Statements: Perceived Quality \* Brand Store  
\* Price Discount

Descriptive Statistics				
Dependent Variable: Quality				
Brand Store Type	Price Discount	Mean	Std. Deviation	N
Single-brand Store	-30%	4.7211	1.41776	144
	-60%	4.2103	1.43220	149
	Total	4.4613	1.44549	293
Multi-brand Store	-30%	4.3289	1.34858	149
	-60%	4.2488	1.34638	144
	Total	4.2895	1.34579	293
Total	-30%	4.5216	1.39454	293
	-60%	4.2292	1.38844	293
	Total	4.3754	1.39798	586

Results show that **H2a and H2b are rejected (not approved)**. Perceived quality does not have a significant difference depending on the brand store type, as  $F(1) = 2,381$ ,  $p = 0,123$ , but there is a considerable difference depending on the price discount, as  $F(1) = 6,644$ ,  $p = 0,010$ . It is highly important to take into account the observed power, which typically should reach 0,8 and yet in the current case of price discounts it reaches only 0,73. Having that in mind, the results of the lower and higher price discounts by “Pairwise Comparisons” and “Estimates” show  $p = 0,010$ ,  $M = 4,525$  (-30%)  $> M = 4,230$  (-60%), which could mean that a lower price discount rather than a higher price discount has a more significant effect on perceived quality. The interaction between the brand store type and the price discount does not have a significant influence on perceived quality:  $F(1) = 3,532$ ,  $p = 0,61$ .

The table below shows the results, when the dependent variable is perceived quality, and the highest mean is  $M = 5,06$  (single-brand store and 130 Eur) and the lowest –  $M = 3,89$  (single-brand store and 30 Eur).

**Table 10.** Summary of Interaction of Different Types of Statements: Perceived Quality \* Brand Store \* Size of Price

Descriptive Statistics				
Dependent Variable: Quality				
Brand Store Type	Size of Price	Mean	Std. Deviation	N
Single-brand Store	30 Eur	3.8922	1.41647	150
	130 Eur	5.0583	1.22079	143
	Total	4.4613	1.44549	293
Multi-brand Store	30 Eur	3.9091	1.10053	143
	130 Eur	4.6522	1.45731	150
	Total	4.2895	1.34579	293
Total	30 Eur	3.9005	1.26999	293
	130 Eur	4.8504	1.36007	293
	Total	4.3754	1.39798	586

Results show that **H2c and H2d are rejected (not approved)**. Perceived quality does not have a significant difference depending on the brand store type, as  $F(1) = 3,230$ ,  $p = 0,073$ , but there is a considerable difference depending on the size of a product price, as  $F(1) = 77,729$ ,  $p < 0,001$ . Analysing the data of the lower and higher product prices by “Pairwise Comparisons” and “Estimates”, the results show  $p < 0,001$ ,  $M = 3,901$  (30 Eur)  $< M = 4,855$  (130 Eur), which only means that a higher price product rather than a lower price one has a more significant effect on perceived quality. The interaction between the brand store type and the size of the product price does not have a significant influence on perceived quality:  $F(1) = 3,814$ ,  $p = 0,051$ , while observed power is only at 0,496.

To conclude, H2 is rejected, as H2a, H2b, H2c and H2d were rejected in mentioned circumstances.

### **H3. Trust towards online store is higher for a single-brand store than for a multi-brand store.**

When evaluating the mean values of all respondents' attitudes towards trust in online stores, the table below shows the mean values of the type of the brand store and the size of a price discount, with the highest mean being  $M = 4,635$  (single-brand store and 30% price discount) and the lowest mean being  $M = 4,05$  (multi-brand store and 60% price discount).

**Table 11.** Summary of Interaction of Different Types of Statements: Trust Towards Online Store \*  
Brand Store \* Price Discount

Descriptive Statistics				
Dependent Variable: Trust				
Brand Store Type	Price Discount	Mean	Std. Deviation	N
Single-brand Store	-30%	4.6354	1.47195	144
	-60%	4.3247	1.32709	149
	Total	4.4774	1.40639	293
Multi-brand Store	-30%	4.3289	1.40172	149
	-60%	4.0451	1.43421	144
	Total	4.1894	1.42246	293
Total	-30%	4.4795	1.44239	293
	-60%	4.1873	1.38549	293
	Total	4.3334	1.42057	586

Results show that **H3a and H3b are rejected (not approved)**. Perceived trust towards online stores has a significant difference depending on the brand store type, as  $F(1) = 6,335$ ,  $p = 0,012$ , and a considerable difference depending on the price discount, as  $F(1) = 6,518$ ,  $p = 0,011$ . It is highly important to take into account the observed power, which typically should reach 0,8 and yet in both current cases it reaches a fair number of just over 0,7. Having that in mind, the results of the brand store types by “Pairwise Comparisons” and “Estimates” show  $p = 0,012$ ,  $M = 4,480$  (single-brand store)  $> M = 4,187$  (multi-brand store), which could mean that a single brand store rather than a multi-brand store has a more significant effect on trust towards an online store. Likewise, the results of the price discount sizes by “Pairwise Comparisons” and “Estimates” show  $p = 0,011$ ,  $M = 4,482$  (-30%)  $> M = 4,185$  (-60%), which could mean that a lower rather than a higher price discount has a more significant effect on trust towards an online store. The interaction between the brand store type and the price discount does not have a significant influence on trust towards an online store:  $F(1) = 0,013$ ,  $p = 0,908$ .

The table below shows the results, when the dependent variable is trust towards online store, and the highest mean is  $M = 4,87$  (single-brand store and 130 Eur) and the lowest –  $M = 4,10$  (single-brand store and 30 Eur).

**Table 12.** Summary of Interaction of Different Types of Statements: Trust Towards Online Store \*  
Brand Store \* Size of Price

Descriptive Statistics				
Dependent Variable: Trust				
Brand Store Type	Size of Price	Mean	Std. Deviation	N
Single-brand Store	30 Eur	4.1033	1.32973	150
	130 Eur	4.8698	1.38170	143
	Total	4.4774	1.40639	293
Multi-brand Store	30 Eur	4.2124	1.20528	143
	130 Eur	4.1675	1.60620	150
	Total	4.1894	1.42246	293
Total	30 Eur	4.1566	1.26952	293
	130 Eur	4.5102	1.53898	293
	Total	4.3334	1.42057	586

Results show that **H3d is rejected (not approved)**, although contrary to expectations, a significant difference was found depending on the brand store type, as  $F(1) = 6,662$ ,  $p = 0,010$ , observed power - 0,731, and there is a considerable difference depending on the size of a product price, as  $F(1) = 9,856$ ,  $p = 0,002$ , observed power - 0,880. Analysing the data of the brand store types by “Pairwise Comparisons” and “Estimates”, the results show  $p = 0,010$ ,  $M = 4,487$  (single-brand store)  $> M = 4,190$  (multi-brand store), which only means that a single-brand store rather than a multi-brand store has a more significant effect on perceived trust. Likewise, the results of the price sizes by “Pairwise Comparisons” and “Estimates” show  $p = 0,002$ ,  $M = 4,158$  (30 Eur)  $< M = 4,519$  (130 Eur), which could mean that a higher price product rather than a low price product has a more significant effect on trust towards an online store. The interaction between the brand store type and the size of the product price has a significant influence on perceived trust:  $F(1) = 12,463$ ,  $p < 0,001$ , while observed power is at 0,941. Results show that **H3c is accepted (approved)**. Trust towards online store is higher for a single-brand store in case of a high price product ( $M = 4,870$  (4,641; 5,098)) than for a multi-brand store in case of a high price product ( $M = 4,168$  (3,945;4,390)).

To conclude, H3 is accepted in one mentioned case only – H3c, stating that trust towards online store is higher for a single-brand store than for a multi-brand store in case of a high price product.

**Table 13.** Summary of the Test Interaction: Trust Towards Online Store \* Brand Store \* Size of Price

Tests of Between-Subjects Effects							
Dependent Variable: Trust							
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power <sup>b</sup>
Corrected Model	55.299 <sup>a</sup>	3	18.433	9.534	<.001	28.602	.997
Intercept	11022.469	1	11022.469	5701.105	<.001	5701.105	1.000
Brand Store	12.879	1	12.879	6.662	.010	6.662	.731
Size of Price	19.055	1	19.055	9.856	.002	9.856	.880
Brand Store * Size of Price	24.095	1	24.095	12.463	<.001	12.463	.941
Error	1125.234	582	1.933				
Total	12184.672	586					
Corrected Total	1180.533	585					
a. R Squared = .047 (Adjusted R Squared = .042)							
b. Computed using alpha = .05							

**H4. Perceived savings are higher for a 60% price discount than for a 30% price discount.**

When evaluating the mean values of all respondents' attitudes towards perceived savings, the table below shows the mean values of the size of the price discount and the type of the brand store, with the highest mean being  $M = 5,11$  (60% price discount and multi-brand store) and the lowest mean being  $M = 3,96$  (30% price discount and multi-brand store).

**Table 14.** Summary of Interaction of Different Types of Statements: Perceived Savings \* Brand Store \* Price Discount

Descriptive Statistics				
Dependent Variable: Savings				
Brand Store Type	Price Discount	Mean	Std. Deviation	N
Single-brand Store	-30%	4.0583	1.24460	144
	-60%	5.0242	1.30982	149
	Total	4.5495	1.36459	293
Multi-brand Store	-30%	3.9570	1.29397	149
	-60%	5.1125	1.39884	144
	Total	4.5249	1.46347	293
Total	-30%	4.0068	1.26879	293
	-60%	5.0676	1.35270	293
	Total	4.5372	1.41374	586

Results show that **H4a and H4b are rejected (not approved)**. Perceived savings do not have a significant difference depending on the brand store type, as  $F(1) = 0,004$ ,  $p = 0,952$ , but there is a considerable difference depending on the price discount, as  $F(1) = 95,598$ ,  $p < 0,001$ . Analysing the data of the lower and higher price discounts by “Pairwise Comparisons” and “Estimates”, the results show  $p < 0,001$ ,  $M = 4,008$  (-30%)  $< M = 5,068$  (-60%), which only means that a higher price discount has a more significant effect on perceived savings. The interaction between the brand store type and the price discount does not have a significant influence on perceived savings:  $F(1) = 0,764$ ,  $p = 0,382$ .

The table below shows the results, when the dependent variable is perceived savings, and the highest mean is  $M = 5,10$  (30% price discount and 130 Eur) and the lowest –  $M = 3,85$  (30% and 30 Eur).

**Table 15.** Summary of Interaction of Different Types of Statements: Perceived Savings \* Brand Store \* Size of Price

Descriptive Statistics				
Dependent Variable: Savings				
Price Discount	Size of Price	Mean	Std. Deviation	N
-30%	30 Eur	3.8538	1.27633	145
	130 Eur	4.1568	1.24748	148
	Total	4.0068	1.26879	293
-60%	30 Eur	5.0311	1.38382	148
	130 Eur	5.1048	1.32394	145
	Total	5.0676	1.35270	293
Total	30 Eur	4.4485	1.45432	293
	130 Eur	4.6259	1.36868	293
	Total	4.5372	1.41374	586

Results show that **H4c and H4d are rejected (not approved)**. Perceived savings does not have a significant difference depending on the product price, as  $F(1) = 3,033$ ,  $p = 0,082$ , but there is a difference depending on the price discount, as  $F(1) = 96,542$ ,  $p < 0,001$ . Analysing the data of the lower and higher price discounts by “Pairwise Comparisons” and “Estimates”, the results show  $p < 0,001$ ,  $M = 4,005$  (-30%)  $< M = 5,068$  (-60%), which only means that a higher price discount rather than a lower one has a more significant effect on perceived savings. The interaction between the price discount and the size of the product price does not have a significant influence on perceived savings:  $F(1) = 1,123$ ,  $p = 0,290$ .

To conclude, H4 is rejected, as H4a, H4b, H4c and H4d were rejected in mentioned circumstances.

**H5. Perceived quality is higher for a 30% price discount than for a 60% price discount.**

When evaluating the mean values of all respondents' attitudes towards perceived quality, the table below shows the mean values of the size of a price discount and the type of the brand store, with the highest mean being  $M = 4,721$  (single-brand store and 30% price discount) and the lowest mean being  $M = 4,210$  (single-brand store and 60% price discount).



**Table 16.** Summary of Interaction of Different Types of Statements: Perceived Quality \* Brand Store \* Price Discount

Descriptive Statistics				
Dependent Variable: Quality				
Brand Store Type	Price Discount	Mean	Std. Deviation	N
Single-brand Store	-30%	4.7211	1.41776	144
	-60%	4.2103	1.43220	149
	Total	4.4613	1.44549	293
Multi-brand Store	-30%	4.3289	1.34858	149
	-60%	4.2488	1.34638	144
	Total	4.2895	1.34579	293
Total	-30%	4.5216	1.39454	293
	-60%	4.2292	1.38844	293
	Total	4.3754	1.39798	586

Results show that **H5a and H5b are rejected (not approved)**. Perceived quality does not have a significant difference depending on the brand store type, as  $F(1) = 2,381$ ,  $p = 0,123$ , but there is a considerable difference depending on the price discount, as  $F(1) = 6,644$ ,  $p = 0,010$ . It is highly important to take into account the observed power, which typically should reach 0,8 and yet in the current case of price discounts it reaches only 0,73. Having that in mind, the results of the lower and higher price discounts by “Pairwise Comparisons” and “Estimates” show  $p = 0,010$ ,  $M = 4,525$  (-30%)  $> M = 4,230$  (-60%), which could mean that a lower price discount rather than a higher price discount has a more significant effect on perceived savings. The interaction between the brand store type and the price discount does not have a significant influence on perceived quality:  $F(1) = 3,532$ ,  $p = 0,61$ .

The table below shows the results, when the dependent variable is perceived quality, and the highest mean is  $M = 5,00$  (30% price discount and 130 Eur) and the lowest –  $M = 3,77$  (60% price discount and 30 Eur).

**Table 17.** Summary of Interaction of Different Types of Statements: Perceived Quality \* Size of Price\* Price Discount

Descriptive Statistics				
Dependent Variable: Quality				
Price Discount	Size of Price	Mean	Std. Deviation	N
-30%	30 Eur	4.0299	1.24949	145
	130 Eur	5.0034	1.36436	148
	Total	4.5216	1.39454	293
-60%	30 Eur	3.7736	1.28130	148
	130 Eur	4.6943	1.34242	145
	Total	4.2292	1.38844	293
Total	30 Eur	3.9005	1.26999	293
	130 Eur	4.8504	1.36007	293
	Total	4.3754	1.39798	586

Results show that **H5c and H5d are rejected (not approved)**. Perceived quality has a significant difference depending on the price discount, as  $F(1) = 6,817$ ,  $p = 0,009$ , observed power - 0,741, also there is a considerable difference depending on the size of a product price, as  $F(1) = 76,519$   $p < 0,001$ . Analysing the data of the lower and higher product discount by “Pairwise Comparisons” and “Estimates”, the results show  $p = 0,009$ ,  $M = 4,517$  (-30%)  $>$   $M = 4,234$  (-60%), which only means that a higher price discount rather than a lower price one has a more significant effect on perceived quality. Likewise, analysing the data of the lower and higher product price by “Pairwise Comparisons” and “Estimates”, the results show  $p < 0,001$ ,  $M = 3,902$  (30 Eur)  $<$   $M = 4,849$  (130 Eur), which only means that a higher price product rather than a lower price one has a more significant effect on perceived quality. The interaction between the price discount and the size of the product price does not have a significant influence on perceived quality:  $F(1) = 0,060$ ,  $p = 0,807$ .

To conclude, H5 is rejected, as H5a, H5b, H5c and H5d were rejected in mentioned circumstances.

**H6. Trust towards online store is higher for a 30% price discount than for a 60% price discount.**

When evaluating the mean values of all respondents' attitudes towards trust in online stores, the table below shows the mean values of the type of the brand store and the size of a price discount, with the highest mean being  $M = 4,635$  (single-brand store and 30% price discount) and the lowest mean being  $M = 4,05$  (multi-brand store and 60% price discount).

**Table 18.** Summary of Interaction of Different Types of Statements: Trust Towards Online Store \*  
Brand Store \* Price Discount

Descriptive Statistics				
Dependent Variable: Trust				
Brand Store Type	Price Discount	Mean	Std. Deviation	N
Single-brand Store	-30%	4.6354	1.47195	144
	-60%	4.3247	1.32709	149
	Total	4.4774	1.40639	293
Multi-brand Store	-30%	4.3289	1.40172	149
	-60%	4.0451	1.43421	144
	Total	4.1894	1.42246	293
Total	-30%	4.4795	1.44239	293
	-60%	4.1873	1.38549	293
	Total	4.3334	1.42057	586

Results show that **H6a and H6b are rejected (not approved)**. Perceived trust towards online stores has a significant difference depending on the brand store type, as  $F(1) = 6,335$ ,  $p = 0,012$ , and a considerable difference depending on the price discount, as  $F(1) = 6,518$ ,  $p = 0,011$ . It is highly important to take into account the observed power, which typically should reach 0,8 and yet in both current cases it reaches a fair number of just over 0,7. Having that in mind, the results of the brand store types by “Pairwise Comparisons” and “Estimates” show  $p = 0,012$ ,  $M = 4,480$  (single-brand store)  $> M = 4,187$  (multi-brand store), which could mean that a single brand store rather than a multi-brand store has a more significant effect on trust towards an online store. Likewise, the results of the price discount sizes by “Pairwise Comparisons” and “Estimates” show  $p = 0,011$ ,  $M = 4,482$  (-30%)  $> M = 4,185$  (-60%), which could mean that a lower rather than a higher price discount has a more significant effect on trust towards an online store. The interaction between the brand store type and the price discount does not have a significant influence on trust towards an online store:  $F(1) = 0,013$ ,  $p = 0,908$ .

The table below shows the results, when the dependent variable is trust towards online store, and the highest mean is  $M = 4,629$  (30% price discount and 130 Eur) and the lowest –  $M = 3,989$  (60% price discount and 30 Eur).

**Table 19.** Summary of Interaction of Different Types of Statements: Trust Towards Online Store \*  
Size of Price \* Price Discount

Descriptive Statistics				
Dependent Variable: Trust				
Price Discount	Size of Price	Mean	Std. Deviation	N
-30%	30 Eur	4.3267	1.30189	145
	130 Eur	4.6292	1.55780	148
	Total	4.4795	1.44239	293
-60%	30 Eur	3.9899	1.21844	148
	130 Eur	4.3888	1.51527	145
	Total	4.1873	1.38549	293
Total	30 Eur	4.1566	1.26952	293
	130 Eur	4.5102	1.53898	293
	Total	4.3334	1.42057	586

Results show that **H6c and H6d are rejected (not approved)**. Perceived trust towards online stores has a significant difference depending on the price discount, as  $F(1) = 6,178$ ,  $p = 0,013$ , observed power – 0,699, and there is a considerable difference depending on the size of a product price, as  $F(1) = 9,121$ ,  $p = 0,003$ , observed power – 0,854. Analysing the data of the price discounts by “Pairwise Comparisons” and “Estimates”, the results show  $p = 0,013$ ,  $M = 4,478$  (-30%) >  $M = 4,189$  (-60%), which only means that a lower price discount rather than a higher one has a more significant effect on perceived trust. Likewise, the results of the price sizes by “Pairwise Comparisons” and “Estimates” show  $p = 0,003$ ,  $M = 4,158$  (30 Eur) <  $M = 4,509$  (130 Eur), which could mean that a higher price product rather than a lower price product has a more significant effect on trust towards an online store. The interaction between the price discount and the size of the product price does not have a significant influence on perceived trust:  $F(1) = 0,172$ ,  $p < 0,678$ .

To conclude, H6 is rejected, as H6a, H6b, H6c and H6d were rejected in mentioned circumstances.

**H7. Perceived savings are higher for a low price product than for a high price product.**

When evaluating the mean values of all respondents' attitudes towards perceived savings, the table below shows the mean values of the size of the product price and the type of the brand store, with the highest mean being  $M = 4,712$  (60% price discount and multi-brand store) and the lowest mean being  $M = 4,394$  (30% price discount and multi-brand store).

**Table 20.** Summary of Interaction of Different Types of Statements: Perceived Savings \* Size of Price \* Brand Store

Descriptive Statistics				
Dependent Variable: Savings				
Brand Store Type	Size of Price	Mean	Std. Deviation	N
Single-brand Store	30 Eur	4.3947	1.40926	150
	130 Eur	4.7119	1.30127	143
	Total	4.5495	1.36459	293
Multi-brand Store	30 Eur	4.5049	1.50302	143
	130 Eur	4.5440	1.42953	150
	Total	4.5249	1.46347	293
Total	30 Eur	4.4485	1.45432	293
	130 Eur	4.6259	1.36868	293
	Total	4.5372	1.41374	586

Results show that **H7a and H7b are rejected (not approved)**. Perceived savings do not have a significant difference depending on the brand store type, as  $F(1) = 0,061$ ,  $p = 0,805$ , neither depending on the size of a product price, as  $F(1) = 2,329$ ,  $p < 0,128$ . The interaction between the brand store type and the size of the product price does not have a significant influence on perceived savings:  $F(1) = 1,419$ ,  $p = 0,234$ .

The table below shows the results, when the dependent variable is perceived savings, and the highest mean is  $M = 5,10$  (60% price discount and 130 Eur) and the lowest –  $M = 3,85$  (30% and 30 Eur).

**Table 21.** Summary of Interaction of Different Types of Statements: Perceived Savings \* Size of Price \* Price Discount

Descriptive Statistics				
Dependent Variable: Savings				
Size of Price	Price Discount	Mean	Std. Deviation	N
30 Eur	-30%	3.8538	1.27633	145
	-60%	5.0311	1.38382	148
	Total	4.4485	1.45432	293
130 Eur	-30%	4.1568	1.24748	148
	-60%	5.1048	1.32394	145
	Total	4.6259	1.36868	293
Total	-30%	4.0068	1.26879	293
	-60%	5.0676	1.35270	293
	Total	4.5372	1.41374	586

Results show that **H7c and H7d are not proven (not approved)**. Perceived savings does not have a significant difference depending on the product price, as  $F(1) = 3,033$ ,  $p = 0,082$ , but there is a difference depending on the price discount, as  $F(1) = 96,542$ ,  $p < 0,001$ . Analysing the data of the lower and higher price discounts by “Pairwise Comparisons” and “Estimates”, the results show  $p < 0,001$ ,  $M = 4,005$  (-30%)  $< M = 5,068$  (-60%), which only means that a higher price discount rather than a lower one has a more significant effect on perceived savings. The interaction between the price discount and the size of the product price does not have a significant influence on perceived savings:  $F(1) = 1,123$ ,  $p = 0,290$ .

To conclude, H7 is rejected, as H7a, H7b, H7c and H7d were rejected in mentioned circumstances.

**H8. Perceived quality is higher for a high price product than for a low price product.**

The table below shows the results, when the dependent variable is perceived quality, and the highest mean is  $M = 5,06$  (single-brand store and 130 Eur) and the lowest –  $M = 3,89$  (single-brand store and 30 Eur).

**Table 22.** Summary of Interaction of Different Types of Statements: Perceived Quality \* Size of Price \* Brand Store

Descriptive Statistics				
Dependent Variable: Quality				
Brand Store Type	Size of Price	Mean	Std. Deviation	N
Single-brand Store	30 Eur	3.8922	1.41647	150
	130 Eur	5.0583	1.22079	143
	Total	4.4613	1.44549	293
Multi-brand Store	30 Eur	3.9091	1.10053	143
	130 Eur	4.6522	1.45731	150
	Total	4.2895	1.34579	293
Total	30 Eur	3.9005	1.26999	293
	130 Eur	4.8504	1.36007	293
	Total	4.3754	1.39798	586

Results show that **H8a and H8b are rejected (not approved)**. Perceived quality does not have a significant difference depending on the brand store type, as  $F(1) = 3,230$ ,  $p = 0,073$ , but there is a considerable difference depending on the size of a product price, as  $F(1) = 77,729$ ,  $p < 0,001$ . Analysing the data of the lower and higher product prices by “Pairwise Comparisons” and “Estimates”, the results show  $p < 0,001$ ,  $M = 3,901$  (30 Eur)  $< M = 4,855$  (130 Eur), which only means that a higher price product rather than a lower price one has a more significant effect on perceived quality. The interaction between the brand store type and the size of the product price does not have a significant influence on perceived quality:  $F(1) = 3,814$ ,  $p = 0,051$ , while observed power is only at 0,496.

The table below shows the results, when the dependent variable is perceived quality, and the highest mean is  $M = 5,00$  (30% price discount and 130 Eur) and the lowest –  $M = 3,77$  (60% price discount and 30 Eur).

**Table 23.** Summary of Interaction of Different Types of Statements: Perceived Quality \* Size of Price \* Price Discount

Descriptive Statistics				
Dependent Variable: Quality				
Price Discount	Size of Price	Mean	Std. Deviation	N
-30%	30 Eur	4.0299	1.24949	145
	130 Eur	5.0034	1.36436	148
	Total	4.5216	1.39454	293
-60%	30 Eur	3.7736	1.28130	148
	130 Eur	4.6943	1.34242	145
	Total	4.2292	1.38844	293
Total	30 Eur	3.9005	1.26999	293
	130 Eur	4.8504	1.36007	293
	Total	4.3754	1.39798	586

Results show that **H8c and H8d are rejected (not approved)**. Perceived quality has a significant difference depending on the price discount, as  $F(1) = 6,817$ ,  $p = 0,009$ , observed power - 0,741, also there is a considerable difference depending on the size of a product price, as  $F(1) = 76,519$   $p < 0,001$ . Analysing the data of the lower and higher product discount by “Pairwise Comparisons” and “Estimates”, the results show  $p = 0,009$ ,  $M = 4,517$  (-30%)  $> M = 4,234$  (-60%), which only means that a higher price discount rather than a lower price one has a more significant effect on perceived quality. Likewise, analysing the data of the lower and higher product price by “Pairwise Comparisons” and “Estimates”, the results show  $p < 0,001$ ,  $M = 3,902$  (30 Eur)  $< M = 4,849$  (130 Eur), which only means that a higher price product rather than a lower price one has a more significant effect on perceived quality. The interaction between the price discount and the size of the product price does not have a significant influence on perceived quality:  $F(1) = 0,060$ ,  $p = 0,807$ .

**H9. Trust towards online store is higher for a high price product than for a low price product.**

The table below shows the results, when the dependent variable is trust towards online store, and the highest mean is  $M = 4,87$  (single-brand store and 130 Eur) and the lowest –  $M = 4,10$  (single-brand store and 30 Eur).



**Table 24.** Summary of Interaction of Different Types of Statements: Trust Towards Online Store \*  
Brand Store Type \* Price Discount

Descriptive Statistics				
Dependent Variable: Trust				
Brand Store Type	Price Discount	Mean	Std. Deviation	N
Single-brand Store	-30%	4.6354	1.47195	144
	-60%	4.3247	1.32709	149
	Total	4.4774	1.40639	293
Multi-brand Store	-30%	4.3289	1.40172	149
	-60%	4.0451	1.43421	144
	Total	4.1894	1.42246	293
Total	-30%	4.4795	1.44239	293
	-60%	4.1873	1.38549	293
	Total	4.3334	1.42057	586

Results show that **H9b is rejected (not approved)**. Perceived trust towards online stores has a significant difference depending on the brand store type, as  $F(1) = 6,662$ ,  $p = 0,010$ , observed power - 0,731, and there is a considerable difference depending on the size of a product price, as  $F(1) = 9,856$ ,  $p = 0,002$ , observed power - 0,880. Analysing the data of the brand store types by “Pairwise Comparisons” and “Estimates”, the results show  $p = 0,010$ ,  $M = 4,487$  (single-brand store)  $>$   $M = 4,190$  (multi-brand store), which only means that a single-brand store rather than a multi-brand store has a more significant effect on perceived trust. Likewise, the results of the price sizes by “Pairwise Comparisons” and “Estimates” show  $p = 0,002$ ,  $M = 4,158$  (30 Eur)  $<$   $M = 4,519$  (130 Eur), which could mean that a higher price product rather than a low price product has a more significant effect on trust towards an online store. The interaction between the brand store type and the size of the product price has a significant influence on perceived trust:  $F(1) = 12,463$ ,  $p < 0,001$ , while observed power is at 0,941. Results show that **H9a is accepted (approved)**. Trust towards online store is higher for a high price product in a case of a single-brand store ( $M = 4,870$  (4,641; 5,098)) than for a low price product in case of a single-brand store ( $M = 4,168$  (3,945;4,390)).

The table below shows the results, when the dependent variable is trust towards online store, and the highest mean is  $M = 4,629$  (30% price discount and 130 Eur) and the lowest -  $M = 3,989$  (60% price discount and 30 Eur).

**Table 25.** Summary of the Test Interaction: Trust Towards Online Store \* Brand Store \* Size of Price

Tests of Between-Subjects Effects							
Dependent Variable: Trust							
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power <sup>b</sup>
Corrected Model	55.299 <sup>a</sup>	3	18.433	9.534	<.001	28.602	.997
Intercept	11022.469	1	11022.469	5701.105	<.001	5701.105	1.000
Brand Store	12.879	1	12.879	6.662	.010	6.662	.731
Size of Price	19.055	1	19.055	9.856	.002	9.856	.880
Brand Store * Size of Price	24.095	1	24.095	12.463	<.001	12.463	.941
Error	1125.234	582	1.933				
Total	12184.672	586					
Corrected Total	1180.533	585					
a. R Squared = .047 (Adjusted R Squared = .042)							
b. Computed using alpha = .05							

**Table 26.** Summary of Interaction of Different Types of Statements: Trust Towards Online Store \*  
Size of Price \* Price Discount

Descriptive Statistics				
Dependent Variable: Trust				
Price Discount	Size of Price	Mean	Std. Deviation	N
-30%	30 Eur	4.3267	1.30189	145
	130 Eur	4.6292	1.55780	148
	Total	4.4795	1.44239	293
-60%	30 Eur	3.9899	1.21844	148
	130 Eur	4.3888	1.51527	145
	Total	4.1873	1.38549	293
Total	30 Eur	4.1566	1.26952	293
	130 Eur	4.5102	1.53898	293
	Total	4.3334	1.42057	586

Results show that **H9c and H9d are rejected (not approved)**. Perceived trust towards online stores has a significant difference depending on the price discount, as  $F(1) = 6,178$ ,  $p = 0,013$ , observed power – 0,699, and there is a considerable difference depending on the size of a product price, as  $F(1) = 9,121$ ,  $p = 0,003$ , observed power – 0,854. Analysing the data of the price discounts by “Pairwise Comparisons” and “Estimates”, the results show  $p = 0,013$ ,  $M = 4,478$  (-30%)  $>$   $M = 4,189$  (-60%), which only means that a lower price discount rather than a higher one has a more significant effect on perceived trust. Likewise, the results of the price sizes by “Pairwise Comparisons” and “Estimates” show  $p = 0,003$ ,  $M = 4,158$  (30 Eur)  $<$   $M = 4,509$  (130 Eur), which could mean that a higher price product rather than a lower price product has a more significant effect on trust towards an online store. The interaction between the price discount and the size of the product price does not have a significant influence on perceived trust:  $F(1) = 0,172$ ,  $p < 0,678$ .

To conclude, H9 is accepted in one mentioned case only – H9a, stating that trust towards online store is higher for a high price product than for a low price product in case of a single-brand store.

#### 4.4. Influence of Scepticism on Perceived Savings

According to previously mentioned research, the level of scepticism is an element that can influence the perceived savings of a product offering. This section investigates whether there is an actual link between scepticism and perceived savings, as well as whether scepticism actually negatively influences the perception of savings.

**H10.** Consumers' perception of savings decreases as scepticism affect increases.

The Pearson Correlation coefficient was found to be Pearson  $R = -0,529$ ,  $p < 0,001$  indicating a substantial correlation between scepticism and perceived savings (see Table 27). Results show that **H10 is proven (approved)**. The outcome is consistent with the findings of other studies describing the link between the two factors in question (Yin et al., 2020; De Pechpeyrou and Odou, 2012; Kukar-Kinney, 2006).

**Table 27.** Summary of Interaction of Different Types of Statements: Trust Towards Online Store \*  
Size of Price \* Price Discount

Variable	Measurement	Scepticism	Sig. (2-tailed)
Perceived Savings	Pearson Correlation	-0,529	< 0,001

#### 4.5. Influence of Perceived Savings and Trust Towards Online Store on Perceived Quality

Previous literature show that the both perceived savings and trust towards online store can influence the perceived quality. This section investigates whether there is an actual link between trust towards online store and perceived savings on perceived quality of a product offering.

In order to test H11 and H12, regression analysis was used. The perceived quality is the dependent variable in this current analysis. The perceived savings are an independent variable. To examine the impacts of the two factors, a third independent variable, trust, was included in the regression analysis (H12). The ANOVA test results showed that  $p < 0,001$  and we can continue the analysis of the current case.  $F(1) = 361,936$ ,  $p < 0,001$ . The definition coefficient  $R^2 = 0.554$  and shows a scatter of 54%. While examining the influence of the perceived savings and trust on the perceived quality, it was found that there are no difficulties of multicollinearity ( $VIF = 1.153$ ,  $VIF < 4$ , while Pearson Correlation on trust is 0,739, and on savings 0,407, which are lower than 0,8. The analysis by "Casewise Diagnostics" show there are 2 exceptional study cases, and yet "Residuals Statistics" confirm that  $Cook < 1$ ,  $DFB < 1$ , so there is no need to exclude any case from the analysis. As for that, **H11 and H12 are proven (accepted)**. Perceived savings and trust have a significant impact on perceived quality,  $R^2 = 0.554$ ,  $F(1) = 361,936$ ,  $p < 0,001$ . Additionally, a regression analysis of the perceived quality was performed

with the addition of trust. According to the standardized  $\beta$  coefficients ( $\beta_{\text{trust}} = 0,669$ ,  $\beta_{\text{savings}} = 0,163$ ), it can be seen that the perceived trust has a greater influence on the perceived quality than the perceived savings ( $t = 22,522$ ,  $p < 0,001$ ,  $t = ,5,500$   $p < 0,001$ ).

**Table 28.** Summary of Perceived Savings and Trust Towards Online Store Coefficients

Model		Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.790	.152		5.206	<.001		
	Trust	.658	.029	.669	22.522	<.001	.867	1.153
	Savings	.162	.029	.163	5.500	<.001	.867	1.153

a. Dependent Variable: Quality

#### 4.6. Influence of Subjective Norms, Perceived Savings, Perceived Quality and Trust Towards Online Store on Intention to Purchase

In order to test hypothesis H13-H16, regression analysis was used. The intention to buy is the dependent variable in this current analysis. The perceived savings, perceived quality, trust towards online store and subjective norms work as independent variables. The ANOVA test results showed that  $p < 0,001$  and we can continue the analysis of the current case. However, “Coefficients” chart showed that trusts’ towards online store  $p > 0,05$ , and as for that this independent variable was removed from the analysis. **H16 is not proven (not accepted)**. Continuing the analysis, the definition coefficient  $R^2 = 0,193$  and shows a scatter of 19%. It was also confirmed that there are no difficulties of multicollinearity (VIF (savings) = 1.298, VIF (quality) = 1,452, VIF (sub. Norms) = 1,482, VIF < 4. The analysis by “Casewise Diagnostics” show there are no exceptional study cases. As for all that, **H13-H15 are proven (accepted)**. Perceived savings, perceived quality and subjective norms have a significant impact on perceived quality,  $R^2 = 0,193$ ,  $F(1) = 46,367$ ,  $p < 0,001$ . Additionally, according to the standardized  $\beta$  coefficients ( $\beta_{\text{quality}} = 0,159$ ,  $\beta_{\text{savings}} = 0,232$ ,  $\beta_{\text{sub. norms}} = 0,160$ ), it can be

seen that the perceived savings has a greater influence on the intention to purchase than the perceived quality and subjective norms ( $t = 5,463, p < 0,001, t = 3,550, p < 0,001, t = 3,528 p < 0,001$ ).

**Table 29.** Summary of Perceived Savings, Quality and Subjective Norms Coefficients

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.287	.238		9.621	<.001		
	Savings	.267	.049	.232	5.463	<.001	.770	1.298
	Quality	.186	.052	.159	3.550	<.001	.688	1.452
	Sub norms	.158	.045	.160	3.528	<.001	.675	1.482

a. Dependent Variable: Intention to buy

All hypotheses and their conclusions are listed in the table below, which are approved or not approved from H1 to H16 as proposed in this research. To conclude, the results presented in the tables show that a total of 16 hypotheses were tested, while 8 were confirmed and 7 were rejected.

**Table 30.** Summary of Hypotheses Results

<b>Hypotheses</b>	<b>Results</b>
H1. Perceived savings are higher for a multi-brand store than for a single-brand store.	Not approved
H2. Perceived quality is higher for a single-brand store than for a multi-brand store.	Not approved
H3. Trust towards online store is higher for a single-brand store than for a multi-brand store (H3c - in case of a high price product).	Approved only H3c
H4. Perceived savings are higher for a 60% price discount than for a 30% price discount.	Not approved
H5. Perceived quality is higher for a 30% price discount than for a 60% price discount.	Not approved
H6. Trust towards online store is higher for a 30% price discount than for a 60% price discount.	Not approved
H7. Perceived savings are higher for a low price product than for a high price product.	Not approved
H8. Perceived quality is higher for a high price product than for a low price product.	Not approved
H9. Trust towards online store is higher for a high price product than for a low price product (H9a - in case of a single-brand store).	Approved only H9a
H10. Consumers' perception of savings decreases as scepticism affect increases.	Approved
H11. Perceived savings have an impact on perceived quality.	Approved
H12. Trust towards online store has an impact on perceived quality.	Approved
H13. Subjective norms have a positive impact on intention to purchase.	Approved
H14. Perceived savings have a positive impact on intention to purchase.	Approved
H15. Perceived quality has a positive impact on intention to purchase.	Approved
H16. Trust towards online store has a positive impact on intention to purchase.	Not approved

The final results of H1-H9 show that most of the hypotheses were rejected and the connection between price discount, size of price and brand store types on perceived savings, perceived quality and trust towards online store were difficult to find. Only two hypotheses in regards to trust towards online store were confirmed (H3c and H9a). Firstly, it was confirmed that there is a significant difference between single-brand and multi-brand stores towards online store trust. Additionally, size of price was found to have a connection to mentioned variables, and it can be concluded that trust towards online store is higher for a single-brand store than for a multi-brand store in a case of a high price product (130 Eur), as well as a higher price having more impact on trust rather than a lower price (30 Eur) in case of a single-brand store. The results can be explained by previously discussed study by Ba and Pavlo (2002) that higher prices and more expensive products are associated with a higher level of retailer trust. Then Kim and Benbasat's (2009) study added that customers usually prefer to pay larger prices when they have a high level of trust in a retailer. It was explained due to the reason that then the price is somewhat high, consumers collect and examine more information regarding the store's trustworthiness than when the price is comparatively low. In terms of trust having a significant correlation with single-brand store, previous research showed that loyal customers are more keen to select single-brand stores online, and brand loyalty is developed only withing time from a significant measure of trust (Lin et al., 2017; Sihite et al., 2016; Jones and Kim, 2011), while multi-brand stores are typically chosen depending on discount offerings, hence not being loyal towards a certain brand store (Reichheld and Schefer, 2000).

The conclusions of the rest of H1-H9 rejected hypotheses are not as clear and the expectet correalating results were not achieved, yet the testing in terms of savings showed significant difference between higher and lower price discount, 60% price discount being a more significant. This could be explained by previously mentioned study by Krishna et al. (2002) stating that large discounting could have a greater influence on perceived savings rather than smaller discounting. This was similarly supported by Shah and Siddiqui, (2021), Qiu et al. (2016) and Eisenbeiss's et al., (2015) statements that price discounts in general, no matter the size, are greatly perceived in terms of money saving cases. Then some significant differences were found within perceived quality aspect, when a lower price discount (30%) rather than a higher one (60%), and a higher size of price (130 Eur) rather than a lower one (30 Eur) had more effect on the variable. Unsurprisingly, many scholars can confirm the statements above that due to larger price savings (larger price discount), a lower product quality could be perceived, inclining outdated or damaged lower quality goods (Shah and Siddiqui, 2021; Lee and Chen-Yu, 2018; Lee and Stoel, 2014; Nusair et al., 2010). Lastly, some evidence was found on trust towards online store that it had a signifnace difference between price discounts, when 30% was perceived to have a



more significant effect on trust rather than 60%. Cho et al. (2020) previously explained that a higher price discount lowers trust for some online luxury shopping malls, as extremely high discount can attract more consumers, yet lower their trust in a store. Ba and Pavlo (2002) contributed by adding that customer typically expect a higher price discount for more pricey products than for inexpensive products when they have a low level of trust.

The outcome of H10 is consistent with the findings of other studies describing the link between the two factors in question (Yin et al., 2020; De Pechpeyrou and Odou, 2012; Kukar-Kinney, 2006). It was found there is a link between scepticism and perceived savings, and scepticism negatively influences the perception of savings. De Pechpeyrou and Odou's (2012) study claimed that consumers can be sceptical of promotions, particularly those that propose lowering the customer's cost.

When analysing statements of H13 – H16, the interaction was found between three variables: according to the results, subjective norms, perceived savings and perceived quality have a direct effect on the intention to buy. The most important factor influencing purchase intent out of all mentioned ones was found to be perceived savings. This finding can only be confirmed by previous research stating that consumers enjoy and aim to save money when buying a product, and as for that the discount level (whether higher or lower level) or the amount of savings (whether higher or lower savings) typically encourage consumers to take an offer (Shah and Siddiqui, 2021; Lee and Chen-Yu, 2018; Eisenbeiss et al., 2015), which not surprisingly resulted in perceived savings having higher level of purchase intention. Then H11 was accepted, as research by Shah and Siddiqui (2021) and Lee and Chen-Yu (2018) previously suggested. Interestingly enough, in regards to H16, trust towards online store was not confirmed to have impact on intention to buy, differently than the previous scholars have discussed (Amron, 2018; Cazier et al., 2017; Gunawan, 2015; Lien et al., 2015; Thamizhvanan and Xavier, 2013). However, hypothesis (H12) in regards to impact of trust towards online store on perceived quality was confirmed, as it was previously discussed by Sulthana and Vasantha's (2021) recent research.

## CONCLUSIONS AND RECOMMENDATIONS

The following conclusions are drawn from both of scientific literature and data analysis results:

- The scientific literature shows that appropriate pricing is critical to retailers' success, as it is seen to be one of the most important factors in determining customers' intention to buy. For consumers, price can indicate perceived quality or be the amount of money they agree to pay in exchange of a specific value. Furthermore, the following elements influence the impact of price on buy intent: customer characteristics and preferences, cognitive efforts, product type, brand, pricing format. However, the current study did not find that the size of price in correlation to brand stores and price discounts had an indirect influence on purchase intent through perceived quality and perceived savings, yet findings show significant influence on purchase intention through the trust towards online store and then perceived quality, when higher prices rather than lower are offered, in the case of single-brand stores.
- The price reductions of products are typically applied during a short-term period decided by the marketers, and scientific literature showed that differently than a fixed low price, a discounted price proposes the high quality of a product and unusual deal, which attracts customers and affect intention to purchase. Then literature showed that a higher price discount lowers trust, as extremely high discount can attract more consumers, yet lower their trust in a store, and that customers expect a higher price discount for more pricey products than for inexpensive products when they have a low level of trust. The results of this study show that price discount in correlation to brand types and different sizes of prices do not have an indirect impact on purchase intention through perceived savings, perceived quality and trust towards online store.
- The previous literature showed that customers have different desires which require customised marketing strategies, as they could be attracted to different types of stores for different reasons. A few fundamental distinctions between single-brand and multi-brand stores during the study were discovered within size of price, with them having an indirect influence on purchase intention through trust towards online store. The theory helped to explain that customers are more keen to select single-brand stores instead of multi-brand stores, as the single-brand store is perceived to have a higher trustworthiness level. This was discovered during the current study with a high price product. However, both types of brand stores in correlation to size or price or price discounts were not found to have an indirect influence of purchase intention through perceived savings and perceived quality.

- The final conclusions of the brand store type, price discounts and sizes of price were not as clear and the expected correlating results were not achieved, yet the study suggests on how these variables could positively influence perceived savings, perceived quality and trust towards online store. In terms of savings, a higher influence was shown with a higher rather than a lower price discount, while trust towards online store was shown to be higher with a lower price discount rather than a higher one. No significant connection was found with size or price or type of brand store individually. Lastly, perceived quality aspect was shown to have a significant influence by lower price discount (rather than a higher one) and a higher size of price (rather than a lower one). The confirmed findings were also discussed by previously discussed literature.
- The results of this study showed that scepticism influences and correlates with the perceived savings, and the higher the buyer's skepticism is, the lower savings are perceived. As for that, scepticism has an indirect influence on intention to purchase through perceived savings and through perceived savings then following perceived quality.
- The final conclusions of the study analysis lead to findings that intention to buy is directly influenced by perceived savings, perceived quality and subjective norms, as the previous research confirmed. It was only trust towards online store that was not validated by the previous scholars' studies, as in this study it was found that trust does not have a direct effect on purchase intention, and instead have an indirect one through perceived quality.
- The research was conducted from Lithuanian respondents, therefore these research results can be applied only in Lithuanian market.

The following suggestions and recommendations are drawn based on scientific literature and data analysis results:

- The study employed specific apparel products from two specific brands, which may have affected the results of the questionnaires. The findings of this study cannot be applicable to other product categories and it is suggested that the study should be repeated with more product options or different product categories (if in the future it would even be interesting to compare service products, for instance, holiday packages, food delivery, plane tickets or car rental).
- As the current research took account from two different brands, for the future research it is highly recommended that a larger number of more diverse brands (in terms of the product's categories, brand's popularity and reputation) could be added in the research and the results compared.

- In the event of repeating the format of current questionnaires, it is highly recommended to question respondents of various ages, income levels and genders, possibly adding educational levels. Referencing current research results, it is highly important to collect more samples of male respondents and respondents over the age of 30. This would additionally suggest a larger sample size.
- As the current study did not include monetary price discount framework, only the context of percentage price discounting, it is advisable to include it for the future research related to pricing field.
- Due to the given research possibilities, the study only evaluated the intention to buy rather than the actual purchasing behavior. In the future, it would be advisable to design an experiment that could mimic conditions that could happen in real life. It is critical to produce an atmosphere that could reflect daily buying processes and show as many diverse products as possible in a real-life online environment, rather than showing a small snapshot of it.
- For business professionals it is highly suggested to apply higher price discounts in order to appeal to the audience that prefers to save a lot.
- For business professionals in Lithuanian retail industry it is highly suggested to apply lower price discounts in order to appeal to the audience that is intended to be turned into loyal customers and not just turned into a short term sales.
- For business professionals in Lithuanian retail industry it is highly suggested to apply lower price discounts and higher levels of prices in order to create the idea of a higher quality of a product.
- For business professionals in Lithuanian retail industry it is recommended to advertise products in a single-brand environment rather than multi-brand environment, when the product price is quite high. Likewise, it is highly suggested to advertise higher price rather than lower price products in the single-brand environment.
- For business professionals who are interested in growing larger numbers of customers, it is advisable to incorporate not only trustworthy online stores, but also the perception of higher quality products, as the combination of two can successfully lead to a purchase decision.

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## APPENDICES

### Appendix 1: Questionnaire A

Kainų nuolaidų įtaka vartotojų pasitikėjimui ir ketinimui pirkti vieno prekės ženklo ir kelių prekių ženklų internetinėse parduotuvėse

Gerbiamas (-a) apklausos dalyvi (-e),

Esu Modesta Railaitė, Vilniaus universiteto skaitmeninės rinkodaros specializacijos paskutinio kurso studentė. Šiuo metu atlieku tyrimą, kurio tikslas baigiamajame magistrantūros darbe yra ištirti skirtingų kainų nuolaidų įtaką internetinėse parduotuvėse.

Anketa yra anonimiška, tad Jūsų pateikti atsakymai yra konfidencialūs ir bus naudojami tik šio tyrimo tikslais. Anketos užpildymas truks ne ilgiau nei 5-10 min.

Kilus papildomų klausimų ar komentarų dėl šios apklausos, maloniai kviečiu susisiekti el. paštu [modesta.railaite@vm.stud.vu.lt](mailto:modesta.railaite@vm.stud.vu.lt).

Dėkoju Jums už dalyvavimą apklausoje.

---

*Atidžiai pažiūrėkite į paveikslėlyje pavaizduotą prekės ženklo „Deuter“ turistinę kuprinę ir su ja susijusią informaciją. Šią prekę siūloma įsigyti vieno prekės ženklo „Deuter“ internetinėje parduotuvėje.*

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1. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos prekės nuolaidą. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. Kiekvienoje eilutėje žymėkite po atsakymą. \*

Teiginiai	1	2	3	4	5	6	7
Šiai kuprinei suteikta nuolaida reiškia didelį sutaupymą.							
Pinigų suma, kurią sutaupyčiau pirkdama (-s) kuprinę, yra labai didelė.							
Kuprinei suteikta nuolaidos suma yra labai didelė.							
Kadangi ši kuprinė parduodama su nuolaida, tai gali būti priežastis man ją įsigyti.							
Kai perku kuprinę su nuolaida, tikiu, kad gaunu gerą pasiūlymą.							

2. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos prekės internetinėje svetainėje nuolaidą. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Manau, kad kainų nuolaidos turi informacinę vertę.							
Kainų nuolaidos įprastai yra teisingos.							
Kainų nuolaidos yra patikimas informacijos apie gaminių kokybę ir funkcijų vykdymą šaltinis.							
Įprastai kainų nuolaidos atspindi tikrą reklamuojamo produkto vaizdą.							
Manau, kad esu tiksliai informuota (-s) apie kainų nuolaidų pasiūlymus.							
Kainų nuolaidų pasiūlymai suteikia vartotojams esminę informaciją.							

3. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos internetinės parduotuvės pasitikėjimą. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Manau, kad ši internetinė parduotuvė yra kompetentinga.							
Manau, kad ši internetinė parduotuvė turi aukštą reputaciją.							
Manau, kad ši internetinė parduotuvė yra reaktyvi klientų atžvilgiu.							
Manau, kad ši internetinė parduotuvė yra patikima.							
Aš pasitikiu šia internetine parduotuve.							
Tikiu, kad ši internetinė parduotuvė yra verta pasitikėjimo.							
Tikiu tuo, ką internetinės parduotuvės prekybininkas teigia apie parduodamus produktus.							
Šis internetinės parduotuvės prekybininkas yra patikimas.							

4. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos prekės kokybę. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Ši kuprinė yra patikima prekė.							
Šios kuprinės kokybė yra aukšta.							
Ši kuprinė yra patvari.							
Ši kuprinė yra gerai pagaminta.							
Manau, kad ši kuprinė yra puiki.							
Manau, kad šios kuprinės kokybė yra abejotina.							



5. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Žmonės, kurie turi įtakos mano daromiems sprendimams, pritartų, kad pirkčiau šią kuprinę.							
Žmonės, kurie yra svarbūs mano gyvenime, pritartų šios kuprinės nusipirkimui.							
Artimi draugai ir šeima galvotų, jog man įsigyti šią kuprinę yra gera mintis.							

6. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveiksluke pavaizduotos prekės ketinimą pirkti. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Jei ketinčiau pirkti kuprinę, tikimybė, jog pirkčiau kurpinę su nuolaida yra didelė.							
Tikimybė, kad svarstyčiau pirkti kuprinę su nuolaida yra didelė.							
Tikimybė, kad pirksiu kurpinę su nuolaida yra didelė.							

*Dabar atidžiai pažiūrėkite į šią paveikslėlyje pavaizduotą prekės ženklo „Deuter“ turistinę kuprinę ir su ja susijusią informaciją. Šią prekę siūloma įsigyti keliais prekės ženklais prekiaujančioje „Turisto pasaulis“ internetinėje parduotuvėje.*

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7. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos prekės nuolaidą. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. Kiekvienoje eilutėje žymėkite po atsakymą. \*

Teiginiai	1	2	3	4	5	6	7
Šiai kuprinei suteikta nuolaida reiškia didelį sutaupymą.							
Pinigų suma, kurią sutaupyčiau pirkdama (-s) kuprinę, yra labai didelė.							
Kuprinei suteikta nuolaidos suma yra labai didelė.							
Kadangi ši kuprinė parduodama su nuolaida, tai gali būti priežastis man ją įsigyti.							
Kai perku kuprinę su nuolaida, tikiu, kad gaunu gerą pasiūlymą.							

8. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos prekės internetinėje svetainėje nuolaidą. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Manau, kad kainų nuolaidos turi informacinę vertę.							
Kainų nuolaidos įprastai yra teisingos.							
Kainų nuolaidos yra patikimas informacijos apie gaminių kokybę ir funkcijų vykdymą šaltinis.							
Įprastai kainų nuolaidos atspindi tikrą reklamuojamo produkto vaizdą.							
Manau, kad esu tiksliai informuota (-s) apie kainų nuolaidų pasiūlymus.							
Kainų nuolaidų pasiūlymai suteikia vartotojams esminę informaciją.							

9. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos internetinės parduotuvės pasitikėjimą. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Manau, kad ši internetinė parduotuvė yra kompetentinga.							
Manau, kad ši internetinė parduotuvė turi aukštą reputaciją.							
Manau, kad ši internetinė parduotuvė yra reaktyvi klientų atžvilgiu.							
Manau, kad ši internetinė parduotuvė yra patikima.							
Aš pasitikiu šia internetine parduotuve.							
Tikiu, kad ši internetinė parduotuvė yra verta pasitikėjimo.							
Tikiu tuo, ką internetinės parduotuvės prekybininkas teigia apie parduodamus produktus.							
Šis internetinės parduotuvės prekybininkas yra patikimas.							

10. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos prekės kokybę. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Ši kuprinė yra patikima prekė.							
Šios kuprinės kokybė yra aukšta.							
Ši kuprinė yra patvari.							
Ši kuprinė yra gerai pagaminta.							
Manau, kad ši kuprinė yra puiki.							
Manau, kad šios kuprinės kokybė yra abejotina.							

11. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Žmonės, kurie turi įtakos mano daromiems sprendimams, pritartų, kad pirkčiau šią kuprinę.							
Žmonės, kurie yra svarbūs mano gyvenime, pritartų šios kuprinės nusipirkimui.							
Artimi draugai ir šeima galvotų, jog man įsigyti šią kuprinę yra gera mintis.							

12. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveiksluke pavaizduotos prekės ketinimą pirkti. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Jei ketinčiau pirkti kuprinę, tikimybę, jog pirkčiau kurpinę su nuolaida yra didelė.							
Tikimybė, kad svarstyčiau pirkti kuprinę su nuolaida yra didelė.							
Tikimybė, kad pirksiu kurpinę su nuolaida yra didelė.							

13. Jūsų lytis: *(pasirinkite)* \*

- a. Moteris
- b. Vyras

14. Jūsų amžius: *(įrašykite)* \*

Atsakymas: \_\_\_\_\_

15. Jūsų vidutinės mėnesio pajamos po mokesčių: *(pasirinkite)* \*

- a. 0-500 Eur
- b. 501-1000 Eur
- c. 1001-2000 Eur
- d. 2001-3000 Eur
- e. 3001 Eur ir daugiau

## Appendix 2: Questionnaire B

Kainų nuolaidų įtaka vartotojų pasitikėjimui ir ketinimui pirkti vieno prekės ženklo ir kelių prekių ženklų internetinėse parduotuvėse

Gerbiamas (-a) apklausos dalyvi (-e),

Esu Modesta Railaitė, Vilniaus universiteto skaitmeninės rinkodaros specializacijos paskutinio kurso studentė. Šiuo metu atlieku tyrimą, kurio tikslas baigiamajame magistrantūros darbe yra ištirti skirtingų kainų nuolaidų įtaką internetinėse parduotuvėse.

Anketa yra anonimiška, tad Jūsų pateikti atsakymai yra konfidencialūs ir bus naudojami tik šio tyrimo tikslais. Anketos užpildymas truks ne ilgiau nei 5-10 min.

Kilus papildomų klausimų ar komentarų dėl šios apklausos, maloniai kviečiu susisiekti el. paštu [modesta.railaite@vm.stud.vu.lt](mailto:modesta.railaite@vm.stud.vu.lt) .

Dėkoju Jums už dalyvavimą apklausoje.

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*Atidžiai pažiūrėkite į šią paveikslėlyje pavaizduotą prekės ženklo „Deuter“ turistinę kuprinę ir su ja susijusią informaciją. Šią prekę siūloma įsigyti keliais prekės ženklais prekiaujančioje „Turisto pasaulis“ internetinėje parduotuvėje.*

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Q

JŪSŲ PASKYRA

KREPŠELIS: (TUŠČIA)

## PREKĖS TURIZMUI

Kategorijos
+

🏠 > Turizmui > Kuprinės, krepšiai > Kuprinės iki 30 litrų > Kuprinė Deuter Go Go 25L

**KATEGORIJOS**

- ▶ Turizmui +
- ▶ Išskylai +
- ▶ Dviratininkams +
- ▶ Laisvalaikui +
- ▶ Žiemai +
- ▶ Apranga, avalynė +
- ▶ Nuoma +

Dovanų kuponai

-30%

**Kuprinė Deuter Go Go 25L**

Svoris: 590 g  
 Talpa: 25l  
 Matmenys: 46 / 30 / 21 cm  
 Medžiaga: Deuter-Microrip-Nylon / Deuter-Super-Polytex

Spalva :

~~30.00€~~ **21.00€**

Į KREPŠELĮ

Kiekis:

-

1

+

1. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos prekės nuolaidą. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. Kiekvienoje eilutėje žymėkite po atsakymą. \*

Teiginiai	1	2	3	4	5	6	7
Šiai kuprinei suteikta nuolaida reiškia didelį sutaupymą.							
Pinigų suma, kurią sutaupyčiau pirkdama (-s) kuprinę, yra labai didelė.							
Kuprinei suteikta nuolaidos suma yra labai didelė.							
Kadangi ši kuprinė parduodama su nuolaida, tai gali būti priežastis man ją įsigyti.							
Kai perku kuprinę su nuolaida, tikiu, kad gaunu gerą pasiūlymą.							

2. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos prekės internetinėje svetainėje nuolaidą. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Manau, kad kainų nuolaidos turi informacinę vertę.							
Kainų nuolaidos įprastai yra teisingos.							
Kainų nuolaidos yra patikimas informacijos apie gaminių kokybę ir funkcijų vykdymą šaltinis.							
Įprastai kainų nuolaidos atspindi tikrą reklamuojamo produkto vaizdą.							
Manau, kad esu tiksliai informuota (-s) apie kainų nuolaidų pasiūlymus.							
Kainų nuolaidų pasiūlymai suteikia vartotojams esminę informaciją.							



3. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos internetinės parduotuvės pasitikėjimą. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Manau, kad ši internetinė parduotuvė yra kompetentinga.							
Manau, kad ši internetinė parduotuvė turi aukštą reputaciją.							
Manau, kad ši internetinė parduotuvė yra reaktyvi klientų atžvilgiu.							
Manau, kad ši internetinė parduotuvė yra patikima.							
Aš pasitikiu šia internetine parduotuve.							
Tikiu, kad ši internetinė parduotuvė yra verta pasitikėjimo.							
Tikiu tuo, ką internetinės parduotuvės prekybininkas teigia apie parduodamus produktus.							
Šis internetinės parduotuvės prekybininkas yra patikimas.							

4. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos prekės kokybę. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Ši kuprinė yra patikima prekė.							
Šios kuprinės kokybė yra aukšta.							
Ši kuprinė yra patvari.							
Ši kuprinė yra gerai pagaminta.							
Manau, kad ši kuprinė yra puiki.							
Manau, kad šios kuprinės kokybė yra abejotina.							


5. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*



Teiginiai	1	2	3	4	5	6	7
Žmonės, kurie turi įtakos mano daromiems sprendimams, pritartų, kad pirkčiau šią kuprinę.							
Žmonės, kurie yra svarbūs mano gyvenime, pritartų šios kuprinės nusipirkimui.							
Artimi draugai ir šeima galvotų, jog man įsigyti šią kuprinę yra gera mintis.							





6. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveiksluke pavaizduotos prekės ketinimą pirkti. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Jei ketinčiau pirkti kuprinę, tikimybę, jog pirkčiau kurpinę su nuolaida yra didelė.							
Tikimybė, kad svarstyčiau pirkti kuprinę su nuolaida yra didelė.							
Tikimybė, kad pirksiu kurpinę su nuolaida yra didelė.							

*Dabar atidžiai pažiūrėkite į paveikslėlyje pavaizduotą prekės ženklo „Deuter“ turistinę kuprinę ir su ja susijusią informaciją. Šią prekę siūloma įsigyti vieno prekės ženklo „Deuter“ internetinėje parduotuvėje.*


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**Specification**

Weight	1050 g
Volume	32 Liter
Dimensions	51 / 33 / 20 (L x W x D) cm

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7. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos prekės nuolaidą. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. Kiekvienoje eilutėje žymėkite po atsakymą. \*

Teiginiai	1	2	3	4	5	6	7
Šiai kuprinei suteikta nuolaida reiškia didelį sutaupymą.							
Pinigų suma, kurią sutaupyčiau pirkdama (-s) kuprinę, yra labai didelė.							
Kuprinei suteikta nuolaidos suma yra labai didelė.							
Kadangi ši kuprinė parduodama su nuolaida, tai gali būti priežastis man ją įsigyti.							
Kai perku kuprinę su nuolaida, tikiu, kad gaunu gerą pasiūlymą.							

8. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos prekės internetinėje svetainėje nuolaidą. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Manau, kad kainų nuolaidos turi informacinę vertę.							
Kainų nuolaidos įprastai yra teisingos.							
Kainų nuolaidos yra patikimas informacijos apie gaminių kokybę ir funkcijų vykdymą šaltinis.							
Įprastai kainų nuolaidos atspindi tikrą reklamuojamo produkto vaizdą.							
Manau, kad esu tiksliai informuota (-s) apie kainų nuolaidų pasiūlymus.							
Kainų nuolaidų pasiūlymai suteikia vartotojams esminę informaciją.							

9. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos internetinės parduotuvės pasitikėjimą. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Manau, kad ši internetinė parduotuvė yra kompetentinga.							
Manau, kad ši internetinė parduotuvė turi aukštą reputaciją.							
Manau, kad ši internetinė parduotuvė yra reaktyvi klientų atžvilgiu.							
Manau, kad ši internetinė parduotuvė yra patikima.							
Aš pasitikiu šia internetine parduotuve.							
Tikiu, kad ši internetinė parduotuvė yra verta pasitikėjimo.							
Tikiu tuo, ką internetinės parduotuvės prekybininkas teigia apie parduodamus produktus.							
Šis internetinės parduotuvės prekybininkas yra patikimas.							

10. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos prekės kokybę. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Ši kuprinė yra patikima prekė.							
Šios kuprinės kokybė yra aukšta.							
Ši kuprinė yra patvari.							
Ši kuprinė yra gerai pagaminta.							
Manau, kad ši kuprinė yra puiki.							
Manau, kad šios kuprinės kokybė yra abejotina.							

11. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Žmonės, kurie turi įtakos mano daromiems sprendimams, pritartų, kad pirkčiau šią kuprinę.							
Žmonės, kurie yra svarbūs mano gyvenime, pritartų šios kuprinės nusipirkimui.							
Artimi draugai ir šeima galvotų, jog man įsigyti šią kuprinę yra gera mintis.							

12. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveiksluke pavaizduotos prekės ketinimą pirkti. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Jei ketinčiau pirkti kuprinę, tikimybę, jog pirkčiau kurpinę su nuolaida yra didelė.							
Tikimybė, kad svarstyčiau pirkti kuprinę su nuolaida yra didelė.							
Tikimybė, kad pirksiu kurpinę su nuolaida yra didelė.							

13. Jūsų lytis: *(pasirinkite)* \*

- c. Moteris
- d. Vyras

14. Jūsų amžius: *(įrašykite)* \*

Atsakymas: \_\_\_\_\_

15. Jūsų vidutinės mėnesio pajamos po mokesčių: *(pasirinkite)* \*

- f. 0-500 Eur
- g. 501-1000 Eur
- h. 1001-2000 Eur
- i. 2001-3000 Eur
- j. 3001 Eur ir daugiau

### Appendix 3: Questionnaire C

Kainų nuolaidų įtaka vartotojų pasitikėjimui ir ketinimui pirkti vieno prekės ženklo ir kelių prekių ženklų internetinėse parduotuvėse

Gerbiamas (-a) apklausos dalyvi (-e),

Esu Modesta Railaitė, Vilniaus universiteto skaitmeninės rinkodaros specializacijos paskutinio kurso studentė. Šiuo metu atlieku tyrimą, kurio tikslas baigiamajame magistrantūros darbe yra ištirti skirtingų kainų nuolaidų įtaką internetinėse parduotuvėse.

Anketa yra anonimiška, tad Jūsų pateikti atsakymai yra konfidencialūs ir bus naudojami tik šio tyrimo tikslais. Anketos užpildymas truks ne ilgiau nei 5-10 min.

Kilus papildomų klausimų ar komentarų dėl šios apklausos, maloniai kviečiu susisiekti el. paštu [modesta.railaite@vm.stud.vu.lt](mailto:modesta.railaite@vm.stud.vu.lt) .

Dėkoju Jums už dalyvavimą apklausoje.

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*Atidžiai pažiūrėkite į paveikslėlyje pavaizduotą prekės ženklo „Deuter“ turistinę kuprinę ir su ja susijusią informaciją. Šią prekę siūloma įsigyti vieno prekės ženklo „Deuter“ internetinėje parduotuvėje.*

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Volume 25 Liter  
Dimensions 46 / 30 / 21 (L x W x D) cm

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1. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos prekės nuolaidą. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. Kiekvienoje eilutėje žymėkite po atsakymą. \*

Teiginiai	1	2	3	4	5	6	7
Šiai kuprinei suteikta nuolaida reiškia didelį sutaupymą.							
Pinigų suma, kurią sutaupyčiau pirkdama (-s) kuprinę, yra labai didelė.							
Kuprinei suteikta nuolaidos suma yra labai didelė.							
Kadangi ši kuprinė parduodama su nuolaida, tai gali būti priežastis man ją įsigyti.							
Kai perku kuprinę su nuolaida, tikiu, kad gaunu gerą pasiūlymą.							

2. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos prekės internetinėje svetainėje nuolaidą. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Manau, kad kainų nuolaidos turi informacinę vertę.							
Kainų nuolaidos įprastai yra teisingos.							
Kainų nuolaidos yra patikimas informacijos apie gaminių kokybę ir funkcijų vykdymą šaltinis.							
Įprastai kainų nuolaidos atspindi tikrą reklamuojamo produkto vaizdą.							
Manau, kad esu tiksliai informuota (-s) apie kainų nuolaidų pasiūlymus.							
Kainų nuolaidų pasiūlymai suteikia vartotojams esminę informaciją.							

3. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos internetinės parduotuvės pasitikėjimą. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Manau, kad ši internetinė parduotuvė yra kompetentinga.							
Manau, kad ši internetinė parduotuvė turi aukštą reputaciją.							
Manau, kad ši internetinė parduotuvė yra reaktyvi klientų atžvilgiu.							
Manau, kad ši internetinė parduotuvė yra patikima.							
Aš pasitikiu šia internetine parduotuve.							
Tikiu, kad ši internetinė parduotuvė yra verta pasitikėjimo.							
Tikiu tuo, ką internetinės parduotuvės prekybininkas teigia apie parduodamus produktus.							
Šis internetinės parduotuvės prekybininkas yra patikimas.							

4. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos prekės kokybę. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Ši kuprinė yra patikima prekė.							
Šios kuprinės kokybė yra aukšta.							
Ši kuprinė yra patvari.							
Ši kuprinė yra gerai pagaminta.							
Manau, kad ši kuprinė yra puiki.							
Manau, kad šios kuprinės kokybė yra abejotina.							


5. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Žmonės, kurie turi įtakos mano daromiems sprendimams, pritartų, kad pirkčiau šią kuprinę.							
Žmonės, kurie yra svarbūs mano gyvenime, pritartų šios kuprinės nusipirkimui.							
Artimi draugai ir šeima galvotų, jog man įsigyti šią kuprinę yra gera mintis.							


6. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveiksluke pavaizduotos prekės ketinimą pirkti. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Jei ketinčiau pirkti kuprinę, tikimybę, jog pirkčiau kurpinę su nuolaida yra didelė.							
Tikimybė, kad svarstyčiau pirkti kuprinę su nuolaida yra didelė.							
Tikimybė, kad pirksiu kurpinę su nuolaida yra didelė.							


*Dabar atidžiai pažiūrėkite į šią paveikslėlyje pavaizduotą prekės ženklo „Deuter“ turistinę kuprinę ir su ja susijusią informaciją. Šią prekę siūloma įsigyti keliais prekės ženklais prekiaujančioje „Turisto pasaulis“ internetinėje parduotuvėje.*




30 dienų prekių grąžinimo garantija




Mokėkite grynais kai gausite prekes



Nemokamas prekių pristatymas perkant už 50€




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🔍

JŪSŲ PASKYRA

KREPŠELIS: (TUŠČIA)

## PREKĖS TURIZMUI


### Kategorijos +

🏠 > Turizmui > Kuprinės, krepšiai > Kuprinės nuo 31 iki 45 litrų > Kuprinė Deuter Giga EL 32 L

#### KATEGORIJOS

- ▶ Turizmui +
- ▶ Išskylai +
- ▶ Dviratininkams +
- ▶ Laisvalaikiai +
- ▶ Žiemai +
- ▶ Apranga, avalynė +
- ▶ Nuoma +

🎁 Dovanų kuponai



-60%

**Kuprinė Deuter Giga EL 32 L**

Svoris: 980 g  
Talpa: 32 l  
Matmenys: 51 / 33 / 20 cm  
Medžiaga: Deuter-Ballistic / Deuter-Super-Polytex

~~130.00€~~ **52.00€**

Į KREPŠELĮ



Kiekis:

-

1

+

♥ Pridėti prie pageidavimų

7. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos prekės nuolaidą. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. Kiekvienoje eilutėje žymėkite po atsakymą. \*

Teiginiai	1	2	3	4	5	6	7
Šiai kuprinei suteikta nuolaida reiškia didelį sutaupymą.							
Pinigų suma, kurią sutaupyčiau pirkdama (-s) kuprinę, yra labai didelė.							
Kuprinei suteikta nuolaidos suma yra labai didelė.							
Kadangi ši kuprinė parduodama su nuolaida, tai gali būti priežastis man ją įsigyti.							
Kai perku kuprinę su nuolaida, tikiu, kad gaunu gerą pasiūlymą.							

8. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos prekės internetinėje svetainėje nuolaidą. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Manau, kad kainų nuolaidos turi informacinę vertę.							
Kainų nuolaidos įprastai yra teisingos.							
Kainų nuolaidos yra patikimas informacijos apie gaminių kokybę ir funkcijų vykdymą šaltinis.							
Įprastai kainų nuolaidos atspindi tikrą reklamuojamo produkto vaizdą.							
Manau, kad esu tiksliai informuota (-s) apie kainų nuolaidų pasiūlymus.							
Kainų nuolaidų pasiūlymai suteikia vartotojams esminę informaciją.							

9. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos internetinės parduotuvės pasitikėjimą. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Manau, kad ši internetinė parduotuvė yra kompetentinga.							
Manau, kad ši internetinė parduotuvė turi aukštą reputaciją.							
Manau, kad ši internetinė parduotuvė yra reaktyvi klientų atžvilgiu.							
Manau, kad ši internetinė parduotuvė yra patikima.							
Aš pasitikiu šia internetine parduotuve.							
Tikiu, kad ši internetinė parduotuvė yra verta pasitikėjimo.							
Tikiu tuo, ką internetinės parduotuvės prekybininkas teigia apie parduodamus produktus.							
Šis internetinės parduotuvės prekybininkas yra patikimas.							

10. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos prekės kokybę. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Ši kuprinė yra patikima prekė.							
Šios kuprinės kokybė yra aukšta.							
Ši kuprinė yra patvari.							
Ši kuprinė yra gerai pagaminta.							
Manau, kad ši kuprinė yra puiki.							
Manau, kad šios kuprinės kokybė yra abejotina.							

11. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Žmonės, kurie turi įtakos mano daromiems sprendimams, pritartų, kad pirkčiau šią kuprinę.							
Žmonės, kurie yra svarbūs mano gyvenime, pritartų šios kuprinės nusipirkimui.							
Artimi draugai ir šeima galvotų, jog man įsigyti šią kuprinę yra gera mintis.							

12. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveiksluke pavaizduotos prekės ketinimą pirkti. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Jei ketinčiau pirkti kuprinę, tikimybę, jog pirkčiau kurpinę su nuolaida yra didelė.							
Tikimybė, kad svarstyčiau pirkti kuprinę su nuolaida yra didelė.							
Tikimybė, kad pirksiu kurpinę su nuolaida yra didelė.							

13. Jūsų lytis: *(pasirinkite)* \*

- e. Moteris
- f. Vyras

14. Jūsų amžius: *(įrašykite)* \*

Atsakymas: \_\_\_\_\_

15. Jūsų vidutinės mėnesio pajamos po mokesčių: *(pasirinkite)* \*

- k. 0-500 Eur
- l. 501-1000 Eur
- m. 1001-2000 Eur
- n. 2001-3000 Eur
- o. 3001 Eur ir daugiau

## Appendix 4: Questionnaire D

Kainų nuolaidų įtaka vartotojų pasitikėjimui ir ketinimui pirkti vieno prekės ženklo ir kelių prekių ženklų internetinėse parduotuvėse

Gerbiamas (-a) apklausos dalyvi (-e),

Esu Modesta Railaitė, Vilniaus universiteto skaitmeninės rinkodaros specializacijos paskutinio kurso studentė. Šiuo metu atlieku tyrimą, kurio tikslas baigiamajame magistrantūros darbe yra ištirti skirtingų kainų nuolaidų įtaką internetinėse parduotuvėse.

Anketa yra anonimiška, tad Jūsų pateikti atsakymai yra konfidencialūs ir bus naudojami tik šio tyrimo tikslais. Anketos užpildymas truks ne ilgiau nei 5-10 min.

Kilus papildomų klausimų ar komentarų dėl šios apklausos, maloniai kviečiu susisiekti el. paštu [modesta.railaite@vm.stud.vu.lt](mailto:modesta.railaite@vm.stud.vu.lt) .

Dėkoju Jums už dalyvavimą apklausoje.

---



*Atidžiai pažiūrėkite į šią paveikslėlyje pavaizduotą prekės ženklo „Deuter“ turistinę kuprinę ir su ja susijusią informaciją. Šią prekę siūloma įsigyti keliais prekės ženklais prekiaujančioje „Turisto pasaulis“ internetinėje parduotuvėje.*

30 dienų prekių grąžinimo garantija

Mokėkite grynais kai gausite prekes

Nemokamas prekių pristatymas perkant už 50€

Prekių pristatymas per 2 - 3 d. d.

Prekių užsakymas telefonu: 8-685-38678

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Q

JŪSŲ PASKYRA
KREPŠELIS: (TUŠČIA)

## PREKĖS TURIZMUI

Kategorijos
+

🏠 > Turizmui > Kuprinės, krepšiai > Kuprinės iki 30 litrų > Kuprinė Deuter Go Go 25L

### KATEGORIJOS

- ▶ Turizmui +
- ▶ Iššylai +
- ▶ Dviratininkams +
- ▶ Laisvalaikiui +
- ▶ Žiemai +
- ▶ Apranga, avalynė +
- ▶ Nuoma +

Dovanų kuponai

-60%

### Kuprinė Deuter Go Go 25L

Svoris: 590 g  
Talpa: 25l  
Matmenys: 46 / 30 / 21 cm  
Medžiaga: Deuter-Microrip-Nylon / Deuter-Super-Polytex

Spalva :

30.00€
12.00€

| KREPŠELI

Kiekis:

-

1

+

1. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos prekės nuolaidą. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. Kiekvienoje eilutėje žymėkite po atsakymą. \*

Teiginiai	1	2	3	4	5	6	7
Šiai kuprinei suteikta nuolaida reiškia didelį sutaupymą.							
Pinigų suma, kurią sutaupyčiau pirkdama (-s) kuprinę, yra labai didelė.							
Kuprinei suteikta nuolaidos suma yra labai didelė.							
Kadangi ši kuprinė parduodama su nuolaida, tai gali būti priežastis man ją įsigyti.							
Kai perku kuprinę su nuolaida, tikiu, kad gaunu gerą pasiūlymą.							

2. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos prekės internetinėje svetainėje nuolaidą. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Manau, kad kainų nuolaidos turi informacinę vertę.							
Kainų nuolaidos įprastai yra teisingos.							
Kainų nuolaidos yra patikimas informacijos apie gaminių kokybę ir funkcijų vykdymą šaltinis.							
Įprastai kainų nuolaidos atspindi tikrą reklamuojamo produkto vaizdą.							
Manau, kad esu tiksliai informuota (-s) apie kainų nuolaidų pasiūlymus.							
Kainų nuolaidų pasiūlymai suteikia vartotojams esminę informaciją.							

3. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos internetinės parduotuvės pasitikėjimą. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Manau, kad ši internetinė parduotuvė yra kompetentinga.							
Manau, kad ši internetinė parduotuvė turi aukštą reputaciją.							
Manau, kad ši internetinė parduotuvė yra reaktyvi klientų atžvilgiu.							
Manau, kad ši internetinė parduotuvė yra patikima.							
Aš pasitikiu šia internetine parduotuve.							
Tikiu, kad ši internetinė parduotuvė yra verta pasitikėjimo.							
Tikiu tuo, ką internetinės parduotuvės prekybininkas teigia apie parduodamus produktus.							
Šis internetinės parduotuvės prekybininkas yra patikimas.							

4. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos prekės kokybę. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Ši kuprinė yra patikima prekė.							
Šios kuprinės kokybė yra aukšta.							
Ši kuprinė yra patvari.							
Ši kuprinė yra gerai pagaminta.							
Manau, kad ši kuprinė yra puiki.							
Manau, kad šios kuprinės kokybė yra abejotina.							


5. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Žmonės, kurie turi įtakos mano daromiems sprendimams, pritartų, kad pirkčiau šią kuprinę.							
Žmonės, kurie yra svarbūs mano gyvenime, pritartų šios kuprinės nusipirkimui.							
Artimi draugai ir šeima galvotų, jog man įsigyti šią kuprinę yra gera mintis.							





6. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveiksluke pavaizduotos prekės ketinimą pirkti. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Jei ketinčiau pirkti kuprinę, tikimybė, jog pirkčiau kurpinę su nuolaida yra didelė.							
Tikimybė, kad svarstyčiau pirkti kuprinę su nuolaida yra didelė.							
Tikimybė, kad pirksiu kurpinę su nuolaida yra didelė.							

*Dabar atidžiai pažiūrėkite į paveikslėlyje pavaizduotą prekės ženklo „Deuter“ turistinę kuprinę ir su ja susijusią informaciją. Šią prekę siūloma įsigyti vieno prekės ženklo „Deuter“ internetinėje parduotuvėje.*


Backpacks
Sleeping Bags
Bags
Accessories
Advice
Responsibility
#deuter

👤
🛒



## GIGA EL

Art.No. 3812421-7000

~~130.00€~~ **91.00€**

● In Stock | Delivered in 7 - 8 business days

Color black

From € 50 free shipping and free returns

**2 years warranty**

↔ COMPARE

Specification

Weight	1050 g
Volume	32 Liter
Dimensions	51 / 33 / 20 (L x W x D) cm

🛒 ADD TO SHOPPING CART

7. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos prekės nuolaidą. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. Kiekvienoje eilutėje žymėkite po atsakymą. \*

Teiginiai	1	2	3	4	5	6	7
Šiai kuprinei suteikta nuolaida reiškia didelį sutaupymą.							
Pinigų suma, kurią sutaupyčiau pirkdama (-s) kuprinę, yra labai didelė.							
Kuprinei suteikta nuolaidos suma yra labai didelė.							
Kadangi ši kuprinė parduodama su nuolaida, tai gali būti priežastis man ją įsigyti.							
Kai perku kuprinę su nuolaida, tikiu, kad gaunu gerą pasiūlymą.							

8. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos prekės internetinėje svetainėje nuolaidą. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Manau, kad kainų nuolaidos turi informacinę vertę.							
Kainų nuolaidos įprastai yra teisingos.							
Kainų nuolaidos yra patikimas informacijos apie gaminių kokybę ir funkcijų vykdymą šaltinis.							
Įprastai kainų nuolaidos atspindi tikrą reklamuojamo produkto vaizdą.							
Manau, kad esu tiksliai informuota (-s) apie kainų nuolaidų pasiūlymus.							
Kainų nuolaidų pasiūlymai suteikia vartotojams esminę informaciją.							

9. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos internetinės parduotuvės pasitikėjimą. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Manau, kad ši internetinė parduotuvė yra kompetentinga.							
Manau, kad ši internetinė parduotuvė turi aukštą reputaciją.							
Manau, kad ši internetinė parduotuvė yra reaktyvi klientų atžvilgiu.							
Manau, kad ši internetinė parduotuvė yra patikima.							
Aš pasitikiu šia internetine parduotuve.							
Tikiu, kad ši internetinė parduotuvė yra verta pasitikėjimo.							
Tikiu tuo, ką internetinės parduotuvės prekybininkas teigia apie parduodamus produktus.							
Šis internetinės parduotuvės prekybininkas yra patikimas.							

10. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveikslėlyje pavaizduotos prekės kokybę. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Ši kuprinė yra patikima prekė.							
Šios kuprinės kokybė yra aukšta.							
Ši kuprinė yra patvari.							
Ši kuprinė yra gerai pagaminta.							
Manau, kad ši kuprinė yra puiki.							
Manau, kad šios kuprinės kokybė yra abejotina.							

11. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Žmonės, kurie turi įtakos mano daromiems sprendimams, pritartų, kad pirkčiau šią kuprinę.							
Žmonės, kurie yra svarbūs mano gyvenime, pritartų šios kuprinės nusipirkimui.							
Artimi draugai ir šeima galvotų, jog man įsigyti šią kuprinę yra gera mintis.							

12. Žemiau yra pateikti teiginiai, apibūdinantys Jūsų požiūrį į paveiksluke pavaizduotos prekės ketinimą pirkti. Pažymėkite Jums labiausiai tinkantį atsakymo variantą, kai 1 – „visiškai nesutinku“, 7 – „visiškai sutinku“. \*

Teiginiai	1	2	3	4	5	6	7
Jei ketinčiau pirkti kuprinę, tikimybę, jog pirkčiau kurpinę su nuolaida yra didelė.							
Tikimybė, kad svarstyčiau pirkti kuprinę su nuolaida yra didelė.							
Tikimybė, kad pirksiu kurpinę su nuolaida yra didelė.							

13. Jūsų lytis: (*pasirinkite*) \*

g. Moteris

h. Vyras

14. Jūsų amžius: (*įrašykite*) \*

Atsakymas: \_\_\_\_\_

15. Jūsų vidutinės mėnesio pajamos po mokesčių: (*pasirinkite*) \*

p. 0-500 Eur

q. 501-1000 Eur

r. 1001-2000 Eur

s. 2001-3000 Eur

t. 3001 Eur ir daugiau



## Appendix 5: Adapted Constructs of Current Research

Variable	Translation in English	Translation in Lithuanian	Cronbach's Alpha	Authors
<b>Perceived Savings</b>	The amount of discount offered on the backpack represents large savings.	Šiai kuprinei suteikta nuolaida reiškia didelį sutaupymą.	0,93	Lee and Chen-Yu, 2018
	The amount of money that I would save on the backpack is very large.	Pinigų suma, kurią sutaupyčiau pirkdama (-s) kuprinę, yra labai didelė.		
	The amount of discount stated for the backpack is very high.	Kuprinei suteikta nuolaidos suma yra labai didelė.		
	The price of the backpack is very cheap	Kuprinė kainuoja labai nebrangiai.	0.88	Maxwell, 2001
	The price of the backpack is much less than I expected.	Kuprinės kaina mažesnė, nei tikėjau.		
	This is a very good price for the backpack.	Kuprinės kaina yra labai gera.		
	If a product is on sale, that can be a reason for me to buy it.	Kadangi ši kuprinė parduodama su nuolaida, tai gali būti parduodama su nuolaida, tai gali būti priežastis man ją įsigyti.	0.92	Konuk, 2015
	When I buy a brand that is on sale, I feel that I am getting a good deal.	Kai perku kuprinę su nuolaida, tikiu, kad gaunu gerą pasiūlymą		
	I have favourite brands, but most of the time I buy the brand that is on sale.	Turiu mėgstamų kuprinių prekių ženklų, bet dažniausiai perku tą kuprinę, kuri yra parduodama su nuolaida.		
	One should buy the brand that is on sale.	Manau, jog reikėtų stengtis pirkti kurpinę, kuri yra su nuolaida.		

<b>Scepticism</b>	I believe price discounts have an informational value.	Manau, kad kainų nuolaidos turi informacinę vertę.	0,92	De Pechpeyrou and Odou, 2012
	Price discounts are generally truthful.	Kainų nuolaidos įprastai yra teisingos.		
	Price discounts are a reliable source of information about the quality and performance of products.	Kainų nuolaidos yra patikimas informacijos apie gaminių kokybę ir funkcijų vykdymą šaltinis.		
	In general, price discounts present a true picture of the product being advertised.	Įprastai kainų nuolaidos atspindi tikrą reklamuojamo produkto vaizdą.		
	I feel I have been accurately informed by price discount offers.	Manau, kad esu tiksliai informuota (-s) apie kainų nuolaidų pasiūlymus.		
	Price discount offers provide consumers with essential information.	Kainų nuolaidų pasiūlymai suteikia vartotojams esminę informaciją.		
<b>Trust Towards Online Store</b>	I feel that this online store is competent.	Manau, kad ši internetinė parduotuvė yra kompetentinga.	0,92	Ling-Yee Li et al., 2017
	I feel that this online store is of high integrity.	Manau, kad ši internetinė parduotuvė turi aukštą reputaciją.		
	I feel that this online store is responsive to customers.	Manau, kad ši internetinė parduotuvė yra reaktyvi klientų atžvilgiu.		
	I think this website is credible.	Manau, kad ši internetinė parduotuvė yra patikima.	0,93	Hsiao et al., 2010
	I trust this website.	Aš pasitikiu šia internetine parduotuve.		
	I believe that this website is trustworthy.	Tikiu, kad ši internetinė parduotuvė yra verta pasitikėjimo.		
	I trust what this online retailer says about its products.	Tikiu tuo, ką internetinės parduotuvės prekybininkas teigia apie parduodamus produktus.	0,82	Kim et al., 2009

	This online retailer is reliable.	Šis internetinės parduotuvės prekybininkas yra patikimas.		
<b>Perceived Quality</b>	This backpack would be reliable.	Ši kuprinė yra patikima prekė.	0,92	Lee and Chen-Yu, 2018
	This backpack would be dependable.	Šios kuprinės kokybė yra aukšta.		
	This backpack would be durable.	Ši kuprinė yra patvari.		
	The workmanship on this backpack would be good.	Šios kuprinė yra gerai pagaminta.	0,89	Tan et al., 2019
	I think this backpack is excellent.	Manau, kad ši kuprinė yra puiki.		
	I think the quality of this backpack is questionable.	Manau, kad šios kuprinės kokybė yra abejotina		
<b>Subjective Norms</b>	People who influence my decisions would approve of me buying this backpack.	Žmonės, kurie turi įtakos mano daromiems sprendimams, pritartų, kad pirkčiau šią kuprinę.	0,88	Han and Stoel, 2016
	People who are important in my life would approve of me buying this backpack.	Žmonės, kurie yra svarbūs mano gyvenime, pritartų šios kuprinės nusipirkimui.		
	Close friends and family think it is a good idea for me to purchase this backpack.	Artimi draugai ir šeima galvotų, jog man įsigyti šią kuprinę yra gera mintis.		
<b>Purchase Intention</b>	If I were going to buy a backpack, the probability of buying discounted backpack is high.	Jei ketinčiau pirkti kuprinę, tikimybė, jog pirkčiau kuprinę su nuolaida yra didelė.	0,89	Büyükdag et al., 2020
	The probability that I would consider buying discounted backpack is high.	Tikimybė, kad svarstyčiau pirkti kuprinę su nuolaida yra didelė.		

The likelihood that I would purchase discounted backpack is high.	Tikimybė, kad pirksiu kuprinę su nuolaida yra didelė.		
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## Appendix 6: Reliability Testing (see section 4.1.)

### Intention to Buy – Store Type (Single-Brand)

Reliability Statistics	
Cronbach's Alpha	N of Items
.918	3

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Jei ketinčiau pirkti kuprinę, tikimybė, jog pirksčiau kuprinę su nuolaida yra didelė.	9.78	11.324	.861	.863
Tikimybė, kad svarstyčiau pirkti kuprinę su nuolaida yra didelė.	9.78	10.553	.863	.857
Tikimybė, kad pirksiu kuprinę su nuolaida yra didelė.	10.06	10.983	.783	.925

### Intention to Buy – Store Type (Multi-Brand)

Reliability Statistics	
Cronbach's Alpha	N of Items
.934	3

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if	Corrected Item-Total Correlation	Cronbach's Alpha if

		Item Deleted		Item Deleted
Jei ketinčiau pirkti kuprinę, tikimybė, jog pirkčiau kuprinę su nuolaida yra didelė.	9.62	11.059	.872	.897
Tikimybė, kad svarstyčiau pirkti kuprinę su nuolaida yra didelė.	9.70	10.788	.911	.866
Tikimybė, kad pirsčiau kuprinę su nuolaida yra didelė.	9.94	11.575	.809	.946

### Intention to buy – Size of Price (130 Eur)

Reliability Statistics	
Cronbach's Alpha	N of Items
.928	3

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Jei ketinčiau pirkti kuprinę, tikimybė, jog pirkčiau kuprinę su nuolaida yra didelė.	9.27	11.586	.875	.879
Tikimybė, kad svarstyčiau pirkti kuprinę su nuolaida yra didelė.	9.36	10.854	.912	.847
Tikimybė, kad pirsčiau kuprinę su nuolaida yra didelė.	9.57	12.274	.777	.955

### Intention to buy – Size of Price (30 Eur)

Reliability Statistics	
Cronbach's Alpha	N of Items

.921	3
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<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Jei ketinčiau pirkti kuprinę, tikimybė, jog pirkčiau kuprinę su nuolaida yra didelė.	10.13	10.435	.852	.876
Tikimybė, kad svarstyčiau pirkti kuprinę su nuolaida yra didelė.	10.12	10.197	.856	.873
Tikimybė, kad pirsiu kuprinę su nuolaida yra didelė.	10.43	9.917	.813	.910

#### **Intention to buy – Price Discount (-60%)**

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.932	3

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Jei ketinčiau pirkti kuprinę, tikimybė, jog pirkčiau kuprinę su nuolaida yra didelė.	9.53	11.510	.887	.879
Tikimybė, kad svarstyčiau pirkti kuprinę su nuolaida yra didelė.	9.62	11.085	.894	.872
Tikimybė, kad pirsiu kuprinę su nuolaida yra didelė.	9.84	11.971	.798	.948

**Intention to buy – Price Discount (-30%)**

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.920	3

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Jei ketinčiau pirkti kuprinę, tikimybė, jog pirkčiau kuprinę su nuolaida yra didelė.	9.86	10.831	.843	.881
Tikimybė, kad svarstyčiau pirkti kuprinę su nuolaida yra didelė.	9.86	10.233	.879	.850
Tikimybė, kad pirsčiau kuprinę su nuolaida yra didelė.	10.16	10.544	.793	.921

**Subjective Norms – Store type (Single-Brand)**

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.958	3

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Žmonės, kurie turi įtakos mano daromiems sprendimams, pritartų, kad pirkčiau šią kuprinę.	7.88	11.870	.891	.954
Žmonės, kurie yra svarbūs mano	7.80	11.346	.947	.913

gyvenime, pritartų šios kuprinės nusipirkimui.				
Artimi draugai ir šeima galvotų, jog man įsigyti šią kuprinę yra gera mintis.	7.72	11.310	.898	.949

### Subjective Norms – Store type (Multi-Brand)

Reliability Statistics	
Cronbach's Alpha	N of Items
.946	3

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Žmonės, kurie turi įtakos mano daromiems sprendimams, pritartų, kad pirkčiau šią kuprinę.	7.35	11.283	.849	.948
Žmonės, kurie yra svarbūs mano gyvenime, pritartų šios kuprinės nusipirkimui.	7.18	10.521	.940	.879
Artimi draugai ir šeima galvotų, jog man įsigyti šią kuprinę yra gera mintis.	7.18	10.477	.873	.932

### Subjective Norms – Size of Price (130 Eur)

Reliability Statistics	
Cronbach's Alpha	N of Items



.964	3
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<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Žmonės, kurie turi įtakos mano daromiems sprendimams, pritartų, kad pirčiau šią kuprinę.	7.55	11.803	.909	.958
Žmonės, kurie yra svarbūs mano gyvenime, pritartų šios kuprinės nusipirkimui.	7.48	11.422	.950	.928
Artimi draugai ir šeima galvotų, jog man įsigyti šią kuprinę yra gera mintis.	7.46	11.839	.911	.956

### Subjective Norms – Size of Price (30 Eur)

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.940	3

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Žmonės, kurie turi įtakos mano daromiems sprendimams, pritartų, kad pirčiau šią kuprinę.	7.68	11.485	.833	.945

Žmonės, kurie yra svarbūs mano gyvenime, pritartų šios kuprinės nusipirkimui.	7.51	10.634	.936	.866
Artimi draugai ir šeima galvotų, jog man įsigyti šią kuprinę yra gera mintis.	7.44	10.097	.865	.924

### Subjective Norms – Price Discount (-60%)

Reliability Statistics	
Cronbach's Alpha	N of Items
.949	3

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Žmonės, kurie turi įtakos mano daromiems sprendimams, pritartų, kad pirkčiau šią kuprinę.	7.65	11.674	.848	.958
Žmonės, kurie yra svarbūs mano gyvenime, pritartų šios kuprinės nusipirkimui.	7.56	11.028	.947	.883
Artimi draugai ir šeima galvotų, jog man įsigyti šią kuprinę yra gera mintis.	7.51	11.080	.884	.932

### Subjective Norms – Price Discount (-30%)

Reliability Statistics
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Cronbach's Alpha	N of Items
.956	3

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Žmonės, kurie turi įtakos mano daromiems sprendimams, pritartų, kad pirčiau šią kuprinę.	7.58	11.621	.896	.945
Žmonės, kurie yra svarbūs mano gyvenime, pritartų šios kuprinės nusipirkimui.	7.43	11.019	.940	.912
Artimi draugai ir šeima galvotų, jog man įsigyti šią kuprinę yra gera mintis.	7.40	10.850	.889	.951

### Perceived Savings – Store type (Single Brand)

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.839	5

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Šiai kuprinei suteikta nuolaida reiškia didelį sutaupymą.	17.84	29.019	.784	.766
Pinigų suma, kurią sutaupyčiau pirkdama	18.19	28.856	.751	.774

(-s) kuprinę, yra labai didelė.				
Kuprinei suteikta nuolaidos suma yra labai didelė.	17.87	30.113	.717	.785
Kadangi ši kuprinė parduodama su nuolaida, tai gali būti priežastis man ją įsigyti.	18.80	31.252	.534	.839
Kai perku kuprinę su nuolaida, tikiu, kad gaunu gerą pasiūlymą.	18.29	35.741	.448	.853

### Perceived Savings – Store type (Multi-Brand)

Reliability Statistics	
Cronbach's Alpha	N of Items
.868	5

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Šiai kuprinei suteikta nuolaida reiškia didelį sutaupymą.	17.82	34.528	.758	.825
Pinigų suma, kurią sutaupyčiau pirkdama (-s) kuprinę, yra labai didelė.	18.01	32.996	.831	.805
Kuprinei suteikta nuolaidos suma yra labai didelė.	17.91	33.750	.753	.825
Kadangi ši kuprinė parduodama su nuolaida, tai gali būti priežastis man ją įsigyti.	18.62	36.311	.584	.869

Kai perku kuprinę su nuolaida, tikiu, kad gaunu gerą pasiūlymą.	18.13	39.390	.552	.872
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### Perceived Savings – Size of Price (130 Eur)

Reliability Statistics	
Cronbach's Alpha	N of Items
.852	5

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Šiai kuprinei suteikta nuolaida reiškia didelį sutaupymą.	19.81	29.539	.727	.804
Pinigų suma, kurią sutaupyčiau pirkdama (-s) kuprinę, yra labai didelė.	20.02	29.208	.749	.798
Kuprinei suteikta nuolaidos suma yra labai didelė.	19.72	31.545	.679	.818
Kadangi ši kuprinė parduodama su nuolaida, tai gali būti priežastis man ją įsigyti.	21.05	29.638	.592	.844
Kai perku kuprinę su nuolaida, tikiu, kad gaunu gerą pasiūlymą.	20.75	31.888	.589	.840

### Perceived Savings – Size of Price (30 Eur)

Reliability Statistics	
Cronbach's Alpha	N of Items
.829	5

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Šiai kuprinei suteikta nuolaida reiškia didelį sutaupymą.	15.85	26.130	.741	.764
Pinigų suma, kurią sutaupyčiau pirkdama (-s) kuprinę, yra labai didelė.	16.18	25.251	.771	.754
Kuprinei suteikta nuolaidos suma yra labai didelė.	16.06	25.616	.721	.768
Kadangi ši kuprinė parduodama su nuolaida, tai gali būti priežastis man ją įsigyti.	16.37	26.939	.499	.838
Kai perku kuprinę su nuolaida, tikiu, kad gaunu gerą pasiūlymą.	15.68	30.350	.445	.842

### Perceived Savings – Price Discount (-60%)

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.852	5

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Šiai kuprinei suteikta nuolaida reiškia didelį sutaupymą.	19.81	29.539	.727	.804
Pinigų suma, kurią sutaupyčiau pirkdama (-s) kuprinę, yra labai didelė.	20.02	29.208	.749	.798

Kuprinei suteikta nuolaidos suma yra labai didelė.	19.72	31.545	.679	.818
Kadangi ši kuprinė parduodama su nuolaida, tai gali būti priežastis man ją įsigyti.	21.05	29.638	.592	.844
Kai perku kuprinę su nuolaida, tikiu, kad gaunu gerą pasiūlymą.	20.75	31.888	.589	.840

### Perceived Savings – Price Discount (-30%)

Reliability Statistics	
Cronbach's Alpha	N of Items
.829	5

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Šiai kuprinei suteikta nuolaida reiškia didelį sutaupymą.	15.85	26.130	.741	.764
Pinigų suma, kurią sutaupyčiau pirkdama (-s) kuprinę, yra labai didelė.	16.18	25.251	.771	.754
Kuprinei suteikta nuolaidos suma yra labai didelė.	16.06	25.616	.721	.768
Kadangi ši kuprinė parduodama su nuolaida, tai gali būti priežastis man ją įsigyti.	16.37	26.939	.499	.838
Kai perku kuprinę su nuolaida, tikiu, kad gaunu gerą pasiūlymą.	15.68	30.350	.445	.842

**Perceived Quality – Store type (Single Brand)****Reliability Statistics**

Cronbach's Alpha	N of Items
.941	6

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Ši kuprinė yra patikima prekė.	22.26	52.938	.846	.928
Šios kuprinės kokybė yra aukšta.	22.25	51.071	.913	.919
Ši kuprinė yra patvari.	22.26	51.383	.911	.919
Ši kuprinė yra gerai pagaminta.	22.25	51.482	.924	.918
Manau, kad ši kuprinė yra puiki.	22.56	52.124	.837	.929
Reversed - Manau, kad šios kuprinės kokybė yra abejotina.	22.27	58.103	.541	.964

**Perceived Quality – Store type (Multi-Brand)****Reliability Statistics**

Cronbach's Alpha	N of Items
.918	6

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Ši kuprinė yra patikima prekė.	21.40	47.000	.745	.907
Šios kuprinės kokybė yra aukšta.	21.41	44.510	.895	.886
Ši kuprinė yra patvari.	21.40	43.761	.889	.886



Ši kuprinė yra gerai pagaminta.	21.46	44.687	.900	.886
Manau, kad ši kuprinė yra puiki.	21.64	45.013	.791	.900
Reversed - Manau, kad šios kuprinės kokybė yra abejotina.	21.38	51.141	.449	.949

### Perceived Quality – Size of Price (130 Eur)

Reliability Statistics	
Cronbach's Alpha	N of Items
.920	6

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Ši kuprinė yra patikima prekė.	24.34	45.856	.797	.901
Šios kuprinės kokybė yra aukšta.	24.07	45.964	.895	.889
Ši kuprinė yra patvari.	24.12	45.142	.897	.888
Ši kuprinė yra gerai pagaminta.	24.16	45.514	.908	.887
Manau, kad ši kuprinė yra puiki.	24.62	44.648	.826	.897
Reversed - Manau, kad šios kuprinės kokybė yra abejotina.	24.19	54.808	.370	.957

### Perceived Quality – Size of Price (30 Eur)

Reliability Statistics	
Cronbach's Alpha	N of Items
.927	6

Item-Total Statistics
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	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Ši kuprinė yra patikima prekė.	19.31	41.756	.788	.914
Šios kuprinės kokybė yra aukšta.	19.59	39.893	.891	.901
Ši kuprinė yra patvari.	19.53	39.798	.877	.902
Ši kuprinė yra gerai pagaminta.	19.54	40.256	.895	.901
Manau, kad ši kuprinė yra puiki.	19.58	40.163	.797	.913
Reversed - Manau, kad šios kuprinės kokybė yra abejotina.	19.46	43.592	.538	.950

#### Perceived Quality – Price Discount (-60%)

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.930	6

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Ši kuprinė yra patikima prekė.	21.11	49.752	.774	.920
Šios kuprinės kokybė yra aukšta.	21.12	46.962	.902	.903
Ši kuprinė yra patvari.	21.12	47.069	.895	.904
Ši kuprinė yra gerai pagaminta.	21.18	47.674	.907	.903
Manau, kad ši kuprinė yra puiki.	21.30	48.663	.808	.915
Reversed - Manau, kad šios kuprinės kokybė yra abejotina.	21.06	53.103	.525	.953

**Perceived Quality – Price Discount (-30%)**

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.931	6

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Ši kuprinė yra patikima prekė.	22.55	49.516	.818	.915
Šios kuprinės kokybė yra aukšta.	22.54	47.955	.906	.904
Ši kuprinė yra patvari.	22.54	47.427	.903	.904
Ši kuprinė yra gerai pagaminta.	22.53	47.894	.918	.902
Manau, kad ši kuprinė yra puiki.	22.89	47.622	.823	.914
Reversed - Manau, kad šios kuprinės kokybė yra abejotina.	22.60	55.351	.464	.960

**Trust Towards Online Stores – Store Type (Single-Brand)**

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.967	8

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Manau, kad ši internetinė parduotuvė yra kompetentinga.	31.11	98.141	.828	.964
Manau, kad ši internetinė parduotuvė turi aukštą reputaciją.	31.30	97.794	.868	.962

Manau, kad ši internetinė parduotuvė yra reaktyvi klientų atžvilgiu.	31.26	100.599	.787	.966
Manau, kad ši internetinė parduotuvė yra patikima.	31.25	96.023	.893	.961
Aš pasitikiu šia internetine parduotuve.	31.54	94.050	.912	.959
Tikiu, kad ši internetinė parduotuvė yra verta pasitikėjimo.	31.33	95.961	.919	.959
Tikiu tuo, ką internetinės parduotuvės prekybininkas teigia apie parduodamus produktus.	31.48	98.552	.848	.963
Šis internetinės parduotuvės prekybininkas yra patikimas.	31.45	97.926	.895	.961

### Trust Towards Online Stores – Store Type (Multi-Brand)

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.961	8

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Manau, kad ši internetinė parduotuvė yra kompetentinga.	29.19	100.126	.853	.955
Manau, kad ši internetinė parduotuvė turi aukštą reputaciją.	29.43	99.985	.844	.955

Manau, kad ši internetinė parduotuvė yra reaktyvi klientų atžvilgiu.	29.31	105.524	.691	.964
Manau, kad ši internetinė parduotuvė yra patikima.	29.20	97.714	.908	.951
Aš pasitikiu šia internetine parduotuve.	29.46	96.455	.901	.952
Tikiu, kad ši internetinė parduotuvė yra verta pasitikėjimo.	29.28	97.353	.901	.952
Tikiu tuo, ką internetinės parduotuvės prekybininkas teigia apie parduodamus produktus.	29.42	101.669	.796	.958
Šis internetinės parduotuvės prekybininkas yra patikimas.	29.32	98.815	.889	.953

### Trust Towards Online Stores – Size of Price (130 Eur)

Reliability Statistics	
Cronbach's Alpha	N of Items
.973	8

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Manau, kad ši internetinė parduotuvė yra kompetentinga.	31.42	116.901	.885	.970
Manau, kad ši internetinė parduotuvė turi aukštą reputaciją.	31.47	116.401	.894	.969

Manau, kad ši internetinė parduotuvė yra reaktyvi klientų atžvilgiu.	31.54	120.647	.805	.974
Manau, kad ši internetinė parduotuvė yra patikima.	31.51	115.223	.912	.968
Aš pasitikiu šia internetine parduotuve.	31.75	113.112	.928	.967
Tikiu, kad ši internetinė parduotuvė yra verta pasitikėjimo.	31.53	114.757	.933	.967
Tikiu tuo, ką internetinės parduotuvės prekybininkas teigia apie parduodamus produktus.	31.70	118.709	.856	.971
Šis internetinės parduotuvės prekybininkas yra patikimas.	31.66	116.254	.916	.968

### Trust Towards Online Stores – Size of Price (30 Eur)

Reliability Statistics	
Cronbach's Alpha	N of Items
.949	8

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Manau, kad ši internetinė parduotuvė yra kompetentinga.	28.88	80.007	.782	.944
Manau, kad ši internetinė parduotuvė turi aukštą reputaciją.	29.26	80.693	.803	.943

Manau, kad ši internetinė parduotuvė yra reaktyvi klientų atžvilgiu.	29.04	84.259	.646	.953
Manau, kad ši internetinė parduotuvė yra patikima.	28.94	77.311	.888	.937
Aš pasitikiu šia internetine parduotuve.	29.25	76.436	.876	.938
Tikiu, kad ši internetinė parduotuvė yra verta pasitikėjimo.	29.08	77.631	.877	.938
Tikiu tuo, ką internetinės parduotuvės prekybininkas teigia apie parduodamus produktus.	29.20	80.511	.774	.945
Šis internetinės parduotuvės prekybininkas yra patikimas.	29.12	79.528	.855	.940

### Trust Towards Online Stores – Price Discount (-60%)

Reliability Statistics	
Cronbach's Alpha	N of Items
.960	8

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Manau, kad ši internetinė parduotuvė yra kompetentinga.	29.15	95.493	.830	.956
Manau, kad ši internetinė parduotuvė turi aukštą reputaciją.	29.35	95.619	.823	.956

Manau, kad ši internetinė parduotuvė yra reaktyvi klientų atžvilgiu.	29.17	98.795	.757	.960
Manau, kad ši internetinė parduotuvė yra patikima.	29.26	93.016	.875	.953
Aš pasitikiu šia internetine parduotuve.	29.49	91.764	.896	.952
Tikiu, kad ši internetinė parduotuvė yra verta pasitikėjimo.	29.33	91.976	.908	.951
Tikiu tuo, ką internetinės parduotuvės prekybininkas teigia apie parduodamus produktus.	29.41	95.901	.798	.958
Šis internetinės parduotuvės prekybininkas yra patikimas.	29.31	94.182	.891	.952

### Trust Towards Online Stores – Price Discount (-30%)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.967	8

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Manau, kad ši internetinė parduotuvė yra kompetentinga.	31.15	102.639	.849	.963
Manau, kad ši internetinė parduotuvė turi aukštą reputaciją.	31.38	101.866	.886	.961



Manau, kad ši internetinė parduotuvė yra reaktyvi klientų atžvilgiu.	31.40	106.741	.728	.970
Manau, kad ši internetinė parduotuvė yra patikima.	31.18	100.980	.926	.959
Aš pasitikiu šia internetine parduotuve.	31.52	98.853	.914	.959
Tikiu, kad ši internetinė parduotuvė yra verta pasitikėjimo.	31.28	101.543	.912	.960
Tikiu tuo, ką internetinės parduotuvės prekybininkas teigia apie parduodamus produktus.	31.49	104.292	.844	.963
Šis internetinės parduotuvės prekybininkas yra patikimas.	31.46	102.530	.892	.961

### Scepticism – Size of Price (130 Eur)

Reliability Statistics	
Cronbach's Alpha	N of Items
.911	6

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Reversed - Manau, kad kainų nuolaidos turi informacinę vertę.	20.90	45.548	.683	.905
Reversed - Kainų nuolaidos įprastai yra teisingos.	20.37	44.905	.789	.890

Reversed - Kainų nuolaidos yra patikimas informacijos apie gaminių kokybę ir funkcijų vykdymą šaltinis.	20.41	43.468	.813	.886
Reversed - Įprastai kainų nuolaidos atspindi tikrą reklamuojamo produkto vaizdą.	20.42	44.984	.754	.895
Reversed - Manau, kad esu tiksliai informuota (-s) apie kainų nuolaidų pasiūlymus.	20.69	45.900	.683	.905
Reversed - Kainų nuolaidų pasiūlymai suteikia vartotojams esminę informaciją.	20.41	43.167	.795	.889

### Scepticism – Size of Price (30 Eur)

Reliability Statistics	
Cronbach's Alpha	N of Items
.842	6

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Reversed - Manau, kad kainų nuolaidos turi informacinę vertę.	22.07	36.854	.495	.840
Reversed - Kainų nuolaidos įprastai yra teisingos.	21.39	34.492	.667	.808
Reversed - Kainų nuolaidos yra patikimas	21.13	34.131	.609	.819

informacijos apie gaminių kokybę ir funkcijų vykdymą šaltinis.				
Reversed - Įprastai kainų nuolaidos atspindi tikrą reklamuojamo produkto vaizdą.	21.58	33.778	.653	.810
Reversed - Manau, kad esu tiksliai informuota (-s) apie kainų nuolaidų pasiūlymus.	21.82	34.397	.618	.817
Reversed - Kainų nuolaidų pasiūlymai suteikia vartotojams esminę informaciją.	21.28	33.373	.685	.803

#### Scepticism – Price Discount (-60%)

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.871	6

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Reversed - Manau, kad kainų nuolaidos turi informacinę vertę.	21.39	41.073	.568	.866
Reversed - Kainų nuolaidos įprastai yra teisingos.	20.62	40.023	.696	.845
Reversed - Kainų nuolaidos yra patikimas informacijos apie gaminių kokybę ir	20.55	38.406	.693	.845

funkcijų vykdymą šaltinis.				
Reversed - Įprastai kainų nuolaidos atspindi tikrą reklamuojamo produkto vaizdą.	20.88	39.955	.692	.845
Reversed - Manau, kad esu tiksliai informuota (-s) apie kainų nuolaidų pasiūlymus.	21.06	39.654	.679	.847
Reversed - Kainų nuolaidų pasiūlymai suteikia vartotojams esminę informaciją.	20.62	38.429	.701	.843

### Scepticism – Price Discount (-30%)

Reliability Statistics	
Cronbach's Alpha	N of Items
.892	6

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Reversed - Manau, kad kainų nuolaidos turi informacinę vertę.	21.59	41.997	.629	.886
Reversed - Kainų nuolaidos įprastai yra teisingos.	21.13	39.766	.776	.864
Reversed - Kainų nuolaidos yra patikimas informacijos apie gaminių kokybę ir funkcijų vykdymą šaltinis.	20.98	39.359	.739	.869

Reversed - Įprastai kainų nuolaidos atspindi tikrą reklamuojamo produkto vaizdą.	21.12	39.457	.716	.873
Reversed - Manau, kad esu tiksliai informuota (-s) apie kainų nuolaidų pasiūlymus.	21.44	41.207	.625	.887
Reversed - Kainų nuolaidų pasiūlymai suteikia vartotojams esminę informaciją.	21.07	38.393	.794	.860

### Scepticism – Store Type (Single-Brand)

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.868	6

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Reversed - Manau, kad kainų nuolaidos turi informacinę vertę.	21.58	38.032	.561	.864
Reversed - Kainų nuolaidos įprastai yra teisingos.	21.00	36.370	.713	.838
Reversed - Kainų nuolaidos yra patikimas informacijos apie gaminių kokybę ir funkcijų vykdymą šaltinis.	20.87	35.088	.726	.835
Reversed - Įprastai kainų nuolaidos atspindi tikrą	21.08	36.351	.694	.841

reklamuojamo produkto vaizdą.				
Reversed - Manau, kad esu tiksliai informuota (-s) apie kainų nuolaidų pasiūlymus.	21.42	37.216	.617	.855
Reversed - Kainų nuolaidų pasiūlymai suteikia vartotojams esminę informaciją.	20.90	35.477	.691	.842

### Scepticism – Store Type (Multi-Brand)

Reliability Statistics	
Cronbach's Alpha	N of Items
.892	6

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Reversed - Manau, kad kainų nuolaidos turi informacinę vertę.	21.39	45.041	.628	.886
Reversed - Kainų nuolaidos įprastai yra teisingos.	20.76	43.520	.752	.868
Reversed - Kainų nuolaidos yra patikimas informacijos apie gaminių kokybę ir funkcijų vykdymą šaltinis.	20.67	42.751	.705	.875
Reversed - Įprastai kainų nuolaidos atspindi tikrą reklamuojamo produkto vaizdą.	20.93	43.080	.712	.873

Reversed - Manau, kad esu tiksliai informuota (-s) apie kainų nuolaidų pasiūlymus.	21.09	43.663	.684	.878
Reversed - Kainų nuolaidų pasiūlymai suteikia vartotojams esminę informaciją.	20.78	41.438	.796	.860

### Appendix 7: Distribution of Respondents by Gender, Age and Income (see section 4.2.)

Lytis * Apklausa_1 Crosstabulation							
			Apklausa_1				Total
			Apklausa Nr. 1	Apklausa Nr. 2	Apklausa Nr. 3	Apklausa Nr. 4	
Lyti s	Mote ris	Count	98 <sub>a</sub>	102 <sub>a</sub>	106 <sub>a</sub>	94 <sub>a</sub>	400
		% within Apklausa_1	67.1%	70.8%	68.8%	66.2%	68.3%
	Vyra s	Count	48 <sub>a</sub>	42 <sub>a</sub>	48 <sub>a</sub>	48 <sub>a</sub>	186
		% within Apklausa_1	32.9%	29.2%	31.2%	33.8%	31.7%
Total		Count	146	144	154	142	586
		% within Apklausa_1	100.0%	100.0%	100.0%	100.0%	100.0 %

Each subscript letter denotes a subset of Apklausa\_1 categories whose column proportions do not differ significantly from each other at the .05 level.

Chi-Square Tests			
	Value	df	Asymptotic Significanc e (2-sided)
Pearson Chi-Square	.829 <sup>a</sup>	3	.842
Likelihood Ratio	.832	3	.842
Linear-by-Linear Association	.070	1	.791

N of Valid Cases	586		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 45.07.			

<b>Amžiaus kategorija * Apklausa_1 Crosstabulation</b>							
			Apklausa_1				Total
			Apklausa Nr. 1	Apklausa Nr. 2	Apklausa Nr. 3	Apklausa Nr. 4	
Amžiaus kategorija	1	Count	1 <sub>a</sub>	3 <sub>a</sub>	2 <sub>a</sub>	0 <sub>a</sub>	6
		% within Apklausa_1	1.4%	4.2%	2.6%	0.0%	2.0%
	2	Count	60 <sub>a</sub>	63 <sub>a</sub>	61 <sub>a</sub>	62 <sub>a</sub>	246
		% within Apklausa_1	82.2%	87.5%	79.2%	87.3%	84.0%
	3	Count	8 <sub>a</sub>	2 <sub>a</sub>	9 <sub>a</sub>	7 <sub>a</sub>	26
		% within Apklausa_1	11.0%	2.8%	11.7%	9.9%	8.9%
	4	Count	2 <sub>a</sub>	2 <sub>a</sub>	1 <sub>a</sub>	2 <sub>a</sub>	7
		% within Apklausa_1	2.7%	2.8%	1.3%	2.8%	2.4%
	5	Count	2 <sub>a</sub>	2 <sub>a</sub>	4 <sub>a</sub>	0 <sub>a</sub>	8
		% within Apklausa_1	2.7%	2.8%	5.2%	0.0%	2.7%
Total		Count	73	72	77	71	293
		% within Apklausa_1	100.0%	100.0%	100.0%	100.0%	100.0%

Each subscript letter denotes a subset of Apklausa\_1 categories whose column proportions do not differ significantly from each other at the .05 level.

<b>Chi-Square Tests</b>			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	24.114 <sub>a</sub>	12	.020
Likelihood Ratio	31.660	12	.002



Linear-by-Linear Association	.113	1	.737
N of Valid Cases	586		
a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is 2.91.			

Pajamų kategorija * Apklausa_1 Crosstabulation								
		Apklausa_1				Total		
		Apklausa Nr. 1	Apklausa Nr. 2	Apklausa Nr. 3	Apklausa Nr. 4			
Pajamų kategorija	0-500 Eur	Count	20 <sub>a</sub>	24 <sub>a</sub>	30 <sub>a</sub>	26 <sub>a</sub>	100	
		% within Apklausa_1	13.7%	16.7%	19.5%	18.3%	17.1%	
	501-1000 Eur	Count	40 <sub>a</sub>	58 <sub>a</sub>	56 <sub>a</sub>	50 <sub>a</sub>	204	
		% within Apklausa_1	27.4%	40.3%	36.4%	35.2%	34.8%	
	1001-2000 Eur	Count	76 <sub>a</sub>	50 <sub>b</sub>	54 <sub>b</sub>	58 <sub>a,b</sub>	238	
		% within Apklausa_1	52.1%	34.7%	35.1%	40.8%	40.6%	
	2001 -3000 Eur	Count	8 <sub>a</sub>	12 <sub>a</sub>	8 <sub>a</sub>	8 <sub>a</sub>	36	
		% within Apklausa_1	5.5%	8.3%	5.2%	5.6%	6.1%	
	3001 ir daugiau	Count	2 <sub>a</sub>	0 <sub>a</sub>	6 <sub>a</sub>	0 <sub>a</sub>	8	
		% within Apklausa_1	1.4%	0.0%	3.9%	0.0%	1.4%	
	Total		Count	146	144	154	142	586
			% within Apklausa_1	100.0%	100.0%	100.0%	100.0%	100.0%

Each subscript letter denotes a subset of Apklausa\_1 categories whose column proportions do not differ significantly from each other at the .05 level.

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	25.043 <sup>a</sup>	12	.015
Likelihood Ratio	26.315	12	.010
Linear-by-Linear Association	2.898	1	.089
N of Valid Cases	586		
a. 4 cells (20.0%) have expected count less than 5. The minimum expected count is 1.94.			

## Appendix 8: Factorial ANOVA (see section 4.3.)

### 1. Perceived Savings + Brand store + Price Discount

<b>Descriptive Statistics</b>				
Dependent Variable: Savings				
Parduotuvės prekės ženklas	Nuolaidos dydis	Mean	Std. Deviation	N
Vieno prekės ženklo parduotuvė	-30%	4.0583	1.24460	144
	-60%	5.0242	1.30982	149
	Total	4.5495	1.36459	293
Kelių prekės ženklų parduotuvė	-30%	3.9570	1.29397	149
	-60%	5.1125	1.39884	144
	Total	4.5249	1.46347	293
Total	-30%	4.0068	1.26879	293
	-60%	5.0676	1.35270	293
	Total	4.5372	1.41374	586

<b>Tests of Between-Subjects Effects</b>							
Dependent Variable: Savings							
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power <sup>b</sup>
Corrected Model	166.163 <sup>a</sup>	3	55.388	32.138	<.001	96.413	1.000
Intercept	12064.299	1	12064.299	7000.102	.000	7000.102	1.000
Parduotuvė	.006	1	.006	.004	.952	.004	.050
Nuolaida	164.758	1	164.758	95.598	<.001	95.598	1.000
Parduotuvė * Nuolaida	1.317	1	1.317	.764	.382	.764	.141
Error	1003.046	582	1.723				
Total	13232.720	586					
Corrected Total	1169.209	585					

a. R Squared = .142 (Adjusted R Squared = .138)

b. Computed using alpha = .05

<b>Estimates</b>				
Dependent Variable: Savings				
Nuolaidos dydis	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
-30%	4.008	.077	3.857	4.158
-60%	5.068	.077	4.918	5.219

<b>Pairwise Comparisons</b>						
Dependent Variable: Savings						
(I) Nuolaidos dydis	(J) Nuolaidos dydis	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
-30%	-60%	-1.061*	.108	<.001	-1.274	-.848
-60%	-30%	1.061*	.108	<.001	.848	1.274
Based on estimated marginal means						
*. The mean difference is significant at the .05 level.						
b. Adjustment for multiple comparisons: Bonferroni.						

## 2. Perceived Savings + Brand Store + Size of Price

<b>Descriptive Statistics</b>				
Dependent Variable: Savings				
Parduotuvės prekės ženklas	Prekės kaina	Mean	Std. Deviation	N
Vieno prekės ženklo parduotuvė	30 Eur	4.3947	1.40926	150
	130 Eur	4.7119	1.30127	143
	Total	4.5495	1.36459	293
Kelių prekės ženklų parduotuvė	30 Eur	4.5049	1.50302	143
	130 Eur	4.5440	1.42953	150
	Total	4.5249	1.46347	293
Total	30 Eur	4.4485	1.45432	293
	130 Eur	4.6259	1.36868	293
	Total	4.5372	1.41374	586

<b>Tests of Between-Subjects Effects</b>							
Dependent Variable: Savings							
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power <sup>b</sup>
Corrected Model	7.567 <sup>a</sup>	3	2.522	1.264	.286	3.791	.339
Intercept	12065.455	1	12065.455	6044.975	.000	6044.975	1.000
Parduotuvė	.122	1	.122	.061	.805	.061	.057
Kaina	4.648	1	4.648	2.329	.128	2.329	.331
Parduotuvė * Kaina	2.831	1	2.831	1.419	.234	1.419	.221
Error	1161.642	582	1.996				
Total	13232.720	586					
Corrected Total	1169.209	585					

a. R Squared = .006 (Adjusted R Squared = .001)

b. Computed using alpha = .05

### 3. Perceived Quality + Brand Store + Price Discount

<b>Descriptive Statistics</b>				
Dependent Variable: Quality				
Parduotuvės prekės ženklas	Nuolaidos dydis	Mean	Std. Deviation	N
Vieno prekės ženklo parduotuvė	-30%	4.7211	1.41776	144
	-60%	4.2103	1.43220	149
	Total	4.4613	1.44549	293
Kelių prekės ženklų parduotuvė	-30%	4.3289	1.34858	149
	-60%	4.2488	1.34638	144
	Total	4.2895	1.34579	293
Total	-30%	4.5216	1.39454	293
	-60%	4.2292	1.38844	293
	Total	4.3754	1.39798	586

### Tests of Between-Subjects Effects

Dependent Variable: Quality							
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power <sup>b</sup>
Corrected Model	23.897 <sup>a</sup>	3	7.966	4.141	.006	12.424	.851
Intercept	11224.750	1	11224.750	5835.997	<.001	5835.997	1.000
Parduotuvė	4.579	1	4.579	2.381	.123	2.381	.338
Nuolaida	12.780	1	12.780	6.644	.010	6.644	.730
Parduotuvė * Nuolaida	6.794	1	6.794	3.532	.061	3.532	.467
Error	1119.398	582	1.923				
Total	12361.889	586					
Corrected Total	1143.295	585					

a. R Squared = .021 (Adjusted R Squared = .016)

b. Computed using alpha = .05

Estimates				
Dependent Variable: Quality				
Nuolaidos dydis	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
-30%	4.525	.081	4.366	4.684
-60%	4.230	.081	4.070	4.389

Pairwise Comparisons						
Dependent Variable: Quality						
(I) Nuolaidos dydis	(J) Nuolaidos dydis	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
-30%	-60%	.295*	.115	.010	.070	.520
-60%	-30%	-.295*	.115	.010	-.520	-.070

Based on estimated marginal means

\*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Bonferroni.

#### 4. Perceived Quality+ Brand Store + Size of Price

<b>Descriptive Statistics</b>				
Dependent Variable: Quality				
Parduotuvės prekės ženklas	Prekės kaina	Mean	Std. Deviation	N
Vieno prekės ženklo parduotuvė	30 Eur	3.8922	1.41647	150
	130 Eur	5.0583	1.22079	143
	Total	4.4613	1.44549	293
Kelių prekės ženklų parduotuvė	30 Eur	3.9091	1.10053	143
	130 Eur	4.6522	1.45731	150
	Total	4.2895	1.34579	293
Total	30 Eur	3.9005	1.26999	293
	130 Eur	4.8504	1.36007	293
	Total	4.3754	1.39798	586

<b>Tests of Between-Subjects Effects</b>							
Dependent Variable: Quality							
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power <sup>b</sup>
Corrected Model	144.292 <sup>a</sup>	3	48.097	28.021	<.001	84.062	1.000
Intercept	11225.140	1	11225.140	6539.550	.000	6539.550	1.000
Parduotuvė	5.544	1	5.544	3.230	.073	3.230	.434
Kaina	133.421	1	133.421	77.729	<.001	77.729	1.000
Parduotuvė * Kaina	6.547	1	6.547	3.814	.051	3.814	.496
Error	999.003	582	1.717				
Total	12361.889	586					
Corrected Total	1143.295	585					

a. R Squared = .126 (Adjusted R Squared = .122)

b. Computed using alpha = .05

<b>Estimates</b>				
Dependent Variable: Quality				
Prekės kaina	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
30 Eur	3.901	.077	3.750	4.051
130 Eur	4.855	.077	4.705	5.006

<b>Pairwise Comparisons</b>						
Dependent Variable: Quality						
(I) Prekės kaina	(J) Prekės kaina	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
30 Eur	130 Eur	-.955*	.108	<.001	-1.167	-.742
130 Eur	30 Eur	.955*	.108	<.001	.742	1.167
Based on estimated marginal means						
*. The mean difference is significant at the .05 level.						
b. Adjustment for multiple comparisons: Bonferroni.						

### 5. Trust Towards Online Store + Brand Store + Price Discount

<b>Descriptive Statistics</b>				
Dependent Variable: Trust				
Parduotuvės prekės ženklas	Nuolaidos dydis	Mean	Std. Deviation	N
Vieno prekės ženklo parduotuvė	-30%	4.6354	1.47195	144
	-60%	4.3247	1.32709	149
	Total	4.4774	1.40639	293
Kelių prekės ženklų parduotuvė	-30%	4.3289	1.40172	149
	-60%	4.0451	1.43421	144
	Total	4.1894	1.42246	293
Total	-30%	4.4795	1.44239	293
	-60%	4.1873	1.38549	293
	Total	4.3334	1.42057	586

<b>Tests of Between-Subjects Effects</b>							
Dependent Variable: Trust							
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power <sup>b</sup>
Corrected Model	25.115 <sup>a</sup>	3	8.372	4.217	.006	12.651	.858
Intercept	11001.520	1	11001.520	5541.617	<.001	5541.617	1.000
Parduotuvė	12.577	1	12.577	6.335	.012	6.335	.710
Nuolaida	12.939	1	12.939	6.518	.011	6.518	.722
Parduotuvė * Nuolaida	.027	1	.027	.013	.908	.013	.052
Error	1155.418	582	1.985				
Total	12184.672	586					



Corrected Total	1180.533	585				
a. R Squared = .021 (Adjusted R Squared = .016)						
b. Computed using alpha = .05						

<b>Estimates</b>				
Dependent Variable: Trust				
Parduotuvės prekės ženklas	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Vieno prekės ženklo parduotuvė	4.480	.082	4.318	4.642
Kelių prekės ženklų parduotuvė	4.187	.082	4.025	4.349

<b>Pairwise Comparisons</b>						
Dependent Variable: Trust						
(I) Parduotuvės prekės ženklas	(J) Parduotuvės prekės ženklas	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
Vieno prekės ženklo parduotuvė	Kelių prekės ženklų parduotuvė	.293*	.116	.012	.064	.522
Kelių prekės ženklų parduotuvė	Vieno prekės ženklo parduotuvė	-.293*	.116	.012	-.522	-.064

Based on estimated marginal means

\*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Bonferroni.

<b>Estimates</b>				
Dependent Variable: Trust				
Nuolaidos dydis	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
-30%	4.482	.082	4.320	4.644
-60%	4.185	.082	4.023	4.347

<b>Pairwise Comparisons</b>						
Dependent Variable: Trust						
(I) Nuolaidos dydis	(J) Nuolaidos dydis	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
-30%	-60%	.297*	.116	.011	.069	.526
-60%	-30%	-.297*	.116	.011	-.526	-.069
Based on estimated marginal means						
*. The mean difference is significant at the .05 level.						
b. Adjustment for multiple comparisons: Bonferroni.						

## 6. Perceived Trust + Brand Store + Size of Price

Descriptive Statistics				
Dependent Variable: Trust				
Parduotuvės prekės ženklas	Prekės kaina	Mean	Std. Deviation	N
Vieno prekės ženklo parduotuvė	30 Eur	4.1033	1.32973	150
	130 Eur	4.8698	1.38170	143
	Total	4.4774	1.40639	293
Kelių prekės ženklų parduotuvė	30 Eur	4.2124	1.20528	143
	130 Eur	4.1675	1.60620	150
	Total	4.1894	1.42246	293
Total	30 Eur	4.1566	1.26952	293
	130 Eur	4.5102	1.53898	293
	Total	4.3334	1.42057	586

Tests of Between-Subjects Effects							
Dependent Variable: Trust							
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power <sup>b</sup>
Corrected Model	55.299 <sup>a</sup>	3	18.433	9.534	<.001	28.602	.997
Intercept	11022.469	1	11022.469	5701.105	<.001	5701.105	1.000
Parduotuvė	12.879	1	12.879	6.662	.010	6.662	.731
Kaina	19.055	1	19.055	9.856	.002	9.856	.880
Parduotuvė * Kaina	24.095	1	24.095	12.463	<.001	12.463	.941
Error	1125.234	582	1.933				
Total	12184.672	586					
Corrected Total	1180.533	585					

a. R Squared = .047 (Adjusted R Squared = .042)

b. Computed using alpha = .05

Estimates				
Dependent Variable: Trust				
Parduotuvės prekės ženklas	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound

Vieno prekės ženklo parduotuvė	4.487	.081	4.327	4.646
Kelių prekės ženklų parduotuvė	4.190	.081	4.030	4.350

<b>Pairwise Comparisons</b>						
Dependent Variable: Trust						
(I) Parduotuvės prekės ženklas	(J) Parduotuvės prekės ženklas	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
Vieno prekės ženklo parduotuvė	Kelių prekės ženklų parduotuvė	.297*	.115	.010	.071	.522
Kelių prekės ženklų parduotuvė	Vieno prekės ženklo parduotuvė	-.297*	.115	.010	-.522	-.071

Based on estimated marginal means

\*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Bonferroni.

<b>Estimates</b>				
Dependent Variable: Trust				
Prekės kaina	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
30 Eur	4.158	.081	3.998	4.317
130 Eur	4.519	.081	4.359	4.678

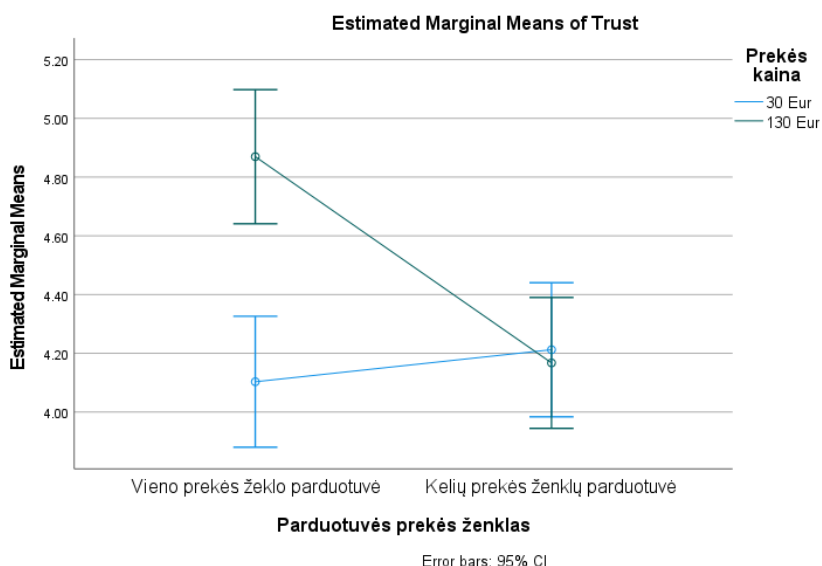
<b>Pairwise Comparisons</b>						
Dependent Variable: Trust						
(I) Prekės kaina	(J) Prekės kaina	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
30 Eur	130 Eur	-.361*	.115	.002	-.586	-.135
130 Eur	30 Eur	.361*	.115	.002	.135	.586

Based on estimated marginal means

\*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Bonferroni.

3. Parduotuvės prekės ženklas * Prekės kaina					
Dependent Variable: Trust					
Parduotuvės prekės ženklas	Prekės kaina	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Vieno prekės ženklo parduotuvė	30 Eur	4.103	.114	3.880	4.326
	130 Eur	4.870	.116	4.641	5.098
Kelių prekės ženklų parduotuvė	30 Eur	4.212	.116	3.984	4.441
	130 Eur	4.168	.114	3.945	4.390



## 7. Perceived Savings + Price Discount + Brand Store

Descriptive Statistics				
Dependent Variable: Savings				
Nuolaidos dydis	Parduotuvės prekės ženklas	Mean	Std. Deviation	N
-30%	Vieno prekės ženklo parduotuvė	4.0583	1.24460	144
	Kelių prekės ženklų parduotuvė	3.9570	1.29397	149
	Total	4.0068	1.26879	293
-60%	Vieno prekės ženklo parduotuvė	5.0242	1.30982	149

	Kelių prekės ženklų parduotuvė	5.1125	1.39884	144
	Total	5.0676	1.35270	293
Total	Vieno prekės ženklo parduotuvė	4.5495	1.36459	293
	Kelių prekės ženklų parduotuvė	4.5249	1.46347	293
	Total	4.5372	1.41374	586

Tests of Between-Subjects Effects							
Dependent Variable: Savings							
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power <sup>b</sup>
Corrected Model	166.163 <sup>a</sup>	3	55.388	32.138	<.001	96.413	1.000
Intercept	12064.299	1	12064.299	7000.102	.000	7000.102	1.000
Nuolaida	164.758	1	164.758	95.598	<.001	95.598	1.000
Parduotuvė	.006	1	.006	.004	.952	.004	.050
Nuolaida * Parduotuvė	1.317	1	1.317	.764	.382	.764	.141
Error	1003.046	582	1.723				
Total	13232.720	586					
Corrected Total	1169.209	585					

a. R Squared = .142 (Adjusted R Squared = .138)

b. Computed using alpha = .05

Estimates				
Dependent Variable: Savings				
Nuolaidos dydis	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
-30%	4.008	.077	3.857	4.158
-60%	5.068	.077	4.918	5.219

Pairwise Comparisons					
Dependent Variable: Savings					
(I) Nuolaidos dydis	(J) Nuolaidos dydis		Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>

		Mean Difference (I-J)			Lower Bound	Upper Bound
-30%	-60%	-1.061*	.108	<.001	-1.274	-.848
-60%	-30%	1.061*	.108	<.001	.848	1.274
Based on estimated marginal means						
*. The mean difference is significant at the .05 level.						
b. Adjustment for multiple comparisons: Bonferroni.						

### 8. Perceived Savings + Price Discount + Size of Price

Descriptive Statistics				
Dependent Variable: Savings				
Nuolaidos dydis	Prekės kaina	Mean	Std. Deviation	N
-30%	30 Eur	3.8538	1.27633	145
	130 Eur	4.1568	1.24748	148
	Total	4.0068	1.26879	293
-60%	30 Eur	5.0311	1.38382	148
	130 Eur	5.1048	1.32394	145
	Total	5.0676	1.35270	293
Total	30 Eur	4.4485	1.45432	293
	130 Eur	4.6259	1.36868	293
	Total	4.5372	1.41374	586

## Tests of Between-Subjects Effects

Dependent Variable: Savings							
Source	Type III Sum of Squares	df	Mean Square <sup>176</sup>	F	Sig.	Noncent. Parameter	Observed Power <sup>b</sup>
Corrected Model	171.962 <sup>a</sup>	3	57.321	33.453	<.001	100.358	1.000
Intercept	12059.127	1	12059.127	7037.785	.000	7037.785	1.000
Nuolaida	165.423	1	165.423	96.542	<.001	96.542	1.000
Kaina	5.197	1	5.197	3.033	.082	3.033	.413
Nuolaida * Kaina	1.924	1	1.924	1.123	.290	1.123	.185
Error	997.247	582	1.713				
Total	13232.720	586					
Corrected Total	1169.209	585					

a. R Squared = .147 (Adjusted R Squared = .143)

b. Computed using alpha = .05

Estimates				
Dependent Variable: Savings				
Nuolaidos dydis	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
-30%	4.005	.076	3.855	4.155
-60%	5.068	.076	4.918	5.218

Pairwise Comparisons						
Dependent Variable: Savings						
(I) Nuolaidos dydis	(J) Nuolaidos dydis	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
-30%	-60%	-1.063*	.108	<.001	-1.275	-.850
-60%	-30%	1.063*	.108	<.001	.850	1.275

Based on estimated marginal means

\*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Bonferroni.



### 9. Perceived Quality + price Discount + Brand Store

<b>Descriptive Statistics</b>				
Dependent Variable: Quality				
Nuolaidos dydis	Parduotuvės prekės ženklas	Mean	Std. Deviation	N
-30%	Vieno prekės ženklo parduotuvė	4.7211	1.41776	144
	Kelių prekės ženklų parduotuvė	4.3289	1.34858	149
	Total	4.5216	1.39454	293
-60%	Vieno prekės ženklo parduotuvė	4.2103	1.43220	149
	Kelių prekės ženklų parduotuvė	4.2488	1.34638	144
	Total	4.2292	1.38844	293
Total	Vieno prekės ženklo parduotuvė	4.4613	1.44549	293
	Kelių prekės ženklų parduotuvė	4.2895	1.34579	293
	Total	4.3754	1.39798	586

<b>Tests of Between-Subjects Effects</b>							
Dependent Variable: Quality							
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power <sup>b</sup>
Corrected Model	23.897 <sup>a</sup>	3	7.966	4.141	.006	12.424	.851
Intercept	11224.750	1	11224.750	5835.997	<.001	5835.997	1.000
Nuolaida	12.780	1	12.780	6.644	.010	6.644	.730
Parduotuvė	4.579	1	4.579	2.381	.123	2.381	.338
Nuolaida * Parduotuvė	6.794	1	6.794	3.532	.061	3.532	.467
Error	1119.398	582	1.923				
Total	12361.889	586					
Corrected Total	1143.295	585					

a. R Squared = .021 (Adjusted R Squared = .016)

b. Computed using alpha = .05

<b>Estimates</b>				
Dependent Variable: Quality				
Nuolaidos dydis	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
-30%	4.525	.081	4.366	4.684
-60%	4.230	.081	4.070	4.389

<b>Pairwise Comparisons</b>						
Dependent Variable: Quality						
(I) Nuolaidos dydis	(J) Nuolaidos dydis	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
-30%	-60%	.295*	.115	.010	.070	.520
-60%	-30%	-.295*	.115	.010	-.520	-.070

Based on estimated marginal means

\*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Bonferroni.

### 10. Perceived Quality + Price Discount + Size of Price

<b>Descriptive Statistics</b>				
Dependent Variable: Quality				
Nuolaidos dydis	Prekės kaina	Mean	Std. Deviation	N
-30%	30 Eur	4.0299	1.24949	145
	130 Eur	5.0034	1.36436	148
	Total	4.5216	1.39454	293
-60%	30 Eur	3.7736	1.28130	148
	130 Eur	4.6943	1.34242	145
	Total	4.2292	1.38844	293
Total	30 Eur	3.9005	1.26999	293
	130 Eur	4.8504	1.36007	293
	Total	4.3754	1.9798	586

<b>Tests of Between-Subjects Effects</b>							
Dependent Variable: Quality							
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power <sup>b</sup>
Corrected Model	144.008 <sup>a</sup>	3	48.003	27.958	<.001	83.873	1.000
Intercept	11216.724	1	11216.724	6532.792	.000	6532.792	1.000
Nuolaida	11.705	1	11.705	6.817	.009	6.817	.741
Kaina	131.382	1	131.382	76.519	<.001	76.519	1.000
Nuolaida * Kaina	.102	1	.102	.060	.807	.060	.057
Error	999.287	582	1.717				
Total	12361.889	586					
Corrected Total	1143.295	585					
a. R Squared = .126 (Adjusted R Squared = .121)							
b. Computed using alpha = .05							

<b>Estimates</b>				
Dependent Variable: Quality				
Nuolaidos dydis	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
-30%	4.517	.077	4.366	4.667
-60%	4.234	.077	4.084	4.384

<b>Pairwise Comparisons</b>						
Dependent Variable: Quality						
(I) Nuolaidos dydis	(J) Nuolaidos dydis	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
-30%	-60%	.283*	.108	.009	.070	.495

-60%	-30%	-.283*	.108	.009	-.495	-.070
Based on estimated marginal means						
*. The mean difference is significant at the .05 level.						
b. Adjustment for multiple comparisons: Bonferroni.						

<b>Estimates</b>				
Dependent Variable: Quality				
Prekės kaina	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
30 Eur	3.902	.077	3.751	4.052
130 Eur	4.849	.077	4.698	4.999

<b>Pairwise Comparisons</b>						
Dependent Variable: Quality						
(I) Prekės kaina	(J) Prekės kaina	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
30 Eur	130 Eur	-.947*	.108	<.001	-1.160	-.734
130 Eur	30 Eur	.947*	.108	<.001	.734	1.160

Based on estimated marginal means

\*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Bonferroni.

### 11. Trust Towards Online Store + Price Discount + Brand Store

<b>Descriptive Statistics</b>				
Dependent Variable: Trust				
Nuolaidos dydis	Parduotuvės prekės ženklas	Mean	Std. Deviation	N
-30%	Vieno prekės ženklo parduotuvė	4.6354	1.47195	144
	Kelių prekės ženklų parduotuvė	4.3289	1.40172	149
	Total	4.4795	1.44239	293
-60%	Vieno prekės ženklo parduotuvė	4.3247	1.32709	149
	Kelių prekės ženklų parduotuvė	4.0451	1.43421	144
	Total	4.1873	1.38549	293

Total	Vieno prekės ženklų parduotuvė	4.4774	1.40639	293
	Kelių prekės ženklų parduotuvė	4.1894	1.42246	293
	Total	4.3334	1.42057	586

Tests of Between-Subjects Effects							
Dependent Variable: Trust							
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power <sup>b</sup>
Corrected Model	25.115 <sup>a</sup>	3	8.372	4.217	.006	12.651	.858
Intercept	11001.520	1	11001.520	5541.617	<.001	5541.617	1.000
Nuolaida	12.939	1	12.939	6.518	.011	6.518	.722
Parduotuvė	12.577	1	12.577	6.335	.012	6.335	.710
Nuolaida * Parduotuvė	.027	1	.027	.013	.908	.013	.052
Error	1155.418	582	1.985				
Total	12184.672	586					
Corrected Total	1180.533	585					
a. R Squared = .021 (Adjusted R Squared = .016)							
b. Computed using alpha = .05							

Estimates				
Dependent Variable: Trust				
Parduotuvės prekės ženklas	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Vieno prekės ženklų parduotuvė	4.480	.082	4.318	4.642
Kelių prekės ženklų parduotuvė	4.187	.082	4.025	4.349

Pairwise Comparisons
Dependent Variable: Trust

(I) Parduotuvės prekės ženklas	(J) Parduotuvės prekės ženklas	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
Vieno prekės ženklo parduotuvė	Kelių prekės ženklų parduotuvė	.293*	.116	.012	.064	.522
Kelių prekės ženklų parduotuvė	Vieno prekės ženklo parduotuvė	-.293*	.116	.012	-.522	-.064

Based on estimated marginal means

\*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Bonferroni.

Estimates				
Dependent Variable: Trust				
Nuolaidos dydis	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
-30%	4.482	.082	4.320	4.644
-60%	4.185	.082	4.023	4.347

Pairwise Comparisons						
Dependent Variable: Trust						
(I) Nuolaidos dydis	(J) Nuolaidos dydis	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
-30%	-60%	.297*	.116	.011	.069	.526
-60%	-30%	-.297*	.116	.011	-.526	-.069

Based on estimated marginal means

\*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Bonferroni.

## 12. Perceived Trust + Price Discount + Size of Price

Descriptive Statistics				
Dependent Variable: Trust				
Nuolaidos dydis	Prekės kaina	Mean	Std. Deviation	N
-30%	30 Eur	4.3267	1.30189	145
	130 Eur	4.6292	1.55780	148
	Total	4.4795	1.44239	293
-60%	30 Eur	3.9899	1.21844	148
	130 Eur	4.3888	1.51527	145
	Total	4.1873	1.38549	293
Total	30 Eur	4.1566	1.26952	293
	130 Eur	4.5102	1.53898	293
	Total	4.3334	1.42057	586

Tests of Between-Subjects Effects							
Dependent Variable: Trust							
Source	Type III Sum of Squares	df	Mean Square <sup>178</sup>	F	Sig.	Noncent. Parameter	Observed Power <sup>b</sup>
Corrected Model	30.869 <sup>a</sup>	3	10.290	5.209	.001	15.627	.926
Intercept	11004.239	1	11004.239	5570.732	<.001	5570.732	1.000
Nuolaida	12.204	1	12.204	6.178	.013	6.178	.699
Kaina	18.018	1	18.018	9.121	.003	9.121	.854
Nuolaida * Kaina	.341	1	.341	.172	.678	.172	.070
Error	1149.664	582	1.975				
Total	12184.672	586					
Corrected Total	1180.533	585					

a. R Squared = .026 (Adjusted R Squared = .021)

b. Computed using alpha = .05

Estimates			
Dependent Variable: Trust			
Nuolaidos dydis	Mean	Std. Error	95% Confidence Interval

			Lower Bound	Upper Bound
-30%	4.478	.082	4.317	4.639
-60%	4.189	.082	4.028	4.351

<b>Pairwise Comparisons</b>						
Dependent Variable: Trust						
(I) Nuolaidos dydis	(J) Nuolaidos dydis	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
-30%	-60%	.289*	.116	.013	.061	.517
-60%	-30%	-.289*	.116	.013	-.517	-.061
Based on estimated marginal means						
*. The mean difference is significant at the .05 level.						
b. Adjustment for multiple comparisons: Bonferroni.						

<b>Estimates</b>				
Dependent Variable: Trust				
Prekės kaina	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
30 Eur	4.158	.082	3.997	4.320
130 Eur	4.509	.082	4.348	4.670

<b>Pairwise Comparisons</b>						
Dependent Variable: Trust						
(I) Prekės kaina	(J) Prekės kaina	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
30 Eur	130 Eur	-.351*	.116	.003	-.579	-.123
130 Eur	30 Eur	.351*	.116	.003	.123	.579
Based on estimated marginal means						
*. The mean difference is significant at the .05 level.						
b. Adjustment for multiple comparisons: Bonferroni.						



### 13. Perceived Savings + Size of Price + Brand Store

Descriptive Statistics				
Dependent Variable: Savings				
Prekės kaina	Parduotuvės prekės ženklas	Mean	Std. Deviation	N
30 Eur	Vieno prekės ženklo parduotuvė	4.3947	1.40926	150
	Kelių prekės ženklų parduotuvė	4.5049	1.50302	143
	Total	4.4485	1.45432	293
130 Eur	Vieno prekės ženklo parduotuvė	4.7119	1.30127	143
	Kelių prekės ženklų parduotuvė	4.5440	1.42953	150
	Total	4.6259	1.36868	293
Total	Vieno prekės ženklo parduotuvė	4.5495	1.36459	293
	Kelių prekės ženklų parduotuvė	4.5249	1.46347	293
	Total	4.5372	1.41374	586

Tests of Between-Subjects Effects							
Dependent Variable: Savings							
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power <sup>b</sup>
Corrected Model	7.567 <sup>a</sup>	3	2.522	1.264	.286	3.791	.339
Intercept	12065.455	1	12065.455	6044.975	.000	6044.975	1.000
Kaina	4.648	1	4.648	2.329	.128	2.329	.331
Parduotuvė	.122	1	.122	.061	.805	.061	.057
Kaina * Parduotuvė	2.831	1	2.831	1.419	.234	1.419	.221
Error	1161.642	582	1.996				
Total	13232.720	586					
Corrected Total	1169.209	585					

a. R Squared = .006 (Adjusted R Squared = .001)

b. Computed using alpha = .05

### 14. Perceived Quality + Size Price + Price Discount

<b>Descriptive Statistics</b>				
Dependent Variable: Quality				
Nuolaidos dydis	Prekės kaina	Mean	Std. Deviation	N
-30%	30 Eur	4.0299	1.24949	145
	130 Eur	5.0034	1.36436	148
	Total	4.5216	1.39454	293
-60%	30 Eur	3.7736	1.28130	148
	130 Eur	4.6943	1.34242	145
	Total	4.2292	1.38844	293
Total	30 Eur	3.9005	1.26999	293
	130 Eur	4.8504	1.36007	293
	Total	4.3754	1.39798	586

<b>Tests of Between-Subjects Effects</b>							
Dependent Variable: Quality							
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power <sup>b</sup>
Corrected Model	144.008 <sup>a</sup>	3	48.003	27.958	<.001	83.873	1.000
Intercept	11216.724	1	11216.724	6532.792	.000	6532.792	1.000
Nuolaida	11.705	1	11.705	6.817	.009	6.817	.741
Kaina	131.382	1	131.382	76.519	<.001	76.519	1.000
Nuolaida * Kaina	.102	1	.102	.060	.807	.060	.057
Error	999.287	582	1.717				
Total	12361.889	586					
Corrected Total	1143.295	585					

a. R Squared = .126 (Adjusted R Squared = .121)

b. Computed using alpha = .05

<b>Estimates</b>				
Dependent Variable: Quality				
Nuolaidos dydis	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
-30%	4.517	.077	4.366	4.667

-60%	4.234	.077	4.084	4.384
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<b>Pairwise Comparisons</b>						
Dependent Variable: Quality						
(I) Nuolaidos dydis	(J) Nuolaidos dydis	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
-30%	-60%	.283*	.108	.009	.070	.495
-60%	-30%	-.283*	.108	.009	-.495	-.070
Based on estimated marginal means						
*. The mean difference is significant at the .05 level.						
b. Adjustment for multiple comparisons: Bonferroni.						

<b>Estimates</b>				
Dependent Variable: Quality				
Prekės kaina	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
30 Eur	3.902	.077	3.751	4.052
130 Eur	4.849	.077	4.698	4.999

<b>Pairwise Comparisons</b>						
Dependent Variable: Quality						
(I) Prekės kaina	(J) Prekės kaina	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
30 Eur	130 Eur	-.947*	.108	<.001	-1.160	-.734
130 Eur	30 Eur	.947*	.108	<.001	.734	1.160
Based on estimated marginal means						
*. The mean difference is significant at the .05 level.						
b. Adjustment for multiple comparisons: Bonferroni.						

### 15. Perceived Savings + Size of Price + Price Discount

Tests of Between-Subjects Effects							
Dependent Variable: Savings							
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power <sup>b</sup>
Corrected Model	171.962 <sup>a</sup>	3	57.321	33.453	<.001	100.358	1.000
Intercept	12059.127	1	12059.127	7037.785	.000	7037.785	1.000
Kaina	5.197	1	5.197	3.033	.082	3.033	.413
Nuolaida	165.423	1	165.423	96.542	<.001	96.542	1.000
Kaina * Nuolaida	1.924	1	1.924	1.123	.290	1.123	.185
Error	997.247	582	1.713				
Total	13232.720	586					
Corrected Total	1169.209	585					

a. R Squared = .147 (Adjusted R Squared = .143)

b. Computed using alpha = .05

Descriptive Statistics				
Dependent Variable: Savings				
Prekės kaina	Nuolaidos dydis	Mean	Std. Deviation	N
30 Eur	-30%	3.8538	1.27633	145
	-60%	5.0311	1.38382	148
	Total	4.4485	1.45432	293
130 Eur	-30%	4.1568	1.24748	148
	-60%	5.1048	1.32394	145
	Total	4.6259	1.36868	293
Total	-30%	4.0068	1.26879	293
	-60%	5.0676	1.35270	293
	Total	4.5372	1.41374	586

Estimates				
Dependent Variable: Savings				
Nuolaidos dydis	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
-30%	4.005	.076	3.855	4.155

-60%	5.068	.076	4.918	5.218
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Pairwise Comparisons						
Dependent Variable: Savings						
(I) Nuolaidos dydis	(J) Nuolaidos dydis	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
-30%	-60%	-1.063*	.108	<.001	-1.275	-.850
-60%	-30%	1.063*	.108	<.001	.850	1.275
Based on estimated marginal means						
*. The mean difference is significant at the .05 level.						
b. Adjustment for multiple comparisons: Bonferroni.						

### 16. Perceived Quality + Size of Price + Brand Store

Descriptive Statistics				
Dependent Variable: Quality				
Prekės kaina	Parduotuvės prekės ženklas	Mean	Std. Deviation	N
30 Eur	Vieno prekės ženklo parduotuvė	3.8922	1.41647	150
	Kelių prekės ženklų parduotuvė	3.9091	1.10053	143
	Total	3.9005	1.26999	293
130 Eur	Vieno prekės ženklo parduotuvė	5.0583	1.22079	143
	Kelių prekės ženklų parduotuvė	4.6522	1.45731	150
	Total	4.8504	1.36007	293
Total	Vieno prekės ženklo parduotuvė	4.4613	1.44549	293
	Kelių prekės ženklų parduotuvė	4.2895	1.34579	293
	Total	4.3754	1.39798	586

Tests of Between-Subjects Effects
Dependent Variable: Quality

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power <sup>b</sup>
Corrected Model	144.292 <sup>a</sup>	3	48.097	28.021	<.001	84.062	1.000
Intercept	11225.140	1	11225.140	6539.550	.000	6539.550	1.000
Kaina	133.421	1	133.421	77.729	<.001	77.729	1.000
Parduotuvė	5.544	1	5.544	3.230	.073	3.230	.434
Kaina * Parduotuvė	6.547	1	6.547	3.814	.051	3.814	.496
Error	999.003	582	1.717				
Total	12361.889	586					
Corrected Total	1143.295	585					

a. R Squared = .126 (Adjusted R Squared = .122)

b. Computed using alpha = .05

Estimates				
Dependent Variable: Quality				
Prekės kaina	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
30 Eur	3.901	.077	3.750	4.051
130 Eur	4.855	.077	4.705	5.006

Pairwise Comparisons						
Dependent Variable: Quality						
(I) Prekės kaina	(J) Prekės kaina	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
30 Eur	130 Eur	-.955*	.108	<.001	-1.167	-.742
130 Eur	30 Eur	.955*	.108	<.001	.742	1.167

Based on estimated marginal means

\*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Bonferroni.

## 17. Trust Towards Online Store + Size of Price + Price Discount

18.Descriptive Statistics				
Dependent Variable: Trust				
Prekės kaina	Nuolaidos dydis	Mean	Std. Deviation	N
30 Eur	-30%	4.3267	1.30189	145
	-60%	3.9899	1.21844	148
	Total	4.1566	1.26952	293
130 Eur	-30%	4.6292	1.55780	148
	-60%	4.3888	1.51527	145
	Total	4.5102	1.53898	293
Total	-30%	4.4795	1.44239	293
	-60%	4.1873	1.38549	293
	Total	4.3334	1.42057	586

Tests of Between-Subjects Effects							
Dependent Variable: Trust							
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power <sup>b</sup>
Corrected Model	30.869 <sup>a</sup>	3	10.290	5.209	.001	15.627	.926
Intercept	11004.239	1	11004.239	5570.732	<.001	5570.732	1.000
Kaina	18.018	1	18.018	9.121	.003	9.121	.854
Nuolaida	12.204	1	12.204	6.178	.013	6.178	.699
Kaina * Nuolaida	.341	1	.341	.172	.678	.172	.070
Error	1149.664	582	1.975				
Total	12184.672	586					
Corrected Total	1180.533	585					

a. R Squared = .026 (Adjusted R Squared = .021)

b. Computed using alpha = .05

Estimates				
Dependent Variable: Trust				
Prekės kaina	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
30 Eur	4.158	.082	3.997	4.320
130 Eur	4.509	.082	4.348	4.670

<b>Estimates</b>				
Dependent Variable: Trust				
Prekės kaina	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
30 Eur	4.158	.082	3.997	4.320
130 Eur	4.509	.082	4.348	4.670

<b>Estimates</b>				
Dependent Variable: Trust				
Nuolaidos dydis	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
-30%	4.478	.082	4.317	4.639
-60%	4.189	.082	4.028	4.351

<b>Pairwise Comparisons</b>						
Dependent Variable: Trust						
(I) Nuolaidos dydis	(J) Nuolaidos dydis	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
-30%	-60%	.289*	.116	.013	.061	.517
-60%	-30%	-.289*	.116	.013	-.517	-.061

Based on estimated marginal means

\*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Bonferroni.

### 19. Trust Towards Online Store + Size of Price + Brand Store



<b>Descriptive Statistics</b>				
Dependent Variable: Trust				
Prekės kaina	Parduotuvės prekės ženklas	Mean	Std. Deviation	N
30 Eur	Vieno prekės ženklo parduotuvė	4.1033	1.32973	150
	Kelių prekės ženklų parduotuvė	4.2124	1.20528	143
	Total	4.1566	1.26952	293
130 Eur	Vieno prekės ženklo parduotuvė	4.8698	1.38170	143
	Kelių prekės ženklų parduotuvė	4.1675	1.60620	150
	Total	4.5102	1.53898	293
Total	Vieno prekės ženklo parduotuvė	4.4774	1.40639	293
	Kelių prekės ženklų parduotuvė	4.1894	1.42246	293
	Total	4.3334	1.42057	586

<b>Tests of Between-Subjects Effects</b>							
Dependent Variable: Trust							
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power <sup>b</sup>
Corrected Model	55.299 <sup>a</sup>	3	18.433	9.534	<.001	28.602	.997
Intercept	11022.469	1	11022.469	5701.105	<.001	5701.105	1.000
Kaina	19.055	1	19.055	9.856	.002	9.856	.880
Parduotuvė	12.879	1	12.879	6.662	.010	6.662	.731
Kaina * Parduotuvė	24.095	1	24.095	12.463	<.001	12.463	.941
Error	1125.234	582	1.933				
Total	12184.672	586					
Corrected Total	1180.533	585					

a. R Squared = .047 (Adjusted R Squared = .042)

b. Computed using alpha = .05

<b>Estimates</b>
------------------

Dependent Variable: Trust				
Prekės kaina	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
30 Eur	4.158	.081	3.998	4.317
130 Eur	4.519	.081	4.359	4.678

Pairwise Comparisons						
Dependent Variable: Trust						
(I) Prekės kaina	(J) Prekės kaina	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
30 Eur	130 Eur	-.361*	.115	.002	-.586	-.135
130 Eur	30 Eur	.361*	.115	.002	.135	.586

Based on estimated marginal means

\*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Bonferroni.

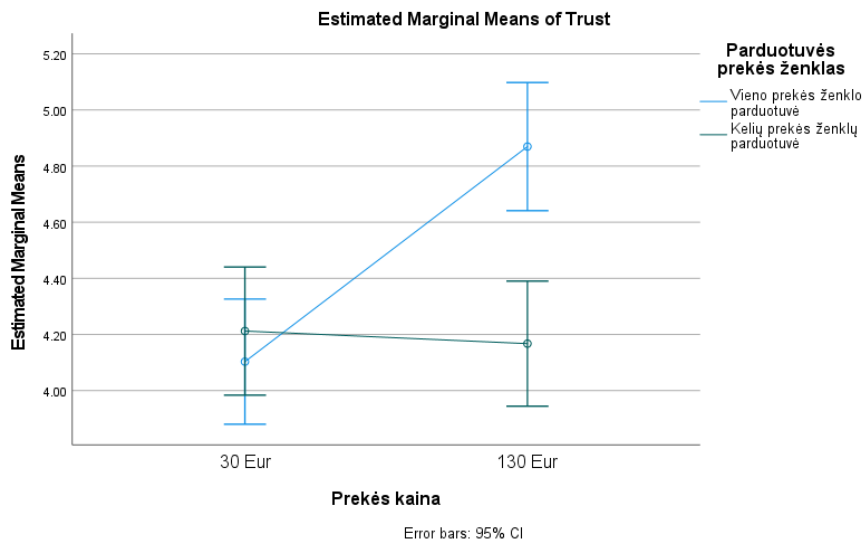
Estimates				
Dependent Variable: Trust				
Parduotuvės prekės ženklas	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Vieno prekės ženklo parduotuvė	4.487	.081	4.327	4.646
Kelių prekės ženklų parduotuvė	4.190	.081	4.030	4.350

Pairwise Comparisons						
Dependent Variable: Trust						
(I) Parduotuvės prekės ženklas	(J) Parduotuvės prekės ženklas	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
Vieno prekės ženklo parduotuvė	Kelių prekės ženklų parduotuvė	.297*	.115	.010	.071	.522

Kelių prekės ženklų parduotuvė	Vieno prekės ženklo parduotuvė	-.297*	.115	.010	-.522	-.071
Based on estimated marginal means						
*. The mean difference is significant at the .05 level.						
b. Adjustment for multiple comparisons: Bonferroni.						

### 3. Prekės kaina \* Parduotuvės prekės ženklas

Dependent Variable: Trust					
Prekės kaina	Parduotuvės prekės ženklas	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
30 Eur	Vieno prekės ženklo parduotuvė	4.103	.114	3.880	4.326
	Kelių prekės ženklų parduotuvė	4.212	.116	3.984	4.441
130 Eur	Vieno prekės ženklo parduotuvė	4.870	.116	4.641	5.098
	Kelių prekės ženklų parduotuvė	4.168	.114	3.945	4.390



## Appendix 9: Correlation (see section 4.4.)

Correlations		
	Scepticism	Savings

Scepticism	Pearson Correlation	1	-.529**
	Sig. (2-tailed)		<.001
	N	586	586
Savings	Pearson Correlation	-.529**	1
	Sig. (2-tailed)	<.001	
	N	586	586
**. Correlation is significant at the 0.01 level (2-tailed).			

## Appendix 10: Regression (see section 4.5. and 4.6.)

### Regression on Trust Towards Online Store and Perceived Savings on Perceived Quality

Descriptive Statistics			
	Mean	Std. Deviation	N
Quality	4.3754	1.39798	586
Trust	4.3334	1.42057	586
Savings	4.5372	1.41374	586

Correlations				
		Quality	Trust	Savings
Pearson Correlation	Quality	1.000	.729	.407
	Trust	.729	1.000	.364
	Savings	.407	.364	1.000
Sig. (1-tailed)	Quality	.	<.001	<.001
	Trust	.000	.	.000
	Savings	.000	.000	.
N	Quality	586	586	586
	Trust	586	586	586
	Savings	586	586	586

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	Savings, Trust <sup>b</sup>	.	Enter
a. Dependent Variable: Quality			
b. All requested variables entered.			

<b>Model Summary<sup>b</sup></b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.744 <sup>a</sup>	.554	.552	.93532
a. Predictors: (Constant), Savings, Trust				
b. Dependent Variable: Quality				

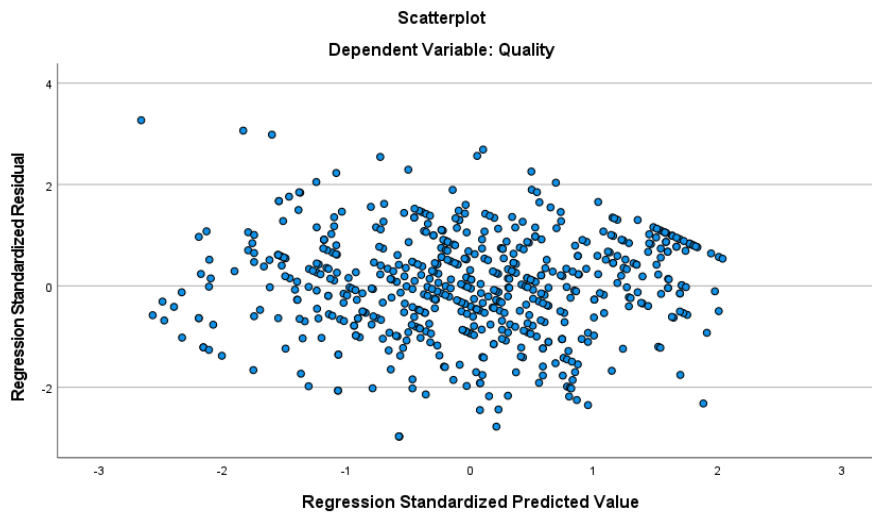
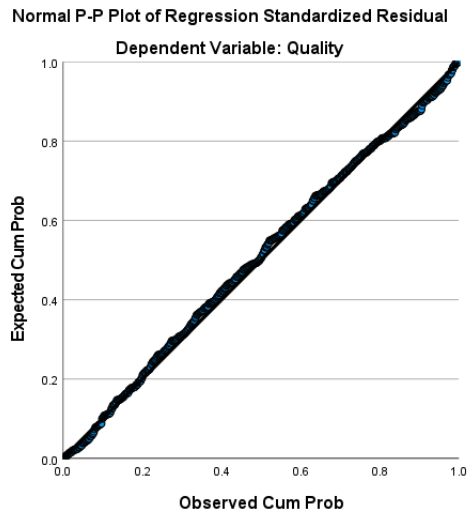
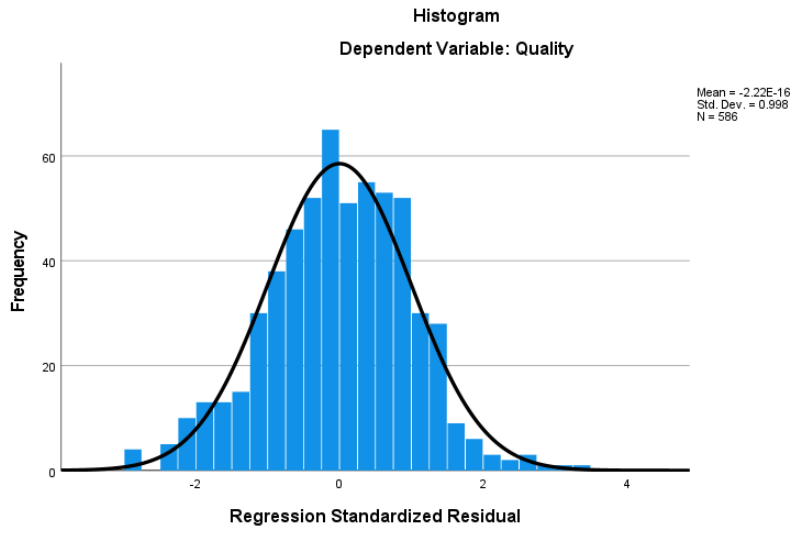
<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	633.269	2	316.635	361.939	<.001 <sup>b</sup>
	Residual	510.026	583	.875		
	Total	1143.295	585			
a. Dependent Variable: Quality						
b. Predictors: (Constant), Savings, Trust						

<b>Coefficients<sup>a</sup></b>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.790	.152		5.206	<.001		
	Trust	.658	.029	.669	22.522	<.001	.867	1.153
	Savings	.162	.029	.163	5.500	<.001	.867	1.153
a. Dependent Variable: Quality								

<b>Collinearity Diagnostics<sup>a</sup></b>						
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Trust	Savings
1	1	2.897	1.000	.01	.01	.01
	2	.059	6.988	.02	.83	.51
	3	.043	8.192	.97	.16	.48
a. Dependent Variable: Quality						

<b>Casewise Diagnostics<sup>a</sup></b>				
Case Number	Std. Residual	Quality	Predicted Value	Residual
99	3.269	4.67	1.6094	3.05723
401	3.064	5.33	2.4671	2.86620
a. Dependent Variable: Quality				

<b>Residuals Statistics<sup>a</sup></b>					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.6094	6.4965	4.3754	1.04044	586
Std. Predicted Value	-2.658	2.039	.000	1.000	586
Standard Error of Predicted Value	.039	.138	.064	.019	586
Adjusted Predicted Value	1.5583	6.4918	4.3752	1.04049	586
Residual	-2.77837	3.05723	.00000	.93372	586
Std. Residual	-2.970	3.269	.000	.998	586
Stud. Residual	-2.980	3.296	.000	1.001	586
Deleted Residual	-2.79696	3.10841	.00021	.93888	586
Stud. Deleted Residual	-3.001	3.324	.000	1.003	586
Mahal. Distance	.002	11.705	1.997	1.796	586
Cook's Distance	.000	.061	.002	.004	586
Centered Leverage Value	.000	.020	.003	.003	586
a. Dependent Variable: Quality					



**Regression on Trust Towards Online Store, Perceived Quality, Perceived Savings and Subjective Norms on Intention to Buy**



<b>Descriptive Statistics</b>			
	Mean	Std. Deviation	N
Intention to buy	4.9061	1.63081	586
Savings	4.5372	1.41374	586
Quality	4.3754	1.39798	586
Trust	4.3334	1.42057	586
Sub norms	3.7600	1.65346	586

<b>Correlations</b>						
		Intention to buy	Savings	Quality	Trust	Sub norms
Pearson Correlation	Intention to buy	1.000	.365	.337	.278	.342
	Savings	.365	1.000	.407	.364	.427
	Quality	.337	.407	1.000	.729	.519
	Trust	.278	.364	.729	1.000	.483
	Sub norms	.342	.427	.519	.483	1.000
Sig. (1-tailed)	Intention to buy	.	<.001	<.001	<.001	<.001
	Savings	.000	.	.000	.000	.000
	Quality	.000	.000	.	.000	.000
	Trust	.000	.000	.000	.	.000
	Sub norms	.000	.000	.000	.000	.
N	Intention to buy	586	586	586	586	586
	Savings	586	586	586	586	586
	Quality	586	586	586	586	586
	Trust	586	586	586	586	586
	Sub norms	586	586	586	586	586

<b>Variables Entered/Removed<sup>a</sup></b>			
Model	Variables Entered	Variables Removed	Method
1	Sub norms, Savings, Trust, Quality <sup>b</sup>	.	Enter
a. Dependent Variable: Intention to buy			
b. All requested variables entered.			

<b>Model Summary<sup>b</sup></b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.439 <sup>a</sup>	.193	.187	1.47014
a. Predictors: (Constant), Sub norms, Savings, Trust, Quality				
b. Dependent Variable: Intention to buy				

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	300.124	4	75.031	34.716	<.001 <sup>b</sup>
	Residual	1255.714	581	2.161		
	Total	1555.838	585			
a. Dependent Variable: Intention to buy						
b. Predictors: (Constant), Sub norms, Savings, Trust, Quality						

<b>Coefficients<sup>a</sup></b>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.287	.244		9.378	<.001		
	Savings	.267	.049	.232	5.448	<.001	.767	1.303
	Quality	.186	.067	.159	2.781	.006	.423	2.363
	Trust	-2.300E-5	.064	.000	.000	1.000	.452	2.210
	Sub norms	.158	.045	.160	3.482	<.001	.658	1.519
a. Dependent Variable: Intention to buy								

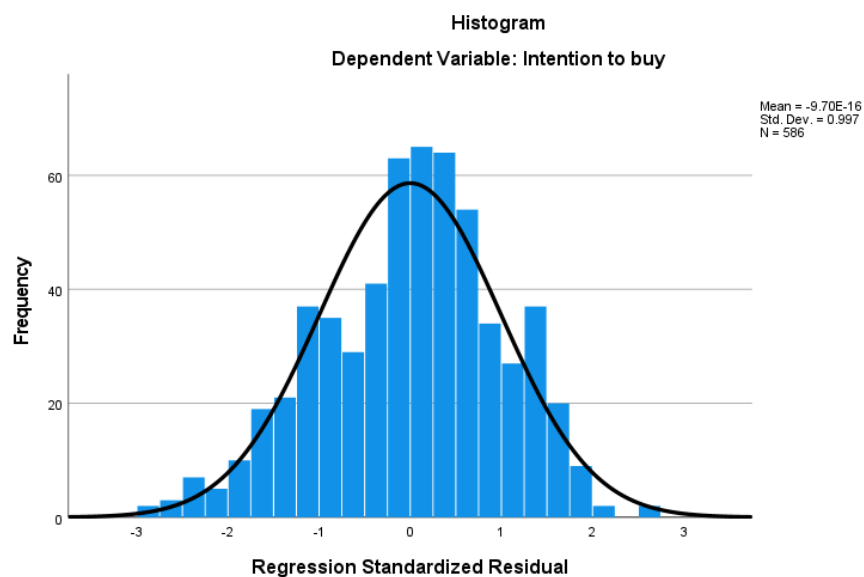
<b>Collinearity Diagnostics<sup>a</sup></b>								
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Savings	Quality	Trust	Sub norms
1	1	4.771	1.000	.00	.00	.00	.00	.00
	2	.092	7.192	.13	.04	.00	.00	.85
	3	.070	8.279	.04	.38	.12	.20	.05

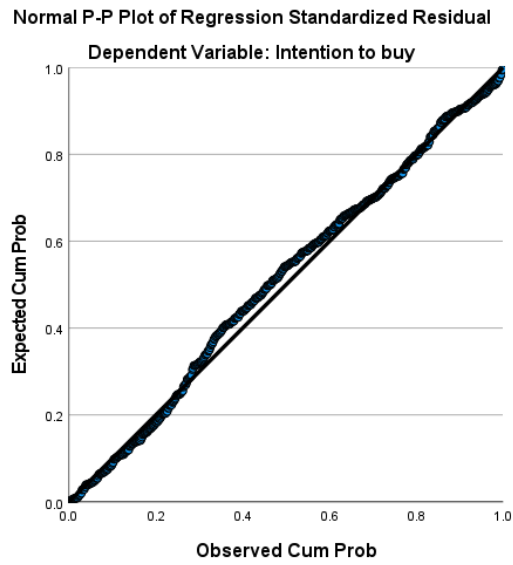
	4	.042	10.670	.82	.57	.03	.03	.09
	5	.025	13.700	.00	.01	.85	.77	.00

a. Dependent Variable: Intention to buy

Residuals Statistics <sup>a</sup>					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.1510	6.5101	4.9061	.71626	586
Std. Predicted Value	-2.450	2.239	.000	1.000	586
Standard Error of Predicted Value	.067	.279	.131	.036	586
Adjusted Predicted Value	3.0973	6.5083	4.9063	.71623	586
Residual	-4.35548	3.84898	.00000	1.46510	586
Std. Residual	-2.963	2.618	.000	.997	586
Stud. Residual	-2.989	2.636	.000	1.002	586
Deleted Residual	-4.43480	3.90266	-.00011	1.47977	586
Stud. Deleted Residual	-3.010	2.650	.000	1.003	586
Mahal. Distance	.202	20.052	3.993	2.811	586
Cook's Distance	.000	.036	.002	.004	586
Centered Leverage Value	.000	.034	.007	.005	586

a. Dependent Variable: Intention to buy





### Regression on Perceived Quality, Perceived Savings and Subjective Norms on Intention to Buy (Excluded Trust Towards Online Store)

Descriptive Statistics			
	Mean	Std. Deviation	N
Intention to buy	4.9061	1.63081	586
Savings	4.5372	1.41374	586
Quality	4.3754	1.39798	586
Sub norms	3.7600	1.65346	586

<b>Correlations</b>					
		Intention to buy	Savings	Quality	Sub norms
Pearson Correlation	Intention to buy	1.000	.365	.337	.342
	Savings	.365	1.000	.407	.427
	Quality	.337	.407	1.000	.519
	Sub norms	.342	.427	.519	1.000
Sig. (1-tailed)	Intention to buy	.	<.001	<.001	<.001
	Savings	.000	.	.000	.000
	Quality	.000	.000	.	.000
	Sub norms	.000	.000	.000	.
N	Intention to buy	586	586	586	586
	Savings	586	586	586	586
	Quality	586	586	586	586
	Sub norms	586	586	586	586

<b>Variables Entered/Removed<sup>a</sup></b>			
Model	Variables Entered	Variables Removed	Method
1	Sub norms, Savings, Quality <sup>b</sup>	.	Enter
a. Dependent Variable: Intention to buy			
b. All requested variables entered.			

<b>Model Summary<sup>b</sup></b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.439 <sup>a</sup>	.193	.189	1.46887
a. Predictors: (Constant), Sub norms, Savings, Quality				
b. Dependent Variable: Intention to buy				

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	300.124	3	100.041	46.367	<.001 <sup>b</sup>
	Residual	1255.714	582	2.158		
	Total	1555.838	585			

a. Dependent Variable: Intention to buy
b. Predictors: (Constant), Sub norms, Savings, Quality

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.287	.238		9.621	<.001		
	Savings	.267	.049	.232	5.463	<.001	.770	1.298
	Quality	.186	.052	.159	3.550	<.001	.688	1.452
	Sub norms	.158	.045	.160	3.528	<.001	.675	1.482

a. Dependent Variable: Intention to buy

Collinearity Diagnostics <sup>a</sup>							
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Savings	Quality	Sub norms
1	1	3.815	1.000	.00	.00	.00	.01
	2	.092	6.447	.16	.07	.00	.81
	3	.052	8.535	.02	.61	.60	.04
	4	.041	9.698	.82	.32	.39	.14

a. Dependent Variable: Intention to buy

Residuals Statistics <sup>a</sup>					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.1510	6.5101	4.9061	.71626	586
Std. Predicted Value	-2.450	2.239	.000	1.000	586
Standard Error of Predicted Value	.061	.225	.117	.032	586
Adjusted Predicted Value	3.1031	6.5084	4.9060	.71631	586
Residual	-4.35541	3.84900	.00000	1.46510	586
Std. Residual	-2.965	2.620	.000	.997	586
Stud. Residual	-2.972	2.637	.000	1.001	586

Deleted Residual	-4.37486	3.89689	.00012	1.47651	586
Stud. Deleted Residual	-2.992	2.650	.000	1.003	586
Mahal. Distance	.009	12.707	2.995	2.196	586
Cook's Distance	.000	.039	.002	.003	586
Centered Leverage Value	.000	.022	.005	.004	586
a. Dependent Variable: Intention to buy					

