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FINAL REPORT

TITLE OF THE RESEARCH: Searching for Consumer Purchasing Responses towards Smart Textile Products as Innovative Technology: Sport Involvement, Perceived Product Importance, Innovative Attributes, Personal Characteristics, Product Knowledge and Attitude towards the ad.

RESEARCHER NAME: Öğr. Gör. Dr. GülDen TURHAN

DIRECTOR NAME: Prof. Dr. Anthony KENT



## GENERAL INFORMATION

RESEARCH TITLE	Searching for Consumer Purchasing Responses towards Smart Textile Products as Innovative Technology: Sport Involvement, Perceived Product Importance, Innovative Attributes, Personal Characteristics, Product Knowledge and Attitude towards the ad. (Product Goals as an Indirect Precursor in Predicting Consumer Purchasing Responses for Wearable Smart Products in Exercises and Wellness Category: The mediating effect of Perceived Product Importance)
RESEARCHER NAME	Öğr. Gör. Dr. Güliden TURHAN
RESEARCH FIELD	Smart Textiles and Consumer Responses
RESEARCH DURATION	6 months

**Product Goals as an Indirect Precursor in Predicting Consumer Purchasing Responses for Wearable Smart Products in Exercises and Wellness Category: The mediating effect of Perceived Product Importance**

**Abstract:** This study attempts to answer two basic research questions. First, it is the question if consumer purchasing responses are affected by product goals in an indirect way through perceived product importance. The second question to answer here is; if perceived product importance mediates the effect of personal elements on consumer responses to the purchasing of the products. There are randomized variables such as product cost, product knowledge, sport involvement, attitude towards advertisement, health orientation and fashion interest, as probably to influence purchasing responses. When looking for (In order to) answers to the survey questions, potential users in different age groups (18-24) are conducted to four product examples including smart socks, t-shirt, wristband and shoes. Data was collected using focus group interview and survey questionnaire. Multivariate statistical analysis methods are applied to provide empirical evidence for the research questions.

**Key words:** consumer responses, product goals, perceived product importance, product cost

Wearable tech industry has attempted to bring solutions to many needs that have not been met effectively so far. In recent years, it's mentioned sorts of innovative, high-tech products facilitating people's lives and followed by a large number of firms. Wearable technology is commonly separated into four main categories: (1) sports (or exercises) and wellness, (2) information and entertainment (infotainment), (3) healthcare and medical and (4) industrial and military. The owner of the highest market share globally (61%) belongs to wearable technology products located in the area of sports and wellness. The most important players in the world in this category, according to research Fitbit, Adidas, Nike, Jawbone marks/brands. More than half of consumers living in countries such as Australia, Canada, India, South Africa, England and the United States have been found to be highly related with the purchase of wearable technology products (<http://www.glgavity.org/pdf/issue21v7.pdf>). The industry has a profitable future to create opportunities for market growth.



An emerging trend in more physical activities reminds us of a fact that people probably seek out and pursue the higher expectations in their life (various goals, needs, desire etc.). Increasing interest in the sport activities could be due to some requirements such as socializing, recreation, aesthetics and health and so forth. As such, wearable smart products in any sport activity could perform to fulfil consumer unmet needs or goals. These products are gaining more meaning by not only prospective users but also scholars and product managers in terms of their ability to meet products goals desired by consumers. The innovative high-tech products are deserved much more attention to comprehend how purchasing responses are shaped by consumers' expectations about the benefits or goals of consuming a product (see Goal based theory – “products goals”) as well as personal elements (i.e. some demographics like gender, age etc. and some others like products purchased for sport use).

More specifically, the focus of this study will be on searching for how consumer purchasing responses are affected by the evaluation of product goals. Perceived product importance is expected to act as a mediator in a way to which consumer goals evaluation influences their responses to the purchasing of products. The assumption about the influence is that the more people evaluate favourably to the product goals, the more they perceive as important the products. In turn, it will end up with the more favourable purchasing responses in a decision making process. Second aim is to test whether perceived product importance is varied by the personal characteristics and has a mediator role between personal characteristics and purchasing responses.

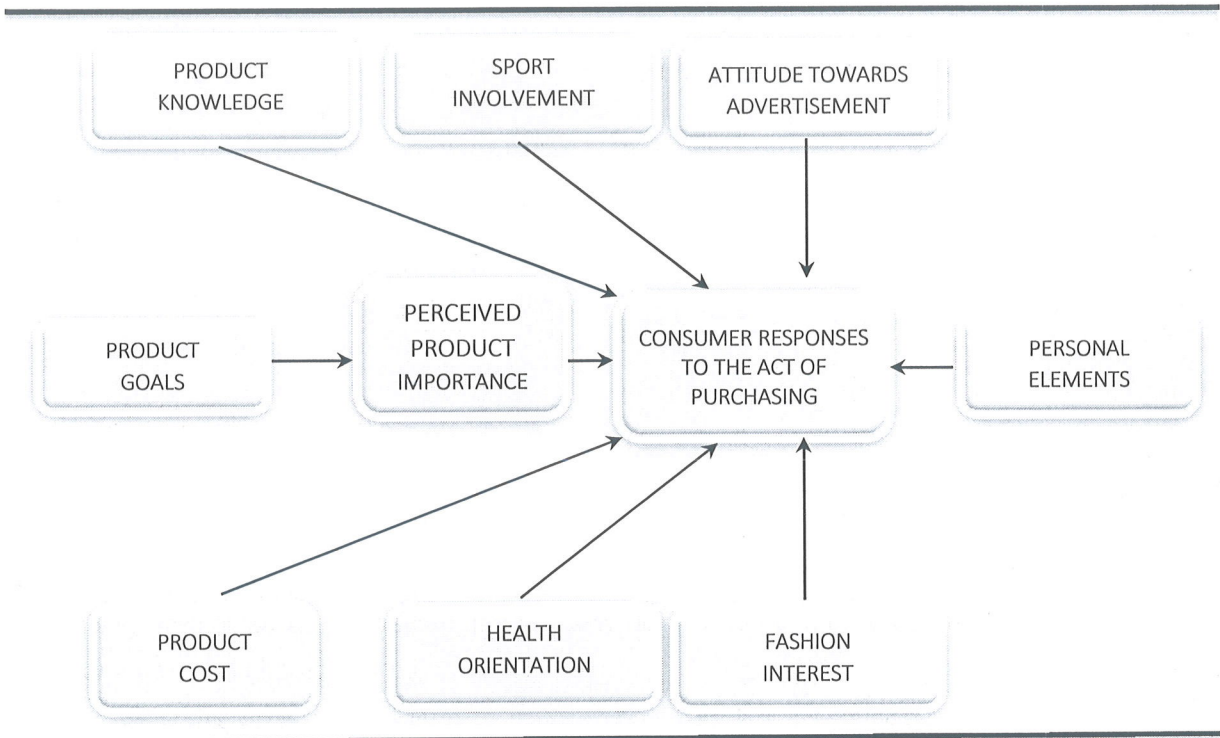
Firstly, a conceptual framework is developed to link the premises included in the field labelled consumer behavioural matters by applying them to the wearable smart products. Next, the full-text is proceeding with hypothesis testing process and ends up with conclusions and further advices.

### CONCEPTUAL FRAMEWORK

A considerable amount of research has examined a sort of factors in predicting consumer responses for a particular product or the act of purchasing. Different from previous ones, the study engages in search of consumer responses via a new conceptual model for changing products in nature by bringing the functionality of smartness. This model for responses shown by the consumer to the purchasing of smart products attempts to gain a further, deep understanding of the role of product goals in making a purchasing decision. Product goals is regarded as an indirect precursor to have more favourable consumer responses- in the form of affectional, cognitional and/or behavioural. The smart products in sport and wellness area are preferred to be examined by taking into account of increasing interest among people who are probably with high interest of sport activity or health life. At this point, the importance they attached to the wearable smart products could be a determinative factor to get positive responses from consumers. In line with the relational approaches in literature, perceived product importance is proposed as a mediating factor between product goals and consumer purchasing responses. The mediating effect of perceived product importance is also considered to exist in the relation of the purchasing response with personal characteristics. Others are- product cost, product knowledge, sport involvement, attitude toward advertisement, health orientation and fashion interest,



involved in the model as control variables. Their effects on consumer responses are randomized statistically so that we are interested in eventually be able to interpret the indirect effects of product goals and personal characteristics.



**Figure 1.** Consumer responses to the act of purchasing wearable smart products

### CONSUMER RESPONSES

Attitudes represent favourable or unfavourable evaluations regarding a particular object or action, which occur in three separate structures, including emotional, cognitive and behavioural responses (Eagly and Shelly, 1993:1). Cognitive side of reactive evaluation refers to the beliefs and knowledge about attitude object or action. In terms of emotional aspect, attitude is inclusive of feelings and emotions which people have to evaluate the object or action. Behavioural response as a component of attitude shows behavioural approach to the object or action (Eagly and Shelly 1993: 10). As an attitude object, consumer responses to the act of purchasing is an interest of this study for wearable smart products. As in many human action suggested by O'Neil & Drillings (1994, p.14), consumer purchasing evaluation is basically expected to be directed by the goals that person consciously desire to achieve or acquire.

### PRODUCT GOALS

What are the goals that consumers want to achieve from product consumption is needed to know an issue by all marketers and sales managers. It's a reply for the question why the people buy and consumer particular products, as understood from Ratneshwar and Mick's expression (2003). A "goal-based" evaluation of a product may explain how consumers make a purchasing decision. If they perceive products as fitting well with the intended goals in consumption, it would likely to come out in favour of the purchasing of the products (Bagozzi 1997).



As an alternative of multi-attribute utility approach, goal-based model has been proposed to explain how the consumers make sense of behaviour. Goal-based model as it stands is much better suited than the multi-attributes model to predict the intent of performing behaviour (i.e. purchasing or consuming the products). According to the approach of Osselaer and Janiszewski (2012) *"consumers value products for the benefits they afford, not the attributes they contain. A goal-based model assumes the product evaluations and choices are motivated by consumers' expectations about the benefits of consuming a product. According to the model, the evaluation of a means  $i$  ( $v_i$ ) depends on the extent to which means  $i$  is predicted to help or hinder the attainment of a goal  $j$  ( $p_{ij}$ ; i.e., the perceived importance of consuming a product means  $i$  for attaining goal  $j$ ) weighted by the importance of the goal ( $g_j$ ), summed across goal"*,

$$v_i = \sum_j (g_j \times p_{ij})$$

Thus, the evaluation of a means is simply the sum of the means's goal-weighted importance" (Osselaer and Janiszewski 2012). The goals if they are achieved as a result of the situation in which a product is used or purchase is significant to consumers. Given that a product is considered to have ability to satisfy the goals, it results in an increasing interest in this product. Such an interest can be towards the purchasing task itself as well as the product (Bloch and Richins 1983), both of which are closely related. This study is into the overall perceptions of product importance derived from the usage or purchasing of the product in question.

## PERCEIVED PRODUCT IMPORTANCE

Product importance is person-specific, so it is regarded as a subjective fact reflecting importance perceptions attached to a particular product by individuals (Bloch and Richins 1983). As an underlying variable that form product involvement, perceived product importance refers to the level of personal interest from consumers against a product. What it means for the consumer of a product can be understood by perceived importance or interest of product (Zaichkowsky, 1985; Kapferer and Laurent, 1985; Mowen, 1987; Kapferer and Laurent, 1993; Quester and Lim, 2003; Mittal, 1989; Mittal & Lee, 1989). It's most probably that the value of products and brands comes out with individual goals that they want to achieve in consumption or purchasing (Lange 2003). Thus, it's important to understand goal-derived reasons why a certain product is considered as important.

Consumer Involvement Theory deals with the degree of perceived importance or interest in a stimulus relative to a specific situation (Moye and Kincade 2016). The idea behind this theory is the view that purchasing decision to be taken is shown more attention and more important by consumers if/when a product in question is perceived as having high importance or interest (Mowen 1987: 82, Behe et al. 2013). Product importance can be based on the consumer's desire to obtain either extrinsic and of short-term goals derived the purchase and/or usage of the product. Alternatively, the product's ability to satisfy intrinsically consumers' enduring needs can result in a heightened general interest in this product (Bloch and Richins 1983). Interest in certain product provokes ongoing or task-related responses response in consumers like attendance or usage (Pritchard and Funk 2010). Considering a

task like the act of purchasing, attitude towards the act of purchasing can be affected by the judgements of interest in a product.

**H1. Product goal evaluation is positively effective on perceived product importance, which in turn influences consumer responses to the act of purchasing wearable smart products.**

## PRODUCT PRICE

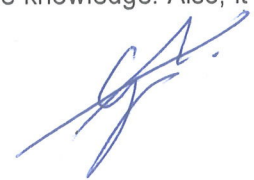
"Cost/price" refers to the extent to which the current cost of a particular product is too high (Brown and Venkatesh, 2005, p.401). Consumers could tend to favour controlling their spending although they are with high interest in purchasing of somethings especially when they cannot afford buying them. According to the Theory of Planned Behaviour (Ajzen 1985, 1991; Brown and Venkatesh, 2005), cost beliefs have an important effect on consumer perceptions if they have a control over the purchasing behaviour. For instance, the high-tech products equipped with unusual function, i.e. wearable smart products may be more expensive than others for some people. As such, it's at first possible that consumers question if it is worth or not spending lots of money for the purchasing. *In the "exchange theoretic" model suggested by Ahtola (1984) "price is seen as a common (and perhaps the major) element on the "give" side of a give/get equation that a buyer faces. That is, one gives up a certain price in return for a bundle of attributes that constitute the "get" package of the transaction" (Conover 1984).* As in explained by the researcher Russell-Bennett and **his** friends (2013), the people would purchase the product that is perceived to be value for money, or the best 'deal' by comparing its attributes to other options. Customized product are sold with high price because it is better to fulfil customers' needs better. However, they can switch on other substitute choice if the price goes up beyond a certain range (Moon, et al.).

Research regarding product cost has provided a plenty of evidence regarding its relation with behavioural manifestations: purchase intention (Zeithaml, 1988; Moon 2008) as well as cognitive responses (i.e. perceived quality: Rao and Monroe 1989; more like: Li, Monroe, and Chan 1994). People could perceive a high price product as high quality. As stated by Li, Monroe, and Chan (1994), The affective responses are elicited directly from, extrinsic cues like price. As price increases, buyers' liking toward a product increase. Thus,

**H2. Product cost is negatively effective on consumer responses.**

## PRODUCT KNOWLEDGE

Consumer knowledge of a specific domain (product, brand attributes or features etc.) has been recognized as an important characteristic that influences all stages in the decision process (Bettman and Park, 1980). Previous research has categorized consumer knowledge in different ways. It is regarded according to a perspective as the nature and amount of information about a specific domain that is stored in long-term memory (i.e., actual knowledge). From another point of view, the knowledge could be self-assessed and refers to consumer perceptions of what or how much they know (Park, Feick and Mothersbaugh 1992; Park, Mothersbaugh and Feick 1994) – subjective knowledge. Also, it





seems that people can have knowledge from their purchasing or usage experience with the product, which can be measured by self-reported experience. This interest in this study is towards consumer perceptions of how much they feel know about a particular product (i.e. wearable smart products), called product knowledge in this study.

Catherine et al. (1992) studied on these three types of knowledge in consumer assessments for a certain product (electronic typewriter). They found that subjective knowledge and self-reported experience appear to be best in relation to affective reactions but there is lack of support for the objective knowledge derived direct or indirect experiences with the product in question (e.g., product use vs. advertisement or word-of-mouth), product knowledge influences the structure of product knowledge in memory, and thereby also influences subsequent overt behaviour. Consumers with higher product experience or familiarity were founded to have more favourable attitude (higher quality perception) and behavioural intention (to recommend purchase of a product) (Marks and Olson 1981). Similarly, we expect that

**H3. Product knowledge is positively effective on three aspects of consumer responses (emotional, cognition and behavioural responses).**

#### **SPORT INVOLVEMENT**

The fact that there exist different views to describe some theoretical concepts has also occurred in the concept 'consumer involvement'. As Mittal's (1995) followers, we speak of that consumer involvement is regarded as the perceived importance of a particular object or activity to the consumer (Shank and Beasley 1998; Hill and Green 2000). Accordingly, sport involvement refers to the perceived importance of sport or physical activity to consumers. It's most likely that specific activity is of relevance to people regardless of taking part or not actively (Beaton et al. 2011). That's why they cannot afford or have no enough time or efforts to participate in the activity, but they might have high interest in it.

The effect of involvement in an action or entity associated with the purchasing is also necessary to be considered in buying decisions in order to predict consumer responses (see Involvement Theory). In this study. Sport involvement is proposed to have a positive effect on consumer responses.

**H4. Sport involvement is positively effective on consumer responses.**

#### **ATTITUDE TOWARDS ADVERTISEMENT**

Attitude is a psychological tendency that is expressed by evaluating a particular object or act with some degree of favour or disfavour (Eagly and Shelly, 1993:1). Attitude toward printed photo or advertising is examined, in this study, as an attitude objective. It refers to the degree to which a person has a favourable or unfavourable evaluation or appraisal of the printed advertising with respect to a product of given.

The primary aim of advertising is to communicate information to consumers; we know that it is the degree to which the information is meaningful to consumers that is important. Thus, the more favourable the consumer's feelings and attitudes are toward the advertising of the object (i.e. brand or product);



the more likely it is that the communications will be effective in transferring relevant meaning about the object in question (Grace and O'Cass, 2005; Şahin, Turhan and Zehir 2013). As such, the act of purchasing a product can have favourable responses by consumers who explore its own printed photo as a result of extending favourable attitudes toward advertising to the product itself.

#### **H5. Attitude towards advertisement is effective on consumer responses.**

### **HEALTH ORIENTATION**

If a person is with greater orientation toward health is deserved attention to separate individual differences across responses to the act of purchasing sport-related products. Following the approach of Costa et al (1996), health oriented is defined as *"a commitment to values and attitudes that emphasize a healthy lifestyle, association with others who encourage and support healthy behaviour, and personal involvement in health-enhancing behaviours"*. Deciding on sport related products could be vary by the level of involvement into such types of behaviours. Differentiated in terms of health consciousness, people could easily adapt sport-related products. Because they have high interest in such kind of products, it causes to have more favourable attitude towards them in purchasing.

#### **H6. Health orientation is positively effective on consumer responses.**

### **FASHION INTEREST**

Fashion interest can vary by consumers who are ranging relatively from the highly interested to the totally non-interested in fashion. Interests together with activities and opinion has been capitalized for lifestyle segmentation since 1960 (Tigert et. al 1976). People with high interest in fashion show a tendency to be as fashionable as possible with money (Hoe et al 2003). Women who show above average interest in fashion compared to the others probably will pick up a trend (Blackwell and Hilliker 1978). As much as women, there are also a number of men who are engages in unique style in clothing (Michon's thesis)

Whether consumers show high or low interest in fashion should be examined for wearable smart products. Accordingly, the question necessary to be considered is how consumer responses can be detected by their interest in fashion. In this study, it is proposed that

#### **H7. Fashion interest is positively effective on consumer responses.**

### **PERSONAL ELEMENTS**

Individual differences in perceived product important are deserved attention as usual in order to segment market according to consumer product preferences. In this study, personal elements involve a bundle of demographics: gender, age, marital status, place of birth, native language, working status, occupation, living situation, residential area and the type of accommodation in which primarily they live, and the sort of transport they have mainly used. Also, in accordance with the purpose of the research, the other elements to describe the consumers are about the exercise they have played/participated (the type of exercise, the frequency of participation) and the purchasing of sports-products (product type and sport use).

Individual's perceptions in developing one's attitudes about a behaviour can be varied according to their demographics such as gender (Ye and Robertson 2012; Cass 2000), age (Cass 2000). A number of demographics (i.e. gender, age, marital status, whether children live with them, education level, usual occupation, country of origin, and household income) are found by McGuiggan (1999) to have influence on consumers choice in two ways-directly and indirectly- for leisure activities like tennis and watching television. Yany (2003) argue that the consuming pattern for consumers in differing age groups are varied by some of product categories. For example, orderly people can spend much more money to purchase medical care products or services that the others like transport, clothing, house furnishing etc. Men and women differ not only in terms of products they tend to buy, but also in terms of shopping pattern for same products (Silvanto 2004).

**H8: some personal elements are related to consumer responses.**

## **RESEARCH AND RESULTS**

### **Method**

#### **Sample profile**

A bundle of demographics was involved in this study as personal elements: gender, age, marital status, place of birth, native language, working status, occupation, living situation, residential area and the type of accommodation in which primarily they live, and the sort of transport they have mainly used. Also, in accordance with the purpose of the research, the other elements to describe the consumers are about the exercise they have played/participated (the type of exercise, the frequency of participation) and the purchasing of sports-products (product type and sport use).

Self-administered questionnaires were applied to conduct a convenience sample of 380 students who have been studying in Nottigham Trent University. All the questionnaires were administered at random to each participant, helping provide better validity.

#### **Product goals**

In this study, four different products as wearable smart textiles (clothing or accessories) are chosen to examine so that they could be preferred in any sport or physical activity: smart shoes, socks, tops or bra and wristband. To get the knowledge of goals desired by consumers for each smart product in question, focus group method was separately performed for four product. The discussion on this topic of interest can managed by varying numbers of voluntary participants (4-6) who are not in more than one group. As said by Hawley (2009), to emphasize 'why' and 'how' products are important in individuals' life, it's necessary to understand consequences of product attributes or properties, named 'product goals'. Products for each individual can have one or more different goals. Laddering known as research interview technique was used to undercover the underlying goals for purchase or use of the product. Individuals voluntarily taking part in focus group were interviewed by conducting the laddering technique. Through interviewing to explore the consequences or goals associated with product attributes, as



suggested by Hawley 2009, some basic questions were asked such as the following: "*Why is this important to you? What does it mean to you? What is the meaning of this product having this attribute?*".

### Measurements

All measurements were managed by asking participants to rate the related judgemental evaluation on the 5-point Likert scale per each construct. *Product goal* was measured using two statements: (1) the importance of goals linked to product attributes (2) likelihood – how well the product performs the goal. Accordingly, product goal evaluation is a multiplicative function of the importance and likelihood. 4 items for cognitive aspect (Bruner et al., 2005, pg. 33,83,73,41), 5 items for affective aspect (Bruner et al., 2005, pg. 61,4,66,83,33) and 3 items for behavioural aspect of consumer responses (Ajzen, 2002) were involved in the survey. A well-known scale of *perceived product importance* developed by Kapferer and Laurent (1993) was composed of 3 items. *Product price* was measured by 3 items adapted the work of Brown and Venkatesh, (2005). *Sport involvement* scale including 9 items (Shank and Beasley 1998) was used. The 4-item scale of Smith and Park (1992), as cited by Bian ve Moutinho (2008) was seen to be suitable in order to survey product *knowledge* –also called subjective or self-assessed knowledge. For *attitude towards the advertisement*, participants were asked to present their evaluation of the printed product photo using 6 items adapted from previous scale of Zhang (1996) and Shiv et al. (1997). Fashion interest as a face of fashion involvement was composed of 5 items (Michon and Yu). Health orientation had 5 items in a "restructured way" by Hong (2011). All measures are given in Appendix.

### The Instrument

Survey questionnaire in this study for four products consists of 6 pages with max 65 questions in a total to test the hypothesized model. On the first page, after brief introduction about the survey is given, pictures of the product with the question measuring attitude towards printed ad are provided to make it more apparent. The question referring to self-reported knowledge is placed on the first page to bring under control the potential effect of next questions on the knowledge participants have about the products of research. Next, goals were presented by linking with the relevant product attributes. Here, two questions were used to evaluate the goals corresponded to each product attribute (the importance of goal and the extent to how well a product perform the goal). As for the next two pages, measurement items are ordered for the other constructs in hypothesized relations (perceived product importance, product price, sport involvement, health orientation, fashion interest and consumer responses). Finally, the last two pages are organized for some descriptive questions.

A pre-test is applied for controlling the intelligibility of the measurements involved in the survey questionnaire. Necessary revision for the questionnaire was carried out before yielding data from the main sampling units.



### Reliability checks

The Cronbach's alpha for items measuring constructs ( $> .70$ ) suggested that these items were highly internal-consistent, for all products. Thus, the items corresponded to the relevant construct were averaged to represent the observable variable in the model.

### Test of Hypothesis

Maximum likelihood estimation procedure in Lisrel 8.5 was performed to estimate the goodness-of-fit between the hypothesized model and the observed data. The likelihood that the data fit with the hypothesized model was assessed according to the goodness-of-fit indices, the root-mean residual (RSR), and the amount of variances in consumers responses explained by the model. Goodness-of-fit statistics were found to meet suggested threshold value (chi-square measure ( $\chi^2$ ), the goodness-of-fit index (GFI), and adjusted goodness-of-fit index (AGFI)).

The Lisrel results of the model, running for all products are as expected. First, the goodness-of-fit statistics ( $\chi^2$ , GFI, AGFI) suggest that the hypothesized model provides a good fit with the data. Second, the RSR residuals reflect that the hypothetical covariance matrices do not deviate substantially from the observed covariance matrices. Third, the adequately fitted model has also higher predictive power on consumer responses. The path coefficient in the model are found significant as proposed.

### Discussion

Products consumed by many individuals have been undergoing a change with the smartness functionality by the way to provide some other expectations differently than others. With rising concern of health issues, many people have turned their notice to the smart products that can help them to perform sport or physical activity in a healthy way. Such as, the growing demand for the products in fitness and health category has become important for not only marketers but also scholars. As such, this study is carried out in order to predict potential responses to the purchasing of smart products.

The results coming from analysis reveal that the findings for all smart wearable products are in line with our expectation. First, all goal evaluation linked to product attributes have a significant effect on perceived product importance with few exception.

Second, perceived product importance is found to be effective on overall consumer responses. It appears to confirm the mediating effect of perceived product importance between product goal evaluation and consumers responses. The effect of product price on consumer responses is significant. Product knowledge, sport involvement and attitude towards printed ad are significant in relation with consumer responses, but health orientation and fashion interest have no significant effects on consumer responses. The results vary by a set of elements identifying the individuals (i.e. gender, age).

#### 4. CONCLUSION AND COMMENTS

The purpose of this study is to offer a model that deals with consumer evaluation of product goals identified for wearable smart products. The study's focus is on exploring if perceived product importance mediates the effect of product goals evaluation on consumer responses. The model allows not only to search for such a mediating effect but also to present an integrated framework in order to shed light on other variables in predicting consumer responses. These variables are assumed as product price, product knowledge, sport involvement, attitude towards printed ad, sport motives, health orientation and fashion interest, demographics and some others.

The results of analysis provide insight into two basic conclusions to conclude in the context of smart textiles or accessories. First, given that there is lack of satisfactory interest in product goals in the context, the study is limited to present further understanding the product goals for such types of products in predicting consumer responses. At this point, some questions remain without answers to explain the changing in consumer responses (i.e. what is the point to produce such type of products, why consumers prefer to buy these products, how to manage product strategy and design). Second, in order to really carry out the evaluation of this subject, different approaches should be developed to elicit antecedents and consequences surrounding product goals and consumer responses.

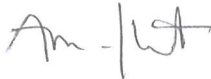
In the next studies, it would be off beneficial to examine the product goals evaluation for consumers who are in wider age range as well as different product categories.

#### 5. OUTPUTS (Publications, presentations, etc.)

This study will be written as a paper according to the obtained results. This paper should be published in appropriate peer reviewed journals or involved in a book chapter.

Note: The accrued rate of the proposed study should be reflected to the report.

RESEARCHER NAME	SIGNATURE	DATE
Öğr. Gör. Dr. Gül den TURHAN		29/4/16

DIRECTOR NAME	SIGNATURE	DATE
Prof. Dr. Anthony KENT		29/4/16.



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## Appendix. Measurements

<b>Cognition responses</b> Reliable High-quality Practical Satisfactory
<b>Emotional responses</b> Entertaining Pleasant Appealing Attractive Nice
<b>Behavioural responses</b> I intend to purchase this product. I plan to purchase the product. I would like to purchase the product.
<b>Perceived product importance</b> This product is extremely important to me. I'm really very interested in the product. I couldn't care less about the product.
<b>Product Price</b> The product is expensive for me. I consider the product that is big-ticket item. The price of the product will be out of my reach.
<b>Sport Involvement</b> Personally, playing sports is very boring. I enjoy playing sports. Doing sports is important for me. I think that doing sports is be of no benefit to our bodies. It's value to allocate some time to do sport. I think that doing sports is reasonable. I'm interested in doing sports. Playing sports is fun. Playing sports is needed.
<b>Health orientation</b> Living life in the best possible health is very important to me. Eating right, exercising, and taking preventive measures will keep me healthy for life. My health depends on how well I take care of myself. I actively try to prevent disease and illness. I do everything I can to stay healthy.
<b>Fashion Interest</b> Because of my active life style, I need a wide variety of clothes. I always buy at least one outfit of the latest fashion. I never read fashion magazines or pay attention to fashion trends. I spend a lot of money on clothes and accessories. I spend a lot of time on fashion-related activities.
<b>Product Knowledge:</b> How knowledgeable are you about the product? / How much you felt you knew about the product? I feel very knowledgeable about this product. I can give people some advice about the product. In order to make a wise buying decision I do not need more information about the product. I can express what the product differs from others.
<b>Attitude towards advertisement:</b> Good, Appealing, Likeable, Irritating*, Pleasant, Interesting.