

Should I catch the deal?



“Should I catch the deal? The effect of time limited sale and type of purchase on prefactual thinking, anticipated regret and purchase intention.”

A thesis submitted in partial fulfillment of the requirements for the master’s degree in
Marketing & Communication

BY

ALEXANDRA GIANNAKOPOULOU

ATHENS 2020



Should I catch the deal?

CERTIFICATE OF DISSERTATION PREPARATION

I hereby also declare that the present thesis is a result of my own work and has not been submitted for any other undergraduate or postgraduate qualification in Greece or abroad. This thesis reflects my personal opinions on the subject. All sources have been cited properly, including online material.

References to this thesis are allowed without special permission, under the condition that the source is explicitly and correctly cited. Approval for using longer extracts, parts of the dissertation or the full text can be given only by the Coordinating Committee of the MSc in Marketing & Communication.

Name: Alexandra Giannakopoulou

Signature:



Abstract

The current study examines the effect of time limited discount and the materialistic, as well as experiential types of purchase on consumers' cognitive process, emotions and purchase intention. Regarding cognitive process, it was expected that time limited promotion will have an effect on prefactual thinking and the latter in turn will influence anticipated regret for action and inaction, as well as purchase intention and anticipated emotions. Moreover, it was hypothesized that participants encountering an experiential offered product will present higher levels of positive prefactuals, experience less anticipated regret for action, more anticipated regret for inaction and demonstrate higher levels of purchase intention compared to those encountering a materialistic offered product. It was also assumed that participants of the control group with an experiential product on priority will present lower levels of positive prefactuals, experience more anticipated regret for action, less anticipated regret for inaction and demonstrate lower levels of purchase intention compared to those with a materialistic product on priority. The experimental group consisted of 90 participants that were allocated exclusively in four groups with different scenarios, using combinations of materialistic and experiential purchases. The control group consisted of 88 participants, allocated in the same way, with the difference that the four scenarios lacked presence of an offer. The main results of the study demonstrated a statistically significant interaction between the presence of discount and prefactual thinking, as well as a significant effect of prefactual thinking on anticipated regret for action and inaction, purchase intention and on anticipated emotions. Furthermore, a significant effect of the type of offered product on anticipated regret for inaction and purchase intention was found. Lastly, the findings of this study contribute to the understanding of factors that modify cognitive and emotional aspects of consumer behavior and that encourage purchase decision-making.

Key-words: *Time-limited sales, Experiential Purchases, Materialistic Purchases, Prefactual Thinking, Anticipated Regret, Purchase Intention*



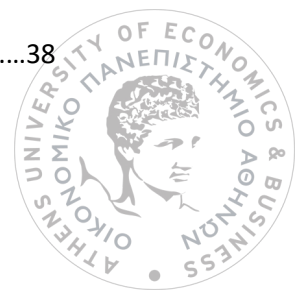
Acknowledgements

Firstly, I would like to express my gratitude to my supervisor, Dr. Flora Kokkinaki for her guidance and valuable advice throughout this process. Moreover, I would like to thank Dr. Grigoris Painesis for his contribution with regards to the statistical analysis. My deepest gratitude goes to the participants that took the time to complete the survey. Special thanks to my beloved marketing team, Danae and Stevi for their moral support and the moments we shared together. Finally, I would like to thank my family for their unconditional love and support, and especially my sister; without her encouragement and guidance this venture could not have been accomplished.



Contents

Abstract	3
Acknowledgements.....	4
1. Introduction	7
1.1 Purchase Decisions.....	7
1.2 Prefactual Thinking.....	9
1.1.2 Prefactual Thinking Types.....	10
1.3 Regret.....	12
1.3.1. Regret Theory.....	12
1.3.2 When is Regret anticipated?	14
1.4 Experiential and Materialistic Purchases.....	16
1.5. Promotional Actions.....	17
1.5.1 Time-Limited Promotion.....	17
1.6 Research Objectives.....	19
2. Method.....	21
2.1 Sample	21
2.2 Procedure and Data Collection.....	22
3. Results.....	23
3.1 Data Analysis.....	25
3.2 Descriptive Analysis.....	26
3.3 Hypothesis Testing.....	30
3.3.1 Chi-Square.....	30
3.3.2 Analysis of Variance	32
3.3.3 The effect of prefactual thinking.....	32
3.3.4 The effect of prefactual thinking on anticipated emotions.....	34
3.3.5 The effect of type of offered product	38



Should I catch the deal?

3.3.6 The effect of type of priority product.....	40
3.3.7 T-Test Analysis.....	41
4. Discussion	43
4.1 The discount effect.....	43
4.2 The effect of prefactual thinking.....	44
4.3 The effect of type of offered product	45
4.4 The effect of type of product on priority.....	47
4.5 Limitations and Suggestions	49
Reference List	51
Appendix	56



Should I catch the deal?

Should I catch the deal? The effect of time-limited sale and type of purchase on prefactual thinking, anticipated regret and purchase intention.

There are numerous theories that try to explain the mechanism hidden behind human behavior. One of them is cognitive-behavioral theory. This theory describes how people's cognition concerning perception and thoughts about a situation, can influence their emotional and behavioral state (Kennerley et al, 2016). In that light, the aim of this study is to examine how a marketing strategy, such as a time-limited discount, could influence consumers' thoughts. Additionally, the influence of thoughts on consumers' emotions and purchase behavior is investigated in this study. Moreover, different types of purchases (materialistic and experiential) are used in purchase scenarios to examine whether they affect consumers' cognition, emotion and behavior.

1.1 Purchase Decisions

A consumer can assess the utility of a purchase by creating mental simulations of the different effects (negative or positive) that the purchase could possibly cause. This procedure is defined as conditional thinking or mental simulation. Actually, a great number of studies have concluded that mental simulation and emotions are closely related. Most of these studies have focused on how mental simulations trigger emotions (Davis et al., 1995; Zeelenberg et al., 1998) and investigated their practical role in emotion regulation and preparation for the future (Roese & Olson, 1995). For example, an individual can carry out a mental simulation about a past event, called counterfactual thinking that might create a superior outcome simulation compared to the actual one (described as upward counterfactual thinking). On the contrary, an inferior outcome simulation compared to the actual outcome is described as downward counterfactual thinking. Moving on, concerning decision-making, it has been observed that an individual commonly develops negative



Should I catch the deal?

feelings when their counterfactual thinking is upward in direction. On the other hand, one experiences positive feelings, when the counterfactual thinking direction is downward.

However, when it comes to mental simulations and emotions, generated before a decision is made —known as prefactual thinking—not much has been found in the literature. Prefactual thinking influences decision making through its effect on emotions. Research has shown that prefactual thinking, as a mental simulation about a future event, can sometimes generate negative emotions such as regret. Concerning consumer decision making, people commonly construct prefactuals about how a specific purchase decision will result and these thoughts cause anticipated regret (e.g., “if I find the same computer in a better price at another store, I will feel bad if I buy it now”). If the levels of anticipated regret (generated by prefactual thinking) are high, then the consumer’s intention to buy decreases. In contrast to counterfactuals, research has proved that a prefactual simulation with a positive outcome (upward direction) is associated with emotions of happiness, whereas a prefactual with a negative outcome (downward direction) is associated with anticipated regret (DeWall, Baumeister, Chester, & Bushman, 2016).

An individual’s cognitive and emotional state can be influenced by the result of everyday life decision-making. Research has shown that anticipated emotions concerning a situation are considered decisive predictors of behaviour (DeWall, Baumeister, Chester, & Bushman, 2016). As a consequence, an individual is more likely to take action when having an upward prefactual (If I decide to do ‘Y’, then I will be delighted) than when having a downward one (If I decide to do ‘X’, then I might regret it). In this study, it was hypothesized that providing motivation, such as a time-limited sale, would diminish downward prefactual thinking, as well as anticipated regret, resulting in an increase on consumers’ intention to purchase the product on sale.



1.2 Prefactual Thinking

When describing the term prefactual, it is important to refer to the broader group of the construct of expectancy. The term expectancy is generally defined as “a belief about a future state of affairs” (Epstude, Scholl & Roese, 2016). The term prefactual stems from the preceding term counterfactual; counterfactual thinking is typically described as a conditional statement focused on a past event, concerning a different way of action in a situation, dissimilar from the actual one (Byrne, 2016; Epstude & Roese, 2008; Roese, 1997). Previous studies demonstrated that counterfactuals are mostly used in situations of goal achievement. That is explained by the fact that the formulation of counterfactuals incorporates a desired outcome and an antecedent that is usually a controllable action one may undertake (Epstude & Roese, 2008; Morrison & Roese, 2011). It is also common for individuals to generate a counterfactual, as a result of a previous failure or such other negative experiences.

Prefactual thinking is defined as a type of conditional thinking that focuses on possibilities concerning the future. It takes the “what if” form of scenarios. For instance, thinking of the outcome of purchasing a product on discount one week from now is structurally proportional to the thought of having purchased a discounted product one week ago.

As conditional statements, prefactuals, are differentiated through the broader group of expectancies, as their focus concerns the future and not the past. McConnell et al. (2000) described prefactuals in a more generic way as a “mental simulation about possible future events”. Latter, Byrne and Egan (2004) took a step further and provided a conditional oriented definition referring to “what if” statements concerning the future. However, the element that all prior descriptions of the word prefactual share concerns the attention paid on the hypothesis (e.g. the connection of if [=action] - then [=result of the action]). It is supported that the “if-then” causal connection between the action and the outcome is the



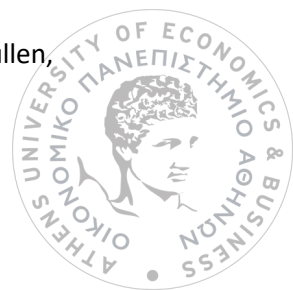
Should I catch the deal?

critical element in the definition of a prefactual. In contrast to expectancy, as it was mentioned above, prefactual thought is described as a hypothetical “if-then” statement regarding an action-result linkage that might or might not happen in the future (If I realize action X, it will lead to result Y). A prefactual refers to a thought that is not yet a fact but can possibly become one; it does not necessarily assume the realization of the action, only that if the scenario does happen, then it will possibly result in the predicted outcome (Epstude, Scholl & Roese, 2016). Prefactual thinking can be triggered by the fact of whether an individual feels capable of influencing a situation or not. Prefactuals are used as forerunners to trigger actions. An individual might select one or another prefactual and transform it into an intention to act in the near future (Epstude, Scholl & Roese, 2016).

Prefactuals may present differences concerning the degree of their realism. More specifically, they might refer to everyday situations that are likely to happen or to unrealistic, ideal scenarios. Previous research has shown that unrealistic prefactuals increased motivation on a task (Epstude, Scholl & Roese, 2016). However, if a prefactual has the potential to convert into an actual fact, then motivation is also enhanced. Mainly, the corresponding utility of the action and result within the prefactual conditional –termed as prefactual potency– encourages behavioral change (Petrocelli et al., 2012).

1.1.2 Prefactual Thinking Types. A direction division was utilized in a useful way in both counterfactual and social comparison literatures. Comparisons upward in direction predict negative emotions, whereas comparisons with downward direction arouse positive emotions.

Even if the same contrast effect is anticipated to appear for prefactuals, prior studies propose that an assimilation effect is more probable. Specifically, an upward prefactual (e.g. thinking of better future outcomes), generates positive feelings, whereas a downward prefactual is likely to create negative feelings (Lockwood, 2002; Markman & McMullen,



Should I catch the deal?

2003; Wilson & Ross, 2000). An upward prefactual is related to positive emotions, whereas a downward prefactual is linked to anticipated regret and negative emotions (Filiz-Ozbay & Ozbay, 2007; Simonson, 1992; Zeelenberg, 1999).

An upward prefactual is defined as a type of thinking that contrasts the present state of affairs with a better future outcome, whereas a downward prefactual contrasts the present situation with a worse future outcome. Compared to counterfactuals where an upward direction indicates how a situation could have a positive outcome (leading to the feeling of regret) and a downward refers to how it could have a negative outcome (leading to feel better about the actual result), an upward prefactual is related to positive emotions such as joy, whereas a downward prefactual is related to anticipated regret (Epstude, Scholl & Roese, 2016).

As it was mentioned above, anticipated emotions are behavioral predictors (DeWall, Baumeister, Chester, & Bushman, 2016). Thus, people are more likely to take action when generating an upward prefactual, since they would develop positive emotions compared to generating a downward prefactual where they would experience anticipated regret. The fact that anticipated regret tends to make decision makers more conservative (e.g. It is more likely to hesitate taking an action) is considered a key finding in anticipated emotions literature (Simonson, 1992; Wong & Kwong, 2007).

Heckhausen (1991) supported that the decision of action or inaction is based on an assessment of all assumptions an individual makes. In detail, when people think that a situation alone will not lead to accomplishment and that personal effort is required, then the decision to act will most probably occur. On the contrary, when the goal is likely to occur even without personal intervention, a decision not to take action is more probable. Individuals might consider (before forming an intention to act) the causal inference regarding any action or absence of action, which means that they formulate a prefactual.



1.3 Regret

The role of mental simulation in the experience of anticipated and post-decisional regret was introduced by Sherman & McConnell (1995). Regret theory suggests that individuals compare the result of their actual decision with hypothetical outcomes deriving from their rejected choices. In situations that the outcomes are unknown, anticipated regret is more prominent. Thus, under conditions of uncertainty the presence of prefactual thinking triggers the feeling of anticipated regret. In situations concerning consumer decision-making, it is shown that the likelihood of purchasing a product decreases when regret and discomfort increase. Consequently, it is important for marketers to find ways to decrease prefactuals that raise regret and that minimize consumers' intentions to buy. Anticipated regret can be reduced and purchase intention can be enhanced by establishing conditions (e.g. marketing strategies) that diminish negative prefactual thinking (McConnell et al., 2000).

1.3.1 Regret Theory. Research, focused on decision making, supports that –when making decisions– an individual could take into account emotional reactions that are related to possible outcomes. Psychologists Janis and Mann (1977) were more interested in studying the psychological elements of anticipated regret. They described in detail how one's anxiety in experiencing anticipated regret affects their behavior. They suggested that the anticipation of regret can lead someone to make more logical decisions; more specifically, anticipated regret pushes people to reflect on an option in more detail before making the final choice (Janis and Mann, 1977, as cited in Zeelenberg, 1999). However, previous research suggested that individuals in some cases support their choices on a “minimax regret” principle (Luce and Raiffa, 1957, as cited in Zeelenberg, 1999). The estimation of the maximum of possible regret for each choice and the decision to select the option where the maximum regret is minimal is defined as “minimax regret”. The difference between the actual decision outcome and the best case scenario of the not taken option describes this



Should I catch the deal?

type of regret. This rule does not take into consideration probabilities, thus it is effective when there is no information about the probabilities of the possible results. In contrast, the “minimax regret” principle is insignificant, if there is information concerning these probabilities. In cases that there is no knowledge about the possible outcomes a very improbable negative result may affect intensely decision-making. A very negative possible outcome is associated with increased anticipated regret and renders the option very unattractive, even if the occurrence is highly improbable (Luce and Raiffa, 1957, as cited in Zeelenberg, 1999).

Another approach to regret concerns regret and expected utility theory, respectively. Both theories indicate that the expected utility of an option relies upon the reflection of pain and pleasure that is related to the results of that option. However, in some aspects the two theories differ from one another. More specifically, the regret that an individual may experience, by comparing the results of a chosen option to the results of a rejected one, shapes the expected utility of this choice; when the result of the rejected option is better, people feel regret and when the result of the rejected option is worse, people feel joy (Bell, 1982).

Regret theory accepts that pivotal factors of an individual’s decision-making are the tendencies to avoid negative feelings (such as regret) and to strive for positive feelings (such as joy). Research demonstrates that regret is taken into account when making a decision. In particular, the prominence of post decisional regret, as well as the role of feedback anticipation concerning the result of not chosen options, proves that regret is taken into consideration when pondering on a decision (Zeelenberg, 1999). When evaluating different alternatives, the emotions of regret and joy are anticipated and taken into account –even if these emotions are only experienced after the results of the decision are known. The fact that people demonstrate regret aversion, is showcased by the influence of feedback on



decision making. In particular, individuals think that regret is not pleasant, and for that reason they are likely to make decisions that minimize regret (Zeelenberg, 1999).

Prior research has shown that in many cases, decisions that were made to minimize regret were also characterized by risk aversion. Depending on which of the possible options minimize regret, people can adopt risk averse or risk seeking behaviors. Regret is anticipated and as such, it is taken into account when making a decision (Zeelenberg, 1999). According to economic regret theories, a person experiences regret if a chosen outcome turns worse than a not chosen one (Loomes and Sugden, 1982).

Negative outcomes, resulting by an individual's responsibility, generate emotions of regret and guilt. There are studies that support that regret and guilt are closely interlinked (Zeelenberg and Breugelmans, 2008). However, regret is defined as "a more or less painful cognitive and emotional state of feeling sorry for misfortunes, limitations, losses, transgressions, shortcomings or mistakes" (Landman, 1993). Equivalently, guilt has been defined as "an individual's unpleasant emotional state associated with possible objections to his or her actions, inaction, circumstances, or intentions" (Baumeister, Stillwell, & Heatherton, 1994), as well as "regret over the 'bad thing' that was done" (Tangney, 1992).

1.3.2 When is Regret anticipated? Janis and Mann, (1977) [as cited in Zeelenberg (1999)] discuss five conditions that might determine when regret is anticipated:

1. The most favored option is not necessarily better than another option.

The existence of one superior option forces the decision-maker to make a choice instantly and not to spend much time thinking about the possible disadvantages of this option. As a result, for the decision-maker it makes no sense to choose a different option; hence, a poor result is not easily understood as a symbol of poor decision. Individuals are more worried about the results of an option, when there are more choices of approximately equal



Should I catch the deal?

attractiveness. It is reasonable to say that they will anticipate regret if the rejected option proves to be superior compared to the chosen one. In such case, a poor result can be easily understood as an indication of bad decision; it is suggested that the more one takes regret into account when making a decision, the more difficult the decision is.

2. The possible negative results that might follow the decision could emerge almost directly after the decision is made. When the results of a choice have not appeared within a short time span, the possible regret following this choice can be downgraded by decision-makers.

3. The decision maker's social environment considers the decision significant and expect them to stick with it.

Furthermore, people are more likely to anticipate regret when the outcomes of a decision are difficult to undo. It concerns decisions that are irrevocable or really difficult to reverse due to social power.

4. When there is access in new knowledge related to potential gains and losses.

A pivotal determinant of anticipated and experienced regret is the feedback given after the decision was made. The presence of this feedback inclines people to anticipate regret, on the other hand absence of feedback does not play an important role in the decision making process.

5. Decision aversion is promoted by anticipated regret.

The tendency to delay or avoid decisions is defined as decision aversion. The anticipation of regret can generate an inborn incentive which is called decision aversion (Beattie et al., 1994). It should be mentioned that there are numerous reasons explaining why anticipated regret and decision delay might be related. For instance, the delay of the final decision may arise from a need to collect more information in order to make a better decision. However,



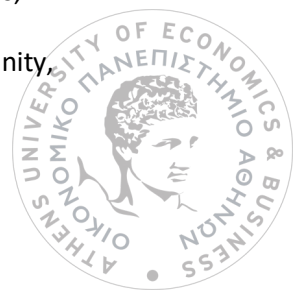
Should I catch the deal?

the decision-maker might want to avoid the negative results or the responsibility of their choice.

1.4 Experiential and Materialistic Purchases

Van Boven and Gilovich (2003) described materialistic purchases as "those made with the primary intention of obtaining a material good: an object that can be touched and kept in one's possession" and experiential purchases as "those made with the basic intention of obtaining a life experience: an event or sequences of events that one lives through". Regrets of action are the most common type of regrets related to materialistic purchases, while regrets of inaction are related to experiential purchases. Simultaneously, people in the marketing field are well-informed about the power of inaction regrets, when they assume that consumers will regret losing a great deal or special offer.

Prior studies have shown that when consumers do not have enough funds to cover both experiential and materialistic purchases and both types of expenditures are in close competition, they tend to choose experiences over material goods. As it was already mentioned, research on the regret field is firmly connected with the counterfactual thinking literature. When counterfactual conditions —in which an actual outcome would have been better— are easily conceived, it is more likely to regret a poor outcome (Kahneman and Tversky, 1982; Miller & Taylor, 1995; Roese & Olson, 1995). Furthermore, when a singular experience can be compared with a small list of events, it is less possible for an individual to create counterfactual thoughts. Thus, the interchangeability of an item or an event affects the generation of counterfactual thinking (concerning different purchases that might have been made). Materialistic purchases trigger thoughts concerning alternative purchases because they offer innumerable options for comparison after a purchase, leading one to experience regrets of action (Rosenzweig and Gilovich, 2012). The range of substitutes, in which a purchase is seen as an option out of a broad set or as one of a kind opportunity,



Should I catch the deal?

determines the presence of counterfactual thinking regarding a world in which a more appealing alternative was chosen (Rosenzweig and Gilovich, 2012).

1.5 Promotional Actions

1.5.1 Limited Time Promotion. Frequently consumers come across an attractive offer regarding a product on sale and decide to seize the deal, experiencing a feeling of fulfillment. In contrast, if they ignore the opportunity and do not purchase the product, they might experience negative feelings in the future. In order to influence consumers' beliefs about a brand, create positive feelings and to boost purchase intentions, price discounts and other economic advantages are offered (Raghubir et al., 2004).

In the past, the influence of sales promotions has been investigated on different aspects of purchase behavior. The term sales promotion is described as a direct motive inciting consumers to accelerate their purchase. The difference between time-independent and time-limited promotions is that the first offers promotions for a much longer period of time, while the second one offers promotions (such as price cuts or store coupons) for a week or less. Even though the availability of time-independent promotions might last longer (e.g. a month or even more), all types of promotions expire at some point. Marketers are using strategies deriving from the broader group of sales promotions, such as conditions of time limitation dates or expiration dates (Spears, 2001). Once the time limitation is taken under consideration, limited time discounts might be interpreted by consumers as a potential gain or as a potential loss. However, both realizations can accelerate the purchase of an item. For this reason, time limited offers are more effective than time independent ones in accelerating the purchase decision. Time limited promotions instigate consumers to seize the deal faster or to purchase more than planned. Hence, it is evident that different



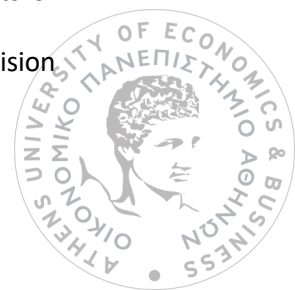
Should I catch the deal?

techniques used for sales promotions have diverse effects on purchase acceleration, depending on the effectiveness of creating an impression of a gain or loss.

As previously mentioned, the feeling of gain or loss contributes to a quicker and spontaneous purchase decision (Aggarwal and Vaidyanathan, 2003). A promotion with time limitation of a week or less produces a powerful incentive to take advantage of the offer and hasten the purchase. Research in the field of promotions suggests that shortening the time limit of a promotional act has an effect on purchase intention and behavior. These studies conclude that a time constrained promotion motivates consumers to stop their search for further information. The action of ending search of additional information provides benefits for the sales brand. To begin with, it pushes consumer to purchase the item. Moreover, it restricts consumer's exposure to competing items and offers. Another finding, concerning time constrained offers, is that consumers exposed to this strategy tend to experience a feeling of scarcity. It is also important to point out that the time limited deal is available for a short period of time and will not be repeated any time soon.

Consumers find it easy to wait for the next round of deals and promotions if they become aware of a promotion that is regularly available (Aggarwal & Vaidyanathan, 2003). This finding is also supported by research in the regret theory field. More specifically, Inman et al. (1997) suggest that reducing the time limit of an offer results in its favorable evaluation, especially when the offer ensures cost savings for consumers. Certainly, a promotion that ends in a few days causes more pressure compared to a deal that would last for several weeks.

Previous studies in the field of psychology have indicated that higher levels of regret are observed of actions than of inactions in the short run (Kahneman and Tversky, 1982; Landman, 1987). Additionally, regrets of action are likely to decrease, whereas regrets of inaction tend to increase over time (Gilovich and Medvec, 1995). In the consumer decision



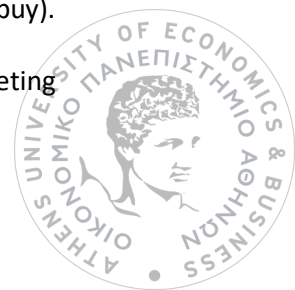
Should I catch the deal?

making literature, action is defined as the process of purchasing a product, and inaction as the process of not purchasing a product. Studies on time limited offers examined how pre-purchase stages are influenced by promotional strategies. Specifically, it has been found that consumers who experienced anticipated regret (associated with missing an offer), tend to seize the deal (Inman and McAlister 1994; Simonson 1992). A deal that has a constrained time form works as a type of restriction on an offer; this practice intensifies the perceived scarcity of the offer (Inman et al., 1997). According to Cialdini (1985) marketers have hypothesized that such scarcity, when presenting new offers, can intensify the estimated worth of services and products. Consequently, research concerning scarcity demonstrates that marketing practices (such as “one week only”, “limited time offer”) enhance a company’s promotional efforts. The relationship between scarcity and consumers’ perceptions for the estimated value of an item is also supported by theories in the field of psychology. Brehm (1966, 1972) inferred that when someone’s liberty to act in a specific way is restricted, then that particular action may appear more tempting. This finding is also known as reactance theory. In line with this theory, when an individual’s selection is restrained (limited time offer) then they are more likely to take an offer. After a sequence of experiments operated by Inman et al. (1997), it was shown that restraining an item in a particular way intensifies the probability of acquiring it. Another research demonstrated that consumers were more eager to buy a product on sale, after they had been asked to express how they would feel if they did not go through with the purchase (thus lose the offer) (Simonson, 1992).

1.6 Research Objectives

A marketing effort might be evaluated by the way it reshapes cognitive and emotional aspects in consumers’ thinking (Mc Connell et al., 2000). In turn, these cognitive and emotional aspects can influence consumer behavior (e.g. a consumer’s intention to buy).

The present study examines the above idea, by investigating the way that marketing

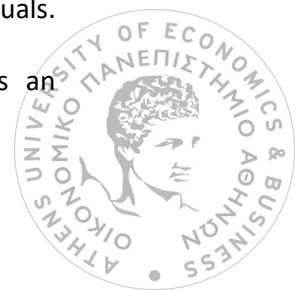


strategies (such as a time limited sale combined with the type of the item on sale) may influence prefactual thinking, feelings of anticipated regret and purchase intention.

According to the literature, an upward prefactual is related to the decrease of negative feelings (such as regret for action), to the increase of positive emotions and of intention to act. However, an upward prefactual can cause anticipated regret, related to the probability of missing a favorable outcome, defined as anticipated regret for inaction (Inman and McAlister 1994; Simonson 1992). Research suggests that an attractive offer on a product could direct individuals towards a positive state of mind leading to the formation of an upward prefactual and an increase in the estimated worth and positive emotions regarding the service or product on discount (Cialdini, 1985). Moreover, studies indicate that the type of product (materialistic - experiential) can affect cognitive, emotional and behavioral factors. Materialistic purchases trigger thoughts concerning alternative purchases as they provide innumerable options for downward comparisons after a purchase, leading consumers to experience regrets for action (Rosenzweig and Gilovich, 2012). Van Boven and Gilovich (2003) support that regret for action is the most common type of regret related to materialistic purchases. On the contrary, regret for inaction is connected to experiential purchases according to the same study. Moreover, consumers tend to choose experiences over material goods when not having funds to cover both experiential and materialistic purchases (Kahneman and Tversky, 1982; Miller & Taylor, 1995; Roese & Olson, 1995).

Based on the literature findings already mentioned, the following assumptions emerged: firstly, it was assumed that the experimental group (offer on discount) will demonstrate higher levels of upward prefactuals compared to the control group. In addition, it was hypothesized that participants demonstrating upward prefactuals would expect to experience lower levels of action regret, higher levels of inaction regret, purchase intention and positive anticipated emotions in comparison to those with downward prefactuals.

Furthermore, it was assumed that participants of both groups that came across an



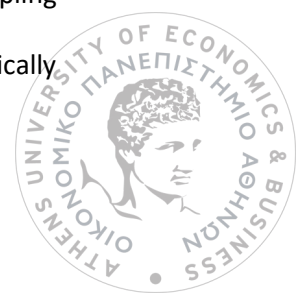
Should I catch the deal?

experiential offered product will generate more upward prefactuals, anticipate less action regret and will be more willing to purchase the product in comparison to those with a materialistic offered product. Lastly, it was hypothesized that participants of the control group having an experiential product on priority will generate less upward prefactuals, anticipate more action regret, less inaction regret and will be less willing to purchase the offered product in comparison to those with a materialistic product on priority.

2. Method

2.1 Sample

The sample of the study consisted of 180 participants. However, two participants were excluded because their prefactuals did not follow the hypothetical action-result sequence. The final number of participants was 178, 60 men and 118 women from 18 to 62 plus years old. The experimental group (discount condition) consisted of 90 participants and the control group (no discount condition) of 88 participants. There was no specific requirement for participant selection in this study. More than half (70 per cent) of the participants ranged from 18 to 39 years old and the rest of them belonged in the 40 to 62 plus years age group. Concerning the educational level, 80 per cent of the participants held a university degree, 11 per cent had professional education and 9 per cent held a high school diploma. Regarding their occupation, 41 per cent were employees, 25 per cent were university students, 24 per cent were freelancers, 5 per cent were pensioners and 5 per cent were not employed. Concerning participants' individual monthly income, 47 per cent earned 701-1500 Euros, 34 per cent earned less than 700 Euros and 19 per cent earned more than 1500 Euros. The questionnaire did not contain age limitation. Given that the scenarios and questionnaires were in Greek, only people speaking Greek were asked to participate. Convenient sampling took place (lack of proper framing of the target population), which is not statistically



projectable to the population. The researcher shared a different condition of the online questionnaire through internet media to acquaintances and asked them to forward it to others in order to increase the number of sample in a short time (snowball sampling). It should be noted that the sequence of questionnaire sharing was not counterbalanced due to time constraints. In contrast to the majority of prior studies in this area, the collection of data was extracted from people with diverse demographic background as far as characteristics such as age, occupation and income are concerned. Despite the fact that a convenience sample was utilized, this method is differentiated from previous research that solely addressed students. The idea behind this method was to recruit participants that matched everyday consumers.

2.2 Procedure and Data Collection

This experiment tested whether the manipulation of discount and type of purchase can influence cognitive, emotional and behavioral aspects of decision making in circumstances that are similar to the decisions we take in our everyday life. The purchase options were matched on attractiveness and purchase frequency. The experiment had a 2 (promotional situation: discount vs. no discount) x 2 (offered product: materialistic [smartphone] vs. experiential [air ticket]) x 2 (product on priority: materialistic [renovation of a room at home] vs. experiential [a training program in a field of interests]) between subjects design with each participant allocated to one of the eight conditions.

The independent variables were manipulated through purchasing scenarios. Participants encountered scenarios that described a choice between two purchase options. From the eight conditions the four had the following pairs of offered and priority products: 1) an experience (offered product =OP) vs. experience (product on priority =PP) scenario, 2) experience (OP) vs. material (PP), 3) material (OP) vs. experience (PP), 4) material (OP) vs. material (PP) with the offered product in half price in all four conditions. The other four



Should I catch the deal?

conditions (control group) had exactly the same pairs but the offered product was not in a discount. All scenarios were expressed in the same manner and only the existence of discount and the type of products were changing. Here is an example of the condition with an experiential OP in discount vs. experiential PP; translated from Greek (for the scenarios and questionnaires of all conditions in Greek see Appendix):

Imagine that...

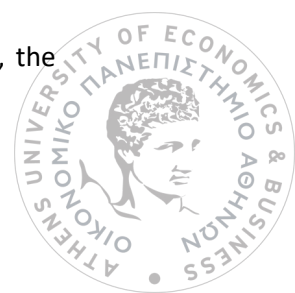
“It is Black Friday, there are discounts in stores and you are in a big mall. You are walking by a travel agency. You get in and find air tickets for a destination of your preference. You were considering of taking a trip to this destination but you have been postponing it since it was a priority for you to raise money in order to pursue a training program in your area of interest. As you look at the air tickets for the destination of your preference, a travel agent approaches you and informs you that only for today tickets are on half price...”

Here is an example of the no discount condition for the same type of OP and PP:

Imagine that...

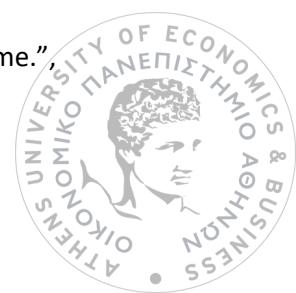
“It is Black Friday, there are discounts in stores and you are in a big mall. You are walking by a travel agency. You get in and find air tickets for a destination of your preference. You were considering of taking a trip to this destination but you have been postponing it since it was a priority for you to raise money in order to pursue a training program in your area of interest. As you look at the air tickets for the destination of your preference, a travel agent approaches you...”

Each participant completed an online questionnaire created in Google forms containing one of the eight purchasing scenarios with the recommendation to fill in the questionnaire at a quiet place without disturbance. The number of participants in each condition ranged from 18 to 33. A cover letter preceded the scenario given, explaining the aims of the research and assuring the anonymity of participants. All participants were asked to act and complete the questionnaire as the consumer in the scenario. Regarding the scenario, the



Should I catch the deal?

first section of the questionnaire, participants were asked to complete the phrase “If I buy the [OP] today...” with at least one thought. In this way, the researcher wanted to check the type of prefactuals that each participant generated. In order to use this information content analysis was conducted. The prefactuals of each participant were categorized in upward or downward direction; depending on the content of the future outcome in case of buying the OP (action-outcome approach) on the given scenario (Epstude, Scholl & Roese, 2016). After that, the other dependent variable (anticipated regret) was tested. There were two different types of anticipated regret, regret of action and regret of inaction. Anticipated regret of action was measured on a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree) after giving the statement “I will regret if I buy the [OP] today”. Anticipated regret for inaction was measured on a scale ranging from 1 (strongly disagree) to 7 (strongly agree) after giving the statement “I will regret if I do NOT buy the [OP] today” (Abraham and Sheeran, 2003). In the following section the level at which participants anticipate to feel positive and negative emotions when considering buying the OP that day was measured. For this measurement a 7-point scale (1 = not at all, 7 = extremely) was used (Mandel, 2003). Purchase intention was measured with a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree) after expressing the statement: “I am thinking of buying the [OP] today” (Bagozzi et al., 2016). Some questions (following purchase intention section) regarding the fifty per cent discount and concerning the experimental group solely, were measured with a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree). These questions were included to ensure that some basic elements of the experiment were perceived as it was expected by the researcher. The statements were the followings: “My thought about buying the [OP] is affected by the discount on the product.”, “The discount on the product is big.”, “The discount on the product is small.”. More questions followed to ensure that some basic elements of the experiment were perceived by all the groups as expected by the researcher. The questions concerned the attractiveness of OP and PP, (“The [OP] is attractive to me.”



Should I catch the deal?

“The [PP] is attractive to me.”) as well as the given scenario (“The story I read was realistic.”, “The story I read was tiring.”). All statements were measured in a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree) aiming to examine if manipulated variables matched in attractiveness and cognitive effort. The last part of the questionnaire referred to demographic information concerning age, gender, occupation, education and individual monthly income.

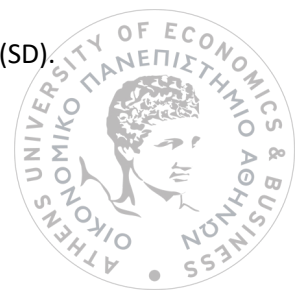
The data of the main study was collected at the period of Black Friday sales, starting from Thursday 28th of November 2019 until Monday the 1st of December. This short period of time was selected due to the theme of the study; in order to create a more realistic simulation and reflect the relative thoughts and emotions.

Before the main research, pre-test was conducted to examine if the experiential and materialistic types of purchase used in each scenario had the same characteristics concerning their attractiveness and purchase frequency. The pre-test questionnaire included some of the most attractive materialistic and experiential purchases with low buying frequency, according to literature (Gilovich and Gallo, 2019). The pre-test questionnaire was created in Google forms and shared online to 20 people that were excluded from the sample of the main study. According to their answers, regarding the experiential purchases, the air ticket and training program were selected and incorporated in the main study. Concerning the materialistic purchases, the smartphone and the room renovation at home were also included.

3. Results

3.1 Data Analysis

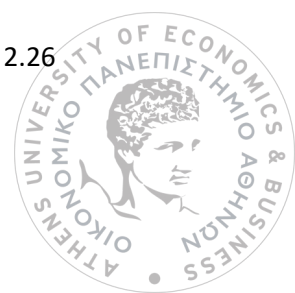
The statistical analysis was conducted using IBM SPSS Statistics (for Windows, Version 20.0, Chicago, IL, USA). A descriptive analysis was carried out to reflect participants' pattern of answers. The descriptive data is presented in means (*M*) and standard deviations \pm (*SD*).



To examine interdependence between the independent variables and prefactual thinking (dependent variable), a Chi-Square analysis was conducted (due to the categorical nature of the variables). Regarding the comparisons of differences between the experimental and control groups —concerning the dependent variables of anticipated regret of action, inaction and purchase intention— several one-way ANOVA analyses were carried out. This type of analysis was selected due to the mix of categorical and interval variables. In both Chi-Square and ANOVA analyses, the alpha level was set at .05 to denote statistical significance. Finally, several T-tests were conducted in order to ensure that some basic elements of the experiment were perceived by all groups as expected by the researcher. The alpha level was also set at .05 to denote statistical significance.

3.2 Descriptive Analysis

The experimental group consisted of 90 participants and the control group consisted of 88 participants. Participants who came across scenarios with a discounted offer (experimental group) generated 49 upward prefactuals in contrast to participants that did not come across an offer (control group), who generated 27 upward prefactuals. Concerning anticipated regret for action, the experimental group scored lower ($M = 3.99$, $SD = 1.96$) 3.99 ± 1.96 than the control group ($M = 4.27$, $SD = 1.82$) 4.27 ± 1.82 . Regarding anticipated regret for inaction the experimental group scored higher ($M = 4.04$, $SD = 1.94$) 4.04 ± 1.94 than the control group ($M = 3.97$, $SD = 2.04$) 3.97 ± 2.04 . As far as purchase intention is concerned, the experimental group noted higher scores ($M = 4.33$, $SD = 2.07$) 4.33 ± 2.07 in comparison to the control group ($M = 3.90$, $SD = 2.09$) 3.90 ± 2.09 . Moreover, the experimental group scored higher than the control group concerning all anticipated emotions except of the emotion of anticipated guilt. Specifically, the experimental group scored ($M = 4.62$, $SD = 1.91$) 4.62 ± 1.91 to the statement “feeling satisfied”, ($M = 4.66$, $SD = 1.96$) 4.66 ± 1.96 to “feeling happy”, ($M = 2.94$, $SD = 1.80$) 2.94 ± 1.80 to “feeling sad”, ($M = 2.26$, $SD = 1.74$) 2.26



Should I catch the deal?

± 1.74 to “feeling ashamed”, ($M = 2.72$, $SD = 1.80$) 2.72 ± 1.80 to “feeling disappointed”, ($M = 2.98$, $SD = 1.94$) 2.98 ± 1.94 to “feeling guilty” and ($M = 3.33$, $SD = 1.99$) 3.33 ± 1.99 to the statement “feeling sorry”. On the other hand, the control group scored ($M = 4.30$, $SD = 1.80$) 4.30 ± 1.80 to the statement “feeling satisfied, ($M = 4.60$, $SD = 1.97$) 4.60 ± 1.97 to “feeling happy”, ($M = 2.87$, $SD = 1.60$) 2.87 ± 1.60 to “feeling sad”, ($M = 2.23$, $SD = 1.52$) 2.23 ± 1.52 to “feeling ashamed”, ($M = 2.55$, $SD = 1.45$) 2.55 ± 1.45 to “feeling disappointed”, ($M = 3.49$, $SD = 1.79$) 3.49 ± 1.79 to “feeling guilty” and ($M = 3.16$, $SD = 1.71$) 3.16 ± 1.71 to the statement “feeling sorry”. Furthermore, referring to the statement concerning the effect of discount in the intention to buy the OP, the experimental group scored lower ($M = 5.51$, $SD = 1.83$) 5.51 ± 1.83 in comparison to the control group lower ($M = 5.89$, $SD = 1.47$) 5.89 ± 1.47 . Regarding the statements concerning the way participants perceived the discount on the OP, the mean scores for “big discount” ($M = 5.73$, $SD = 1.38$) was 5.73 ± 1.38 , for “small discount” ($M = 2.34$, $SD = 1.18$) was 2.34 ± 1.18 and for “realistic discount” ($M = 4.53$, $SD = 1.62$) was 4.53 ± 1.62 . Concerning the attractiveness of “the air ticket” and “training program” the experimental group scored lower ($M = 5.50$, $SD = 1.65$) 5.50 ± 1.65 , ($M = 5.76$, $SD = 1.30$) 5.76 ± 1.30 compared to the control group ($M = 5.61$, $SD = 1.28$) 5.61 ± 1.28 , ($M = 5.82$, $SD = 1.55$) 5.82 ± 1.55 . In addition, regarding the attractiveness of “room renovation” and “smartphone”, the experimental group scored higher ($M = 5.51$, $SD = 1.65$) 5.51 ± 1.65 , ($M = 5.18$, $SD = 1.64$) 5.18 ± 1.64 in comparison to the control group ($M = 5.16$, $SD = 1.74$) 5.16 ± 1.74 , ($M = 4.26$, $SD = 1.80$) 4.26 ± 1.80 . Moreover, the experimental group noted lower scores regarding the statement concerning the “story’s realism” ($M = 5.30$, $SD = 1.59$) 5.30 ± 1.59 than the control group ($M = 5.42$, $SD = 1.48$) 5.42 ± 1.48 . Lastly, concerning the “tiredness caused by reading the story”, the experimental and control group had approximately the same mean scores ($M = 1.92$, $SD = 1.42$) 1.92 ± 1.42 , ($M = 1.97$, $SD = 1.40$) 1.97 ± 1.40 (See Table 1).



At this part the demographic information referring to participants of the experimental and control group is presented. To begin with, 47 per cent of the experimental group's age ranged from 18 to 31, 25 per cent from 32 to 55 and 18 per cent from 56 to 62 plus years old. The age of the control group ranged from 18 to 31 (53 per cent), 32 to 55 (26 per cent) and 56 to 62 plus years old (9 per cent). Regarding the gender of the experimental group, 48 per cent were men and 52 per cent women. Moreover, concerning the control group, women comprised the majority of participants (80 per cent) and the remaining 20 per cent were men. Regarding participants' occupation, 30 per cent of the experimental group and 52 per cent of the control group were employees, 27 per cent of the experimental group and 23 per cent of the control group were university students, 33 per cent of the experimental group and 14 per cent of the control group were freelancers, 3 per cent of the experimental group and 6 per cent of the control group were not employed and 7 per cent of the experimental group and 5 per cent of the control group were retired. The majority (39 per cent) of the participants of the experimental group earned less than 700 Euros, 24 per cent earned more than 1500 Euros, 20 per cent earned 1001 to 1500 Euros and 17 per cent earned 701 to 1000 Euros. Furthermore, concerning the individual monthly income of the participants of the control group, 43 per cent earned 701 to 1000 Euros, 30 per cent earned less than 700 Euros, 15 per cent earned 1001 to 1500 Euros and 13 per cent earned more than 1500 Euros.



Table 1

Mean and Standard Deviation Scores for both discount and no discount conditions concerning all variables of the questionnaire

	Discount Condition (N=90)		No Discount Condition (N= 88)	
	M	SD	M	SD
Anticipated regret for action	3.99	1.96	4.27	1.82
Anticipated regret for inaction	4.04	1.94	3.97	2.04
Purchase Intention	4.33	2.07	3.90	2.09
Feeling satisfied	4.62	1.91	4.30	1.80
Feeling happy	4.66	1.96	4.60	1.97
Feeling sad	2.94	1.80	2.87	1.60
Feeling ashamed	2.26	1.74	2.23	1.52
Feeling disappointed	2.72	1.80	2.55	1.45
Feeling guilty	2.98	1.94	3.49	1.79
Feeling sorry	3.33	1.99	3.16	1.71
Effect of discount on purchase intention	5.51	1.83	5.89	1.47
Big discount	5.73	1.38	-	-
Small discount	2.34	1.18	-	-
Realistic discount	4.53	1.62	-	-
Attractiveness of air ticket	5.50	1.65	5.61	1.28
Attractiveness of training program	5.76	1.30	5.82	1.55
Attractiveness of room renovation	5.51	1.65	5.16	1.74
Attractiveness of smartphone	5.18	1.64	4.26	1.80
Realism of story	5.30	1.59	5.42	1.48
Tiredness of story	1.92	1.42	1.97	1.40



3.3 Hypothesis Testing

3.3.1 Chi-Square. To check the interdependence between the independent variables and prefactual thinking (dependent variable), due to their categorical nature, a Chi-Square analysis was conducted. Furthermore, both independent and dependent variables were consisted of two categorical groups. In detail, the first independent variable consisted of a) discount and b) no discount condition; the second one consisted of a) materialistic and b) experiential OP and the third of a) materialistic and b) experiential PP. As for the dependent variable concerning prefactual thinking, it was consisted by a) downward and b) upward direction. In order to analyze prefactual thinking, content analysis was conducted. The prefactuals of each participant were categorized as upward or downward and were dummy coded (1 = downward, 2 = upward); depending on the content of the thought that each participant filled in at the statement “If I buy the [OP] today...” concerning the purchase of the OP (action-outcome approach). The alpha level was set at .05 to denote statistical significance.

In the discount condition, 46 per cent of the participants generated downward prefactuals (negative) concerning the purchase of the OP and 54 per cent generated upward prefactuals (positive). In the no discount condition, 70 per cent generated downward prefactuals (negative) concerning the purchase of the OP and 30 per cent generated upward prefactuals (positive). The relationship between the promotional situation (discount- no discount) and prefactual thinking (downward upward) was statistically significant, $\chi^2 (1, N = 178) = 10.27, p < .05$, and there was a moderate relationship between them $\phi c = .24, p < .05$ (See Table 2).



Table 2
Prefactual Thinking by discount group

	Conditions	
	Discount	No discount
	%	%
Downward prefactuals	46	70
Upward prefactuals	54	30

$\chi^2 (1) = 10.27, p < .05$

When the OP was experiential, 58 per cent generated downward prefactuals (negative) concerning the purchase of the OP and 42 per cent generated upward prefactuals (positive). In contrast, when the OP was materialistic, 56 per cent generated downward prefactuals (negative) concerning the purchase of the OP and 44 per cent generated upward prefactuals (positive). The interaction between the OP (experiential - materialistic) and prefactual thinking (downward - upward) was not statistically significant, $\chi^2 (1, N = 178) = .12, p = .73$, and there was a negligible relationship between them, $\phi c = .02, p = .73$.

When the PP was experiential, 58 per cent generated downward prefactuals (negative) concerning the purchase of the product OP and 42 per cent generated upward prefactuals (positive). In contrast, when the PP was materialistic, 57 per cent generated downward prefactuals (negative) concerning the purchase of the OP and 43 per cent generated upward prefactuals (positive). The interaction between the PP (experiential - materialistic) and prefactual thinking (downward upward) was not statistically significant, $\chi^2 (1, N = 178) = .02, p = .89$, and there was a very weak relationship between them, $\phi c = .01, p = .89$. Moreover, in all no discount conditions, participants with an experiential PP generated a slightly lower number of upward prefactuals, namely 12, in relation to participants with a materialistic PP that demonstrated 15 upward prefactuals.



3.3.2 Analysis of Variance

The chi-square analysis showed a statistically significant interaction between group (discount - no discount) and prefactual thinking; moreover, the effect of prefactual thinking on anticipated regret for action and inaction, as well as on purchase intention is also examined.

3.3.3 The effect of prefactual thinking. Before the Analysis of Variance was conducted, the assumptions concerning this analysis were examined. The first assumption regarding the categorical nature of the independent variable was met. In detail, the variable that is used as independent was analyzed based on its content and coded; it consisted of upward and downward direction.

The second assumption concerning the continuity of the dependent variables was also met; due to the fact that all dependent variables were measured with 7-point scales.

The third assumption that concerned the independence of observations, namely each group to be comprised of different participants, was met because each scenario was answered by different individuals.

The fourth assumption was confirmed, as no extreme univariate outliers were observed in the box plots.

The aim of the fifth assumption concerned normality check; the normality of each of the dependent variables regarding the independent variable was also checked. A Shapiro-Wilk test was performed as the sample size did not exceed the number of fifty cases per cell. The normality assumption was violated, as the results of the Shapiro-Wilk test were significant for all dependent variables. More specifically, as far as anticipated regret for action of participants with downward prefactuals, as well as of those with upward was concerned, normality was also violated, $W(102) = .92, p < .05$, $W(76) = .90, p < .05$. Moreover, regarding anticipated regret for inaction of participants with downward prefactuals, as well as of those



Should I catch the deal?

with upward, normality was also violated, $W(102) = .90, p < .05$, $W(76) = .91, p < .05$. Furthermore, normality was violated too concerning purchase intention of participants with downward prefactuals, as well as of those with upward, $W(102) = .90, p < .05$, $W(76) = .86, p < .05$. An alternative solution to avoid normality violation, since the sample was small, was to apply a more conservative p value (.01 rather than .05). In this study, we will proceed with the analysis interpreting the results with caution.

Homogeneity of variances was confirmed as Levene's test was not significant for all dependent variables; namely, anticipated regret for action: $F(1, 176) = .00, p = .98$, anticipated regret for inaction: $F(1, 176) = 2.06, p = .15$, purchase intention: $F(1, 176) = 1.57, p = .21$.

A one-way ANOVA was performed in order to investigate whether the dependent variable anticipated regret for action differed between participants with upward and downward prefactuals. The alpha level was set at .05 to denote statistical significance. The analysis demonstrated a significant main effect of prefactual thinking (upward - downward) on anticipated regret for action, $F(1, 176) = 13.67, p < .05, \eta_p^2 = .72$. It was observed that participants with upward prefactuals anticipated less regret for action ($M = 3.54$) than participants with downward prefactuals ($M = 4.57$) (See Table 3).

Another one-way ANOVA model was performed in order to investigate whether the dependent variable anticipated regret for inaction differed between participants with upward and downward prefactual thinking. From the analysis it was found that there was a significant main effect of prefactual thinking on anticipated regret for inaction, $F(1, 176) = 24.20, p < .05, \eta_p^2 = .12$. It was observed that participants with upward prefactuals expected to anticipate more regret for inaction ($M = 4.80$) than participants with downward prefactuals ($M = 3.41$). (See Table 3)

In order to investigate whether the dependent variable purchase intention differed between participants with upward and downward prefactual thinking, another one-way



Should I catch the deal?

ANOVA was performed. The analysis displayed that prefactual thinking had a significant main effect of on purchase intention, $F(1, 176) = 19.28$, $p < .05$, $\eta_p^2 = .09$. Moreover, it was observed that participants with upward prefactuals were more intended to buy the OP ($M = 4.87$) than participants with downward prefactuals ($M = 3.55$). (See Table 3)

Table 3

Means and Analysis of variance of anticipated regret of action, inaction and purchase intention between participants with upward and downward prefactuals

	Prefactual Thinking		<i>F</i>
	Downward <i>M</i>	Upward <i>M</i>	
Anticipated regret for action	4.57	3.54	13.67*
Anticipated regret for inaction	3.41	4.80	24.20*
Purchase intention	3.55	4.87	19.28*

*Note: * $p < 0.05$. 1 = "strongly disagree" to 7 = "strongly agree"*

3.3.4 The effect of prefactual thinking on anticipated emotions. Before the Analysis of Variance was conducted, the assumptions regarding this analysis were examined. The first assumption concerning the categorical nature of independent variables was met. In detail, the variable that is used as independent consisted of upward and downward direction.

The second assumption concerning the continuity of dependent variables was also met because all of them were measured with 7-point scales.

The third assumption that concerned the independence of observations, namely each group to be comprised of different participants, was met due to the fact that each scenario was answered by different participants.

The fourth assumption regarding extreme outliers was met, as no extreme univariate outliers were observed in the box plots.



The aim of the fifth assumption concerned normality check; the normality of each of the dependent variables regarding the independent variable was examined. A Shapiro-Wilk test was performed as the sample size did not exceed the number of fifty cases per cell. The normality assumption was violated, as the results of the Shapiro-Wilk test were significant for all dependent variables. More specifically, as far as anticipated satisfaction of participants with downward prefactuals, as well as those with upward was concerned, normality was not met, $W(102) = .92, p < .05$, $W(76) = .92, p < .05$. Moreover, regarding anticipated joy of participants with downward prefactuals, as well as the ones with upward, normality was violated too, $W(102) = .91, p < .05$, $W(76) = .83, p < .05$. Furthermore, normality was not confirmed concerning anticipated sadness of participants with downward prefactuals as well as those with upward, $W(102) = .91, p < .05$, $W(76) = .84, p < .05$. As far as anticipated shame of participants with downward prefactuals as well as the ones with upward is concerned, normality was violated, $W(102) = .85, p < .05$, $W(76) = .59, p < .05$. Regarding anticipated disappointment of all participants the assumption of normality was not met, $W(102) = .90, p < .05$, $W(76) = .79, p < .05$. Moreover, there was no normality for anticipated guilt concerning participants with downward prefactuals as well as those with upward, $W(102) = .92, p < .05$, $W(76) = .85, p < .05$. Finally, as far as the anticipated emotion of feeling sorry regarding participants with downward prefactuals, as well as the ones with upward was concerned, normality was not met, $W(102) = .92, p < .05$, $W(76) = .87, p < .05$. An alternative solution to avoid normality violation, since the sample size is small, was a more conservative p value (.01 rather than .05) to be applied. In this study, we will proceed with the analysis interpreting the results with caution.

Homogeneity of variances was not confirmed, as Levene's test was significant for all dependent variables, except for anticipated guilt: $F(1, 176) = 2.73, p = .10$. In this study, we will proceed with the analysis explaining the results with attention. An alternative option



was non-parametric tests to be applied, albeit they are less powerful and cannot test for complex interactions easily.

Seven separate one-way ANOVAs were performed to examine the effect of prefactual thinking on seven anticipated emotions concerning the purchase of the OP. Specifically, as far as anticipated satisfaction is concerned, the analysis demonstrated that prefactual thinking (downward - upward) had a significant main effect on this type of anticipated emotion, $F(1, 176) = 20.05$, $p < .05$, $\eta_p^2 = .10$. Participants that presented downward prefactuals expected to feel less satisfied ($M = 3.96$) in comparison to participants who generated upward prefactual thinking ($M = 5.16$).

Likewise, a significant main effect of prefactual thinking on anticipated joy was observed, $F(1, 176) = 16.67$, $p < .05$, $\eta_p^2 = .09$. Participants that generated downward prefactuals expected to experience lower levels of happiness ($M = 4.13$) compared to participants who presented upward prefactuals ($M = 5.29$).

Moreover, the one-way ANOVA demonstrated a significant main effect of prefactual thinking on anticipated sadness, $F(1, 176) = 10.91$, $p < .05$, $\eta_p^2 = .06$. Participants that generated downward prefactuals expected to experience higher levels of sadness ($M = 3.27$) in comparison to participants who generated upward prefactuals ($M = 2.43$).

The analysis showcased a significant main effect of prefactuals on anticipated shame, $F(1, 176) = 16.89$, $p < .05$, $\eta_p^2 = .09$. Participants that demonstrated downward prefactuals expected to experience higher levels of shame ($M = 2.66$) compared to participants who presented upward prefactual thinking ($M = 1.68$).

Furthermore, the analysis demonstrated a significant main effect of prefactual thinking on anticipated disappointment, $F(1, 176) = 11.29$, $p < .05$, $\eta_p^2 = .00$. Participants that generated downward prefactuals expected to feel higher levels of disappointment ($M = 2.98$) compared to participants who generated upward prefactual thinking ($M = 2.17$).



Should I catch the deal?

The analysis concerning anticipated guilt, demonstrated a significant main effect of prefactual thinking on this type of emotion, $F(1, 176) = 16.64$, $p < .05$, $\eta_p^2 = .09$. Participants that generated downward prefactuals expected to experience higher levels of guilt ($M = 3.71$) in comparison to participants who presented upward prefactual thinking ($M = 2.59$).

Finally, the results of the analysis suggest a significant main effect of prefactuals on the anticipated sense of feeling sorry, $F(1, 176) = 12.45$, $p < .05$, $\eta_p^2 = .07$. Participants that demonstrated downward prefactuals expected to feel more sorry ($M = 3.66$), in case of purchasing the OF, compared to participants that presented upward prefactual thinking ($M = 2.70$) (See Table 4).

Table 4
Means and Analysis of variance of anticipated emotions between participants with upward and downward prefactuals

	Prefactual Thinking		<i>F</i>
	Downward <i>M</i>	Upward <i>M</i>	
Feeling satisfied	3.96	5.16	20.05*
Feeling happy	4.13	5.29	16.67*
Feeling sad	3.27	2.43	10.91*
Feeling ashamed	2.66	1.68	16.89*
Feeling disappointed	2.98	2.17	11.29*
Feeling guilty	3.71	2.59	16.64*
Feeling sorry	3.66	2.70	12.45*

Note: * $p < 0,05$. 1 = “not at all” to 7 = “extremely”



3.3.5 The effect of the type of offered product. Before the Analysis of Variance was conducted, the assumptions regarding this analysis were examined. The first assumption concerning the categorical nature of the independent variable was met. In detail, the independent variable consisted of a materialistic and an experiential OP.

The second assumption concerning the continuity of the dependent variables was met too due to the fact that all dependent variables were measured with 7-point scales.

The third assumption referred to the independence of observations. Each condition was comprised by different participants, consequently this assumption was confirmed.

The fourth assumption was confirmed as no extreme univariate outliers were observed in the box plots.

The aim of the fifth assumption concerned normality to be checked. The normality of each of the dependent variables regarding the independent variable was examined. A Shapiro-Wilk test was performed as the sample size did not exceed the number of fifty cases per cell. The normality assumption was not confirmed, as the results of the Shapiro-Wilk test were significant for all the dependent variables. More specifically, as far as anticipated regret for action of participants coming across an experiential OP as well as those coming across a materialistic OP is concerned, normality was not met, $W(101) = .92, p < .05$, $W(77) = .93, p < .05$. Moreover, regarding anticipated regret for inaction of participants with an experiential OP as well as the ones with materialistic OP, normality was not confirmed, $W(101) = .91, p < .05$, $W(77) = .92, p < .05$. Normality was violated concerning purchase intention of participants coming across an experiential OP as well as those coming across a materialistic OP, $W(102) = .89, p < .05$, $W(76) = .90, p < .05$. An alternative solution, to avoid normality violation, since the sample is small, was a more conservative p value (.01 rather than .05) to be applied. In this study, we will proceed with the analysis interpreting the results with caution.



Homogeneity of variances was confirmed as Levene's test was not significant for all dependent variables; anticipated regret for action: $F(1, 176) = .07, p = .79$, anticipated regret for inaction: $F(1, 176) = .14, p = .71$, purchase intention: $F(1, 176) = .87, p = .35$.

To examine the effect of the type of OP on anticipated regret for action and inaction as well as on purchase intention, three separate one-way ANOVAs were conducted.

A significant main effect of the type of OP (experiential - materialistic) on anticipated regret for inaction was observed, $F(1, 170) = 4.60, p < .05, \eta_p^2 = .03$. It was observed that participants of both conditions coming across an experiential OP ($M = 4.26$), expected to experience higher levels of regret for inaction in comparison to participants coming across a materialistic OP ($M = 3.62$).

Moreover, the analysis demonstrated a significant main effect of the type of OP on purchase intention, $F(1, 170) = 5.94, p < .05, \eta_p^2 = .03$. It was observed that participants in the experimental as well as the control group with an experiential OP ($M = 4.44$), were more willing to purchase the OP compared to participants in the same groups with a materialistic OP ($M = 3.67$) (See Table 5).

Table 5

Means and Analysis of variance of anticipated regret for action, inaction and purchase intention between participants of discount and no discount conditions with an experiential and a materialistic offered product

	Type of offered product		F
	Experiential M	Materialistic M	
Anticipated regret for action	3.95	4.35	1.84
Anticipated regret for inaction	4.26	3.62	4.60*
Purchase intention	4.44	3.67	5.94*

Note: * $p < 0.05$. 1 = "strongly disagree" to 7 = "strongly agree"



The analysis did not show a significant main effect of the type of OP on anticipated regret for action, $F(1, 170) = 1.84$, $p = .18$, $\eta_p^2 = .01$. However, it was observed that participants of both conditions (discount - no discount) coming across an experiential OP ($M = 3.95$), expected to experience lower levels of regret for action in comparison to participants coming across a materialistic OP ($M = 4.35$).

3.3.6 The effect of the type of product on priority. Before the Analysis of Variance was conducted, the assumptions regarding this analysis were examined. The first assumption concerning the categorical nature of the independent variable was confirmed. Specifically, the independent variable consisted of a materialistic and an experiential PP.

The second assumption concerning the continuity of the dependent variables was met too because all dependent variables were measured with 7-point scales.

The third assumption concerning the independence of observations, namely each group to be comprised of different participants, was met due to the fact that each scenario was answered by different individuals.

Moreover, the next assumption was confirmed as no extreme univariate outliers were observed in the box plots.

The aim of the fifth assumption concerned normality to be checked. The normality of each of the dependent variables regarding the independent variable was examined. A Shapiro-Wilk test was performed as the sample size did not exceed the number of fifty cases per cell. The normality assumption was violated, as the results of the Shapiro-Wilk test were significant for all dependent variables. In detail, as far as anticipated regret for action of participants with an experiential as well as those with a materialistic PP is concerned, normality was not confirmed, $W(76) = .92$, $p < .05$, $W(102) = .93$, $p < .05$. Moreover, regarding anticipated regret for inaction of participants with an experiential as well as the ones with a materialistic PP, normality was violated, $W(76) = .91$, $p < .05$, $W(102) = .92$, $p < .05$.



Should I catch the deal?

.05. Normality was not met concerning purchase intention of participants with an experiential as well as those with a materialistic PP, $W(76) = .90, p < .05$, $W(102) = .90, p < .05$.

Since the size of the sample is small, an alternative solution to avoid normality violation, was a more conservative p value (.01 rather than .05) to be applied. In this study, we will proceed with the analysis interpreting the results with caution.

Homogeneity of variances was confirmed as Levene's test was not significant regarding all dependent variables; anticipated regret for action: $F(1, 176) = .78, p = .38$, anticipated regret for inaction: $F(1, 176) = .08, p = .78$, purchase intention: $F(1, 176) = .10, p = .75$.

The type of PP (experiential - materialistic) did not demonstrate a significant main effect on anticipated regret for action, $F(1, 170) = .24, p = .62, \eta_p^2 = .00$. It was observed that in the no discount conditions, participants with an experiential PP expected to experience higher levels of regret for action ($M = 4.53$), in case of purchasing the OP, in comparison to participants with a materialistic PP ($M = 4.14$).

The analysis demonstrated that the type of PP did not have a significant main effect on anticipated regret for inaction, $F(1, 170) = 1.03, p = .31, \eta_p^2 = .00$. Participants in the no discount conditions with an experiential PP expected to experience lower levels of regret for inaction ($M = 3.79$) in comparison to participants with a materialistic PP ($M = 4.09$).

The one-way ANOVA did not show a significant main effect of PP on purchase intention, $F(1, 170) = .73, p = .39, \eta_p^2 = .00$. It was observed that participants in the no discount conditions with an experiential PP were less intended to purchase the OP ($M = 3.92$) in comparison to participants with a materialistic PP ($M = 4.19$).

3.3.7 T-Test Analysis. The comparison of independent groups was realized using t-test analysis in order to ensure that some basic elements of the experiment were perceived by all groups as it was expected by the researcher. It was examined whether the different



products used in the scenarios were perceived as equally attractive by all groups. Moreover, in case that the OP had a discount, it was investigated whether it was perceived as a large one. Furthermore, it was tested whether all different scenarios demanded the same cognitive effort and whether they were perceived as equally realistic by all groups.

A significant difference was not noticed concerning the attractiveness of the “air ticket” (OP) between the experimental ($M = 5.50$, $SD = 1.65$) and control group ($M=5.61$, $SD=1.29$), $t(99) = -.38$, $p = .71$. In addition, a significant difference was not observed regarding the attractiveness of the “training program in the an area of interest” (PP) between the experimental ($M = 5.76$, $SD = 1.30$) and control group ($M=5.82$, $SD=1.55$), $t(74) = -.19$, $p = .85$. A statistically significance difference was not noted concerning the attractiveness of the “room renovation at home” between the experimental ($M = 5.51$, $SD = 1.65$) and control group ($M=5.16$, $SD=1.74$), $t(100) = 1.03$, $p = .30$. As far as the attractiveness of the “smartphone” is concerned, a statistically significant difference was observed between the experimental ($M = 5.18$, $SD = 1.64$) and control group ($M=4.26$, $SD=1.80$), $t(75) = 2.36$, $p < .05$.

Furthermore, a significant difference was not observed concerning the “realism of the scenario read by the participants” between the experimental ($M = 5.30$, $SD = 1.57$) and control group ($M=5.42$, $SD=1.48$), $t(176) = -.53$, $p = .60$. Moreover, regarding the “tiredness caused by reading the scenario”, there was not observed a significant difference between the experimental ($M = 1.92$, $SD = 1.42$) and control group ($M=1.97$, $SD=1.40$), $t(176) = -.21$, $p = .84$.

As far as the statement “The discount of [OP] is big” is concerned —that was presented only to the experimental group— there was not observed a significant difference between participants with an experiential ($M = 5.77$, $SD = 1.31$) and a materialistic OP ($M=5.68$, $SD=1.49$), $t(88) = .29$, $p = .78$. Regarding the statement “The discount of [OP] is small”, which was presented only to the experimental group, there was not noted a significant difference



Should I catch the deal?

between participants with an experiential ($M = 2.35$, $SD = 1.17$) and a materialistic OP ($M=2.34$, $SD=1.21$), $t(88) = .02$, $p = .99$. Moreover, a significant difference was not observed concerning the statement “The discount of [OP] is realistic” between the experimental ($M = 4.41$, $SD = 1.66$) and control group ($M=4.62$, $SD=1.61$), $t(88) = -.62$, $p = .74$.

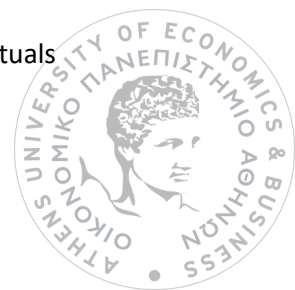
4. Discussion

The goal of the study was to identify factors related to marketing strategies that could have an effect on the cognitive and emotional state of a consumer and therefore in their behavior. This study examined the effect of limited time discount and materialistic and experiential types of purchase on prefactual thinking, anticipated regret (action and inaction) as well as on purchase intention based on purchase scenarios.

The results of this research showcased a statistically significant interaction between the existence of discount and prefactual thinking, as well as a significant effect of prefactual thinking on anticipated regret for action and inaction, on purchase intention and on positive and negative anticipated emotions. However, as far as the effect of the type of OP on prefactual thinking, anticipated regret for action and inaction, as well as on purchase intention is concerned, a significant effect was observed only for anticipated regret for inaction and purchase intention. The effect of the type of PP on anticipated regret for action and inaction, as well as on purchase intention was not significant for any of the dependent variables.

4.1 The discount effect. A statistically significant effect of group “experimental - control” on prefactual thinking “downward - upward” was observed —as expected.

Participants in the discount conditions demonstrated more upward prefactuals compared to the participants in the no discount conditions. Specifically, regardless the type of OP and the PP, the experimental group displayed higher numbers of upward prefactuals



Should I catch the deal?

compared to the control group. Research suggests that finding an attractive offer on a product could direct individuals towards a positive state of mind leading to the formation of an upward prefactual. The above are confirmed by literature findings, which support that the presence of a time limited offer arouses feelings of scarcity, intensifying the estimated worth and positive emotions regarding the service or product on discount (Cialdini, 1985).

4.2 The effect of prefactual thinking. The examination of the effect of prefactual thinking on anticipated feelings and behavior had demonstrated a statistically significant effect concerning anticipated regret for action, purchase intention and anticipated emotions.

Participants who demonstrated upward prefactuals experienced lower levels of anticipated regret of action, higher levels of regret of inaction and were more tempted to purchase the OP in contrast to the participants that presented downward prefactuals. As far as the effect of prefactual thinking on anticipated regret of inaction is concerned, the results were statistically significant. Specifically, regarding anticipated regret of inaction, participants demonstrating upward prefactuals, were expected to present higher levels of regret of inaction compared to participants presenting downward prefactuals.

Prefactual thinking influences decision-making through its effect on emotions. Research has shown that prefactual thinking, as a mental simulation about a future event, frequently generates negative emotions such as regret for action. Studies on this topic indicate that an upward prefactual is associated with positive emotions, whereas a downward prefactual is related to anticipated regret for action (DeWall, Baumeister, Chester, & Bushman, 2016). On the other hand, an upward prefactual can cause anticipated regret, related to the probability of missing a favorable offer, namely anticipated regret for inaction (Inman and McAlister 1994; Simonson 1992).



A statistically significant effect of prefactual thinking on purchase intention was observed, as well. Participants that demonstrated upward prefactuals were more likely to buy the OP when compared to participants that displayed downward prefactuals. Individuals are more prone to take action when generating an upward prefactual (because of the evoked positive mindset). On the contrary, the presence of a downward prefactual, hinders the decision to act due to emotions of anticipated regret (Simonson, 1992; Wong & Kwong, 2007).

An effect of prefactual thinking on anticipated emotions was significant, as expected. Participants with upward prefactuals expected to experience higher levels of happiness and satisfaction, in case of purchasing the OP, in comparison with participants with downward prefactuals. In contrast, participants with downward prefactuals expected to experience higher levels of negative emotions (sad, ashamed, disappointed, guilty and sorry), in case of purchasing the OP, compared to participants with upward prefactuals. These findings are in accordance with those of previous studies that suggest that positive emotions are closely related to upward prefactual thinking, whereas negative emotions are connected to downward prefactual thinking (Filiz-Ozbay & Ozbay, 2007; Simonson, 1992; Zeelenberg, 1999). Additionally people with upward prefactuals, anticipating to experience positive emotions, are more likely to act according to the content of their thoughts, in opposition to those with downward prefactuals expecting to experience negative emotions that are less prone to make a decision and take action (Simonson, 1992; Wong & Kwong, 2007).

4.3 The effect of offered product. A statistically significant effect of the type of OP (experiential - materialistic) was only observed on anticipated regret for inaction.

As assumed, both experimental and control groups with an OP of experiential nature expected to experience higher levels of regret for inaction compared to those with an OP of materialistic nature. Previous research is in accordance to these findings, noting that regret



of inaction is related to experiential purchases (Van Boven and Gilovich, 2003). The type of OP did not have a statistically significant effect on anticipated regret for action. These findings do not support the hypothesis of the current study concerning these factors. However, the direction of this finding is in accordance with the assumed one. In detail, both experimental and control groups with an experiential OP, anticipated less regret for action in comparison to those with a materialistic OP. Van Boven and Gilovich (2003) support that regret for action is the most common type of regret related to materialistic purchases. Consequently, it was predicted that materialistic products will demonstrate higher levels of anticipated regret for action. Moreover, there was no statistically significant effect concerning the type of OP (experiential - materialistic) on purchase intention. The outcome agrees with the expected direction, although it should be interpreted with caution, since insufficient statistical significance was observed. Participants of both experimental and control groups were more inclined to purchase the OP when it was experiential in nature. Prior studies have shown that, when consumers do not have enough funds to cover both experiential and materialistic purchases and both types of expenditures are in close competition, they tend to choose experiences over material goods (Kahneman and Tversky, 1982; Miller & Taylor, 1995; Roese & Olson, 1995).

Additionally, the results indicate that the type of OP did not have a statistically significant effect on prefactual thinking. The previously mentioned findings presented an opposite direction from the expected one. Specifically, both experimental and control groups demonstrated lower levels of upward prefactuals when encountering an experiential OP. These findings should be interpreted with caution, due to the insufficiency in statistical significance. This contrast between the findings of previous studies and the results of the current one might be explained by the fact that a materialistic purchase could possibly appear as a cognitively safer choice under the time pressure of a constrained promotion.

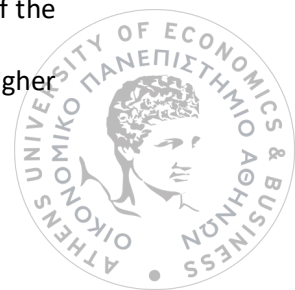


Alternatively, some of the PP might have been more attractive to the participants compared to the OP.

The results should be interpreted with caution. Specifically, the comparison between groups “experimental - control” conducted to ensure the equal attractiveness regarding all products used in the scenarios, demonstrated that the “smartphone” (OP) was considered a less attractive option by the control group. However, when designing the research, it was expected that all products used in the scenarios would be perceived as equally attractive — based on the literature concerning the matter and the conducted pre-test. This dimension should be examined thoroughly in future research.

4.4 The effect of product on priority. It was hypothesized that the type of PP will influence prefactual thinking, anticipated regret and purchase intention exclusively for the control group. Particularly, participants in no discount conditions (control group) with an experiential PP (training program in the field of interests) were expected to generate lower levels of upward prefactuals, to anticipate more regret for action and less for inaction, as well as to be less willing to buy the OP compared to participants with a materialistic PP (renovation of a room at home). The same effect was not expected to be observed in the experimental group, as the time limited promotion will act as an incentive regarding the purchase OP. Consequently, the time limited discount will overshadow the effect of the type of PP in the experimental group.

The effect of the type of PP was not statistically significant regarding all dependent variables. Despite the fact that these findings were not significant, they followed the expected direction. In detail, participants of the control group having an experiential PP anticipated to experience more regret for action than those with a materialistic one. When the OF was not on discount, participants had no motivation to abandon the purchase of the experiential PP in order to purchase the OF. As a result they expected to experience higher



levels of regret in the thought of abandoning the experiential PP in comparison to participants with a materialistic PP. Literature suggests that individuals tend to prefer experiential over materialistic purchases, especially in cases that there is no incentive for choosing differently, such as when an offer exists (Van Boven and Gilovich, 2003).

Furthermore, participants of the control group with an experiential PP expected to feel lower levels of inaction regret concerning the purchase of the OP, compared to those with a materialistic PP. The results showcase that participants of the control group with an experiential PP anticipated to experience less regret (in comparison with participants having a materialistic PP) in the thought of not purchasing the OP, since it was not on discount. Van Boven and Gilovich (2003), support that a preference is observed regarding experiential purchases over materialistic ones, especially in cases that there is no motivation for selecting differently.

In addition, participants of the control group with an experiential PP were less willing to purchase the OF, compared to those with a materialistic PP. In particular, participants of the control group with an experiential PP had no reason to abandon the purchase of the experiential PP in order to purchase the OP. According to the literature an experiential purchase is more attractive than a materialistic one.

Moreover, it was observed that the control group with an experiential PP, demonstrated lower levels of upward prefactuals (regarding the purchase of OP) in comparison to those having a materialistic PP. Prior research supports that an upward prefactual is presented when an individual envisions a positive outcome after an action, such as when finding an attractive offer. However, in this case participants' visions about the OF were not focused on a better deal due to the fact that the product was not on discount and they were already focused on the experiential PP.

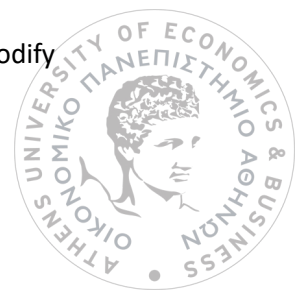


4.5 Limitations and Suggestions

In this section the basic limitations of the study are discussed and suggestions for future research are made in order to shed light on the topic around consumer behavior. To begin with, the size of the sample could be considered as a limitation. Specifically, the sample was not large enough, and the number of participants in each condition was not equal. This might have affected the significance of the findings. The sample of the study was not randomly recruited; convenient sampling (snowball sampling) was used to distribute the questionnaire. As a consequence, it is necessary to clarify that the sample of the current study does not permit the interpretation of the outcomes to be applied on the general population. Due to the limitations mentioned above, the sample of the study contains high rates of random error while a systematic error due to the absence of random sampling is also observed. Thus, a more thorough examination of the matter is imperative, in order to obtain data that will solidify the outcomes of the current study.

This research was focused on the effect of time limited promotion and purchase type on cognition, emotions and behavior. An interesting topic to investigate could be the way in which consumers react to the factors mentioned above in an online environment. Moreover, the mechanism of interaction between cognition, feelings and behavior concerning consumers' decision-making process, consists a research area that demands further examination. Furthermore, a research topic that requires investigation might focus on whether a time limited promotion could favor impulse buying. In particular, the types of products and the mechanisms that lead to impulse buying should be examined, as well. Finally, the investigation regarding impulse buying and its impact on consumers' cognitive process could be studied in combination with research in the field of neuromarketing.

The findings of the current study could be applied, in the field of advertising and retail marketing, as they add knowledge to the understanding of factors that could modify



Should I catch the deal?

cognitive and emotional aspects of consumer behavior, while they could encourage purchase behavior for both materialistic and experiential purchases.



Reference List

- Abendroth, L. J., & Diehl, K. (2006). Now or never: Effects of limited purchase opportunities on patterns of regret over time. *Journal of Consumer Research*, 33(3), 342-351.
- Abraham, C., & Sheeran, P. (2003). Acting on intentions: The role of anticipated regret. *British Journal of social psychology*, 42(4), 495-511.
- Aggarwal, P., & Vaidyanathan, R. (2003). Use it or lose it: purchase acceleration effects of time-limited promotions. *Journal of Consumer Behaviour: An International Research Review*, 2(4), 393-403.
- Bagozzi, R. P., Belanche, D., Casaló, L. V., & Flavián, C. (2016). The role of anticipated emotions in purchase intentions. *Psychology & Marketing*, 33(8), 629-645.
- Baumeister, R. F., Stillwell, A. M., & Heatherton, T. F. (1994). Guilt: An interpersonal approach. *Psychological Bulletin*, 102, 243–267.
- Beattie, J., Baron, J., Hershey, J. C. and Spranca, M. D. (1994). Psychological determinants of decision attitude. *Journal of Behavioral Decision Making*, 7, 129-144.
- Bell, D. E. (1982). Regret in decision making under uncertainty. *Operations Research*, 30, 961-981.
- Brehm, J. W. (1972). *Responses to loss of freedom: A theory of psychological reactance*. General Learning Press.
- Brehm, J. W. (1966). A theory of psychological reactance.
- Byrne, R. M. J. (2016). Counterfactual thought. *Annual Review of Psychology*, 67, 135–157.
- Byrne, R. M., & Egan, S. M. (2004). Counterfactual and prefactual conditionals. *Canadian Journal of Experimental Psychology/Revue Canadienne de Psychologie Expérimentale*, 58, 113–120.



Should I catch the deal?

Cialdini, R. B. (1985). *Influence: Science and practice: Scott. Foresman Glenview, IL.*

Davis, C. G., Lehman, D. R., Wortman, C. B., Silver, R. C., & Thompson, S. C. (1995). The undoing of traumatic life events. *Personality and Social Psychology Bulletin*, 21(2), 109-124.

DeWall, C. N., Baumeister, R. F., Chester, D. S., & Bushman, B. J. (2016). How often does currently felt emotion predict social behavior and judgment? A meta-analytic test of two theories. *Emotion Review*, 8(2), 136-143.

Epstude, K., & Roese, N. J. (2008). The functional theory of counterfactual thinking. *Personality and Social Psychology Review*, 12, 168–192.

Epstude, K. Scholl, A. & Roese, N. J. (2016). Prefactual thoughts: Mental simulations about what might happen. *Review of General Psychology*, 20(1), 48-56.

Filiz-Ozbay, E., & Ozbay, E. Y. (2007). Auctions with anticipated regret: Theory and experiment. *The American Economic Review*, 97, 1407–1409.

1418. Gilovich, T., & Gallo, I. (2019). Consumers' pursuit of material and experiential purchases: A review. *Consumer Psychology Review*.

Gilovich, T., & Medvec, V. H. (1995). The experience of regret: what, when, and why. *Psychological review*, 102(2), 379.

Heckhausen, J., & Heckhausen, H. (Eds.). (1991). *Motivation and action.*

Inman, J. J., Peter, A. C., & Raghubir, P. (1997). Framing the deal: The role of restrictions in accentuating deal value. *Journal of Consumer Research*, 24(1), 68-79.

Inman, J. J., & McAlister, L. (1994). Do coupon expiration dates affect consumer behavior?. *Journal of Marketing Research*, 31(3), 423-428.

Kahneman, D., & Tversky, A. (1982). The psychology of preferences.

Kahneman, D., & Tversky, A. (1981). *The simulation heuristic.* STANFORD UNIV CA DEPT OF PSYCHOLOGY.



Should I catch the deal?

Kahneman, P. Slovic, & A. Tversky (Eds.), *Judgment under uncertainty: Heuristics and biases* (pp. 201-208). New York, NY: Cambridge University Press.

Kennerley, H., Kirk, J., & Westbrook, D. (2016). *An introduction to cognitive behaviour therapy: Skills and applications*. Sage

Landman, J. (1993). *Regret: The persistence of the possible*. New York: Oxford University Press.

Landman, J. (1987). Regret and elation following action and inaction: Affective responses to positive versus negative outcomes. *Personality and Social Psychology Bulletin*, 13(4), 524-536.

Lockwood, P. (2002). Could it happen to you? Predicting the impact of downward comparisons on the self. *Journal of Personality and Social Psychology*, 82, 343–358.

Loomes, G., & Sugden, R. (1982). Regret theory: An alternative theory of rational choice under uncertainty. *Economic Journal*, 92, 805–824.

Mandel, D. R. (2003). Counterfactuals, emotions, and context. *Cognition and Emotion*, 17, 139–159.

Markman, K. D., & McMullen, M. N. (2003). A reflection and evaluation model of comparative thinking. *Personality and Social Psychology Review*, 7, 244 –267.

McConnell, A. R., Niedermeier, K. E., Leibold, J. M., El-Alayli, A. G., Chin, P. P., & Kuiper, N. M. (2000). What if I find it cheaper someplace else?: Role of prefactual thinking and anticipated regret in consumer behavior. *Psychology & Marketing*, 17, 281–298.

Miller, D. T., & Taylor, B. R. (1995). Counterfactual thought, regret, and superstition: How to avoid kicking yourself. *What might have been: The social psychology of counterfactual thinking*, 305-332.

Morrison, M., & Roese, N. J. (2011). Regrets of the typical American: Findings from a nationally representative sample. *Social Psychological and Personality Science*, 2, 576 –583. <http://dx.doi.org/10.1177/1948550611401756>



Should I catch the deal?

- Petrocelli, J. V., Seta, C. E., & Seta, J. J. (2012). Prefactual potency: The perceived likelihood of alternatives to anticipated realities. *Personality and Social Psychology Bulletin*, 38, 1467–1479.
- Raghubir, P., Inman, J. J., & Grande, H. (2004). The three faces of consumer promotions. *California Management Review*, 46(4), 23-42.
- Roese, N. J. (1997). Counterfactual thinking. *Psychological Bulletin*, 121, 133–148.
<http://dx.doi.org/10.1037/0033-2909.121.1.133>
- Roese, N. J., & Olson, J. M. (1995). Counterfactual thinking: A critical overview. *What might have been: The social psychology of counterfactual thinking*, 1-55.
- Roese, N. J., & Olson, J. M. (1995). Outcome controllability and counterfactual thinking. *Personality and Social Psychology Bulletin*, 21, 620–628.
- Roese, N. J. (1994). The functional basis of counterfactual thinking. *Journal of personality and Social Psychology*, 66(5), 805.
- Rosenzweig, E., & Gilovich, T. (2012). Buyer's remorse or missed opportunity? Differential regrets for material and experiential purchases. *Journal of personality and social psychology*, 102(2), 215.
- Sherman, S. J., & McConnell, A. R. (1995). Dysfunctional implications of counterfactual thinking: When alternatives to reality fail us. *What might have been: The social psychology of counterfactual thinking*, 199-231.
- Simonson, S. (1992). The influence of anticipating regret and responsibility on purchase decisions. *Journal of Consumer Research*, 19, 105–118.
- Spears, N. (2001). Time pressure and information in sales promotion strategy: Conceptual framework and content analysis. *Journal of Advertising*, 30(1), 67-76.
- Tangney, J. P. (1992). Situational determinants of shame and guilt in young adulthood. *Personality and Social Psychology Bulletin*, 18, 199–206.



Should I catch the deal?

Van Boven. L., & Gilovich. T. (2003). To do or to have? That is the question. *Journal of Personality and Social Psychology*, 85, 1193-1202.

Wilson, A. E., & Ross, M. (2000). The frequency of temporal-self and social comparisons in people's personal appraisals. *Journal of Personality and Social Psychology*, 78, 928–942.

Wong, K. F. E., & Kwong, J. Y. (2007). The role of anticipated regret in escalation of commitment. *Journal of Applied Psychology*, 92, 545–554.

Zeelenberg, M. (1999). Anticipated regret, expected feedback and behavioral decision making. *Journal of Behavioral Decision Making*, 12, 93–106.

Zeelenberg, M., van Dijk, W. W., Van der Pligt, J., Manstead, A. S., Van Empelen, P., & Reinderman, D. (1998). Emotional reactions to the outcomes of decisions: The role of counterfactual thought in the experience of regret and disappointment. *Organizational behavior and human decision processes*, 75(2), 117-141.


Zeelenberg, M., Van Dijk, W. W., Van der Pligt, J., Manstead, A. S. R, Van Empelen, P., & Reinderman, D. (1998). Emotional reactions to the outcomes of decisions: The role of counterfactual thought in the experience of regret and disappointment. *Organizational Behavior and Human Decision Processes*, 75, 117–141.



Appendix

Discount conditions

1)



Should I catch the deal...?

Το ερωτηματολόγιο που ακολουθεί εξετάζει μία σειρά από ζητήματα που αφορούν στην συμπεριφορά των ατόμων σε συνθήκες κατανάλωσης. Δημιουργήθηκε για τη διπλωματική μου εργασία στα πλαίσια του μεταπτυχιακού προγράμματος "International Marketing & Communication" του Οικονομικού Πανεπιστημίου Αθηνών.

Οι απαντήσεις σου είναι εντελώς ανώνυμες και δεν χρειάζεται να συμπληρώσεις πουθενά το όνομα σου. Δεν υπάρχουν σωστές και λάθος απαντήσεις - αυτό που μας ενδιαφέρει είναι οι πραγματικές σου σκέψεις και συναισθήματα.

Αν χρειαστείς περισσότερες πληροφορίες ή θέλεις να μάθεις τα αποτελέσματα της έρευνας μπορείς να στείλεις e-mail στην διεύθυνση ale_giannac@hotmail.com

Με εκτίμηση,

Αλεξάνδρα Γιαννακοπούλου

Σε ευχαριστούμε πολύ για την συμμετοχή σου!

Ενότητα 1

Φαντάσου ότι...

Είναι Black Friday, έχει εκπτώσεις στα καταστήματα και εσύ βρίσκεσαι σε ένα μεγάλο εμπορικό κέντρο. Κάνοντας βόλτα βρίσκεσαι έξω από ένα ταξιδιωτικό γραφείο. Εκεί εντοπίζεις αεροπορικά εισιτήρια για έναν προορισμό που σου αρέσει.

Σκεφτόσουν να κάνεις ένα ταξίδι σε αυτόν τον προορισμό αλλά είχες αναβάλει την πραγματοποίηση του, καθώς είχες ως προτεραιότητα να συγκεντρώσεις χρήματα για να πραγματοποιήσεις ένα επιμορφωτικό πρόγραμμα στον τομέα των ενδιαφερόντων σου.

Ενώ κοιτάς τα αεροπορικά εισιτήρια για τον προορισμό που σου αρέσει, σε πλησιάζει ένας υπάλληλος του γραφείου και σου λέει πως μόνο για σήμερα τα εισιτήρια βρίσκονται στην μισή τιμή...

*Should I catch the deal?***Ενότητα 2**

Στην ενότητα αυτή θα θέλαμε να περιγράψεις τις σκέψεις που κάνεις πριν αποφασίσεις αν θα αγοράσεις σήμερα το αεροπορικό εισιτήριο για τον προορισμό που σου αρέσει.

Προσπάθησε σε κάθε πρόταση να αναφέρεσαι σε μία σκέψη.

Συμπλήρωσε τουλάχιστον μία πρόταση.

Εάν αγοράσω το αεροπορικό εισιτήριο σήμερα *

Your answer

Εάν αγοράσω το αεροπορικό εισιτήριο σήμερα

Your answer

Εάν αγοράσω το αεροπορικό εισιτήριο σήμερα

Your answer



Should I catch the deal?

Ενότητα 3

Στην ενότητα αυτή θα θέλαμε να επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Συμφωνώ Απόλυτα) πόσο συμφωνείς ή διαφωνείς με τις παρακάτω δηλώσεις.

Θα το μετανιώσω αν αγοράσω το αεροπορικό εισιτήριο σήμερα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Θα το μετανιώσω αν ΔΕΝ αγοράσω το αεροπορικό εισιτήριο σήμερα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Back **Next**

Should I catch the deal?

Ενότητα 4

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Καθόλου) έως το 7 (Πάρα Πολύ) σε τι βαθμό πιστεύεις ότι θα νιώθεις τα παρακάτω συναισθήματα.

Θα αισθάνομαι ικανοποιημένος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι χαρούμενος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι στεναχωρημένος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι ντροπιασμένος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι απογοητευμένος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Should I catch the deal?

Θα αισθάνομαι ένοχος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

1 2 3 4 5 6 7

Καθόλου ☐ ☐ ☐ ☐ ☐ ☐ ☐ Πάρα Πολύ

Θα αισθάνομαι μετανιωμένος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

1 2 3 4 5 6 7

Καθόλου ☐ ☐ ☐ ☐ ☐ ☐ ☐ Πάρα Πολύ

Back Next

Ενότητα 5

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Συμφωνώ Απόλυτα) συμφωνείς με την παρακάτω δήλωση.

Σκέφτομαι να αγοράσω το αεροπορικό εισιτήριο σήμερα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Back Next



Should I catch the deal?

Ενότητα 6

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Συμφωνώ Απόλυτα) πόσο συμφωνείς ή διαφωνείς με τις παρακάτω δηλώσεις.

Η σκέψη μου να αγοράσω το αεροπορικό εισιτήριο επηρεάζεται από την ύπαρξη έκπτωσης στο προϊόν. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα

☐
☐
☐
☐
☐
☐
☐

Συμφωνώ Απόλυτα

Η έκπτωση στο προϊόν είναι μεγάλη. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα

☐
☐
☐
☐
☐
☐
☐

Συμφωνώ Απόλυτα

Η έκπτωση στο προϊόν είναι μικρή. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα

☐
☐
☐
☐
☐
☐
☐

Συμφωνώ Απόλυτα

Η έκπτωση είναι ρεαλιστική. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα

☐
☐
☐
☐
☐
☐
☐

Συμφωνώ Απόλυτα

Back
Next



Should I catch the deal?

Ενότητα 7

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Συμφωνώ Απόλυτα) πόσο συμφωνείς ή διαφωνείς με τις παρακάτω δηλώσεις.

Το αεροπορικό εισιτήριο είναι ελκυστικό για εμένα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Το επιμορφωτικό πρόγραμμα στον τομέα των ενδιαφερόντων μου είναι ελκυστικό για εμένα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Back
Next

Ενότητα 8

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Καθόλου) έως το 7 (Πάρα Πολύ) σε τι βαθμό ισχύουν για εσένα οι παρακάτω δηλώσεις.

Η ιστορία που διάβασα ήταν ρεαλιστική. *

1 2 3 4 5 6 7

Καθόλου ☐ ☐ ☐ ☐ ☐ ☐ ☐ Πάρα Πολύ

Η ιστορία που διάβασα ήταν κουραστική. *

1 2 3 4 5 6 7

Καθόλου ☐ ☐ ☐ ☐ ☐ ☐ ☐ Πάρα Πολύ

Back
Next



Should I catch the deal?

Ενότητα 9

Στην ενότητα αυτή σε παρακαλούμε να συμπληρώσεις τα παρακάτω στοιχεία, τα οποία είναι απαραίτητα για τη στατιστική ανάλυση των δεδομένων.

Ηλικία *

- ☐ Κάτω των 18
- ☐ 18-24
- ☐ 25-31
- ☐ 32-39
- ☐ 40-46
- ☐ 47-55
- ☐ 56-62
- ☐ Άνω των 62

Φύλο *

- ☐ Γυναίκα
- ☐ Άντρας

Επάγγελμα *

- ☐ Μαθητής
- ☐ Φοιτητής
- ☐ Υπάλληλος
- ☐ Ελεύθερος Επαγγελματίας
- ☐ Συνταξιούχος
- ☐ Άνεργος



Should I catch the deal?

Εκπαίδευση *

☐ Βασική

☐ Απόφοιτος Λυκείου

☐ Επαγγελματική Εκπαίδευση

☐ Πανεπιστημιακή Εκπαίδευση

Ατομικό Μηνιαίο Εισόδημα *

☐ Λιγότερο από 700 Ευρώ

☐ 701-1000 Ευρώ

☐ 1001-1500 Ευρώ

☐ Παραπάνω από 1500 Ευρώ


Back

Submit



Should I catch the deal?

2)



Should I catch the deal...?

Το ερωτηματολόγιο που ακολουθεί εξετάζει μία σειρά από ζητήματα που αφορούν στην συμπεριφορά των ατόμων σε συνθήκες κατανάλωσης. Δημιουργήθηκε για τη διπλωματική μου εργασία στα πλαίσια του μεταπτυχιακού προγράμματος "International Marketing & Communication" του Οικονομικού Πανεπιστημίου Αθηνών.

Οι απαντήσεις σου είναι εντελώς ανώνυμες και δεν χρειάζεται να συμπληρώσεις πουθενά το όνομα σου. Δεν υπάρχουν σωστές και λάθος απαντήσεις - αυτό που μας ενδιαφέρει είναι οι πραγματικές σου σκέψεις και συναισθήματα.

Αν χρειαστείς περισσότερες πληροφορίες ή θέλεις να μάθεις τα αποτελέσματα της έρευνας μπορείς να στείλεις e-mail στην διεύθυνση ale_giannac@hotmail.com

Με εκτίμηση,

Αλεξάνδρα Γιαννακοπούλου

Σε ευχαριστούμε πολύ για την συμμετοχή σου!

Ενότητα 1

Φαντάσου ότι...

Είναι Black Friday, έχει εκπτώσεις στα καταστήματα και εσύ βρίσκεσαι σε ένα μεγάλο εμπορικό κέντρο. Κάνοντας βόλτα βρίσκεσαι έξω από ένα ταξιδιωτικό γραφείο. Εκεί εντοπίζεις αεροπορικά εισιτήρια για έναν προορισμό που σου αρέσει.

Σκεφτόσουν να κάνεις ένα ταξίδι σε αυτόν τον προορισμό αλλά είχες αναβάλει την πραγματοποίησή του, καθώς είχες ως προτεραιότητα να συγκεντρώσεις χρήματα για να πραγματοποιήσεις ένα επιμορφωτικό πρόγραμμα στον τομέα των ενδιαφερόντων σου.

Ενώ κοιτάς τα αεροπορικά εισιτήρια για τον προορισμό που σου αρέσει, σε πλησιάζει ένας υπάλληλος του γραφείου και σου λέει πως μόνο για σήμερα τα εισιτήρια βρίσκονται στην μισή τιμή...

Should I catch the deal?

Ενότητα 2

Στην ενότητα αυτή θα θέλαμε να περιγράψεις τις σκέψεις που κάνεις πριν αποφασίσεις αν θα αγοράσεις σήμερα το αεροπορικό εισιτήριο για τον προορισμό που σου αρέσει.

Προσπάθησε σε κάθε πρόταση να αναφέρεσαι σε μία σκέψη.

Συμπλήρωσε τουλάχιστον μία πρόταση.

Εάν αγοράσω το αεροπορικό εισιτήριο σήμερα *

Your answer

Εάν αγοράσω το αεροπορικό εισιτήριο σήμερα

Your answer

Εάν αγοράσω το αεροπορικό εισιτήριο σήμερα

Your answer

Ενότητα 3

Στην ενότητα αυτή θα θέλαμε να επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Συμφωνώ Απόλυτα) πόσο συμφωνείς ή διαφωνείς με τις παρακάτω δηλώσεις.

Θα το μετανιώσω αν αγοράσω το αεροπορικό εισιτήριο σήμερα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα

☐
☐
☐
☐
☐
☐
☐
☐

Συμφωνώ Απόλυτα

Θα το μετανιώσω αν ΔΕΝ αγοράσω το αεροπορικό εισιτήριο σήμερα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα

☐
☐
☐
☐
☐
☐
☐
☐

Συμφωνώ Απόλυτα

Back

Next



Should I catch the deal?

Ενότητα 4

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Καθόλου) έως το 7 (Πάρα Πολύ) σε τι βαθμό πιστεύεις ότι θα νιώθεις τα παρακάτω συναισθήματα.

Θα αισθάνομαι ικανοποιημένος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι χαρούμενος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι στεναχωρημένος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι ντροπιασμένος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι απογοητευμένος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Should I catch the deal?

Θα αισθάνομαι ένοχος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

1 2 3 4 5 6 7

Καθόλου ☐ ☐ ☐ ☐ ☐ ☐ ☐ Πάρα Πολύ

Θα αισθάνομαι μετανιωμένος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

1 2 3 4 5 6 7

Καθόλου ☐ ☐ ☐ ☐ ☐ ☐ ☐ Πάρα Πολύ

Back Next

Ενότητα 5

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Συμφωνώ Απόλυτα) συμφωνείς με την παρακάτω δήλωση.

Σκέφτομαι να αγοράσω το αεροπορικό εισιτήριο σήμερα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Back Next



Should I catch the deal?

Ενότητα 6

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Συμφωνώ Απόλυτα) πόσο συμφωνείς ή διαφωνείς με τις παρακάτω δηλώσεις.

Η σκέψη μου να αγοράσω το αεροπορικό εισιτήριο επηρεάζεται από την ύπαρξη έκπτωσης στο προϊόν. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα

☐ ☐ ☐ ☐ ☐ ☐ ☐

Συμφωνώ Απόλυτα

Η έκπτωση στο προϊόν είναι μεγάλη. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα

☐ ☐ ☐ ☐ ☐ ☐ ☐

Συμφωνώ Απόλυτα

Η έκπτωση στο προϊόν είναι μικρή. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα

☐ ☐ ☐ ☐ ☐ ☐ ☐

Συμφωνώ Απόλυτα

Η έκπτωση είναι ρεαλιστική. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα

☐ ☐ ☐ ☐ ☐ ☐ ☐

Συμφωνώ Απόλυτα

Back
Next

Should I catch the deal?

Ενότητα 7

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Συμφωνώ Απόλυτα) πόσο συμφωνείς ή διαφωνείς με τις παρακάτω δηλώσεις.

Το αεροπορικό εισιτήριο είναι ελκυστικό για εμένα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Η ανακαίνιση κάποιου χώρου του σπιτιού μου είναι ελκυστική για εμένα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Back
Next

Ενότητα 8

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Καθόλου) έως το 7 (Πάρα Πολύ) σε τι βαθμό ισχύουν για εσένα οι παρακάτω δηλώσεις.

Η ιστορία που διάβασα ήταν ρεαλιστική. *

1 2 3 4 5 6 7

Καθόλου ☐ ☐ ☐ ☐ ☐ ☐ ☐ Πάρα Πολύ

Η ιστορία που διάβασα ήταν κουραστική. *

1 2 3 4 5 6 7

Καθόλου ☐ ☐ ☐ ☐ ☐ ☐ ☐ Πάρα Πολύ

Back
Next



Should I catch the deal?

Ενότητα 9

Στην ενότητα αυτή σε παρακαλούμε να συμπληρώσεις τα παρακάτω στοιχεία, τα οποία είναι απαραίτητα για τη στατιστική ανάλυση των δεδομένων.

Ηλικία *

- ☐ Κάτω των 18
- ☐ 18-24
- ☐ 25-31
- ☐ 32-39
- ☐ 40-46
- ☐ 47-55
- ☐ 56-62
- ☐ Άνω των 62

Φύλο *

- ☐ Γυναίκα
- ☐ Άντρας

Επάγγελμα *

- ☐ Μαθητής
- ☐ Φοιτητής
- ☐ Υπάλληλος
- ☐ Ελεύθερος Επαγγελματίας
- ☐ Συνταξιούχος
- ☐ Άνεργος



Should I catch the deal?

Εκπαίδευση *

☐ Βασική

☐ Απόφοιτος Λυκείου

☐ Επαγγελματική Εκπαίδευση

☐ Πανεπιστημιακή Εκπαίδευση

Ατομικό Μηνιαίο Εισόδημα *

☐ Λιγότερο από 700 Ευρώ

☐ 701-1000 Ευρώ

☐ 1001-1500 Ευρώ

☐ Παραπάνω από 1500 Ευρώ


Back

Submit



Should I catch the deal?

3)



Should I catch the deal...?

Το ερωτηματολόγιο που ακολουθεί εξετάζει μία σειρά από ζητήματα που αφορούν στην συμπεριφορά των ατόμων σε συνθήκες κατανάλωσης. Δημιουργήθηκε για τη διπλωματική μου εργασία στα πλαίσια του μεταπτυχιακού προγράμματος "International Marketing & Communication" του Οικονομικού Πανεπιστημίου Αθηνών.

Οι απαντήσεις σου είναι εντελώς ανώνυμες και δεν χρειάζεται να συμπληρώσεις πουθενά το όνομα σου. Δεν υπάρχουν σωστές και λάθος απαντήσεις - αυτό που μας ενδιαφέρει είναι οι πραγματικές σου σκέψεις και συναισθήματα.

Αν χρειαστείς περισσότερες πληροφορίες ή θέλεις να μάθεις τα αποτελέσματα της έρευνας μπορείς να στείλεις e-mail στην διεύθυνση ale_giannac@hotmail.com

Με εκτίμηση,

Αλεξάνδρα Γιαννακοπούλου

Σε ευχαριστούμε πολύ για την συμμετοχή σου!

Ενότητα 1

Φαντάσου ότι...

Είναι Black Friday, έχει εκπτώσεις στα καταστήματα και εσύ βρίσκεσαι σε ένα μεγάλο εμπορικό κέντρο. Κάνοντας βόλτα βρίσκεσαι έξω από ένα κατάστημα ηλεκτρονικών ειδών. Εκεί εντοπίζεις ένα Smartphone που σου αρέσει.

Σκεφτόσουν να αγοράσεις ένα καινούργιο Smartphone αλλά είχες αναβάλει την αγορά του, καθώς είχες ως προτεραιότητα να συγκεντρώσεις χρήματα για να πραγματοποιήσεις ένα επιμορφωτικό πρόγραμμα στον τομέα των ενδιαφερόντων σου.

Ενώ κοιτάς το Smartphone που σου αρέσει, σε πλησιάζει ένας υπάλληλος του καταστήματος και σου λέει πως μόνο για σήμερα τα Smartphone βρίσκονται στην μισή τιμή...

*Smartphone: Κινητό τηλέφωνο με λειτουργίες υπολογιστή (internet, εφαρμογές, κ.λ.π.) κι όχι μόνο τις επικοινωνιακές δυνατότητες που προσφέρει ένα συμβατικό κινητό τηλέφωνο.

[Back](#) [Next](#)

Ενότητα 2

Στην ενότητα αυτή θα θέλαμε να περιγράψεις τις σκέψεις που κάνεις πριν αποφασίσεις αν θα αγοράσεις σήμερα το Smartphone που σου αρέσει.

Προσπάθησε σε κάθε πρόταση να αναφέρεις σε μία σκέψη.

Συμπλήρωσε τουλάχιστον μία πρόταση.

Εάν αγοράσω το Smartphone σήμερα *

Your answer

Εάν αγοράσω το Smartphone σήμερα

Your answer

Εάν αγοράσω το Smartphone σήμερα

Your answer

Should I catch the deal?

Ενότητα 3

Στην ενότητα αυτή θα θέλαμε να επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Συμφωνώ Απόλυτα) πόσο συμφωνείς ή διαφωνείς με τις παρακάτω δηλώσεις.

Θα το μετανιώσω αν αγοράσω το Smartphone σήμερα. *

1 2 3 4 5 6 7
Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Θα το μετανιώσω αν ΔΕΝ αγοράσω το Smartphone σήμερα. *

1 2 3 4 5 6 7
Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Back

Next

Should I catch the deal?

Ενότητα 4

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Καθόλου) έως το 7 (Πάρα Πολύ) σε τι βαθμό πιστεύεις ότι θα νιώθεις τα παρακάτω συναισθήματα.

Θα αισθάνομαι ικανοποιημένος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι χαρούμενος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ



Should I catch the deal?

Θα αισθάνομαι στεναχωρημένος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι ντροπιασμένος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι απογοητευμένος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ



Should I catch the deal?

Θα αισθάνομαι ένοχος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

1 2 3 4 5 6 7

Καθόλου ☐ ☐ ☐ ☐ ☐ ☐ ☐ Πάρα Πολύ

Θα αισθάνομαι μετανιωμένος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

1 2 3 4 5 6 7

Καθόλου ☐ ☐ ☐ ☐ ☐ ☐ ☐ Πάρα Πολύ

Back Next

Ενότητα 5

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Πολύ Απίθανο) έως το 7 (Πολύ Πιθανόν) πόσο πιθανό είναι να ισχύει η παρακάτω δήλωση για εσένα.

Σκέφτομαι να αγοράσω το Smartphone σήμερα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Back Next

Ενότητα 6

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Συμφωνώ Απόλυτα) πόσο συμφωνείς ή διαφωνείς με τις παρακάτω δηλώσεις.

Η σκέψη μου να αγοράσω το Smartphone επηρεάζεται από την ύπαρξη έκπτωσης στο προϊόν. *

	1	2	3	4	5	6	7	
Διαφωνώ Απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ Απόλυτα

Η έκπτωση στο προϊόν είναι μεγάλη. *

	1	2	3	4	5	6	7	
Διαφωνώ Απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ Απόλυτα

Η έκπτωση στο προϊόν είναι μικρή. *

	1	2	3	4	5	6	7	
Διαφωνώ Απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ Απόλυτα

Η έκπτωση είναι ρεαλιστική. *

	1	2	3	4	5	6	7	
Διαφωνώ Απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ Απόλυτα

[Back](#)
[Next](#)

Should I catch the deal?

Ενότητα 7

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Συμφωνώ Απόλυτα) πόσο συμφωνείς ή διαφωνείς με τις παρακάτω δηλώσεις.

To Smartphone είναι ελκυστικό για εμένα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

To επιμορφωτικό πρόγραμμα στον τομέα των ενδιαφερόντων μου είναι ελκυστικό για εμένα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Back
Next

Ενότητα 8

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Καθόλου) έως το 7 (Πάρα Πολύ) σε τι βαθμό ισχύουν για εσένα οι παρακάτω δηλώσεις.

Το σενάριο που διάβασα ήταν ρεαλιστικό. *

1 2 3 4 5 6 7

Καθόλου ☐ ☐ ☐ ☐ ☐ ☐ ☐ Πάρα Πολύ

Το σενάριο που διάβασα ήταν κουραστικό. *

1 2 3 4 5 6 7

Καθόλου ☐ ☐ ☐ ☐ ☐ ☐ ☐ Πάρα Πολύ

Back
Next



Should I catch the deal?

Ενότητα 9

Στην ενότητα αυτή σε παρακαλούμε να συμπληρώσεις τα παρακάτω στοιχεία, τα οποία είναι απαραίτητα για τη στατιστική ανάλυση των δεδομένων.

Ηλικία *

- ☐ Κάτω των 18
- ☐ 18-24
- ☐ 25-31
- ☐ 32-39
- ☐ 40-46
- ☐ 47-55
- ☐ 56-62
- ☐ Άνω των 62

Φύλο *

- ☐ Γυναίκα
- ☐ Άντρας

Επάγγελμα *

- ☐ Μαθητής
- ☐ Φοιτητής
- ☐ Υπάλληλος
- ☐ Ελεύθερος Επαγγελματίας
- ☐ Συνταξιούχος
- ☐ Άνεργος



Should I catch the deal?

Εκπαίδευση *

☐ Βασική

☐ Απόφοιτος Λυκείου

☐ Επαγγελματική Εκπαίδευση

☐ Πανεπιστημιακή Εκπαίδευση

Ατομικό Μηνιαίο Εισόδημα *

☐ Λιγότερο από 700 Ευρώ

☐ 701-1000 Ευρώ

☐ 1001-1500 Ευρώ

☐ Παραπάνω από 1500 Ευρώ


Back

Submit



Should I catch the deal?

4)



Should I catch the deal...?

Το ερωτηματολόγιο που ακολουθεί εξετάζει μία σειρά από ζητήματα που αφορούν στην συμπεριφορά των ατόμων σε συνθήκες κατανάλωσης. Δημιουργήθηκε για τη διπλωματική μου εργασία στα πλαίσια του μεταπτυχιακού προγράμματος "International Marketing & Communication" του Οικονομικού Πανεπιστημίου Αθηνών.

Οι απαντήσεις σου είναι εντελώς ανώνυμες και δεν χρειάζεται να συμπληρώσεις πουθενά το όνομα σου. Δεν υπάρχουν σωστές και λάθος απαντήσεις - αυτό που μας ενδιαφέρει είναι οι πραγματικές σου σκέψεις και συναισθήματα.

Αν χρειαστείς περισσότερες πληροφορίες ή θέλεις να μάθεις τα αποτελέσματα της έρευνας μπορείς να στείλεις e-mail στην διεύθυνση ale_giannac@hotmail.com

Με εκτίμηση,

Αλεξάνδρα Γιαννακοπούλου

Σε ευχαριστούμε πολύ για την συμμετοχή σου!

Ενότητα 1

Φαντάσου ότι...

Είναι Black Friday, έχει εκπτώσεις στα καταστήματα και εσύ βρίσκεσαι σε ένα μεγάλο εμπορικό κέντρο. Κάνοντας βόλτα βρίσκεις έξω από ένα κατάστημα ηλεκτρονικών ειδών. Εκεί εντοπίζεις ένα Smartphone που σου αρέσει.

Σκεφτόσουν να αγοράσεις ένα καινούργιο Smartphone αλλά είχες αναβάλει την αγορά του, καθώς είχες ως προτεραιότητα να συγκεντρώσεις χρήματα για να ανακαινίσεις έναν χώρο του σπιτιού σου.

Ενώ κοιτάς το Smartphone που σου αρέσει, σε πλησιάζει ένας υπάλληλος του καταστήματος και σου λέει πως μόνο για σήμερα τα Smartphone βρίσκονται στην μισή τιμή...

*Smartphone: Κινητό τηλέφωνο με λειτουργίες υπολογιστή (internet, εφαρμογές, κ.λ.π.) κι όχι μόνο τις επικοινωνιακές δυνατότητες που προσφέρει ένα συμβατικό κινητό τηλέφωνο.

Back Next

Ενότητα 2

Στην ενότητα αυτή θα θέλαμε να περιγράψεις τις σκέψεις που κάνεις πριν αποφασίσεις αν θα αγοράσεις σήμερα το Smartphone που σου αρέσει.

Προσπάθησε σε κάθε πρόταση να αναφέρεις σε μία σκέψη.

Συμπλήρωσε τουλάχιστον μία πρόταση.

Εάν αγοράσω το Smartphone σήμερα *

Your answer

Εάν αγοράσω το Smartphone σήμερα

Your answer

Εάν αγοράσω το Smartphone σήμερα

Your answer

Should I catch the deal?

Ενότητα 3

Στην ενότητα αυτή θα θέλαμε να επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Συμφωνώ Απόλυτα) πόσο συμφωνείς ή διαφωνείς με τις παρακάτω δηλώσεις.

Θα το μετανιώσω αν αγοράσω το Smartphone σήμερα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Θα το μετανιώσω αν ΔΕΝ αγοράσω το Smartphone σήμερα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Back **Next**



Should I catch the deal?

Ενότητα 4

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Καθόλου) έως το 7 (Πάρα Πολύ) σε τι βαθμό πιστεύεις ότι θα νιώθεις τα παρακάτω συναισθήματα.

Θα αισθάνομαι ικανοποιημένος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι χαρούμενος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ



Should I catch the deal?

Θα αισθάνομαι στεναχωρημένος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι ντροπισμένος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι απογοητευμένος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι ένοχος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι μετανιωμένος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Back

Next



Should I catch the deal?

Η έκπτωση στο προϊόν είναι μικρή. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Η έκπτωση είναι ρεαλιστική. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Back

Next

Ενότητα 5

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Πολύ Απίθανο) έως το 7 (Πολύ Πιθανόν) πόσο πιθανό είναι να ισχύει η παρακάτω δήλωση για εσένα.

Σκέφτομαι να αγοράσω το Smartphone σήμερα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Back

Next



Ενότητα 6

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Συμφωνώ Απόλυτα) πόσο συμφωνείς ή διαφωνείς με τις παρακάτω δηλώσεις.

Η σκέψη μου να αγοράσω το Smartphone επηρεάζεται από την ύπαρξη έκπτωσης στο προϊόν. *

	1	2	3	4	5	6	7	
Διαφωνώ Απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ Απόλυτα

Η έκπτωση στο προϊόν είναι μεγάλη. *

	1	2	3	4	5	6	7	
Διαφωνώ Απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ Απόλυτα

Should I catch the deal?

Η έκπτωση στο προϊόν είναι μικρή. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Η έκπτωση είναι ρεαλιστική. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Back

Next

Ενότητα 7

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Διαφωνώ Απόλυτα) πόσο συμφωνείς ή διαφωνείς με τις παρακάτω δηλώσεις.

Το Smartphone είναι ελκυστικό για μένα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Η ανακαίνιση κάποιου χώρου του σπιτιού μου είναι ελκυστική για μένα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Back

Next



Should I catch the deal?

Ενότητα 8

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Καθόλου) έως το 7 (Πάρα Πολύ) σε τι βαθμό ισχύουν για εσένα οι παρακάτω δηλώσεις.

Το σενάριο που διάβασα ήταν ρεαλιστικό. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Το σενάριο που διάβασα ήταν κουραστικό. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Back
Next

Ενότητα 9

Στην ενότητα αυτή σε παρακαλούμε να συμπληρώσεις τα παρακάτω στοιχεία, τα οποία είναι απαραίτητα για τη στατιστική ανάλυση των δεδομένων.

Ηλικία *

- ☐ Κάτω των 18
- ☐ 18-24
- ☐ 25-31
- ☐ 32-39
- ☐ 40-46
- ☐ 47-55
- ☐ 56-62
- ☐ Άνω των 62



Should I catch the deal?

Φύλο *

- ☐ Γυναίκα
- ☐ Άντρας

Επάγγελμα *

- ☐ Μαθητής
- ☐ Φοιτητής
- ☐ Υπάλληλος
- ☐ Ελεύθερος Επαγγελματίας
- ☐ Συνταξιούχος
- ☐ Άνεργος

Εκπαίδευση *

- ☐ Βασική
- ☐ Απόφοιτος Λυκείου
- ☐ Επαγγελματική Εκπαίδευση
- ☐ Πανεπιστημιακή Εκπαίδευση

Ατομικό Μηνιαίο Εισόδημα *

- ☐ Λιγότερο από 700 Ευρώ
- ☐ 701-1000 Ευρώ
- ☐ 1001-1500 Ευρώ
- ☐ Παραπάνω από 1500 Ευρώ

Back

Submit



Should I catch the deal?

No discount conditions

5)

Ερωτηματολόγιο Αγοραστικού Σεναρίου

Το ερωτηματολόγιο που ακολουθεί εξετάζει μία σειρά από ζητήματα που αφορούν στην συμπεριφορά των ατόμων σε συνθήκες κατανάλωσης. Δημιουργήθηκε για τη διπλωματική μου εργασία στα πλαίσια του μεταπτυχιακού προγράμματος "International Marketing & Communication" του Οικονομικού Πανεπιστημίου Αθηνών.

Οι απαντήσεις σου είναι εντελώς ανώνυμες και δεν χρειάζεται να συμπληρώσεις πουθενά το όνομα σου. Δεν υπάρχουν σωστές και λάθος απαντήσεις - αυτό που μας ενδιαφέρει είναι οι πραγματικές σου σκέψεις και συναισθήματα.

Αν χρειαστείς περισσότερες πληροφορίες ή θέλεις να μάθεις τα αποτελέσματα της έρευνας μπορείς να στείλεις e-mail στην διεύθυνση ale_giannac@hotmail.com

Με εκτίμηση,

Αλεξάνδρα Γιαννακοπούλου

Σε ευχαριστούμε πολύ για την συμμετοχή σου!

Next

Ενότητα 1

Φαντάσου ότι...

Είναι Black Friday, έχει εκπτώσεις στα καταστήματα και εσύ βρίσκεσαι σε ένα μεγάλο εμπορικό κέντρο. Κάνοντας βόλτα βρίσκεσαι έξω από ένα ταξιδιωτικό γραφείο. Εκεί εντοπίζεις αεροπορικά εισιτήρια για έναν προορισμό που σου αρέσει.

Σκεφτόσουν να κάνεις ένα ταξίδι σε αυτόν τον προορισμό αλλά είχες αναβάλει την πραγματοποίησή του, καθώς είχες ως προτεραιότητα να συγκεντρώσεις χρήματα για να πραγματοποιήσεις ένα επιμορφωτικό πρόγραμμα στον τομέα των ενδιαφερόντων σου.

Ενώ κοιτάς τα αεροπορικά εισιτήρια για τον προορισμό που σου αρέσει, σε πλησιάζει ένας υπάλληλος του γραφείου...

Back Next

*Should I catch the deal?***Ενότητα 2**

Στην ενότητα αυτή θα θέλαμε να περιγράψεις τις σκέψεις που κάνεις πριν αποφασίσεις αν θα αγοράσεις σήμερα το αεροπορικό εισιτήριο για τον προορισμό που σου αρέσει.

Προσπάθησε σε κάθε πρόταση να αναφέρεις σε μία σκέψη.

Συμπλήρωσε τουλάχιστον μία πρόταση.

Εάν αγοράσω το αεροπορικό εισιτήριο σήμερα *

Your answer

Εάν αγοράσω το αεροπορικό εισιτήριο σήμερα

Your answer

Εάν αγοράσω το αεροπορικό εισιτήριο σήμερα

Your answer



Should I catch the deal?

Ενότητα 3

Στην ενότητα αυτή θα θέλαμε να επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Συμφωνώ Απόλυτα) πόσο συμφωνείς ή διαφωνείς με τις παρακάτω δηλώσεις.

Θα το μετανιώσω αν αγοράσω το αεροπορικό εισιτήριο σήμερα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Θα το μετανιώσω αν ΔΕΝ αγοράσω το αεροπορικό εισιτήριο σήμερα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Back
Next

Ενότητα 4

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Καθόλου) έως το 7 (Πάρα Πολύ) σε τι βαθμό πιστεύεις ότι θα νιώθεις τα παρακάτω συναισθήματα.

Θα αισθάνομαι ικανοποιημένος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

1 2 3 4 5 6 7

Καθόλου ☐ ☐ ☐ ☐ ☐ ☐ ☐ Πάρα Πολύ

Θα αισθάνομαι χαρούμενος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

1 2 3 4 5 6 7

Καθόλου ☐ ☐ ☐ ☐ ☐ ☐ ☐ Πάρα Πολύ



Should I catch the deal?

Θα αισθάνομαι στεναχωρημένος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

1 2 3 4 5 6 7

Καθόλου ☐ ☐ ☐ ☐ ☐ ☐ ☐ Πάρα Πολύ

Θα αισθάνομαι ντροπισμένος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

1 2 3 4 5 6 7

Καθόλου ☐ ☐ ☐ ☐ ☐ ☐ ☐ Πάρα Πολύ

Θα αισθάνομαι απογοητευμένος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

1 2 3 4 5 6 7

Καθόλου ☐ ☐ ☐ ☐ ☐ ☐ ☐ Πάρα Πολύ

Θα αισθάνομαι ένοχος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

1 2 3 4 5 6 7

Καθόλου ☐ ☐ ☐ ☐ ☐ ☐ ☐ Πάρα Πολύ

Θα αισθάνομαι μετανιωμένος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

1 2 3 4 5 6 7

Καθόλου ☐ ☐ ☐ ☐ ☐ ☐ ☐ Πάρα Πολύ

Back

Next



Should I catch the deal?

Ενότητα 5

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Συμφωνώ Απόλυτα) συμφωνείς με την παρακάτω δήλωση.

Σκέφτομαι να αγοράσω το αεροπορικό εισιτήριο σήμερα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Back
Next

Ενότητα 6

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Συμφωνώ Απόλυτα) πόσο συμφωνείς ή διαφωνείς με την παρακάτω δήλωση.

Η σκέψη μου να αγοράσω το αεροπορικό εισιτήριο, θα επηρεαζόταν από την ύπαρξη έκπτωσης στο προϊόν. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Back
Next



Should I catch the deal?

Ενότητα 7

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Συμφωνώ Απόλυτα) πόσο συμφωνείς ή διαφωνείς με τις παρακάτω δηλώσεις.

Το αεροπορικό εισιτήριο είναι ελκυστικό για εμένα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Η ανακαίνιση κάποιου χώρου του σπιτιού μου είναι ελκυστική για εμένα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Back **Next**

Should I catch the deal?

Ενότητα 8

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Καθόλου) έως το 7 (Πάρα Πολύ) σε τι βαθμό ισχύουν για εσένα οι παρακάτω δηλώσεις.

Το σενάριο που διάβασα ήταν ρεαλιστικό. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Το σενάριο που διάβασα ήταν κουραστικό. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Back
Next

Ενότητα 9

Στην ενότητα αυτή σε παρακαλούμε να συμπληρώσεις τα παρακάτω στοιχεία, τα οποία είναι απαραίτητα για τη στατιστική ανάλυση των δεδομένων.

Ηλικία *

- ☐ Κάτω των 18
- ☐ 18-24
- ☐ 25-31
- ☐ 32-39
- ☐ 40-46
- ☐ 47-55
- ☐ 56-62
- ☐ Άνω των 62



Should I catch the deal?

Φύλο *

- ☐ Γυναίκα
☐ Άντρας

Επάγγελμα *

- ☐ Μαθητής
☐ Φοιτητής
☐ Υπάλληλος
☐ Ελεύθερος Επαγγελματίας
☐ Συνταξιούχος
☐ Άνεργος

Εκπαίδευση *

- ☐ Βασική
☐ Απόφοιτος Λυκείου
☐ Επαγγελματική Εκπαίδευση
☐ Πανεπιστημιακή Εκπαίδευση

Ατομικό Μηνιαίο Εισόδημα *

- ☐ Λιγότερο από 700 Ευρώ
☐ 701-1000 Ευρώ
☐ 1001-1500 Ευρώ
☐ Παραπάνω από 1500 Ευρώ

Back

Submit



Should I catch the deal?

6)

Ερωτηματολόγιο Αγοραστικού Σεναρίου

Το ερωτηματολόγιο που ακολουθεί εξετάζει μία σειρά από ζητήματα που αφορούν στην συμπεριφορά των ατόμων σε συνθήκες κατανάλωσης. Δημιουργήθηκε για τη διπλωματική μου εργασία στα πλαίσια του μεταπτυχιακού προγράμματος "International Marketing & Communication" του Οικονομικού Πανεπιστημίου Αθηνών.

Οι απαντήσεις σου είναι εντελώς ανώνυμες και δεν χρειάζεται να συμπληρώσεις πουθενά το όνομα σου. Δεν υπάρχουν σωστές και λάθος απαντήσεις - αυτό που μας ενδιαφέρει είναι οι πραγματικές σου σκέψεις και συναισθήματα.

Αν χρειαστείς περισσότερες πληροφορίες ή θέλεις να μάθεις τα αποτελέσματα της έρευνας μπορείς να στείλεις e-mail στην διεύθυνση ale_giannac@hotmail.com

Με εκτίμηση,

Αλεξάνδρα Γιαννακοπούλου

Σε ευχαριστούμε πολύ για την συμμετοχή σου!

Next

Ενότητα 1

Φαντάσου ότι...

Είναι Black Friday, έχει εκπτώσεις στα καταστήματα και εσύ βρίσκεσαι σε ένα μεγάλο εμπορικό κέντρο. Κάνοντας βόλτα βρίσκεσαι έξω από ένα ταξιδιωτικό γραφείο. Εκεί εντοπίζεις αεροπορικά εισιτήρια για έναν προορισμό που σου αρέσει.

Σκεφτόσουν να κάνεις ένα ταξίδι σε αυτόν τον προορισμό αλλά είχες αναβάλει την πραγματοποίηση του, καθώς είχες ως προτεραιότητα να συγκεντρώσεις χρήματα για να ανακαινίσεις έναν χώρο του σπιτιού σου.

Ενώ κοιτάς τα αεροπορικά εισιτήρια για τον προορισμό που σου αρέσει, σε πλησιάζει ένας υπάλληλος του γραφείου...

Back

Next



Should I catch the deal?

Ενότητα 2

Στην ενότητα αυτή θα θέλαμε να περιγράψεις τις σκέψεις που κάνεις πριν αποφασίσεις αν θα αγοράσεις σήμερα το αεροπορικό εισιτήριο για τον προορισμό που σου αρέσει.

Προσπάθησε σε κάθε πρόταση να αναφέρεσαι σε μία σκέψη.

Συμπλήρωσε τουλάχιστον μία πρόταση.

Εάν αγοράσω το αεροπορικό εισιτήριο σήμερα *

Your answer

Εάν αγοράσω το αεροπορικό εισιτήριο σήμερα

Your answer

Εάν αγοράσω το αεροπορικό εισιτήριο σήμερα

Your answer

Θα αισθάνομαι ένοχος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

Καθόλου 1 2 3 4 5 6 7 Πάρα Πολύ

Θα αισθάνομαι μετανιωμένος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

Καθόλου 1 2 3 4 5 6 7 Πάρα Πολύ

Back

Next



Should I catch the deal?

Ενότητα 3

Στην ενότητα αυτή θα θέλαμε να επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Συμφωνώ Απόλυτα) πόσο συμφωνείς ή διαφωνείς με τις παρακάτω δηλώσεις.

Θα το μετανιώσω αν αγοράσω το αεροπορικό εισιτήριο σήμερα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Θα το μετανιώσω αν ΔΕΝ αγοράσω το αεροπορικό εισιτήριο σήμερα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Back
Next

Ενότητα 4

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Καθόλου) έως το 7 (Πάρα Πολύ) σε τι βαθμό πιστεύεις ότι θα νιώθεις τα παρακάτω συναισθήματα.

Θα αισθάνομαι ικανοποιημένος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

1 2 3 4 5 6 7

Καθόλου ☐ ☐ ☐ ☐ ☐ ☐ ☐ Πάρα Πολύ

Θα αισθάνομαι χαρούμενος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

1 2 3 4 5 6 7

Καθόλου ☐ ☐ ☐ ☐ ☐ ☐ ☐ Πάρα Πολύ



Should I catch the deal?

Θα αισθάνομαι στεναχωρημένος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι ντροπισμένος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι απογοητευμένος/η μελλοντικά εάν αγοράσω σήμερα το αεροπορικό εισιτήριο. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Ενότητα 5

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Συμφωνώ Απόλυτα) συμφωνείς με την παρακάτω δήλωση.

Σκέφτομαι να αγοράσω το αεροπορικό εισιτήριο σήμερα. *

	1	2	3	4	5	6	7	
Διαφωνώ Απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ Απόλυτα

Back

Next



Should I catch the deal?

Ενότητα 7

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Συμφωνώ Απόλυτα) πόσο συμφωνείς ή διαφωνείς με τις παρακάτω δηλώσεις.

Το αεροπορικό εισιτήριο είναι ελκυστικό για εμένα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Η ανακαίνιση κάποιου χώρου του σπιτιού μου είναι ελκυστική για εμένα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Back
Next

Ενότητα 6

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Συμφωνώ Απόλυτα) πόσο συμφωνείς ή διαφωνείς με την παρακάτω δήλωση.

Η σκέψη μου να αγοράσω το αεροπορικό εισιτήριο, θα επηρεαζόταν από την ύπαρξη έκπτωσης στο προϊόν. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Back
Next



Should I catch the deal?

Ενότητα 8

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Καθόλου) έως το 7 (Πάρα Πολύ) σε τι βαθμό ισχύουν για εσένα οι παρακάτω δηλώσεις.

Το σενάριο που διάβασα ήταν ρεαλιστικό. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Το σενάριο που διάβασα ήταν κουραστικό. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Back
Next

Ενότητα 9

Στην ενότητα αυτή σε παρακαλούμε να συμπληρώσεις τα παρακάτω στοιχεία, τα οποία είναι απαραίτητα για τη στατιστική ανάλυση των δεδομένων.

Ηλικία *

- ☐ Κάτω των 18
- ☐ 18-24
- ☐ 25-31
- ☐ 32-39
- ☐ 40-46
- ☐ 47-55
- ☐ 56-62
- ☐ Άνω των 62



Should I catch the deal?

Φύλο *

- ☐ Γυναίκα
- ☐ Άντρας

Επάγγελμα *

- ☐ Μαθητής
- ☐ Φοιτητής
- ☐ Υπάλληλος
- ☐ Ελεύθερος Επαγγελματίας
- ☐ Συνταξιούχος
- ☐ Άνεργος

Εκπαίδευση *

- ☐ Βασική
- ☐ Απόφοιτος Λυκείου
- ☐ Επαγγελματική Εκπαίδευση
- ☐ Πανεπιστημιακή Εκπαίδευση

Ατομικό Μηνιαίο Εισόδημα *

- ☐ Λιγότερο από 700 Ευρώ
- ☐ 701-1000 Ευρώ
- ☐ 1001-1500 Ευρώ
- ☐ Παραπάνω από 1500 Ευρώ

Back

Submit



Should I catch the deal?

7)

Ερωτηματολόγιο Αγοραστικού Σεναρίου

Το ερωτηματολόγιο που ακολουθεί εξετάζει μία σειρά από ζητήματα που αφορούν στην συμπεριφορά των ατόμων σε συνθήκες κατανάλωσης. Δημιουργήθηκε για τη διπλωματική μου εργασία στα πλαίσια του μεταπτυχιακού προγράμματος "International Marketing & Communication" του Οικονομικού Πανεπιστημίου Αθηνών.

Οι απαντήσεις σου είναι εντελώς ανώνυμες και δεν χρειάζεται να συμπληρώσεις πουθενά το όνομα σου. Δεν υπάρχουν σωστές και λάθος απαντήσεις - αυτό που μας ενδιαφέρει είναι οι πραγματικές σου σκέψεις και συναισθήματα.

Αν χρειαστείς περισσότερες πληροφορίες ή θέλεις να μάθεις τα αποτελέσματα της έρευνας μπορείς να στείλεις e-mail στην διεύθυνση ale_giannac@hotmail.com

Με εκτίμηση,

Αλεξάνδρα Γιαννακοπούλου

Σε ευχαριστούμε πολύ για την συμμετοχή σου!

Next

Ενότητα 1

Φαντάσου ότι...

Είναι Black Friday, έχει εκπτώσεις στα καταστήματα και εσύ βρίσκεσαι σε ένα μεγάλο εμπορικό κέντρο. Κάνοντας βόλτα βρίσκεσαι έξω από ένα κατάστημα ηλεκτρονικών ειδών. Εκεί εντοπίζεις ένα Smartphone που σου αρέσει.

Σκεφτόσουν να αγοράσεις ένα καινούργιο Smartphone αλλά είχες αναβάλει την αγορά του, καθώς είχες ως προτεραιότητα να συγκεντρώσεις χρήματα για να πραγματοποιήσεις ένα επιμορφωτικό πρόγραμμα στον τομέα των ενδιαφερόντων σου.

Ενώ κοιτάς το Smartphone που σου αρέσει, σε πλησιάζει ένας υπάλληλος του καταστήματος...

*Smartphone: Κινητό τηλέφωνο με λειτουργίες υπολογιστή (internet, εφαρμογές, κ.λ.π.) κι όχι μόνο τις επικοινωνιακές δυνατότητες που προσφέρει ένα συμβατικό κινητό τηλέφωνο.

Back

Next



Ενότητα 2

Στην ενότητα αυτή θα θέλαμε να περιγράψεις τις σκέψεις που κάνεις πριν αποφασίσεις αν θα αγοράσεις σήμερα το Smartphone που σου αρέσει.

Προσπάθησε σε κάθε πρόταση να αναφέρεις σε μία σκέψη.

Συμπλήρωσε τουλάχιστον μία πρόταση.

Εάν αγοράσω το Smartphone σήμερα *

Your answer

Εάν αγοράσω το Smartphone σήμερα

Your answer

Εάν αγοράσω το Smartphone σήμερα

Your answer

Should I catch the deal?

Ενότητα 3

Στην ενότητα αυτή θα θέλαμε να επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Συμφωνώ Απόλυτα) πόσο συμφωνείς ή διαφωνείς με τις παρακάτω δηλώσεις.

Θα το μετανιώσω αν αγοράσω το Smartphone σήμερα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Θα το μετανιώσω αν ΔΕΝ αγοράσω το Smartphone σήμερα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Back **Next**



Should I catch the deal?

Ενότητα 4

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Καθόλου) έως το 7 (Πάρα Πολύ) σε τι βαθμό πιστεύεις ότι θα νιώθεις τα παρακάτω συναισθήματα.

Θα αισθάνομαι ικανοποιημένος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι χαρούμενος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ



Should I catch the deal?

Θα αισθάνομαι στεναχωρημένος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι ντροπισμένος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι απογοητευμένος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι ένοχος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι μετανιωμένος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

[Back](#)
[Next](#)


Should I catch the deal?

Ενότητα 5

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Συμφωνώ Απόλυτα) συμφωνείς με την παρακάτω δήλωση.

Σκέφτομαι να αγοράσω το αεροπορικό εισιτήριο σήμερα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα

☐ ☐ ☐ ☐ ☐ ☐ ☐

Συμφωνώ Απόλυτα

Back
Next

Ενότητα 6

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Συμφωνώ Απόλυτα) πόσο συμφωνείς ή διαφωνείς με την παρακάτω δήλωση.

Η σκέψη μου να αγοράσω το Smartphone, θα επηρεαζόταν από την ύπαρξη έκπτωσης στο προϊόν. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα

☐ ☐ ☐ ☐ ☐ ☐ ☐

Συμφωνώ Απόλυτα

Back
Next



Should I catch the deal?

Ενότητα 7

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Συμφωνώ Απόλυτα) πόσο συμφωνείς ή διαφωνείς με τις παρακάτω δηλώσεις.

To Smartphone είναι ελκυστικό για εμένα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Το επιμορφωτικό πρόγραμμα στον τομέα των ενδιαφερόντων μου είναι ελκυστικό για εμένα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Back **Next**



Should I catch the deal?

Ενότητα 8

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Καθόλου) έως το 7 (Πάρα Πολύ) σε τι βαθμό ισχύουν για εσένα οι παρακάτω δηλώσεις.

Το σενάριο που διάβασα ήταν ρεαλιστικό. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Το σενάριο που διάβασα ήταν κουραστικό. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Back
Next

Ενότητα 9

Στην ενότητα αυτή σε παρακαλούμε να συμπληρώσεις τα παρακάτω στοιχεία, τα οποία είναι απαραίτητα για τη στατιστική ανάλυση των δεδομένων.

Ηλικία *

- ☐ Κάτω των 18
- ☐ 18-24
- ☐ 25-31
- ☐ 32-39
- ☐ 40-46
- ☐ 47-55
- ☐ 56-62
- ☐ Άνω των 62



Should I catch the deal?

Φύλο *

- ☐ Γυναίκα
- ☐ Άντρας

Επάγγελμα *

- ☐ Μαθητής
- ☐ Φοιτητής
- ☐ Υπάλληλος
- ☐ Ελεύθερος Επαγγελματίας
- ☐ Συνταξιούχος
- ☐ Άνεργος

Εκπαίδευση *

- ☐ Βασική
- ☐ Απόφοιτος Λυκείου
- ☐ Επαγγελματική Εκπαίδευση
- ☐ Πανεπιστημιακή Εκπαίδευση

Ατομικό Μηνιαίο Εισόδημα *

- ☐ Λιγότερο από 700 Ευρώ
- ☐ 701-1000 Ευρώ
- ☐ 1001-1500 Ευρώ
- ☐ Παραπάνω από 1500 Ευρώ

Back

Submit



Should I catch the deal?

8)

Ερωτηματολόγιο Αγοραστικού Σεναρίου

Το ερωτηματολόγιο που ακολουθεί εξετάζει μία σειρά από ζητήματα που αφορούν στην συμπεριφορά των ατόμων σε συνθήκες κατανάλωσης. Δημιουργήθηκε για τη διπλωματική μου εργασία στα πλαίσια του μεταπτυχιακού προγράμματος "International Marketing & Communication" του Οικονομικού Πανεπιστημίου Αθηνών.

Οι απαντήσεις σου είναι εντελώς ανώνυμες και δεν χρειάζεται να συμπληρώσεις πουθενά το όνομα σου. Δεν υπάρχουν σωστές και λάθος απαντήσεις - αυτό που μας ενδιαφέρει είναι οι πραγματικές σου σκέψεις και συναισθήματα.

Αν χρειαστείς περισσότερες πληροφορίες ή θέλεις να μάθεις τα αποτελέσματα της έρευνας μπορείς να στείλεις e-mail στην διεύθυνση ale_giannac@hotmail.com

Με εκτίμηση,

Αλεξάνδρα Γιαννακοπούλου

Σε ευχαριστούμε πολύ για την συμμετοχή σου!

Next

Ενότητα 1

Φαντάσου ότι...

Είναι Black Friday, έχει εκπτώσεις στα καταστήματα και εσύ βρίσκεσαι σε ένα μεγάλο εμπορικό κέντρο. Κάνοντας βόλτα βρίσκεσαι έξω από ένα κατάστημα ηλεκτρονικών ειδών. Εκεί εντοπίζεις ένα Smartphone που σου αρέσει.

Σκεφτόσουν να αγοράσεις ένα καινούργιο Smartphone αλλά είχες αναβάλει την αγορά του, καθώς είχες ως προτεραιότητα να συγκεντρώσεις χρήματα για να ανακαινίσεις έναν χώρο του σπιτιού σου.

Ενώ κοιτάς το Smartphone που σου αρέσει, σε πλησιάζει ένας υπάλληλος του καταστήματος...

*Smartphone: Κινητό τηλέφωνο με λειτουργίες υπολογιστή (internet, εφαρμογές, κ.λ.π.) κι όχι μόνο τις επικοινωνιακές δυνατότητες που προσφέρει ένα συμβατικό κινητό τηλέφωνο.

Back

Next



Ενότητα 2

Στην ενότητα αυτή θα θέλαμε να περιγράψεις τις σκέψεις που κάνεις πριν αποφασίσεις αν θα αγοράσεις σήμερα το Smartphone που σου αρέσει.

Προσπάθησε σε κάθε πρόταση να αναφέρεις σε μία σκέψη.

Συμπλήρωσε τουλάχιστον μία πρόταση.

Εάν αγοράσω το Smartphone σήμερα *

Your answer

Εάν αγοράσω το Smartphone σήμερα

Your answer

Εάν αγοράσω το Smartphone σήμερα

Your answer

Should I catch the deal?

Ενότητα 3

Στην ενότητα αυτή θα θέλαμε να επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Συμφωνώ Απόλυτα) πόσο συμφωνείς ή διαφωνείς με τις παρακάτω δηλώσεις.

Θα το μετανιώσω αν αγοράσω το Smartphone σήμερα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Θα το μετανιώσω αν ΔΕΝ αγοράσω το Smartphone σήμερα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Back **Next**



Should I catch the deal?

Ενότητα 4

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Καθόλου) έως το 7 (Πάρα Πολύ) σε τι βαθμό πιστεύεις ότι θα νιώθεις τα παρακάτω συναισθήματα.

Θα αισθάνομαι ικανοποιημένος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι χαρούμενος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ



Should I catch the deal?

Θα αισθάνομαι στεναχωρημένος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι ντροπισμένος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι απογοητευμένος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι ένοχος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Θα αισθάνομαι μετανιωμένος/η μελλοντικά εάν αγοράσω σήμερα το Smartphone. *

	1	2	3	4	5	6	7	
Καθόλου	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Πάρα Πολύ

Back

Next



Should I catch the deal?

Ενότητα 5

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Πολύ Απίθανο) έως το 7 (Πολύ Πιθανόν) πόσο πιθανό είναι να ισχύει η παρακάτω δήλωση για εσένα.

Σκέφτομαι να αγοράσω το Smartphone σήμερα. *

	1	2	3	4	5	6	7	
Διαφωνώ Απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ Απόλυτα

Back
Next

Ενότητα 6

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Συμφωνώ Απόλυτα) πόσο συμφωνείς ή διαφωνείς με την παρακάτω δήλωση.

Η σκέψη μου να αγοράσω το Smartphone, θα επηρεαζόταν από την ύπαρξη έκπτωσης στο προϊόν. *

	1	2	3	4	5	6	7	
Διαφωνώ Απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ Απόλυτα

Back
Next



Should I catch the deal?

Ενότητα 7

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Διαφωνώ Απόλυτα) έως το 7 (Διαφωνώ Απόλυτα) πόσο συμφωνείς ή διαφωνείς με τις παρακάτω δηλώσεις.

Το Smartphone είναι ελκυστικό για μένα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Η ανακαίνιση κάποιου χώρου του σπιτιού μου είναι ελκυστική για μένα. *

1 2 3 4 5 6 7

Διαφωνώ Απόλυτα ☐ ☐ ☐ ☐ ☐ ☐ ☐ Συμφωνώ Απόλυτα

Back
Next

Ενότητα 8

Στην ενότητα αυτή θα θέλαμε επιλέξεις από το 1 (Καθόλου) έως το 7 (Πάρα Πολύ) σε τι βαθμό ισχύουν για εσένα οι παρακάτω δηλώσεις.

Το σενάριο που διάβασα ήταν ρεαλιστικό. *

1 2 3 4 5 6 7

Καθόλου ☐ ☐ ☐ ☐ ☐ ☐ ☐ Πάρα Πολύ

Το σενάριο που διάβασα ήταν κουραστικό. *

1 2 3 4 5 6 7

Καθόλου ☐ ☐ ☐ ☐ ☐ ☐ ☐ Πάρα Πολύ

Back
Next



Should I catch the deal?

Ενότητα 9

Στην ενότητα αυτή σε παρακαλούμε να συμπληρώσεις τα παρακάτω στοιχεία, τα οποία είναι απαραίτητα για τη στατιστική ανάλυση των δεδομένων.

Ηλικία *

- ☐ Κάτω των 18
- ☐ 18-24
- ☐ 25-31
- ☐ 32-39
- ☐ 40-46
- ☐ 47-55
- ☐ 56-62
- ☐ Άνω των 62

Φύλο *

- ☐ Γυναίκα
- ☐ Άντρας

Επάγγελμα *

- ☐ Μαθητής
- ☐ Φοιτητής
- ☐ Υπάλληλος
- ☐ Ελεύθερος Επαγγελματίας
- ☐ Συνταξιούχος
- ☐ Άνεργος



Should I catch the deal?

Εκπαίδευση *

☐ Βασική

☐ Απόφοιτος Λυκείου

☐ Επαγγελματική Εκπαίδευση

☐ Πανεπιστημιακή Εκπαίδευση

Ατομικό Μηνιαίο Εισόδημα *

☐ Λιγότερο από 700 Ευρώ

☐ 701-1000 Ευρώ

☐ 1001-1500 Ευρώ

☐ Παραπάνω από 1500 Ευρώ

Back

Submit

