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Master Thesis Marketing

Building Brands by Sampling Products

The effect of product sampling on brand attitude.

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ABSTRACT

Product sampling is a promotion instrument by which companies offer free samples to consumers to generate trial. This instrument has been found to be able to induce an immediate sales impact and it is therefore a popular instrument to introduce new products or tastes. This research identifies components which make up attitude towards product sampling and finds effects of product sampling of mature brands on brand attitude. This makes product sampling a potential tool to communicate existing brands and products. Furthermore, the effect of the components of attitude towards product sampling on purchase intention and Word of Mouth are examined.

Quantitative results of a questionnaire send out to Dutch consumers measured attitude towards product sampling on 35 items. By means of a principle components analysis, these items are summarized into 9 components. These components have different effects on brand attitude, purchase intention and Word of Mouth and are therefore variables to be taken into account when designing a specific product sampling program.

Product sampling is found to be an effective marketing communication tool to create brand value of mature products: attitude towards product sampling has a positive relationship with brand attitude, purchase intention and Word of Mouth. Furthermore brand attitude mediates the direct relation of attitude towards product sampling and purchase intentions. Some components have a significant direct effect on purchase intentions but are not significant in relation to brand attitude. In designing a product sampling program in practice, the marketer could therefore design the program such that it scores high on the components with a significant positive relationship with the objective at hand.

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1. Introduction

Many consumers have, knowingly or unknowingly, come across product sampling. For instance in the supermarket by trying some cheese, on the street by receiving a small can of soda, or by post in finding a sample sized package of shampoo in the postbox or attached to their favorite magazine.

Product sampling can be defined as a sales promotion instrument where companies offer free samples to consumers (Schultz et al., 1998). McGuiness, Brennan and Gendall (1995) define product sampling as "a sales promotion technique that involves giving away trial-sized portions of a product to prospective consumers, enabling them to experience the product with little risk, and no obligation". Typically firms use product sampling to generate trial of Fast Moving Consumption Goods (FMCG) in categories like food, health, and cleaning products (McGuiness et al., 1995), and thereby try to increase sales (Heiman, Mc Williams, Shen, Zilberman, 2001). It has furthermore been found to be an excellent strategy to introduce new and unusual products and to confront the existing market leader (Freedman 1986).

Product sampling is a popular tool for marketers to introduce their product to market. According to Shermach (1995), 85% of the packaged goods industry engaged in some form of product sampling controlling for about 10% of their promotion budget, and Smith and Taylor (2004) found overall sales promotions to be bigger business in the UK than advertising. Research on consumers' perspective like that of Van Biezen and Verheggen (2004) found that over 80% of consumers have a positive attitude towards receiving a free sample of a product, and a study in the Netherlands found that 72% of consumers were favorable towards product sampling as a promotion tool (MarketResponse, 2007). Although these studies find positive attitudes of consumers towards receiving a free sample they do not provide evidence for long term effects of product sampling nor do they indicate any effects on brands.

Many authors of marketing communication books and in marketing journals describe product sampling to be a sales promotion instrument, which is defined as a marketing program for a limited time (Schultz and Robinson, 1982; Belch and Belch, 2004; Smith and Taylor, 2004). In their research these authors therefore look at short term effects of product sampling programs. These effects of product sampling have been researched on different aspects like the optimal amount for the diffusion of a new product (Jain, Mahajan, and

Muller, 1995; Perkins, 2000), its sequence with advertising (Marks and Kamins, 1988), and the effect on Word of Mouth (Holmes and Lett, 1977). These past research did not look beyond the scope of product sampling being a tool to generate trial at the introduction of new products and its influence on the adoption curve (Jain et al., 1995). Product sampling is one of the most under researched areas of marketing and only limited research focused on longer term effects (Bawa and Shoemaker, 2004). Heiman et al. (2001) did research learning and forgetting aspects of sampling products over time. They suggested analytically that goodwill may improve in the short-run and then fades away (Heiman et al., 2001). Yet, it is not clear whether product sampling is an effective tool in a mature stage of a brand. Furthermore their model is primary designed in the situation that products are tested in retail settings and therefore does not incorporate sampling away from points of sale.

Bettinger, Dawsen and Wals (1979) found that product sampling was able to change the image of a product category while it was able to improve image judgments of an adult group after giving them the opportunity to try peanut butter which they initially perceived childish. It however stays unclear whether this change in perceptions only holds for product categories or goes for brands as well.

The objective of this research therefore is to analyze attitude towards product sampling of mature brands and their effect on brand attitude, defined as the way people feel towards a brand. By measuring to what extent brand attitude is influenced by product sampling, this research aims of finding evidence of long term effects of this marketing communication tool. Furthermore, this research analyzes how product sampling affects purchase intentions and takes into account the mediation effect of brand attitude. Finally, the effect of attitude towards product sampling and Word of Mouth is analyzed.

Since product sampling programs can be designed in different ways, attitudes towards product sampling can be formed by different components of product sampling. Hence, this research proposes a multidimensional model of attitude towards product sampling. Furthermore, this research analyzes different product sampling designs, their effects on brand attitude, purchase intention and Word of Mouth. Product sampling designs are compared with each other to indentify which kind of design is optimal in the creation of brand value for mature brands.

Previous research did not focus on product sampling as a physical interaction between a brand and its consumers, and aspects of execution were out of scope. There are different ways for firms to sample their products and all have different attributes. Therefore it seems that handing out products is able to do more than giving consumers the opportunity to try the product at zero costs that may translate into future sales. By taking attitude towards product sampling as multidimensional the different aspects of the execution of product sampling and their individual effects in the creation of brand attitude become clearer. Furthermore by looking beyond the scope of product sampling as being able to provide consumers with knowledge about new introduced products and thereby try to increase short term sales, this research looks at product sampling of mature products (brands). Finally, in line with research of Holmes and Lett (1977) this research shows how intentions of consumers to communicate the message further (i.e. Word of Mouth) are influenced by attitude towards product sampling of mature products.

The following problem statement has been developed:

"Is product sampling an effective marketing communication instrument in the creation of brand value?"

The following research questions have been formulated:

- *What are the components of attitude towards product sampling?*

- *Does product sampling have the ability to influence the brand attitude of consumers?*

- *Which components of attitude towards product sampling are most influential?*

- *Is Word of Mouth affected by attitude towards product sampling?*

2. Background

2.1 The design of product sampling programs

There are many creative different ways for firms to sample their products to consumers which may differ in effectiveness on attitudes. According to Van Biezen and Verheggen (2004) the design of a product sampling program is important, but some have proven to be ineffective, or even proved to harm the brand. Giving away thousands of products might for instance be perceived negative in the minds of consumers rather than positive, all depending on the execution. Scott and Yalch (1980) argue that when consumers perceive product sampling as a signal of poor brand performance they negatively perceive the brand and its effort. Other variables of design may also have a negative effect like if litter stays behind (Roper and Parker, 2006) or the lack of fit between the sampling activity and the brand (Till and Busler, 2000).

In designing a product sampling program multiple variables can be manipulated. A marketer can therefore set what experience a consumer should have. Kotler (1990) already argued that direct experience conveys a new products' attributes more effectively than other instruments like advertising. This experience can be designed to fit the brand and the marketers' preferences, and can be only the experience of trying the product or interact with the consumers and let them experience the brand by showing images or staging an activity. To structure the variables in the design of a product sampling program two underlying dimensions have been selected: involvement and attention.

Involvement

Product sampling programs can first of all be designed on the basis of *involvement*. Programs can for instance be designed with and without physical interaction between the company and the consumer. Product sampling without physical interaction means there is low involvement and examples are distribution door-to-door, by post, attached to another product, featured in an advertising offer (Kotler 1990), and attached to print media like newspapers and magazines. Nowadays it is even possible for consumers to request samples of different products and receive them by post. The Dutch TNT mail service does this with their 'send me now' or 'try now' program, where consumers are able to send a short message service (sms) after seeing the 'try now' logo on a advertisement or commercial of a

packaged good, and receive a sample of this product by post.

Another way for firms to sample their products is through high involvement, physical interaction, which means that direct contact between the company and the consumer takes place. Products are in this case handed out, what in management is referred to as 'sampling teams'. Sampling teams consist of people working for a packaged good company, mostly wearing branded clothing and sample the product, or smaller sized trial portions, directly to consumers (MarketResponse, 2007). Where traditionally this was done in-store, like free samples or product demonstrations at the supermarket (Freedman, 1986), nowadays consumers are more and more targeted on the street, like product sampling in city centers, at shopping malls, at rock concerts, and other events (Meyer 1982).

The degree of involvement changes per program and depends on the preferences of marketers. One might opt for a quantity approach where the goal is to sample as many products as possible whereas another might opt for a qualitity approach where there is a higher degree of involvement between the company and the consumer. When sampling teams take time to sample products to individual consumers they are not only able to communicate the core corporate message, but are also able to inform the consumer on other product related subjects as well as replying to questions. Furthermore the company is able to alter negative images and attitudes on a personal level. If consumers are involved, motivated and have the ability to take part of the sampling experience the information will be transferred according to the central route of persuasion (Petty and Cacioppo 1983). The consumers' unique cognitive response to the message determines the persuasive outcome which can be favorable (in case of a positive experience) or unfavorable (in case of a negative experience).

Product sampling with physical involvement has the power, over other marketing communication tools, to communicate specific brand values; the experience the firm wants the consumer to have can be built to the fit of marketers' preferences. In their research, Pine and Gilmore (1998) find two dimensions of experiences: customer participation and connection. In product sampling consumers are actively participating, not only by being there, but also getting informed, and leaving with a free product. The connection, or environmental relationship between the consumers and the product sampling event, is about absorption and immersion. In passing by the consumers absorb the sampling event

taking place, while people already being sampled are immersed in the sights, sounds, smells, information etc. The experience a consumer has with the product sampling event is transferred to the brand. Which means that the consumer has a positive experience with the sampling event, the consumer will most likely have a positive attitude towards the brand (Pine & Gilmore, 1999).

Prior research on product sampling defined it as a tool to induce an immediate sales impact, which is possible if products are sampled at a point of sale. Consumers are in this case able to purchase goods directly (McGuiness et al., 1995). Product sampling however also occurs away from points of sale which may still leave an impact on sales. This is most likely a delayed impact (Heiman et al., 2001).

Sometimes a clear distinction on basis of involvement is not possible, like couponing (McGuiness et al., 1995; Shermach, 1995). In this case consumers receive a coupon at own initiative, like requesting by e-mail, or without own initiative (everyone gets a coupon), with which consumers can collect a free sample at a store or another physical place. Since the 'pickup place' is not always where the company is located but rather a supermarket or post office, no physical involvement between the sampling company and the consumer takes place. Coupons are many times distributed via commercial mailings and attached in newspapers or magazines (McGuiness et al., 1995; Shermach, 1995)

Attention

Different from traditional marketing communication like advertisements, billboards and television commercials, where consumers are passively involved with the message, product sampling receives high attention. Not only are consumers being targeted personally, they also receive a free product, and there are multiple other different ways to get consumers' attention using product sampling like visibility. It is up to the marketer to define the level of attention the brand should get, from giving consumers the opportunity to try a product, to communicating the brand and its values. Marks and Kamins (1988) found that attitude changes are already significant higher when consumers try the product compared to only seeing advertisements. They furthermore found that product sampling leads to higher belief in the brand than advertisements alone.

Attention is furthermore influenced by the time consumers spend receiving the sample. Different from television commercials consumers themselves choose for how long

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they want to be subject to the companies' message. The company does not determine the time of exposure, the consumer does. According to the 'Elaboration Likelihood Model of Persuasion' (ELM), communication messages under high attention result in stronger attitude changes than under lower attention (Petty & Cacioppo, 1986). The attitude change of the sampling experience will, if it is able to get consumers' attention, be stronger and longer lasting than attitude changes from television commercials and advertisements. This will not be the case when product sampling is poorly executed without getting consumers' attention.

Madden, Allen and Twible (1988) furthermore found that the less attention is devoted to the brand message in an advertisement, the more it is appreciated. In product sampling the experience and the free trial are most important, and less attention will be on the firms' long term intention to increase long term sales. This is likely to lead to appreciation for the product and in the end for the brand.

Not only the handing out of free products result in consumers' attention, also different marketing communication tools can be used when sampling a product. Brand and product images can be shown to increase visibility and thereby consumers' attention. Where with traditional marketing communication tools visibility is restricted to the location of the billboard or time slots of television commercials, with product sampling these locations and 'time slots' are flexible. Even moving between locations gives new opportunities for the company to get attention of consumers as sampling teams are considered eye-catchers on their own (MarketResponse, 2007). Furthermore, while consumers are being sampled, and use the product, other consumers see these people. Visibility has, according to Miniard, Bhatla, Lord, Dickson and Unnava (1991) a strong impact on persuasion as well as on brand attitude.

2.2 Effects of product sampling

In designing a product sampling program the question of what the purpose is or what the objectives of the program are, are important because different effects of sampling might arise from different designs. A very creative program with much involvement might be suitable when brand building is the primary objective whereas a program with a lot of variables increasing attention might be suitable for the objective short term sales.

There might be multiple objectives for marketers to sample their products. Past research considered product sampling as a tool to introduce new products to consumers to increase short term sales (Belch and Belch 2004). Jain et al. (1995) argue that product sampling is critical in the introduction stage of a product's life cycle. By generating trial the number of early (first) adopters will increase which leads to the early creation of a future customer base. These early adopters will, according to Jain et al. (1995), be a source for product promotions themselves since they will initiate *Word of Mouth*. Accordingly, Holmes and Lett (1977) find that product sampling can affect Word of Mouth, which not only shows consumers' acceptance of a brand, but that it also reduces firms' communication expenditure. The brand and its messages are communicated from consumer to consumer which has two positive valuable consequences for the firm. Not only will the message be communicated without extra costs but this information will also be perceived as more reliable and believable than messages from other marketing communication tools since the sender does not seem to have commercial interests (Silverman 1997). Since Word of Mouth has found to be a way to communicate the companies' message while reducing firms' communication expenditure, the generation of Word of Mouth can be an objective of product sampling on itself.

A drawback of WOM is that it works for both positive as well as for negative experiences. This means negative attitudes resulting from poor sampling performance will also be communicated from consumer on consumer. Holmes and Lett (1977), however, found in their research on product sampling and word of mouth that sampled consumers with a positive experience were significantly more willing to communicate their opinion than consumers with a negative sampling experience. Furthermore their intention to buy and willingness to talk with more persons about their experience was far greater than those of the consumers dealing with a negative experience. How this works for already established

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brands, has not yet been researched.

Since product sampling can take place away from a point of sale where consumers have no opportunity to purchase the good immediately (Heiman et al., 2001) another objective of sampling might be to create brand value which can be obtained from a strong positive brand attitude (Keller, 1993). A positive brand attitude might be a reason to buy. Positive brand attitude creates awareness and brings the brand into the consumers' consideration set and thereby helps the consumer to process and retrieve information (Aaker, 1992; Keller, 1993). These attributes of brand equity make consumers purchase the brand when they have the opportunity (Aaker, 1992; Keller, 1993).

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3. Conceptual Framework & Hypotheses

The conceptual model of this research (figure 1) shows that attitude towards product sampling is treated multidimensional which means multiple components measure total attitude towards product sampling (See 'Aps' in Figure 1). Word of Mouth intention is the intention of consumers to communicate the message of the product sampling program via Word of Mouth. Brand attitude represents what people think of the brand and purchase intention is whether consumers are intended to purchase it.

Figure 1: Conceptual model
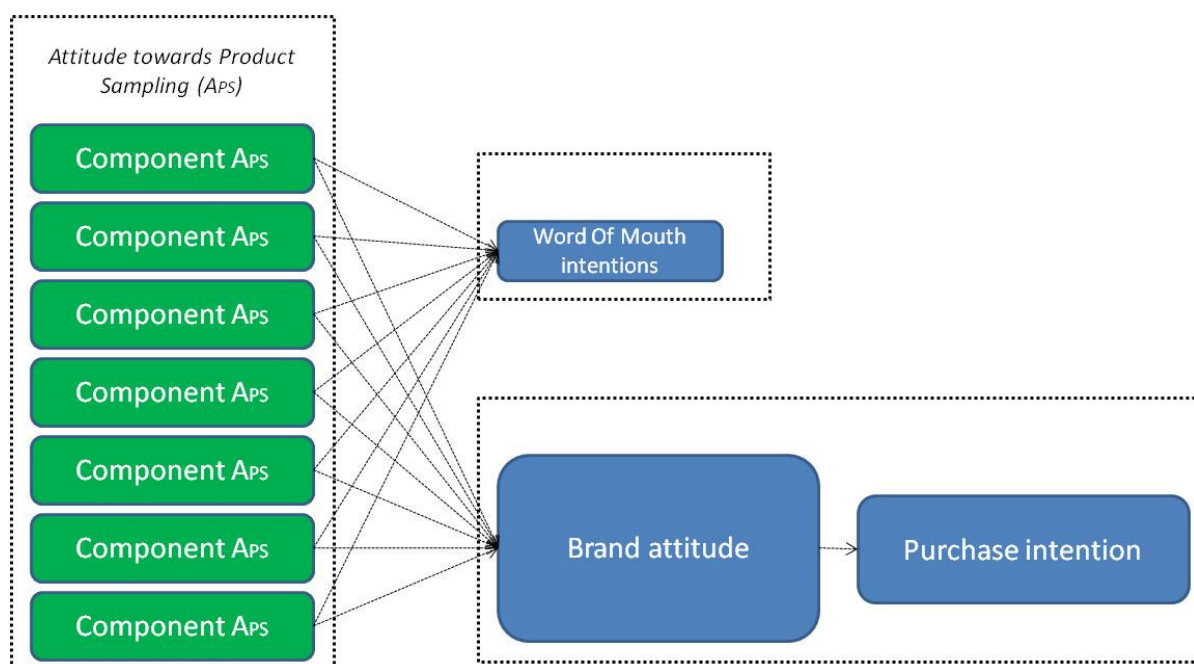
Much research has been done on marketing communication instruments and their effect on purchase intention and brand perception. Most research on product sampling has treated attitude towards product sampling as unidimensional and has concentrated on its effect on purchase intention and sales, leaving out of scope its direct effect on brand attitude. Furthermore no research looked at brand attitude as a possible mediator on the direct relationship between attitude toward product sampling and purchase intention.

In the advertising literature, attitudes are seen as the best predictors of sales. Research of Brown & Stayman (1992), Homer (1990), MacKenzie, Lutz & Belch (1986), Mitchel (1986) and Shimp (1981) found the effect of attitude towards advertising on brand attitude to be a form of classical conditioning. Classical conditioning can be described as the positive brand attitude resulting from the positive way a commercial has been interpreted.

In examining this connection of product sampling attitude on brand attitude the ability of this form of marketing communication to create brand value can be measured.

3.1 Attitude towards product sampling

To find out how the formation of attitudes influences social behavior Katz (1960) developed the functional theory of attitudes. According to his study attitudes are formed because they serve a function and are therefore determined by persons' motives. Some functions might be to like a taste, using a product for its image rather than product specific benefits or the need for structure, order or meaning (Katz, 1960; Lutz, 1975). Researchers agree on attitudes having three components known as the ABC Model: Affect (the way consumers feel about the product), behavior (a person's attention to do something) and Cognition (consumers' belief about an attitude object) (Solomon, 2004). For the construct 'attitude towards product sampling activity (Aps), this research focuses on affective and cognitive components. A component affecting behavior in product sampling would be the hand out, with or without a sampled size product, of a coupon for a specific price reduction at a point of sale (Bawa and Shoemaker, 2004).

The affective components of sampling are reactions on the way of executing product sampling (e.g. creative, interesting) and effects awareness and knowledge whereas the cognitive dimension is about the message (e.g. believable, trustworthy, and informative) and effects liking and preferences. Lutz (1975) found that attitudes are momentum specific, with the greatest impact at the moment of sampling. Other research found that these attitudes formed at the moment of sampling (direct experience) are better predictors for behavior than attitudes formed after indirect experience as for example advertising (Fazio & Zanna, 1987, 1981; Fazio, Zanna, & Cooper, 1978; Marks & Kamins, 198; Smith, 1993; Smith & Swinyard, 1982, 1983, 1988 arrived from Kempf, 1999). Smith and Swinyard (1983) found that attitudes held from product trial are more extreme and confident than from advertising. He furthermore acknowledged the predictive capabilities of attitudes from product sampling over advertising.

3.2 The effect of attitude towards Product Sampling

Since virtually no research has been conducted concerning influencing aspects of product sampling, research on advertising will be used, e.g. studies of attitude towards advertisements and websites (Aaker & Bruzzone, 1981; Aaker & Staymen, 1990; Chen & Wells, 1999; Moldovan, 1984; Schlinger, 1979; Wells et al., 1971).

Whether product sampling is able to increase brand attitude the relationship between product sampling and brand attitude will be investigated. This effect has been subject to little studies like the impact of product trial versus advertising and the strong attitudinal effect of direct experience (see Kempf (1999) for a review), and attitude formation from product trial in roles of cognition and affect for hedonic and functional products (Kempf, 1999). Unfortunately, except for the strong implications of this research on post purchase brand evaluations and future behavior, none of this research takes mature products and long term effects into account. They furthermore focus on product attitude instead of brand attitude and on in store generation of trial rather than the creation of a brand experience away from any point of sale.

Research on traditional marketing communication instruments like advertising has shown their ability to alter brand attitude. One of the most accepted relationships is that attitude toward an advertisement directly influences brand attitude, which then directly influences purchase intention (Homer, 1990; MacKenzie et al., 1986). The construct brand attitude will be defined as "The recipients' affective reaction toward the advertised brand" (Lutz, MacKenzie, Belch, 1983). The relationship between product sampling attitude and brand attitude has been formulated in the following hypotheses. We expect attitude towards product sampling to positively affect brand attitude.

Hypothesis 1: *Attitude towards Product Sampling has a positive effect on brand attitude.*

As it has been discussed before, short term sales are the subject of numerous studies on product sampling. The reason for this is that brand attitude on its own does not generate profits. The intention of consumers to convert brand attitude into purchase intention, which eventually will lead to actual purchase has among others been researched by Homer (1990) and MacKenzie et al. (1986). To get a clear and complete picture on product sampling of mature goods, purchase intention will be incorporated in this research. The purchase

intention of consumers is defined as the "recipients´ assessment of the likelihood that they will purchase the brand in the future" (Lutz et al., 1983). We expect a positive effect of brand attitude on purchase intention.

Hypothesis 2: *Brand attitude has a positive effect on purchase intention of consumers.*

The purpose of this research is to show whether product sampling is an effective marketing communication instrument in empowering consumers' brand attitude, or, in other words to find out if product sampling could be effective in creating brand value. Holmes and Lett (1977) already studied the relationship of product sampling on Word of Mouth and found it to be a positive relationship. Since this research takes a multidimensional view on attitude on product sampling the different components which make up this attitude and it relationship with Word of Mouth can be analyzed. In line with research of Holmes and Lett (1977) we expect a positive relationship between attitude towards product sampling and Word of Mouth.

Hypothesis 3: *The attitude towards product sampling has a positive effect on consumers' intention to initiate Word Of Mouth.*

Many aspects of product sampling design can be valued differently by different consumers. When handing out a product a sampling team can for example hand out the product with or without mentioning this product is 'free'. Ariely (2008) describes several experiments to identify the power of the word 'free' and found that even when a rational choice is a bargain consumers are more favorable to a 'free' good. His explanation is that 'free items carry no risk' (Ariely, 2008). How this works for product sampling is not known but Scott and Yalch (1980) do argue that consumer might perceive handing out 'free' products a signal of poor brand performance. We expect that a difference in the relationship between attitude towards product sampling and brand attitude exists between handing out a product with, and without mentioning the word 'free'.

Hypothesis 4: *The effect of attitude towards product sampling on brand attitude is stronger when mentioning the word 'free' than without mentioning the word 'free'.*

One consumer might furthermore perceive 'attention' variables stronger than 'involvement' variables. A consumer might for instance have a stronger positive attitude towards the

product sampling program if the program shows brand visuals than a sampling team trying to get a personal conversation with the consumer. The differences in these attitudes might change the relationship between attitude towards product sampling and brand attitude, as well as on purchase intention and Word of Mouth.

According to Miniard et al. (1991) attention can be created by providing product relevant information, like a leaflet, which has a strong impact on persuasion. Attention will furthermore increase by providing images of the brand and the product (Miniard et al., 1991). The activity will hereby appear more credible which contributes to the extent of persuasiveness as well (Miniard et al., 1991; Curlo & Chamblee, 1998).

Persuasiveness will strongly increase by involvement (Miniard et al., 1991). When consumers are more involved with the sampling activity there is strong interaction between the company and the consumer. When sampling teams hand out samples to individual consumers, this will have a strong impact on persuasion (Conger 1998). In enabling two-way communication the sampling team can provide information on a personal level to the consumer, which, like Word of Mouth, is perceived more credible than formal (one way) communication. Moore, Hausknecht and Thamodaran (1986) found that time compression influences the persuasiveness of advertising in a negative way. By spending more time with the consumers the sampling team will capture more attention, evoke more cognitive responses to the product claims and will be perceived more credible (Moore et al, 1986).

We expect sampling programs with strong variables on 'involvement' to be better predictors of brand attitude, purchase intention and Word of Mouth than sampling programs with variables strong on 'attention'.

Hypothesis 5a: *The effect of attitude towards product sampling on brand attitude is stronger with a high degree of involvement than with a high degree of attention.*

Hypothesis 5b: *The effect of attitude towards product sampling purchase intention is stronger with a high degree of involvement than with a high degree of attention*

Hypothesis 5c: *The effect of attitude towards product sampling on Word of Mouth is stronger with a high degree of involvement than with a high degree of attention*

While Cheiken (1979) already researched attractiveness of communicators and found that an attractive communicator is significantly more likely to persuade both verbal as well as behavioral, differences in attractiveness of sampling team members are not parts of this research. Cheiken (1979) furthermore found females to be more likely to persuade than males. This, as well as possible differences in fit of team member' gender and the products (category) lead to the exclusion of gender differences in this research as well.

4. Method

4.1 Approach to collect data

According to Lutz (1985) the impact of attitude towards advertising is the largest directly after seeing it. This however is in the product sampling case difficult to assess. People on the streets getting a sample have most of the time no intentions to fill in questionnaires or participate in a research in another way. Due to time and money limitations it was not possible to organize different product sampling events controlling for different scenarios and interview the sampled consumers. Therefore an empirical research was performed using different scenarios described in online questionnaires. Subjects received the same questionnaire directly after reading one of the scenarios to minimize forgetting and other factors which may jeopardize the research and to enable testing and comparing outcomes. The brand subject to this research was Magnum, an international ice cream brand which is on market for several years. Since this brand is not known for sampling programs but is a strong and mature brand it fits the purpose of this research.

4.2. Product sampling scenarios

To investigate the effects of attitude towards product sampling of different sampling designs on brand attitude, purchase intention and Word of Mouth different scenarios were developed. As described there seems to be no limit in the creative possibilities for companies to generate trial and possibly create brand value, so multiple components might be of influence.

Seven scenarios have been developed with 1 being the control scenario, 5 with main effects and one made as an interaction effect. The scenarios differ in the design of the product sampling program or the way products are being handed out.

Scenario 1 – 'No sampling'

This scenario was made to form a control group so no sampling takes place. Respondents were asked only questions concerning the brand Magnum and basic questions on product sampling. In having this scenario the research is able to find differences in brand attitude, purchase intention and Word of Mouth between sampling and no-sampling.

Scenario 2 – 'Sampling'

Scenario 2 is the condition where sampling teams only sample the product. Team members sample every consumer they come across and will not extensively introduce the product or communicate product attributes. In the online setting of this experiment there is no other visual and verbal communication.

Scenario 3 – 'Sampling + Free'

Scenario 3 differs from the previous scenario in that the word 'free' is mentioned explicitly. This scenario was made to find whether the attention on a 'free product' has another effect on attitudes. People could perceive the product less valuable due to the handing out of 'free' products.

Scenario 4 – 'Sampling + Attention (Objective information)'

In this scenario not only the product is sampled, but also a leaflet with more information about the product, its ingredients and nutritional value. The design of this product sampling program therefore focuses on getting attention.

Scenario 5 – 'Sampling + Attention (Visual cues)'

The product is sampled by the sampling team backed up with visuals of the brand and the product. Like scenario 4 this design of product sampling focuses on getting attention.

Scenario 6 – 'Sampling + Involvement'

The product is sampled and the team takes time to personally introduce the product by taking part in a conversation with the consumer. Contrary to the previous two scenarios this sampling program design focuses on involvement.

Scenario 7 – 'Sampling + Attention (Objective information + Visual Cues)'

Scenario 7 is a description of product sampling with the decoration of visible images as well as handing out a product with an information leaflet containing product and brand

information, and is therefore an interaction scenario of scenarios 4 and 5. The design of this product sampling program therefore also focuses on getting attention.

4.3 Respondents

Consumers of all ages were sent an e-mail in which they were asked to participate in this research. One hundred seventy five people responded to the e-mail and participated in this research. Fifteen cases were deleted because the questionnaires were not completed. By means of a Mahalanobis Distance Analysis the database was examined for outliers. No case found to be above the critical value of Alpha $\alpha = 0.01$ so no scores were significant different. Some respondents failed to fill in all the questions or might have overlooked some. These failed entries have been identified as missing data. The database on which the analysis was performed contained 160 respondents of which 45.6 percent were female (73 female, 87 male). The age varied between 16 years and 69 years with a mean of 30. Most of the respondents were highly educated; 41.9 percent have a University degree and only 6 respondents have no degree. The average income of the respondents was between € 20.000 and € 30.000 but this was mostly divided between a big number of people earning a low income (< € 10.000; 20 percent of respondents) and the number of respondents earning over € 40.000 (30 percent of respondents). 22.5% of respondents did not fill in, or were not willing to answer the question concerning their salary.

4.4 Procedure

The 7 questionnaires with the corresponding scenarios were made using different websites. To randomly assign respondents to the different questionnaires another website was made which linked to one of the seven sites randomly. Respondents were asked to go to this website and click on a link which sent them to one of the questionnaires. Because of the randomness almost all questionnaires got more or less the same number of respondents.

After clicking on the link the respondent was sent to the questionnaire site where they had to fill in their e-mail address to prevent that the same respondent filled that (or one of the other) questionnaire(s) again. Now a welcome text appeared with a small introduction of the questionnaire. After this the respondent was asked to read the scenario and thereafter answer the questions.

4.5 Constructs

After reading the scenario the respondents were asked about their attitude towards the sampling activity, their attitude toward the brand, purchase intention and intention to communicate about the activity with others. Now the different questions per concept will be discussed as well as other (control) variables. The questionnaire can be found in appendix II.

Attitude towards Product Sampling

As discussed in the conceptual framework, the components influencing attitude towards product sampling will be based on measures used in different attitude studies on advertising like Aaker and Bruzzone (1981), Aaker and Staymen (1990), Chen and Wells (1999), Moldovan (1984), Schlinger (1979) and Wells et al. (1971). These items are ad perception factors like the degree of entertainment, unicity, irritation and confusion.

There are however some product sampling specific characteristics which can be of influence on attitude formation. Because this will be the first study measuring components of sampling, new items have been developed like personality of sampling team members and sampling teams' ability to inform. The items have been developed using 7-point likert scales ranging from 'disagree' (1) to 'agree' (7).

A Principal component analysis was performed on the 35 items which measured attitude towards product sampling from all questionnaires and so all scenarios (appendix III). This form of factor analysis is able to find underlying structures in the data and thereby reduce the number of items; respondents could for instance (unknowingly) differentiate between different attitudes. To test the suitability of the factor analysis, the correlation matrix, 'Bartlett's test of Sphericity' and Kaiser-Meyer-Olkin test were examined. The correlation matrix table showed coefficients of 0.3 and higher and since 'Bartlett's test of Sphericity' was significant with p = 0.000 and the Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) was larger than 0.6 (KMO = 0,832) a factor analysis is appropriate. Using the Kaiser's criterion 9 components were identified with an eigenvalue larger than 1. The screeplot as provided by SPSS also shows the change, or elbow at 9 components. This solution has an explanatory variance of 73.7 percent, so not much information was lost when summarizing the data into 9 components.

In the interpretation of the number of factors, the factors were 'rotated'. This did not

change the solution but presented a pattern of loadings easier to interpret. The results of the Varimax rotation showed one variable loading on mulitple components. This could be because the item was unclear to respondents or respondents did not find it suitable for product sampling. This component, 'Worth Remembering', loaded on compenents 3 and 5. In investigating the communalities table provided by SPSS this variable had an extraction of 0.658 which shows the variable is relevant and should therefore not be deleted from the results.

Table 1 shows a summary of the 9 components of attitude towards product sampling. These 9 components were not only clear in intrepretation, they scored statistically reliable (Cronbach's Alpha $\alpha > 0.7$). Only three scored less on Cronbach's measure of reliebility like 'team appearance' (0.414), which can be explained by the small number of items in this component. Due to the overal reliability, the 35 items can be summarized into 9 components:

- **Obscurity** – Consumers' uncertainty and negative perception towards sampling
- **Involvement** – Respondents degree of involvement with the program
- **Unicity** – In what way the program was unique
- **Information** – How and what kind of information could be given
- **Sample Experience** – Consumers' experience with sampling
- **Team Appearance** – To what extent the team members influenced the experience.
- **Convincing** – The effect of the program on convincing consumers
- **Brand-Fit** – To what extent people experience the fit between product, brand and location
- **Remembering** – To what extent the program is likely to be forgotten.

Table 1: components attitude towards product sampling

Components attitude towards product sampling									
	Component								
	Obscurity	Involvement	Unicity	Informtion	Sampling experience	Team appearance	Convincing	Brand-fit	Remembering
Silly	0,727								
Irritating	0,853								
Pointless	0,700								
Messy	0,809								
Cumbersome	0,889								
Confusing	0,683								
I want to be approached by this team		0,831							
I approach this team		0,700							
Like to get icecream	-0,319	0,727							
WOMinten		0,528							-0,347
Like getting samples	-0,428	0,661							
program appeals to me	-0,465	0,521				0,313			
Original			0,856						
Creative			0,869						
New			0,854						
Worth Remembering			0,469		0,406				
provide productINFO				0,830					
provide BrandINFO				0,896					
provide CompanyINFO				0,775					
Interesting					0,505		0,373		
Funny					0,870				
Amusing					0,877				
Enthusiastic		0,366				0,736			
Lively		0,330				0,716			
Boring						-0,828			
Informative				0,341			0,678		
Effective							0,726		
Convincing			0,347		0,348		0,553		
Intelligent			0,361				0,496		
Visability of brand		0,357						0,560	
Clear							0,381	0,478	
BrandFIT	-0,332					0,346		0,639	
LocationFIT								0,812	
Dull			-0,337						0,709
Program easy to forget									0,782
% explained	30,70%	10,40%	7,40%	5,80%	4,60%	4,30%	3,70%	3,50%	3,20%
Cronbach's Alpha α	.900	.859	.921	.875	.804	-0,414	.735	.689	.675

Brand attitude

Brand attitude was measured by 2 items: 'I like the brand Magnum' and 'I feel favorable towards the brand' (Cronbach's Alpha = 0.923). These attributes were based on the research of brand attitude by Geuens & de Pelsmacker (1998) and Kokkinaki & Lunt (1999) and will be measured using a 7 point likert scale ranging from Disagree (1) to Agree (7).

Purchase intention

The purchase intention will be measured using one item which has been developed using prior research of Geuens & de Pelsmacker (1998) and Lutz et al. (1983): 'If I see Magnum in a store I will buy it'. This item will be measured using a 7 point likert scale ranging from 'very unlikely' (1) to 'very likely' (7).

Word of Mouth

Word of Mouth objective was measured using the likeability of respondents to initiate Word Of Mouth and is measured using two items which has been developed for this research: 'I would recommend the brand to others' and 'I would inform others about this product sampling program' (Cornbach's Alpha = 0.618).

Control variables

There are some variables in the questionnaire which are not incorporated in the conceptual model; they are left out to keep the relations in the model clearer. First, to get a global idea about the respondents' familiarity with product sampling some introduction items are incorporated in the questionnaire. The extent of prior experience was measured with a 7 point likert scale ranging from 'never' (1) 'to very often' (7). This was done because prior product sampling experience might be of influence in the relationship between attitude towards product sampling and brand attitude. To find out whether the respondent recalled the product category and the brand these items were formulated as: 'What product did you receive' and 'what was the brand of this product'. The former was measured by closed questions whereas the latter was an open question; to really find the influence of product sampling on brand attitude people should be able to recall the brand. To find out more about the influence of product sampling on purchases the items 'have you ever bought this product before you were sampled' and 'have you bought the product after sampling' were incorporated.

To find out whether respondents were aware of the brand the question 'do you know the brand Magnum' was incorporated. Furthermore consumers were asked how often they use the brand; this can for instance be evidence for the relationship between brand attitude

and purchase intentions. The last questions in the questionnaire were about the age, gender and income levels of the respondents.

4.6 Design of analysis

The conceptual model of this research (figure 1) consists of several hypotheses. Before analyzing the data a brief explanation per research part will be given.

Relationship between attitude towards product sampling and brand attitude

To test the relationship between the two attitudes, multiple linear models were developed on basis of the aggregate data of the 6 product sampling scenarios. The 9 components which make up attitude towards product sampling were identified as independent variables in the regression on brand attitude (Hypothesis 1). Because other variables like income, age, gender and prior experience with product sampling, may influence brand attitude, they were included in the models. The dependent variable brand attitude was created by averaging the variables 'LikeBrand' and 'BrandAppeal', which measured the degree of liking the brand and the degree of appeal towards the brand.

Relationship of brand attitude and purchase intention

A multiple linear regression model has been developed from the aggregate data of all scenarios to find the relationship between brand attitude and purchase intention (hypothesis 2). A variable controlling for prior consumption was taken into account because this could have an effect on future purchases as well; a consumer already buying the brand could like the brand more than non-users, and therefore have a higher intention to buy the product again. Age and gender were also incorporated in the model.

Relationship between attitude towards product sampling and purchase intention

To find a possible direct effect of attitude towards product sampling on purchase intention a multiple linear regression model was developed taken the components of attitude towards product sampling, prior consumption and control variables for gender, age and income as independent variables and purchase intention as dependent variable.

Brand attitude as a mediator in relationship of attitude towards product sampling and purchase intention

To find out if brand attitude has a mediation effect in the model of attitude towards product sampling and purchase intention a mediation analysis was performed. This analysis followed the mediation analysis suggested by Baron and Kenny (1986).

Relationship of attitude toward product sampling and WOM intention

Three linear models have been formulated to examine the relationship between the attitudes toward product sampling and the Word Of Mouth (WOM) intention (hypothesis 3). Since WOM intention was measured using two items a new variable was made by taking the mean of the two items which measured WOM: 'WOMintention' and 'WOMbrand'. The first model incorporated all 9 components of attitude towards product sampling as independent variables and WOM intention as dependent variable. The other models incorporated gender and age variables and the different dummy variables for the income categories.

Different product sampling scenarios and their effects on brand attitude purchase intention and Word of Mouth.

To find out whether different designs of product sampling effect brand attitude, purchase intention and Word of Mouth differently (hypotheses 4 and 5), multiple scenarios have been developed and tested by distributing multiple questionnaires. To compare the different scenarios an analysis of variance (ANOVA) was used.

5. Results

General results

Due to the general questions in the questionnaire on product sampling more information on consumers' knowledge on this marketing tool is known. On average people have received product samples quite a lot. On the 7-point liker scale the question how often one was sampled had a mean of 4.5. Only 12.5 percent said they never were handed out a sample and 8.8 percent had received one many times. Soda was found to be sampled the most; 61.3 percent have received a soda, and another 40 percent were given an Energy Drink. The Energy Drink category was incorporated different from soda since Red Bull samples their product constantly and the chance that people confuse the brand for the product category could affect participants' asnwers to the question. Ice-cream, the product category used in the scenarios, was received only by 19 respondents. In the field 'Other' of the questionnaire respondents filled in 'Newspapers', 'Beer', and 'Diary products'. 35 percent of respondents could not remember the brand which raises questions about the brand building capacity of product sampling. From the respondents who ever received a sample 58.1 percent already purchased that prodcut before they were sampled and 63.1 percent have purchased the brand after they were given a product sample.

Relationship between attitude towards product sampling and brand attitude

To find the relationship between attitudes towards product sampling and attitude towards the brand, a multiple regression model was formulated (appendix III). First the 9 components which make up attitude towards sampling were added as dependent variables; the model was significant with p = 0.00. Furthermore 40.7 percent of the variance was explained by the model (Table 2). Of the 9 components seven were found to have a significant effect on brand attitude. Only 'Unicity' and 'Remembering' were not significant with p values of 0.070 and 0.569, respectively. All components had a positive effect on brand attitude except for 'Obscurity'. This can be interpreted as the more silly, irritating, pointless, messy, cumbersome and confusing the sampling activity is, the more negative a brand will be evaluated. 'Involvement' found to have the largest positive effect on brand attitude.

Furthermore the variables age and gender were incorporated in the model. The model now explained 41.4 percent of the variance which is also significant with p = 0.000. Two of the 9 components were still not significant but also the new incorporated variables

for gender ('Male'; dummy variable for gender reference for male is 1) and age were not significant. The prior experience variable 'GotSample', which measured the degree of having prior experience with sampling measured on a 7 point likert-scale, was added. This variable found to have a significant negative influence on brand attitude with p = 0.047.

The income dummy variables for the different income categories were added to find if income had an effect on brand attitude. This model was significant and explained 47 percent of the variance. The income dummy variables were, except for one, not significant. Only inco40, or the income level between 30 and 40 thousand euro's a year was significant at p = 0.028. This income level had a negative effect in the model and therefore on brand attitude, meaning that people earning between these figures a year interpret the brand significantly different. A schematic overview of the relationships can be found in appendix IV.

Table 2: Regression-analysis of attitude towards product sampling on brand attitude

	Brand attitude					
	B	Std. Error	β	p	ΔR²	P
Variable						
Obscurity	-0,325	0,088	-0,274	0,000		
Involvement	0,455	0,089	0,385	0,000		
Unicity	0,154	0,085	0,132	0,074		
Information	0,199	0,086	0,165	0,023		
Sampling experience	0,225	0,088	0,186	0,012		
Team Appearence	0,292	0,093	0,231	0,002		
Convincing	0,280	0,082	0,242	0,001		
Brand-Fit	0,208	0,087	0,175	0,018		
Remembering	0,080	0,087	0,066	0,361	0,407	0,000
Male(a)	-0,308	0,182	-0,133	0,094		
Age	0,006	0,009	0,067	0,481	0,008	0,465
GotSample	-0,102	0,049	-0,152	0,041	0,020	0,047
inco10	-0,111	0,265	-0,039	0,675		
inco15	0,028	0,362	0,006	0,938		
inco20	0,016	0,512	0,002	0,975		
inco30	-0,462	0,355	-0,106	0,196		
inco40	-0,739	0,332	-0,185	0,028		
incoMore40	0,008	0,271	0,003	0,975	0,036	0,276
Total R²					0,470	

N = 130
β standardized regression coefficient Beta if all variables in regression
(a) Dummy-variable gender, reference male = 1

Relationship between brand attitude and purchase intention

The regression model (appendix III) of brand attitude on purchase intention was found to be significant with P = 0.000 (Table 3). Brand attitude has a significant positive effect on purchase intention as well as the variable for prior consumption. Respondents who consumed the product before were more likely to purchase the product than respondents who did not consumed the product before. The variable for gender and age are in the relationship with purchase intention not significant, nor do the income level variables.

Table 3: Regression-analysis of brand attitude on purchase intention

	Purchase intention					
	B	Std. Error	β	p	ΔR²	P
Variable						
BrandAttitude	0,408	0,095	0,307	0,000	0,215	0,000
Consume	0,487	0,078	0,439	0,000	0,167	0,000
Male(a)	-0,056	0,238	-0,016	0,815		
Age	-0,012	0,011	-0,083	0,298	0,010	0,301
inco10	0,154	0,349	0,036	0,659		
inco15	-0,103	0,481	-0,015	0,831		
inco20	-0,040	0,666	-0,004	0,952		
inco30	0,014	0,451	0,002	0,975		
inco40	-0,107	0,428	-0,019	0,803		
incoMore40	-0,020	0,333	-0,006	0,951	0,002	0,997
Total R²					0,393	

N = 157

β standardized regression coefficient Beta if all variables in regression
(a)   Dummy-variable gender, reference male = 1

Relationship between attitude towards product sampling and purchase intention

Attitude towards product sampling has a significant direct effect on purchase intention. The regression model (appendix III) was significant with P = 0.000 (Table 4). The components 'involvement', 'sampling experience', 'team appearance', and 'brand-fit' did not have a significant direct effect on brand attitude. Prior consumption has a significant direct positive (p = 0.002) effect on purchase intention. The control variables for gender, age and

income were again in this model not significant. A schematic overview of the relationships can be found in appendix IV.

Table 4: Regression-analysis of attitude towards product sampling on purchase intention

	Brand attitude					
	B	Std. Error	β	p	ΔR²	P
Variable						
Obscurity	0,148	0,145	0,082	0,310		
Involvement	0,397	0,157	0,222	0,013		
Unicity	0,435	0,138	0,247	0,002		
Information	0,283	0,141	0,155	0,047		
Sampling experience	0,053	0,145	0,029	0,714		
Team Appearance	-0,068	0,154	-0,035	0,662		
Convincing	0,261	0,137	0,148	0,060		
Brand-Fit	0,111	0,142	0,061	0,438		
Remembering	-0,333	0,139	-0,182	0,018	0,317	0.000
Consume	0,465	0,149	0,307	0,002	0,066	0.000
Male(a)	-0,169	0,291	-0,048	0,563		
Age	-0,022	0,015	-0,149	0,136	0,006	0.000
inco10	0,079	0,422	0,019	0,852		
inco15	0,003	0,577	0,000	0,997		
inco20	-0,609	0,815	-0,060	0,456		
inco30	-0,049	0,570	-0,007	0,932		
inco40	-0,498	0,538	-0,082	0,357		
incoMore40	0,531	0,430	0,140	0,220	0,024	0.000
Total R²					0,413	

N = 130

β standardized regression coefficient Beta if all variables in regression

(a)   Dummy-variable gender, reference male = 1

Brand attitude as a mediator in relationship of attitude towards product sampling and purchase intention

To analyze whether brand attitude has a mediator effect in the relationship of attitude towards product sampling and purchase intention a mediation analysis was performed. This analysis, developed by Baron and Kenny (1986) consist of 4 steps. First there should be a significant effect of the independent variable (attitude towards product sampling) with the dependent variable (purchase intention). Because attitude was measured with 9 components the mean of these components was taken to compute a new variable;

this approach has been derived from research of Muller, Judd and Yzerbyt (2005). The relationship was significant with p = 0.00 (Figure 2). In step 2 the relationship between the independent variable and the mediator (brand attitude) should be significant which was the case (p = 0.000). In the 3rd step the effect of the mediator should be significant in the relationship with the dependent variable which was the case at p = 0.000. Finaly the effect of the independent variable should become less significant when the mediator is taken into account in the relationship of the independent variable and the dependent variable. This was the case since attitude towards product sampling was not significant anymore when brand attitude was taken into account (p = 0.067). Therefore there is a mediation effect of brand attitude in the relationship of attitude towards product sampling and purchase intention.

Figure 2 Mediation effect of brand attitude
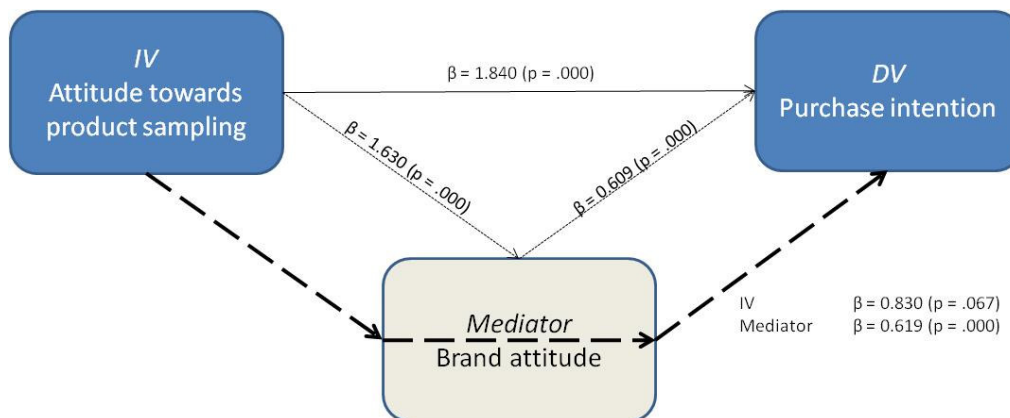
Relationship between attitude toward product sampling and WOM intention

The intention to talk with friends, family and relatives about the brand and the sampling experience was influenced by the components of the sampling attitude; 59.8 percent of the variance was explained by these components (Table 5). Only the component 'Brand-Fit' had no significant effect on Word Of Mouth (WOM) intention (p = 0.054). 'Involvement' found to have the largest effect on WOM intention; how more involved people are with the sampling activity, the more willing they are to talk about this program with others. This model was significant with P = 0.000. Of the control variables age and gender none had a significant effect, neither did none of the income categories.

Table 5: Regression-analysis of attitude towards product sampling on WOM

	Brand attitude					
	B	Std. Error	β	p	ΔR²	P
Variable						
Obscurity	-0,208	0,088	-0,145	0,020		
Involement	0,806	0,090	0,562	0,000		
Unicity	0,328	0,086	0,232	0,000		
Information	0,418	0,088	0,288	0,000		
Sampling experience	0,280	0,090	0,191	0,002		
Team Appearence	0,266	0,095	0,174	0,006		
Convincing	0,190	0,083	0,136	0,024		
Brand-Fit	0,124	0,088	0,086	0,162		
Remembering	-0,347	0,088	-0,237	0,000	0,598	0,000
Male(a)	-0,044	0,184	-0,016	0,810		
Age	0,000	0,009	0,003	0,969	0,005	0,512
inco10	-0,054	0,269	-0,016	0,840		
inco15	0,311	0,368	0,056	0,399		
inco20	0,155	0,520	0,019	0,767		
inco30	-0,014	0,361	-0,003	0,969		
inco40	-0,152	0,337	-0,031	0,652		
incoMore40	0,463	0,275	0,152	0,094	0,021	0,418
Totaal R²					0,623	

N = 130

β standardized regression coefficient Beta if all variables in regression
(a)   Dummy-variable gender, reference male = 1

Different product sampling scenarios and their effects on brand attitude.

The different scenarios were found to have a significant effect on 'BrandAttitude' with significance of p = 0.000 and F-value of 4.571 (SPSS output 1). The Levene's test for homogeneity of variance tests whether the variance is the same for each 7 groups, and since the p-value is greater than 0.05 (p = 0.140) the variance is homogeneous. It seems that providing a leaflet with product and brand information has the largest effect on brand attitude (mean of 5.450) whereas the control variable, where no sampling scenario was given, seems to have the least effect (3.839) (Table 6).

In examining the 'multiple comparisations' table the control variable (no sampling) found to be significant different from the second (get ice), fourth (ice & leaflet), fifth (ice & brand images) and seventh (ice & image & leaflet) scenario. This also shows that there is no

significant difference between scenario one (no sampling), two (Free Ice) and six (ice & time). No significant differences in relation to brand attitude have been found between all six scenarios in which sampling took place which means that the respondents did not differentiate between the different scenarios regarding brand attitude.

SPSS output 1   **ANOVA**

BrandAttitude

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	43,125	6	7,188	4,571	,000
Within Groups	240,569	153	1,572		
Total	283,694	159			

Table 6: Scenarios quantities with Tukey HSD test with dependent variable brand attitude

	N	Mean	Mean difference (I-J)	Sig. P
control scenario (I)	28	3,839		
Scenario (J)				
1 ice	23	4,913	-1,074	**0,043**
2 Free ice	24	4,563	-0,723	0,374
3 ice & Leaflet	20	5,450	-1,611	**0,000**
4 ice & brand images	22	4,955	-1,115	**0,034**
5 ice & time	23	4,848	-1,009	0,071
6 ice & image & leaflet	20	5,375	-1,536	**0,001**
Total	160	4,794		

To find whether scenarios differ in relation to purchase intention another Anova analysis was performed. The Anova model was not significant with P = 0,177 and F-value 1,515 (SPSS output 2). This shows there is no significant effect of the difference in sampling scenarios (sampling program design) on purchase intention. The test of homogeneity of variances also shows that the error variances of the dependent variable (Purchase intention) is the same between the different scenarios (p = 0,091).

SPSS output 2   **ANOVA**

PurchaseInten

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	25,804	6	4,301	1,515	,177
Within Groups	434,190	153	2,838		
Total	459,994	159			

To analyze whether the different product sampling programs (designs), as been formulated in the scenarios, have different effect on Word of Mouth a final one-way anova analysis was performed taking WOM as dependent variable. Since the variable Word of Mouth was measured using two items of which one did not occur in the control scenario (scenario 1), this analysis took six of the seven scenarios into account. Again the Anova model was not significant with F-value = 1,867 and corresponding p-value p = 0,105 (SPSS output 3); the difference in sampling scenarios have no significant effect on Word of Mouth.

SPSS output 3   **ANOVA**

WOM

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	360,613	5	72,123	1,867	,105
Within Groups	4866,266	126	38,621		
Total	5226,879	131			

6. Conclusions

6.1 Conclusion and discussion

Attitude towards Product Sampling is of influence on brand attitude

Due to research on other marketing communications instruments, attitude towards product sampling was expected to influence brand attitude. So, the more favorable consumers are towards the product sampling event, the more favorable they are towards the brand. Traditionally research on these attitudes were done by measuring one item, so in this case this would have been 'I like the product sampling event'. However, this research treated attitude formation depending on multiple product sampling attributes and is therefore a multi dimensional model. The 35 items measuring attitude towards product sampling could be brought back to 9 components.

The research shows that there is a strong relationship between these 9 components and brand attitude (hypothesis 1). Two of these components however did not have a significant effect: 'Unicity' and 'Remembering'. This means that whether the program was found to be easy to forget, and whether it was original or creative did not significant influence brand attitude. The relationship between product sampling attitude and brand attitude was positive, which means the more positive the product sampling is evaluated; the more positive the brand will be for these consumers. As expected 'obscurity' had a very strong negative effect on brand attitude. The more silly, irritating and pointless the program is evaluated, the more negative brand attitude will be formed.

The level of involvement was found to have the strongest positive effect on brand attitude. Whether consumers are strongly involved with the sampling experience has a great effect on a positive brand attitude. Brand-fit was has also a significant effect, which is in line with prior research discussed by de Pelsmacker, Geuens and Van der Bergh (2001). They say for a good marketing communication strategy to be successful it should address a uniform brand identity, and the different marketing communication instruments should complement each other (de Pelsmacker, Geuens and Van der Bergh; 2001).

The research furthermore shows that differences in gender, age and income levels do not significant influence brand attitude; only a yearly income level between thirty and forty thousand euro had a significant strong negative effect in the relationship. It does not matter if the consumer is male or female for the formation of brand attitude. Furthermore people

of all ages are likely to respond the same on product sampling.

Sampling experience had a small but significant negative effect on brand attitude. Respondents who were being sampled products a lot of times before had a lower score for brand attitude than respondents without much sampling experience. This means that if more companies start sampling their products, the less effect this will have on brand attitude. Since uniqueness had no significant relationship people are likely not to differentiate between sampling programs so even if companies try to sample in a original and creative way, this will not likely affect brand attitude.

Relationship between brand attitude and purchase intention

Since attitude towards product sampling has a significant relationship with brand attitude, but the purpose of positive brand attitude has not yet been found the relationship between brand attitude and purchase intention has been examined. In this way attitude towards product sampling could directly influence purchase intention. This research finds a significant positive relationship between brand attitude and purchase intention (hypothesis 2). The stronger the brand attitude, the more intention consumers have to purchase the brand. This therefore confirms that product sampling could indirectly influence purchase intention. Product sampling away from a point of sale, where consumers have no ability to purchase the product right away, is still effective while people are likely to purchase the product in the future. There is evidence, therefore, to treat product sampling as a marketing communication instrument with long term objectives rather than sales promotion with short term objectives of generating trial and increase short term sales alone.

As expected prior consumption has also a significant relationship with purchase intention. Respondents who consumed the brand before have more intention to buy the brand in the future. This again proves the old objective that generating trial alone is able to increase purchase intention. No significant differences have been found in the relationship between gender and purchase intention, nor does it differ what age consumers are. Income levels are also not significant affecting purchase intention. So whether respondents earn almost nothing or very much, this does not influence their choice to purchase the brand in the future.

Relationship between attitude towards product sampling and purchase intention

Evidence of a direct relationship of attitude towards product sampling and purchase intention has been found. The components of product sampling attitude 'Involvement', 'Unicity', Information', 'Convincing' and 'remembering' found to have a significant effect on purchase intention of which Unicity had the strongest significant effect.

The direct relationship confirms the findings of prior research. A mediation analysis has shown brand attitude to be able to mediate the relationship of attitude towards product sampling and brand attitude.

Relationship between attitude toward product sampling and WOM intention

For the total effect of product sampling not only brand attitude but also reach objectives are important. Product sampling has some unique attributes and could be seen as experiences on their own. Consumers are likely to talk to others about their experiences and this research confirms that. Seven out of nine components making up for attitude towards product sampling have a significant positive effect on the intention of respondents to talk to others about the product sampling experience. Involvement has, like in the relationship of attitude towards product sampling and brand attitude, the strongest relationship. The more involved consumers get by the experience, the more likely it will be that they communicate about the experience with others. The reach therefore is far broader than only the location where the sampling takes place and the consumers being sampled. With the same expenditure a company has therefore a far broader reach than only the sampling program itself.

There was no evidence that differences in gender, age and income level affect this relationship. No matter what gender a consumer is, what age it has and what this consumer earns, the intention to initiate WOM will not significant be different from others.

Different product sampling scenarios and their effects on brand attitude purchase intention and Word of Mouth.

Prior research suggested that differences like visibility of the brand and providing product information would have different effects than handing out the product alone. This research however finds no significant difference between the different scenarios in relation to brand attitude, purchase intention and Word of Mouth. Therefore it does not matter

whether a product is handed out alone or more information is given, or the team takes more time etc. The analysis however does show again that there is a significant difference between sampling a product, and no sampling at all. What however is interesting is that in the relationship with brand attitude, the 'free' ice-cream scenario has no significant difference with no sampling at all, whereas the scenario without emphasis on the word 'free' did. It therefore seems that handing out the product emphasizing it is free has the same effect on brand attitude as no sampling at all. Hypothesis 4 is however rejected. The relationship of attitude towards product sampling of a program mentioning the word 'free' on brand attitude is not significantly different from the relationship of attitude towards product sampling of a program without mentioning the word 'free' on brand attitude. None of the scenarios differ in relation with brand attitude, purchase intention and Word of Mouth which means that hypothesis 5 is rejected also. It does not significant differ whether a product sampling program has strong variables for attention (information leaflet, brand images) opposed to a program with strong variables on involvement (time; personal contact)

6.2 Research questions

In this paragraph the research questions will be answered.

"What are the components of attitude towards product sampling?"

Attitude towards product sampling is measured by 9 components namely:

- **Obscurity** – Consumers' uncertainty and negative perception towards sampling
- **Involvement** – Respondents degree of involvement with the program
- **Unicity** – In what way the program was unique
- **Information** – How and what kind of information could be given
- **Sample Experience** – Consumers' experience with sampling
- **Team Appearance** – To what extent the team members influenced the experience.
- **Convincing** – The effect of the program on convincing consumers
- **Brand-Fit** – To what extent people experience the fit between product, brand and location
- **Remembering** – To what extent the program is likely to be forgotten

"Does product sampling have the ability to influence the brand attitude of consumers?"

The research shows that product sampling is of influence on the formation of brand attitude. This relationship is found to be positive which means that a positive attitude towards the product sampling will lead towards a positive attitude towards the brand. Negative cues like obscurity have found to have a significant negative relationship so these cues should be eliminated. For the total effect it is furthermore important that also reach objectives are being controlled for.

Product sampling furthermore found to have an indirect relationship with consumers intended behavior. Product sampling not only has a indirect positive relationship with short terms sales, where brand attitude serves as a mediator, it also is found to have a direct relationship on purchase intention.

"Which components of attitude towards product sampling are most influential?"

This research finds 9 components of influence on attitude towards product sampling. For a direct positive effect of attitude towards product sampling on brand attitude it is significant important to control for six of these nine components. The most important aspect of product sampling has been identified as involvement; a high degree of attention to appeal to consumers has the strongest significant effect in the creation of brand attitude. Furthermore product sampling should be able to provide consumers with information but it should still be funny and amusing. The team appearance is also significantly of influence on brand attitude, as well as the fit of the sampling with the brand and the location. Whether or not the program is easy to forget, or perceived dull does not significant influence brand attitude. One of nine components has a significant negative influence on brand attitude: obscurity. This means that in the creation of brand attitude product sampling may not be perceived of all irritating, confusing and messy.

"Is Word of Mouth affected by attitude towards product sampling?"

The relationship between product sampling and the consumers' intention to initiate Word of Mouth has found to be significant positive, so not only does product sampling have the ability to create brand value, it is also able to reach a far greater audience since consumers 'spread the word'

6.3 Practical implications

This research examined the effect of product sampling empirically, and found it to be a powerful instrument in the creation of brand value. For brands today this means that product sampling could be used as a marketing communication tool even when products are on market for several years. It should not matter whether taste has been the same for years, and package rarely changed. Product sampling has found to be useful in the creation of awareness which influences purchase intention as well as WOM.

This research could not show a difference in creating brand value between handing out only products or products together with product information, brand images etc. It however does give some general guides of what aspects of product sampling should be controlled for to have the most effect brand attitude. Involvement has been found to have the strongest positive effect on brand attitude which means consumers should not passively walk by and get a sample, but rather be motivated to become actively involved with the product and the brand. The motivational character of the event and therefore the sampling team members is therefore crucial which is also proved by the significant strong effect of team appearance.

Product sampling is perceived the same, whether one gets only a product sample or a sample together with an information leaflet. Unicity therefore has been found to not significantly influence brand attitude. It however is of strong significant influence on WOM intention and therefore if brands (companies) are focused on reaching more consumers by product sampling they should implement products sampling in a creative, unique way. The research furthermore found that an emphasis on the word free when handing out the product has the same effect on brand attitude as no sampling at all, whereas sampling an product does have a different effect. Sampling teams should therefore never inform consumers by elaborating it as free product; they should hand out the product and inform consumers about product attributes rather than it is free.

When implementing a product sampling event brands should pay attention to the extent the event could be perceived irritating, silly, or messy. These attributes which of all make up the component obscurity has a negative relationship with brand attitude. This means that if products are sampled, but litter stays behind this will have a negative effect on brand attitude. Brands should therefore make sure no litter stays behind, for example, by

providing litter bins.

Since no significant relationship between gender, age and income exist it seems that all kinds of products and brands for different target groups could be sampled. For the formation of brand value it does not matter who get the sample, everyone is positive about it, but since most brands have a specific target group the sampling program should be targeted to this group.

The results of this research find that product sampling is effective even when it is done away from a point of sale. This means that although consumers are not able to purchase the product directly, they are intended to do so in the future. The already found direct effect on short term purchases together with the indirect effect on purchase intention makes product sampling a powerful marketing communication tool. For companies it is important to set objectives in advance. A clear definition of the process-, reach- and effect objectives is important in the design stadium of product sampling because different components are of influence to different objectives. If a direct effect on purchase intention, for instance, is the objective, unicity is important, but unicity has no significant effect on brand attitude. Furthermore reach objectives should be incorporated by means of WOM intention rather than the number of products handed out; a quality-based approach is more appropriate than a quantity-based approach which is supported by the strong relationship of involvement.

6.4 Recommendations and limitations

In this paragraph some limitations of internal and external validity will be discussed. From these limitations recommendations will be derived.

Internal validity

For this research respondents were asked to put themselves in roles described in the scenarios. Due to time and money limitations it was not possible to create the live experience as been described in the scenarios, so outcomes are limited by the ability of the respondents to 'live the scenario' (see table 6). No sampling program was experienced and no product was handed out but still this research found that product sampling is able to influence brand attitude, purchase intention and Word of Mouth.

This limitation has a great impact on the perception of the different scenarios which might have influenced the results. Future research on sampling should be able to implement different sampling strategies after which consumers should be interviewed by means of a questionnaire. Since, as discussed in chapter 2, sales might be influenced by other factors a simplistic research of a sampling program and increase in sales is not possible. Furthermore due to the interaction of the company and consumers the focus should rather be on attitudes and perceptions than on quantitative measures of sales.

Since consumers could already come across with the brand Magnum in other advertisements some attitudes might already been formed. Only two respondents did not know the brand and about 10 percent never consumed it. The model of this research failed to consider the possibility that pretrial advertising might have affected consumers. For future research this implies that when studying the relationship of attitude towards product sampling and brand attitude multiple brands should be incorporated defining the brand according to the number of advertising they already used or by studying a to be introduced brand.

Measurement instrument

This research developed a measurement scale for attitude towards product sampling of 9 components. Although these components were extracted from 35 items of which most were already developed in scientific research on advertising there is room for perfection. Some of the nine components contain only a few attributes which has a negative influence on the reliability as measured by Cronbach's alpha and therefore is detrimental to the internal validity. Future research could look for more items leading to higher reliability, and could examine whether the nine developed components are consistent, and therefore reliable measures for attitude towards product sampling.

<u>*External validit*</u>

Research group

The research was done under consumers without segmentation on demographics. Of the 160 valid respondents there was no big difference in the number of males and females or ages. The youngest respondent was 16 and the oldest 69 which is valid for the Dutch

consumer group. Education is however questioning the external validity. Since about 40 percent have a University degree it seems that the number of high educated consumers is statistically too much compared to the whole Dutch population (where about 5 percent has a University degree). Future research should control for external validity problems on the research group by making use of existing databases of consumer groups.

Used brands

Since the brand used in the scenarios, Magnum, is a 'Fast Moving Consumer Good' (FMCG) brand, preferences are likely to be based on emotions. Magnum therefore is a low-involvement brand (Solomon, 2004). This can be a problem for the generalizability of the results. For other products the relationship between attitude towards product sampling and brand attitude could be different. Sampling leaflets or coupons for instance might be perceived different than getting a consumption good like Magnum. Future research could therefore look at different product categories and the relationship of attitude towards sampling these products and brand attitude.

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APPENDIX I   SCENARIOS

1   No scenario

The first questionnaire did not contain a scenario but only general questions on product sampling, demographics and the brand Magnum.

2   Only product

Please read the following scenario and, as best as you can, place yourself into the role described.

Imagine you went to your usual movie theatre to watch a movie. When leaving the theatre you are approached by a sampling team of Magnum ice cream. Without any further information you get an ice cream. The team gives one to every visitor of the cinema.

3   <u>Free</u> product

Please read the following scenario and, as best as you can, place yourself into the role described.

Imagine you went to your usual movie theatre to watch a movie. When leaving the theatre you are approached by a sampling team of Magnum ice cream. Without any further information you get a <u>free ice cream</u>. The team gives one to every visitor of the cinema.

4   Product + information brochure

Please read the following scenario and, as best as you can, place yourself into the role described.

Imagine you went to your usual movie theatre to watch a movie. When leaving the theatre you are approached by a sampling team of Magnum ice cream. You get <u>an ice cream</u> together with a <u>brochure with product and brand information</u>. In this brochure you can read more about the ingredients and nutritional value of the ice cream. The team gives ice cream to every visitor of the cinema.

Front

page 1

Bite through the rich milk chocolate studded with chunky almond pieces to reveal a cool, creamy vanilla ice cream core. I'M a worshipper...are you?

page 2

Each Magnum Almond contains

Energy	Sugar	Fat	Saturates	Salt
280kcal	23g	18g	11g	N/A
14%	28%	26%	55%	N/A

of an adult's guildeline daily amount

Available as:

1 × 🍦 = 120ml

Nutrition information - typical values

	100g	100ml	p/portion (86g | 120ml)
Energy [kcal]	320	220	290
Energy [kJ]	1400	970	1200
Protein [g]	5	3.5	4.5
Carbohydrate [g]	30	21	26
Of which sugars [g]	29	21	25
Fat [g]	21	15	18
Of which saturates [g]	13	9	11
Fibre [g]	1	0.9	0.9
Sodium [g]	0.06	0.05	0.05

Page 3

MAGNUM

Love Chocolate.

back

page 4

5   product + Images

Please read the following scenario and, as best as you can, place yourself into the role described.

Imagine you went to your usual movie theatre to watch a movie. When leaving the theatre you are approached by a sampling team of Magnum ice cream. You notice that this part of the cinema has been decorated with product and brand images of Magnum. The sampling team gives you an ice cream. The team gives one to every visitor of the cinema.

6   Product + Time (personal conversation)

Please read the following scenario and, as best as you can, place yourself into the role described.

Imagine you went to your usual movie theatre to watch a movie. When leaving the theatre you are approached by a sampling team of Magnum ice cream. You get an ice cream and the team informs you about the product and the brand. They tell you about the ingredients and the nutritional value, what the brand stands for and about upcoming brand event. "Did you know that chocolate makes you feel happy" and "this product is made of the finest Belgium chocolate" are phrases they use. The team asks you if you know the brand magnum and if you ever bought the brand before. They furthermore ask you if you go often to the cinema and what movie you just have seen. After a nice and personal conversation with these sampling team members, talking about more than just the brand and the product, you exit the cinema.

7   Product + Images + Information brochure

Please read the following scenario and, as best as you can, place yourself into the role described.

Imagine you went to your usual movie theatre to watch a movie. When leaving the theatre you are approached by a sampling team of Magnum ice cream. You notice that this part of the cinema has been decorated with product and brand images of Magnum. The sampling team gives you an ice cream together with a brochure with product and brand information. In this brochure you can read more about the ingredients and nutritional value of the ice cream. The team gives an ice cream to every visitor of the cinema.

For example:

Front   page 1   page 2

Each Magnum Almond contains

Energy	Sugar	Fat	Saturates	Salt
280kcal	25g	18g	11g	N/A
14%	28%	26%	55%	N/A

of an adult's guildeline daily amount

Available as:
1 × 🍫 = 120ml

Nutrition information - typical values

	100g	100ml	p/portion (86g | 120ml)
Energy [kcal]	220	220	290
Energy [kJ]	1400	970	1200
Protein [g]	5	3.5	4.5
Carbohydrate [g]	30	21	26
Of which sugars [g]	29	21	25
Fat [g]	21	15	18
Of which saturates [g]	13	9	11
Fibre [g]	1	0.9	0.9
Sodium [g]	0.06	0.05	0.05

MAGNUM

Love Chocolate.

Page 3   page 4   back

APPENDIX II   QUESTIONNAIRE

Welcome message in Dutch

Onderzoek Product Sampling 2009

Super dat je meedoet aan mijn onderzoek!

In dit onderzoek vraag ik je eerst jezelf in een situatie in te beelden en daarna stel ik je een aantal vragen. Totaal kost dit 5 tot 10 minuten.

Voor dit onderzoek is het van groot belang dat je je goed inleeft. Stel je de beschreven situatie dan ook zo goed mogelijk voor; alsof je het echt meemaakt.

Nogmaals super bedankt!

Groetjes,
Lars

ps. Wil je de vragenlijst helemaal afmaken als je er aan begint? Wat is nu 5 minuten op een mensenleven...:)

Thanks!

Start de Enquete

Introductie:
Product sampling gaat over het geven van producten aan consumenten om deze de mogelijkheid te bieden dit product te proberen.
Dit word veel gedaan door zogenaamde **Sampling Teams**; een groep mensen die namens het merk de producten uitdeelt.

Situatieschets; je krijgt nu een stukje tekst te lezen. De bedoeling is dat je je zo goed mogelijk inbeeldt dat dit jou echt is overkomen.
-scenario-

Translation of welcome message

Research on product sampling 2009

Great that you are willing to participate to my research.

For this research I would like you to place yourself into the role described, where after I will ask you some questions. This will take you approximately 5 to 10 minutes.

It is very important that you, as best as you can, place yourself into the role described; as if it was really you.

Again, thanks for participating!

Kind regards,
Lars

Ps. please finish the questionnaire once you have started, what is 5 minutes on a life.

Thank you!

Introduction:

Product sampling is about the distribution of free products to consumers to provide them an ability to try it. Many companies use so called '**sampling teams**' which are a group of people working for the company giving away the products.

Situation; you will now have to read a little text with a scenario. Try, as best as you can, to place yourself in the role described.

-scenario-

Questionnaire[12]

The now provided questionnaire is a translation since the original was in Dutch

1. Please indicate how the following factors are in effect by this sampling program.

This sampling program is:	*Disagree*						*Agree*
Informative	O	O	O	O	O	O	O
Effective	O	O	O	O	O	O	O
Interesting	O	O	O	O	O	O	O
Fun	O	O	O	O	O	O	O
Amusing	O	O	O	O	O	O	O
Convincing	O	O	O	O	O	O	O
Original	O	O	O	O	O	O	O
Creative	O	O	O	O	O	O	O
Renewing	O	O	O	O	O	O	O
Worth remembering	O	O	O	O	O	O	O
intelligent	O	O	O	O	O	O	O
Dull	O	O	O	O	O	O	O
Easy to forget	O	O	O	O	O	O	O
Silly	O	O	O	O	O	O	O
Irritating	O	O	O	O	O	O	O
Pointless	O	O	O	O	O	O	O
Messy	O	O	O	O	O	O	O

---

[1] The numbers before the questions mean a new page opened. Respondents clicked on a 'go further' button to open this new page.
[2] The layout of the questionnaire was different then printed here. The layout of the questionnaire page was a standard and clear format for online questionnaires.

Cumbersome	O	O	O	O	O	O	O
Confusing	O	O	O	O	O	O	O

2. The next questions are about the personality of the sampling team. Please indicate to what extent you agree or disagree on the following propositions.

	Disagree					*Agree*	
I would like to be contacted by this team	O	O	O	O	O	O	O
I would contact this team myself	O	O	O	O	O	O	O
I would directly know what brand was being sampled	O	O	O	O	O	O	O
I would like to get a ice cream from this team	O	O	O	O	O	O	O
I would talk about this program with friends/ relatives/Colleagues	O	O	O	O	O	O	O

3. The next questions are about the appearance of the program. Please indicate to what extent you agree or disagree on the following components.

This program appear:	*Disagree*					*Agree*	
Enthusiastic	O	O	O	O	O	O	O
Lively	O	O	O	O	O	O	O
Boring	O	O	O	O	O	O	O
Clear (duidelijk)	O	O	O	O	O	O	O

4. The next questions are about the sampling team's <u>ability to inform</u> you. Please indicate to what extent you agree or disagree on the following propositions.

	Disagree						*Agree*
This team is able to inform me about the *product*	O	O	O	O	O	O	O
This team is able to inform me about the *brand*	O	O	O	O	O	O	O
This team is able to inform me about the *company*	O	O	O	O	O	O	O

5. Please indicate to what extent you agree or disagree on the following propositions.

	Disagree						*Agree*
I like getting samples from companies	O	O	O	O	O	O	O
I like the discussed sampling program	O	O	O	O	O	O	O
The sampling activity fits the brand	O	O	O	O	O	O	O
The location of the sampling fits the brand	O	O	O	O	O	O	O

6. This is the final part of the questionnaire. These questions are about the sampled brand.

Do you know the brand Magnum?

- o   Yes
- o   No

	Never						Always when I want an Ice Cream
Do you ever eat a Magnum?	O	O	O	O	O	O	O

Please indicate whether you agree or disagree on the following propositions.

	Disagree						Agree
I like the brand Magnum?	O	O	O	O	O	O	O
I feel favourably towards Magnum	O	O	O	O	O	O	O
I would recommend Magnum to others	O	O	O	O	O	O	O

	Very Unlikable						Very likable
If I see Magnum in a store I will buy it	O	O	O	O	O	O	O

7. To finalize I would like to know more about you

	Never						Very Often
Have you ever been given a sample?	O	O	O	O	O	O	O

What product did you get (multiple answers are possible)

- o   Candybar
- o   Soft drink
- o   Ice cream
- o   Shampoo
- o   Deodorant
- o   Coffee/thee
- o   Detergent (wasmiddel)
- o   Energy Drink
- o   Other...

What was the brand of this product?

Have you ever bought this product before you were sampled?

- o Yes
- o No

And after sampling, did you ever repurchase this product?

- o Yes
- o No

What is your gender?

- o Female
- o Male

How old are you?

Can you tell me something about your education?

- o No education
- o Mavo
- o Havo
- o Vwo
- o Mbo
- o Hbo
- o WO
- o Work related training

What is you approximately family income each year?

- o Less than 10.000
- o € 10.000 < € 15.000
- o € 15.000 < € 20.000
- o € 20.000 < € 30.000
- o € 30.000 < € 40.000
- o Over € 40.000
- o I rather not tell

Thank you for filling out my questionnaire!

APPENDIX III   SPSS OUTPUT

Principal Component Analysis (PCA) on attitude towards product sampling

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,832
Bartlett's Test of Sphericity	Approx. Chi-Square	3112,863
	df	595
	Sig.	,000

Scree Plot
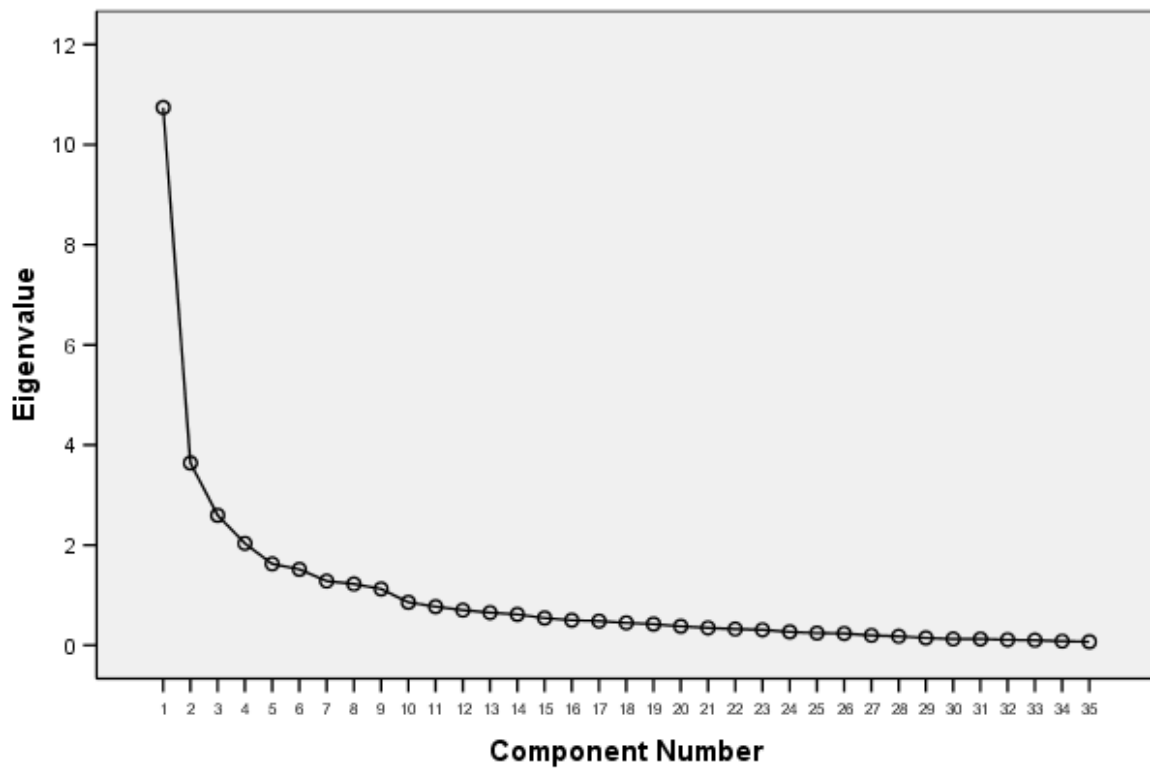
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10,743	30,695	30,695	10,743	30,695	30,695	4,762	13,605	13,605
2	3,641	10,402	41,097	3,641	10,402	41,097	3,500	9,999	23,603
3	2,595	7,415	48,512	2,595	7,415	48,512	3,341	9,547	33,150
4	2,034	5,813	54,325	2,034	5,813	54,325	2,738	7,822	40,972
5	1,625	4,644	58,969	1,625	4,644	58,969	2,538	7,252	48,224
6	1,516	4,331	63,300	1,516	4,331	63,300	2,513	7,179	55,403
7	1,282	3,663	66,963	1,282	3,663	66,963	2,396	6,844	62,247
8	1,224	3,496	70,459	1,224	3,496	70,459	2,189	6,254	68,501
9	1,124	3,212	73,671	1,124	3,212	73,671	1,810	5,170	73,671
10	,857	2,449	76,120						
11	,770	2,199	78,320						
12	,701	2,002	80,321						
13	,651	1,859	82,180						
14	,616	1,761	83,941						
15	,542	1,549	85,490						
16	,500	1,428	86,918						
17	,482	1,378	88,296						
18	,447	1,277	89,573						
19	,422	1,207	90,780						
20	,379	1,082	91,861						
21	,346	,988	92,849						
22	,323	,923	93,772						
23	,307	,878	94,650						
24	,267	,762	95,411						
25	,243	,693	96,105						
26	,234	,670	96,774						
27	,197	,563	97,337						
28	,178	,508	97,845						
29	,146	,417	98,261						
30	,126	,359	98,620						
31	,124	,354	98,974						
32	,108	,309	99,283						
33	,101	,290	99,573						
34	,081	,231	99,804						
35	,069	,196	100,000						

Extraction Method: Principal Component Analysis.

PCA with Varimax Rotation (loading > 0.3)

Rotated Component Matrix[a]

	Component								
	1	2	3	4	5	6	7	8	9
Info				,341			,678		
Effect							,726		
Interest					,505		,373		
Funny					,870				
Amusing					,877				
Convincing			,347		,348		,553		
Original			,856						
Creative			,869						
New			,854						
WorthRem			,469		,406				
intelligent			,361				,496		
Dull			-,337						,709
easyforget									,782
Silly	,727								
Irritating	,853								
Pointless	,700								
Messy	,809								
Cumbersome	,889								
Confusing	,683								
Benaderd		,831							
ZelfBenaderd		,700							
SeeBrand		,357						,560	
GetIce	-,319	,727							
WOMinten		,528							-,347
Enthusiastic		,366				,736			
Lively		,330				,716			
Boring						-,828			
Clear							,381	,478	
productINFO				,830					
BrandINFO				,896					
CompanyINFO				,775					
LikeSamples	-,428	,661							
Appeal	-,465	,521				,313			
BrandFIT	-,332					,346		,639	
LocationFIT								,812	

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

Regression-analysis of attitude towards product sampling on brand attitude

Model Summary[e]

					Change Statistics					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	,638[a]	,407	,362	,92871	,407	9,138	9	120	,000	
2	,644[b]	,414	,360	,93049	,008	,771	2	118	,465	
3	,659[c]	,434	,376	,91869	,020	4,049	1	117	,047	
4	,686[d]	,470	,384	,91233	,036	1,273	6	111	,276	2,092

a. Predictors: (Constant), Remembering, Convincing, Unicity, Team Appearence, Brand-Fit, Obscurity, Involement, Information, Sampling experience

b. Predictors: (Constant), Remembering, Convincing, Unicity, Team Appearence, Brand-Fit, Obscurity, Involement, Information, Sampling experience, Male, Age

c. Predictors: (Constant), Remembering, Convincing, Unicity, Team Appearence, Brand-Fit, Obscurity, Involement, Information, Sampling experience, Male, Age, GotSample

d. Predictors: (Constant), Remembering, Convincing, Unicity, Team Appearence, Brand-Fit, Obscurity, Involement, Information, Sampling experience, Male, Age, GotSample, inco15, inco20, inco40, inco30, inco10, incoMore40

e. Dependent Variable: BrandAttitude

ANOVA[e]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70,931	9	7,881	9,138	,000[a]
	Residual	103,500	120	,863		
	Total	174,431	129			
2	Regression	72,266	11	6,570	7,588	,000[b]
	Residual	102,165	118	,866		
	Total	174,431	129			
3	Regression	75,683	12	6,307	7,473	,000[c]
	Residual	98,748	117	,844		
	Total	174,431	129			
4	Regression	82,040	18	4,558	5,476	,000[d]
	Residual	92,391	111	,832		
	Total	174,431	129			

a. Predictors: (Constant), Remembering, Convincing, Unicity, Team Appearence, Brand-Fit, Obscurity, Involement, Information, Sampling experience

b. Predictors: (Constant), Remembering, Convincing, Unicity, Team Appearence, Brand-Fit, Obscurity, Involement, Information, Sampling experience, Male, Age

c. Predictors: (Constant), Remembering, Convincing, Unicity, Team Appearence, Brand-Fit, Obscurity, Involement, Information, Sampling experience, Male, Age, GotSample

d. Predictors: (Constant), Remembering, Convincing, Unicity, Team Appearence, Brand-Fit, Obscurity, Involement, Information, Sampling experience, Male, Age, GotSample, inco15, inco20, inco40, inco30, inco10, incoMore40

e. Dependent Variable: BrandAttitude

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4,992	,082		61,128	,000
	Obscurity	-,302	,084	-,255	-3,595	,000
	Involement	,422	,084	,357	5,026	,000
	Unicity	,150	,082	,129	1,831	,070
	Information	,244	,085	,203	2,863	,005
	Sampling experience	,251	,086	,208	2,916	,004
	Team Appearence	,284	,090	,225	3,139	,002
	Convincing	,276	,082	,238	3,381	,001
	Brand-Fit	,247	,084	,208	2,934	,004
	Remembering	,049	,086	,041	,571	,569
2	(Constant)	4,888	,245		19,989	,000
	Obscurity	-,299	,087	-,253	-3,426	,001
	Involement	,428	,087	,362	4,897	,000
	Unicity	,146	,082	,126	1,779	,078
	Information	,237	,086	,198	2,752	,007
	Sampling experience	,235	,088	,195	2,671	,009
	Team Appearence	,288	,091	,229	3,180	,002
	Convincing	,269	,082	,233	3,284	,001
	Brand-Fit	,240	,086	,202	2,800	,006
	Remembering	,049	,088	,040	,555	,580
	Male	-,181	,176	-,078	-1,029	,306
	Age	,007	,008	,068	,870	,386
3	(Constant)	5,365	,338		15,857	,000
	Obscurity	-,332	,088	-,280	-3,783	,000
	Involement	,434	,086	,367	5,027	,000
	Unicity	,128	,082	,110	1,560	,121
	Information	,232	,085	,193	2,719	,008
	Sampling experience	,229	,087	,190	2,641	,009
	Team Appearence	,283	,090	,224	3,154	,002
	Convincing	,268	,081	,232	3,313	,001
	Brand-Fit	,229	,085	,193	2,702	,008
	Remembering	,064	,087	,053	,736	,463
	Male	-,222	,175	-,096	-1,270	,207
	Age	,007	,008	,069	,885	,378
	GotSample	-,099	,049	-,147	-2,012	,047
4	(Constant)	5,554	,384		14,445	,000
	Obscurity	-,325	,088	-,274	-3,675	,000
	Involement	,455	,089	,385	5,124	,000
	Unicity	,154	,085	,132	1,805	,074
	Information	,199	,086	,165	2,299	,023
	Sampling experience	,225	,088	,186	2,545	,012
	Team Appearence	,292	,093	,231	3,139	,002
	Convincing	,280	,082	,242	3,419	,001
	Brand-Fit	,208	,087	,175	2,392	,018
	Remembering	,080	,087	,066	,917	,361
	Male	-,308	,182	-,133	-1,689	,094
	Age	,006	,009	,067	,706	,481
	GotSample	-,102	,049	-,152	-2,071	,041
	inco10	-,111	,265	-,039	-,420	,675
	inco15	,028	,362	,006	,078	,938
	inco20	,016	,512	,002	,032	,975
	inco30	-,462	,355	-,106	-1,301	,196
	inco40	-,739	,332	-,185	-2,225	,028
	incoMore40	,008	,271	,003	,031	,975

a. Dependent Variable: BrandAttitude

Regression-analysis of brand attitude on purchase intention

Model Summary[e]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
					Change Statistics					
1	,463[a]	,215	,209	1,50881	,215	42,336	1	155	,000	
2	,617[b]	,381	,373	1,34349	,167	41,494	1	154	,000	
3	,625[c]	,391	,375	1,34167	,010	1,209	2	152	,301	
4	,627[d]	,393	,352	1,36651	,002	,087	6	146	,997	1,999

a. Predictors: (Constant), BrandAttitude

b. Predictors: (Constant), BrandAttitude, Consume

c. Predictors: (Constant), BrandAttitude, Consume, Age, Male

d. Predictors: (Constant), BrandAttitude, Consume, Age, Male, inco40, inco20, inco30, inco15, inco10, incoMore40

e. Dependent Variable: PurchaseInten

ANOVA[e]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	96,377	1	96,377	42,336	,000[a]
	Residual	352,858	155	2,277		
	Total	449,236	156			
2	Regression	171,271	2	85,636	47,445	,000[b]
	Residual	277,964	154	1,805		
	Total	449,236	156			
3	Regression	175,624	4	43,906	24,391	,000[c]
	Residual	273,612	152	1,800		
	Total	449,236	156			
4	Regression	176,601	10	17,660	9,457	,000[d]
	Residual	272,634	146	1,867		
	Total	449,236	156			

a. Predictors: (Constant), BrandAttitude

b. Predictors: (Constant), BrandAttitude, Consume

c. Predictors: (Constant), BrandAttitude, Consume, Age, Male

d. Predictors: (Constant), BrandAttitude, Consume, Age, Male, inco40, inco20, inco30, inco15, inco10, incoMore40

e. Dependent Variable: PurchaseInten

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	,530	,473		1,120	,264		
	BrandAttitude	,616	,095	,463	6,507	,000	1,000	1,000
2	(Constant)	-,143	,434		-,330	,742		
	BrandAttitude	,399	,091	,300	4,391	,000	,862	1,160
	Consume	,488	,076	,440	6,442	,000	,862	1,160
3	(Constant)	,260	,510		,510	,611		
	BrandAttitude	,402	,092	,302	4,385	,000	,844	1,185
	Consume	,487	,076	,439	6,433	,000	,861	1,162
	Male	-,035	,227	-,010	-,156	,876	,898	1,114
	Age	-,013	,009	-,095	-1,431	,154	,911	1,098
4	(Constant)	,187	,611		,306	,760		
	BrandAttitude	,408	,095	,307	4,311	,000	,822	1,217
	Consume	,487	,078	,439	6,248	,000	,841	1,189
	Male	-,056	,238	-,016	-,235	,815	,848	1,180
	Age	-,012	,011	-,083	-1,045	,298	,652	1,535
	inco10	,154	,349	,036	,442	,659	,616	1,623
	inco15	-,103	,481	-,015	-,213	,831	,788	1,269
	inco20	-,040	,666	-,004	-,060	,952	,871	1,148
	inco30	,014	,451	,002	,031	,975	,769	1,301
	inco40	-,107	,428	-,019	-,250	,803	,750	1,334
	incoMore40	-,020	,333	-,006	-,061	,951	,504	1,985

a. Dependent Variable: PurchaseInten

Regression-analysis of attitude towards product sampling on purchase intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,563(a)	,317	,266	1,50970
2	,619(b)	,383	,331	1,44086
3	,624(c)	,389	,326	1,44650
4	,643(d)	,413	,318	1,45515

a Predictors: (Constant), Remembering, Convincing, Unicity, Team Appearance, Brand-Fit, Obscurity, Involement, Information, Sampling experience
b Predictors: (Constant), Remembering, Convincing, Unicity, Team Appearance, Brand-Fit, Obscurity, Involement, Information, Sampling experience, BrandAttitude
c Predictors: (Constant), Remembering, Convincing, Unicity, Team Appearance, Brand-Fit, Obscurity, Involement, Information, Sampling experience, BrandAttitude, Male, Age
d Predictors: (Constant), Remembering, Convincing, Unicity, Team Appearance, Brand-Fit, Obscurity, Involement, Information, Sampling experience, BrandAttitude, Male, Age, inco15, inco20, inco30, inco40, inco10, incoMore40

ANOVA(e)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	127,027	9	14,114	6,193	,000(a)
	Residual	273,503	120	2,279		
	Total	400,531	129			
2	Regression	153,478	10	15,348	7,393	,000(b)
	Residual	247,053	119	2,076		
	Total	400,531	129			
3	Regression	155,726	12	12,977	6,202	,000(c)
	Residual	244,805	117	2,092		
	Total	400,531	129			
4	Regression	165,492	18	9,194	4,342	,000(d)
	Residual	235,039	111	2,117		
	Total	400,531	129			

a Predictors: (Constant), Remembering, Convincing, Unicity, Team Appearance, Brand-Fit, Obscurity, Involement, Information, Sampling experience
b Predictors: (Constant), Remembering, Convincing, Unicity, Team Appearance, Brand-Fit, Obscurity, Involement, Information, Sampling experience, BrandAttitude
c Predictors: (Constant), Remembering, Convincing, Unicity, Team Appearance, Brand-Fit, Obscurity, Involement, Information, Sampling experience, BrandAttitude, Male, Age
d Predictors: (Constant), Remembering, Convincing, Unicity, Team Appearance, Brand-Fit, Obscurity, Involement, Information, Sampling experience, BrandAttitude, Male, Age, inco15, inco20, inco30, inco40, inco10, incoMore40
e Dependent Variable: PurchaseInten

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.

1	(Constant)	3,601	,133		27,125	,000
	Obscurity	-,053	,137	-,029	-,387	,699
	Involement	,607	,137	,339	4,449	,000
	Unicity	,421	,133	,239	3,160	,002
	Information	,381	,138	,209	2,751	,007
	Sampling experience	,160	,140	,088	1,145	,255
	Team Appearence	,094	,147	,049	,642	,522
	Convincing	,399	,133	,227	3,007	,003
	Brand-Fit	,194	,137	,108	1,417	,159
	Remembering	-,314	,140	-,172	-2,245	,027
2	(Constant)	1,077	,718		1,500	,136
	Obscurity	,100	,137	,056	,728	,468
	Involement	,394	,143	,220	2,749	,007
	Unicity	,345	,129	,196	2,677	,008
	Information	,258	,137	,142	1,886	,062
	Sampling experience	,033	,138	,018	,241	,810
	Team Appearence	-,049	,146	-,026	-,337	,737
	Convincing	,259	,132	,148	1,958	,053
	Brand-Fit	,069	,135	,038	,511	,610
	Remembering	-,339	,134	-,185	-2,535	,013
	BrandAttitude	,506	,142	,334	3,569	,001
3	(Constant)	1,398	,796		1,756	,082
	Obscurity	,132	,142	,073	,927	,356
	Involement	,354	,149	,198	2,376	,019
	Unicity	,350	,130	,198	2,699	,008
	Information	,275	,138	,151	1,991	,049
	Sampling experience	,030	,141	,016	,213	,831
	Team Appearence	-,058	,147	-,031	-,398	,692
	Convincing	,253	,133	,144	1,903	,060
	Brand-Fit	,092	,138	,051	,666	,507
	Remembering	-,361	,136	-,197	-2,645	,009
	BrandAttitude	,514	,143	,339	3,595	,000
	Male	-,010	,275	-,003	-,035	,972
	Age	-,012	,012	-,082	-1,011	,314
4	(Constant)	1,912	,903		2,119	,036
	Obscurity	,148	,145	,082	1,019	,310
	Involement	,397	,157	,222	2,532	,013
	Unicity	,435	,138	,247	3,161	,002
	Information	,283	,141	,155	2,005	,047
	Sampling experience	,053	,145	,029	,368	,714
	Team Appearence	-,068	,154	-,035	-,438	,662
	Convincing	,261	,137	,148	1,900	,060
	Brand-Fit	,111	,142	,061	,778	,438
	Remembering	-,333	,139	-,182	-2,393	,018
	BrandAttitude	,465	,149	,307	3,133	,002
	Male	-,169	,291	-,048	-,580	,563
	Age	-,022	,015	-,149	-1,501	,136
	inco10	,079	,422	,019	,188	,852
	inco15	,003	,577	,000	,004	,997
	inco20	-,609	,815	-,060	-,748	,456
	inco30	-,049	,570	-,007	-,085	,932
	inco40	-,498	,538	-,082	-,925	,357
	incoMore40	,531	,430	,140	1,233	,220

a Dependent Variable: PurchaseInten

Mediation analysis of brand attitude

Step 1   **Coefficients(a)**

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,614	,145		24,948	,000
	attitudeSampling	1,840	,436	,347	4,218	,000

a Dependent Variable: PurchaseInten

Step 2

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4,996	,094		53,076	,000
	attitudeSampling	1,630	,283	,450	5,752	,000

a Dependent Variable: BrandAttitude

Step 3   **Coefficients(a)**

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,574	,443		1,297	,197
	BrandAttitude	,609	,089	,478	6,847	,000

a Dependent Variable: PurchaseInten

Step 4   **Coefficients(a)**

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,520	,634		,821	,413
	attitudeSampling	,830	,449	,157	1,849	**,067**
	BrandAttitude	,619	,124	,423	4,992	,000

a Dependent Variable: PurchaseInten

Regression analysis of product sampling on Word Of Mouth (WOM)

Model Summary[d]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,773[a]	,598	,568	,92596	,598	19,858	9	120	,000	
2	,776[b]	,603	,566	,92849	,005	,673	2	118	,512	
3	,790[c]	,623	,566	,92810	,021	1,016	6	112	,418	2,251

a. Predictors: (Constant), Remembering, Convincing, Unicity, Team Appearence, Brand-Fit, Obscurity, Involement, Information, Sampling experience

b. Predictors: (Constant), Remembering, Convincing, Unicity, Team Appearence, Brand-Fit, Obscurity, Involement, Information, Sampling experience, Male, Age

c. Predictors: (Constant), Remembering, Convincing, Unicity, Team Appearence, Brand-Fit, Obscurity, Involement, Information, Sampling experience, Male, Age, inco15, inco20, inco40, inco30, inco10, incoMore40

d. Dependent Variable: WOM

ANOVA[d]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	153,235	9	17,026	19,858	,000[a]
	Residual	102,888	120	,857		
	Total	256,123	129			
2	Regression	154,396	11	14,036	16,281	,000[b]
	Residual	101,727	118	,862		
	Total	256,123	129			
3	Regression	159,649	17	9,391	10,902	,000[c]
	Residual	96,474	112	,861		
	Total	256,123	129			

a. Predictors: (Constant), Remembering, Convincing, Unicity, Team Appearence, Brand-Fit, Obscurity, Involement, Information, Sampling experience

b. Predictors: (Constant), Remembering, Convincing, Unicity, Team Appearence, Brand-Fit, Obscurity, Involement, Information, Sampling experience, Male, Age

c. Predictors: (Constant), Remembering, Convincing, Unicity, Team Appearence, Brand-Fit, Obscurity, Involement, Information, Sampling experience, Male, Age, inco15, inco20, inco40, inco30, inco10, incoMore40

d. Dependent Variable: WOM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4,220	,081		51,833	,000		
	Obscurity	-,194	,084	-,135	-2,316	,022	,982	1,019
	Involement	,755	,084	,527	9,014	,000	,980	1,021
	Unicity	,299	,082	,212	3,653	,000	,995	1,006
	Information	,428	,085	,294	5,045	,000	,983	1,018
	Sampling experience	,258	,086	,176	3,003	,003	,969	1,032
	Team Appearence	,280	,090	,183	3,108	,002	,964	1,038
	Convincing	,202	,081	,144	2,480	,015	,997	1,003
	Brand-Fit	,163	,084	,114	1,948	,054	,985	1,015
	Remembering	-,371	,086	-,254	-4,333	,000	,974	1,026
2	(Constant)	3,960	,244		16,230	,000		
	Obscurity	-,215	,087	-,149	-2,461	,015	,913	1,095
	Involement	,780	,087	,545	8,942	,000	,907	1,102
	Unicity	,294	,082	,209	3,588	,000	,992	1,008
	Information	,414	,086	,285	4,814	,000	,962	1,039
	Sampling experience	,258	,088	,177	2,944	,004	,936	1,068
	Team Appearence	,285	,091	,186	3,150	,002	,961	1,040
	Convincing	,204	,082	,145	2,487	,014	,989	1,011
	Brand-Fit	,146	,086	,101	1,703	,091	,952	1,051
	Remembering	-,356	,087	-,244	-4,072	,000	,941	1,063
	Male	-,001	,176	,000	-,006	,995	,862	1,160
	Age	,009	,008	,074	1,142	,256	,806	1,240
3	(Constant)	4,091	,315		12,971	,000		
	Obscurity	-,208	,088	-,145	-2,356	,020	,887	1,127
	Involement	,806	,090	,562	8,920	,000	,846	1,182
	Unicity	,328	,086	,232	3,794	,000	,896	1,116
	Information	,418	,088	,288	4,766	,000	,924	1,083
	Sampling experience	,280	,090	,191	3,124	,002	,896	1,117
	Team Appearence	,266	,095	,174	2,813	,006	,880	1,136
	Convincing	,190	,083	,136	2,284	,024	,954	1,048
	Brand-Fit	,124	,088	,086	1,407	,162	,893	1,120
	Remembering	-,347	,088	-,237	-3,921	,000	,918	1,089
	Male	-,044	,184	-,016	-,242	,810	,784	1,276
	Age	,000	,009	,003	,039	,969	,535	1,868
	inco10	-,054	,269	-,016	-,203	,840	,542	1,845
	inco15	,311	,368	,056	,847	,399	,760	1,316
	inco20	,155	,520	,019	,298	,767	,823	1,215
	inco30	-,014	,361	-,003	-,039	,969	,718	1,393
	inco40	-,152	,337	-,031	-,452	,652	,697	1,435
	incoMore40	,463	,275	,152	1,687	,094	,413	2,423

a. Dependent Variable: WOM

One-way Analysis of Variance (ANOVA) of different scenarios on brand attitude

Descriptives

BrandAttitude

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
control	28	3,8393	1,51568	,28644	3,2516	4,4270	1,00	6,00
ice	23	4,9130	1,42743	,29764	4,2958	5,5303	1,00	7,00
Free ice	24	4,5625	1,14505	,23373	4,0790	5,0460	2,50	7,00
ice & Leaflet	20	5,4500	,74162	,16583	5,1029	5,7971	4,50	7,00
ice & brand images	22	4,9545	1,27157	,27110	4,3908	5,5183	2,50	7,00
ice & time	23	4,8478	1,35206	,28192	4,2632	5,4325	1,00	6,50
ice & image & leaflet	20	5,3750	,99835	,22324	4,9078	5,8422	4,00	6,50
Total	160	4,7938	1,33575	,10560	4,5852	5,0023	1,00	7,00

ANOVA

BrandAttitude

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	43,125	6	7,188	4,571	,000
Within Groups	240,569	153	1,572		
Total	283,694	159			

BrandAttitude

	Scenario	N	Subset for alpha = .05	
			1	2
Tukey HSD[a,b]	control	28	3,8393	
	Free ice	24	4,5625	4,5625
	ice & time	23	4,8478	4,8478
	ice	23	4,9130	4,9130
	ice & brand images	22		4,9545
	ice & image & leaflet	20		5,3750
	ice & Leaflet	20		5,4500
	Sig.		,067	,215

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 22,596.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Building Brands by Sampling Products

Multiple Comparisons

Dependent Variable: BrandAttitude

	(I) Scenario	(J) Scenario	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	Upper Bound
Tukey HSD	control	ice	-1,07376*	,35287	,043	-2,1281	-,0194
		Free ice	-,72321	,34881	,374	-1,7655	,3190
		ice & Leaflet	-1,61071*	,36711	,000	-2,7076	-,5138
		ice & brand images	-1,11526*	,35725	,034	-2,1827	-,0478
		ice & time	-1,00854	,35287	,071	-2,0629	,0458
		ice & image & leaflet	-1,53571*	,36711	,001	-2,6326	-,4388
	ice	control	1,07376*	,35287	,043	,0194	2,1281
		Free ice	,35054	,36589	,962	-,7427	1,4438
		ice & Leaflet	-,53696	,38338	,801	-1,6825	,6086
		ice & brand images	-,04150	,37394	1,000	-1,1588	1,0758
		ice & time	,06522	,36976	1,000	-1,0396	1,1701
		ice & image & leaflet	-,46196	,38338	,891	-1,6075	,6836
	Free ice	control	,72321	,34881	,374	-,3190	1,7655
		ice	-,35054	,36589	,962	-1,4438	,7427
		ice & Leaflet	-,88750	,37965	,233	-2,0219	,2469
		ice & brand images	-,39205	,37011	,939	-1,4979	,7138
		ice & time	-,28533	,36589	,987	-1,3786	,8079
		ice & image & leaflet	-,81250	,37965	,335	-1,9469	,3219
	ice & Leaflet	control	1,61071*	,36711	,000	,5138	2,7076
		ice	,53696	,38338	,801	-,6086	1,6825
		Free ice	,88750	,37965	,233	-,2469	2,0219
		ice & brand images	,49545	,38741	,861	-,6621	1,6530
		ice & time	,60217	,38338	,701	-,5434	1,7477
		ice & image & leaflet	,07500	,39653	1,000	-1,1098	1,2598
	ice & brand images	control	1,11526*	,35725	,034	,0478	2,1827
		ice	,04150	,37394	1,000	-1,0758	1,1588
		Free ice	,39205	,37011	,939	-,7138	1,4979
		ice & Leaflet	-,49545	,38741	,861	-1,6530	,6621
		ice & time	,10672	,37394	1,000	-1,0106	1,2240
		ice & image & leaflet	-,42045	,38741	,932	-1,5780	,7371
	ice & time	control	1,00854	,35287	,071	-,0458	2,0629
		ice	-,06522	,36976	1,000	-1,1701	1,0396
		Free ice	,28533	,36589	,987	-,8079	1,3786
		ice & Leaflet	-,60217	,38338	,701	-1,7477	,5434
		ice & brand images	-,10672	,37394	1,000	-1,2240	1,0106
		ice & image & leaflet	-,52717	,38338	,814	-1,6727	,6184
	ice & image & leaflet	control	1,53571*	,36711	,001	,4388	2,6326
		ice	,46196	,38338	,891	-,6836	1,6075
		Free ice	,81250	,37965	,335	-,3219	1,9469
		ice & Leaflet	-,07500	,39653	1,000	-1,2598	1,1098
		ice & brand images	,42045	,38741	,932	-,7371	1,5780
		ice & time	,52717	,38338	,814	-,6184	1,6727

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

Lars Haagsman - 2009

One-way Analysis of Variance (ANOVA) of different scenarios on purchase intention

Descriptives

PurchaseInten

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
control	28	2,9286	1,21499	,22961	2,4574	3,3997	1,00	6,00
ice	23	3,5217	1,62003	,33780	2,8212	4,2223	1,00	6,00
Free ice	24	3,0417	1,54580	,31553	2,3889	3,6944	1,00	7,00
ice & Leaflet	20	3,8500	1,56525	,35000	3,1174	4,5826	1,00	6,00
ice & brand images	22	3,5909	2,03912	,43474	2,6868	4,4950	1,00	7,00
ice & time	23	3,6522	1,84905	,38555	2,8526	4,4518	1,00	7,00
ice & image & leaflet	20	4,1500	1,95408	,43695	3,2355	5,0645	1,00	7,00
Total	160	3,4938	1,70089	,13447	3,2282	3,7593	1,00	7,00

Test of Homogeneity of Variances

PurchaseInten

Levene Statistic	df1	df2	Sig.
1,860	6	153	,091

ANOVA

PurchaseInten

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	25,804	6	4,301	1,515	,177
Within Groups	434,190	153	2,838		
Total	459,994	159			

Multiple Comparisons

Dependent Variable: PurchaseInten
Tukey HSD

(I) Scenario	(J) Scenario	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
control	ice	-,59317	,47406	,873	-2,0097	,8233
	Free ice	-,11310	,46861	1,000	-1,5133	1,2871
	ice & Leaflet	-,92143	,49320	,504	-2,3951	,5522
	ice & brand images	-,66234	,47994	,812	-2,0964	,7717
	ice & time	-,72360	,47406	,729	-2,1401	,6929
	ice & image & leaflet	-1,22143	,49320	,175	-2,6951	,2522
ice	control	,59317	,47406	,873	-,8233	2,0097
	Free ice	,48007	,49156	,958	-,9887	1,9488
	ice & Leaflet	-,32826	,51505	,995	-1,8672	1,2107
	ice & brand images	-,06917	,50237	1,000	-1,5702	1,4319
	ice & time	-,13043	,49676	1,000	-1,6147	1,3539
	ice & image & leaflet	-,62826	,51505	,886	-2,1672	,9107
Free ice	control	,11310	,46861	1,000	-1,2871	1,5133
	ice	-,48007	,49156	,958	-1,9488	,9887
	ice & Leaflet	-,80833	,51004	,692	-2,3323	,7156
	ice & brand images	-,54924	,49723	,926	-2,0349	,9365
	ice & time	-,61051	,49156	,877	-2,0793	,8582
	ice & image & leaflet	-1,10833	,51004	,316	-2,6323	,4156
ice & Leaflet	control	,92143	,49320	,504	-,5522	2,3951
	ice	,32826	,51505	,995	-1,2107	1,8672
	Free ice	,80833	,51004	,692	-,7156	2,3323
	ice & brand images	,25909	,52047	,999	-1,2960	1,8142
	ice & time	,19783	,51505	1,000	-1,3411	1,7368
	ice & image & leaflet	-,30000	,53271	,998	-1,8917	1,2917
ice & brand images	control	,66234	,47994	,812	-,7717	2,0964
	ice	,06917	,50237	1,000	-1,4319	1,5702
	Free ice	,54924	,49723	,926	-,9365	2,0349
	ice & Leaflet	-,25909	,52047	,999	-1,8142	1,2960
	ice & time	-,06126	,50237	1,000	-1,5623	1,4398
	ice & image & leaflet	-,55909	,52047	,935	-2,1142	,9960
ice & time	control	,72360	,47406	,729	-,6929	2,1401
	ice	,13043	,49676	1,000	-1,3539	1,6147
	Free ice	,61051	,49156	,877	-,8582	2,0793
	ice & Leaflet	-,19783	,51505	1,000	-1,7368	1,3411
	ice & brand images	,06126	,50237	1,000	-1,4398	1,5623
	ice & image & leaflet	-,49783	,51505	,960	-2,0368	1,0411
ice & image & leaflet	control	1,22143	,49320	,175	-,2522	2,6951
	ice	,62826	,51505	,886	-,9107	2,1672
	Free ice	1,10833	,51004	,316	-,4156	2,6323
	ice & Leaflet	,30000	,53271	,998	-1,2917	1,8917
	ice & brand images	,55909	,52047	,935	-,9960	2,1142
	ice & time	,49783	,51505	,960	-1,0411	2,0368

One-way Analysis of Variance (ANOVA) of different scenarios on Word of Mouth (WOM)

Descriptives

WOM

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
ice	23	9,7609	6,26837	1,30705	7,0502	12,4715	,50	24,50
Free ice	24	6,0833	4,61017	,94105	4,1366	8,0300	,50	17,50
ice & Leaflet	20	10,2000	5,52840	1,23619	7,6126	12,7874	2,00	24,50
ice & brand images	22	10,3409	7,79558	1,66202	6,8845	13,7973	1,50	24,50
ice & time	23	9,8261	5,88065	1,22620	7,2831	12,3691	1,00	18,00
ice & image & leaflet	20	11,1000	6,86448	1,53494	7,8873	14,3127	,50	24,50
Total	132	9,4697	6,31663	,54979	8,3821	10,5573	,50	24,50

Test of Homogeneity of Variances

WOM

Levene Statistic	df1	df2	Sig.
2,855	5	126	,018

ANOVA

WOM

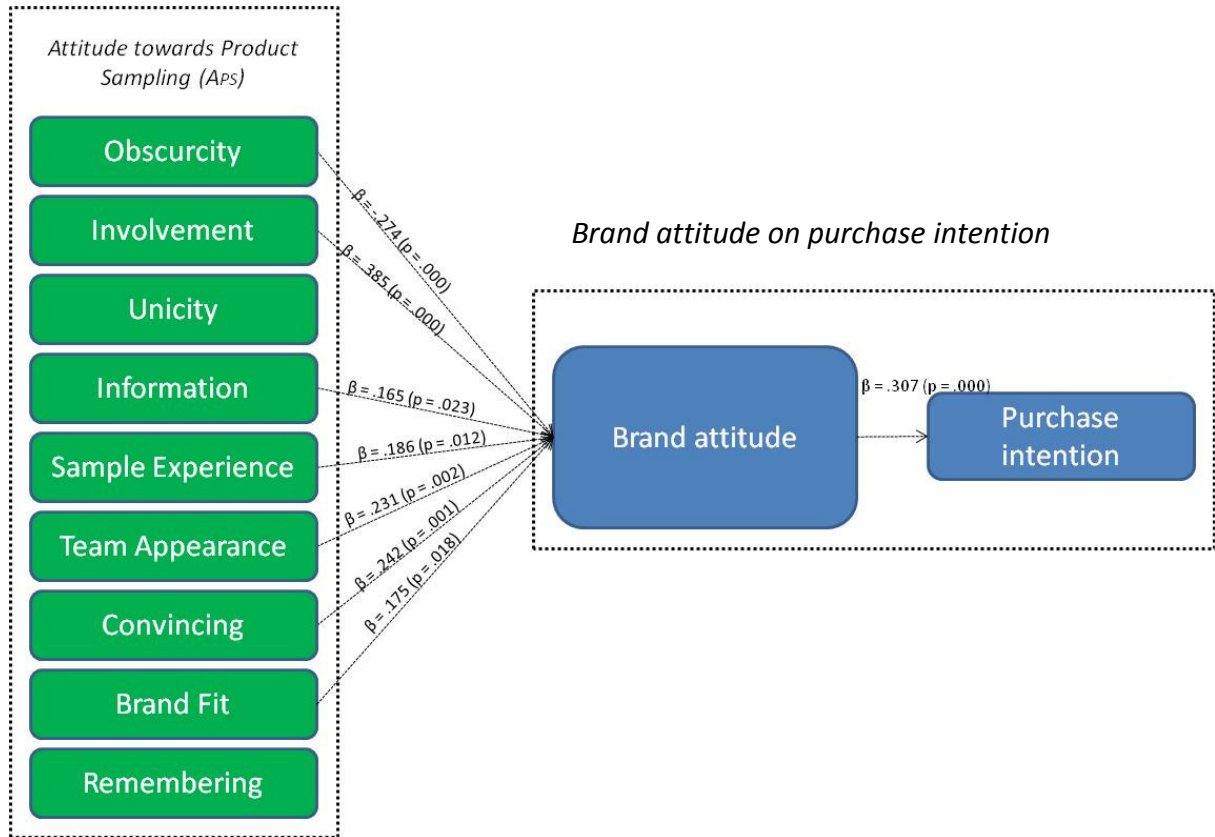|	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	360,613	5	72,123	1,867	,105
Within Groups	4866,266	126	38,621		
Total	5226,879	131			

Multiple Comparisons

Dependent Variable: WOM
Tukey HSD

(I) Scenario	(J) Scenario	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
ice	Free ice	3,67754	1,81339	,333	-1,5705	8,9256
	ice & Leaflet	-,43913	1,90006	1,000	-5,9380	5,0598
	ice & brand images	-,58004	1,85329	1,000	-5,9436	4,7835
	ice & time	-,06522	1,83258	1,000	-5,3688	5,2384
	ice & image & leaflet	-1,33913	1,90006	,981	-6,8380	4,1598
Free ice	ice	-3,67754	1,81339	,333	-8,9256	1,5705
	ice & Leaflet	-4,11667	1,88156	,251	-9,5620	1,3287
	ice & brand images	-4,25758	1,83432	,193	-9,5662	1,0511
	ice & time	-3,74275	1,81339	,313	-8,9908	1,5053
	ice & image & leaflet	-5,01667	1,88156	,089	-10,4620	,4287
ice & Leaflet	ice	,43913	1,90006	1,000	-5,0598	5,9380
	Free ice	4,11667	1,88156	,251	-1,3287	9,5620
	ice & brand images	-,14091	1,92004	1,000	-5,6976	5,4158
	ice & time	,37391	1,90006	1,000	-5,1250	5,8728
	ice & image & leaflet	-,90000	1,96523	,997	-6,5875	4,7875
ice & brand images	ice	,58004	1,85329	1,000	-4,7835	5,9436
	Free ice	4,25758	1,83432	,193	-1,0511	9,5662
	ice & Leaflet	,14091	1,92004	1,000	-5,4158	5,6976
	ice & time	,51482	1,85329	1,000	-4,8487	5,8784
	ice & image & leaflet	-,75909	1,92004	,999	-6,3158	4,7976
ice & time	ice	,06522	1,83258	1,000	-5,2384	5,3688
	Free ice	3,74275	1,81339	,313	-1,5053	8,9908
	ice & Leaflet	-,37391	1,90006	1,000	-5,8728	5,1250
	ice & brand images	-,51482	1,85329	1,000	-5,8784	4,8487
	ice & image & leaflet	-1,27391	1,90006	,985	-6,7728	4,2250
ice & image & leaflet	ice	1,33913	1,90006	,981	-4,1598	6,8380
	Free ice	5,01667	1,88156	,089	-,4287	10,4620
	ice & Leaflet	,90000	1,96523	,997	-4,7875	6,5875
	ice & brand images	,75909	1,92004	,999	-4,7976	6,3158
	ice & time	1,27391	1,90006	,985	-4,2250	6,7728

APPENDIX IV   VISUAL REPRESENTATION

Attitude towards product sampling on brand attitude

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Regression analysis of product sampling on Word Of Mouth (WOM)