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**The Effect of Variety in Options and Product Level Involvement
on Customer Decision**

A study to gain a Bachelor Degree in Business Administration

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- ❖ We dedicate our work to our dear families whom without their help and support we wouldn't be where we are right now, they have nurtured us and stood by our side through this long journey of education and self-building. We were able to achieve so many through their unconditional love and endless giving, sacrificing so much only to keep us on our road to success.
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Abstract

Purpose: The choice paradox indicates that although having many choices can be beneficial, it can also cause customer decision paralysis and dissatisfaction. This research proposes that the choice overload effect can vary depending on the involvement level of the product. Therefore, the primary goal of this study is to study the relationship between the variety of choices and the product's involvement level and how can the both factors influence consumers' purchase intention, satisfaction, choice effort and choice confusion.

Design/methodology/approach: Using survey/ questionnaire design on a sample of 135 person to determine the general classification of involvement level for 4 tested products, and an experiment stimulation with a questionnaire was made on 4 random samples including 80 respondent, to test the relationship between to 2 independent variables and their effect on the dependent ones.

Findings: Despite the importance of Variety in options and the Involvement level of product categories, the results show that there is no relationship between our independent variables (involvement level and variety in option) and our dependent variable (purchase intention, satisfaction, choice effort, choice confusion).

Research limitations/implications: The experiment was conducted in a virtual store and restaurant, not in a real restaurant or mobile retailer shop, so the results may be different a little in a real-life purchase experiment. So additional research consider the real environment.

Practical implications: the results offer suggestions to match the best choice variety for the involvement level of the product to maintain customer satisfaction and avoid confusion.

Originality/Value: This research meets the identified need to study how choice variety influences consumers' willingness to purchase and their satisfaction from an involvement level perspective.

Keywords: product, involvement, variety, choice effort, choice, overload, satisfaction, intention, purchase,

Paper type: Senior Project Study.

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Chapter One: background of the study

This is an introductory chapter, which will help the reader to get an overview about the study.

1.1. Introduction:

Over the last decades, the debate between social scientists on which is better for the consumer; high variety in available options in products and services or low variety? Some scientists have recognized the benefits of choice. Microeconomic theory and research presumes that the provision of choice is necessarily advantageous because it allows for utility maximization. Moreover, the belief that the provision of choice yields beneficial outcomes

for both individuals and society at large is inherent to basic social science theory and research. The encouragement of choice proliferation is largely based on the following three arguments: First, choice fosters preference matching; second, the provision of choices usually presupposes competition among the sellers; and third, under optimal search models, rational consumers would stop searching if the emotional and cognitive costs of choice outweighed its benefits (Iyengar and Botti, 2006).

The belief in the benefits of choice is based on acceptance of the rational choice theory, which assumes that people hold stable, rank-ordered preferences and that these preferences are not influenced by contextual factors (Payne, Bettman, and Johnson 1993).

Given this assumption of a well-defined utility function, classic economics endeavors to solve constrained maximization problems. Thus, to the effect that more choice equates to fewer constraints, an expansion in the size of the choice set can never make people worse off. That is, holding constant the terms of sale, rational decision makers confronted by a choice among differentiated products maximize their utility by choosing the choice-set option that best matches their predefined preferences (Mussa and Rosen 1978).

In addition, choice allows people to feel in control of their own fate, thus improving psychological and physical condition. People given choices have been found to experience increased life satisfaction and health status, whereas the absence or removal of choice makes them helpless and hopeless (Langer 1975; Lefcourt 1973; Rotter 1966; Schulz and Hanusa 1978; Seligman 1975; Taylor and Brown 1988).

Even the process of giving people seemingly trivial choices can have powerful effects on feelings of control.

On the other hand, subsequent studies conducted across a variety of contexts reveal further pernicious consequences of offering choosers more rather than fewer options. First, the presence of more rather than fewer options makes decision makers more likely to decide against choosing, even when the choice of opting out has negative consequences for their future well-being (Iyengar, Jiang, and Kamenica 2006).

Also, the presence of more choices has been associated with lower chooser confidence and greater experiences of negative affect; that is, people choosing from more extensive choice sets are less satisfied with their decision outcomes (e.g., chocolate choice) and pay more for purchases that make them less happy (e.g., car choice). Even when more choices yield seemingly better objective outcomes (i.e., higher salaries for job seekers), they yield worse subjective outcomes.

The observation that the provision of choice need not always be beneficial and may, at times, be detrimental is not limited solely to contexts of choice overload. Decision makers' uncertainties arise even in circumstances in which the choices are few. A series of studies that Botti and Iyengar (2004) conducted show that when decision makers chose among a limited set of unappealing options, such as bad tasting yogurt flavours', despite their preference for choosing for themselves, they were less satisfied with their decision outcomes than were those for whom the same decision outcomes were externally dictated.

From this debate on whether choices are good or not, we decided to start our study, based on a variable that has been in the shadows through the last studies: "The Involvement Level".

Do consumers prefer to have high variety in choices when they are purchasing a high involvement product like cars, Houses and other high-involvement products? Do consumers prefer low variety in choices when they are buying low-involvement products like every day-grocery or familiar products?

From this concept, we started our research to study the Variety in choices effect on a number of variables (Purchase intention, Satisfaction, Choice Effort and Choice Confusion), with considering Involvement level as a moderator in the experiments.

1.2. Literature review:

Zaichkowsky (1985) - Involvement Measurement:

A bipolar adjective scale, the Personal Involvement Inventory (PII), was developed to capture the concept of involvement for products.

The scale successfully met standards for internal reliability, reliability over time, content validity, criterion-related validity, and construct validity. Tests of construct validity demonstrated that the scores were positively related to perceived differences among brands, brand preferences, interest in gathering information about the product category, and comparison of product attributes among brands.

Lehmann (1998) – Variety and Choice Effort:

The article by Kahn (1998 [this issue]) nicely raises many issues relating to product variety. Indeed, considerable effort has been focused both on studying variety seeking and on determining optimal strategies for offering variety to customers. Much of this effort rests on the assumptions that customers in fact both desire and benefit from variety. The purpose of this is to question those basic assumptions and hence to suggest some implications for research.

Iyengar & Lepper (2000) – Experiments on the Effect of Variety:

Current psychological theory and research affirm the positive affective and motivational consequences of having personal choice. These findings have led to the popular notion that the more choice, the better—that the human ability to manage, and the human desire for, choice is unlimited.

Findings from three experimental studies starkly challenge this implicit assumption that having more choices is necessarily more intrinsically motivating than having fewer. These experiments, which were conducted in both field and laboratory settings, show that people are more likely to purchase gourmet jams or chocolates or to undertake optional class essay assignments when offered a limited array of 6 choices rather than a more extensive array of 24 or 30 choices. Moreover, participants actually reported greater subsequent satisfaction with their selections and wrote better essays when their original set of options had been limited.

Kivetz (2003) – Variety, Choice Effort and Past Preferences:

People often need to trade-off between the probability and magnitude of the rewards that they could earn for investing effort.

This paper proposes that the conjunction of two simple assumptions (relating effort-induced reward expectations to prospect theory's value function) provides a parsimonious theory that predicts that the nature of the required effort will have a systematic effect on such trade-offs.

Using the case of frequency (or loyalty) programs, a series of five studies involving both real and hypothetical choices demonstrated that:

- (a) The presence (as opposed to absence) of effort requirements enhances the preference for sure-small rewards over large-uncertain rewards.
- (b) The preference for reward certainty is attenuated when the effort activity is intrinsically motivating.
- (c) Continuously increasing the effort level leads to an inverted-U effect on the preference for sure-small over large uncertain rewards.

The studies also employ process measures and examine the mechanisms underlying the impact of the effort stream on the trade-off between the certainty and magnitude of rewards.

The final section discusses the theoretical implications of this research as well as the practical implications with respect to frequency programs and other types of incentive systems.

Chernev's (2003) – Variety Assortment and Preferences:

Contrary to the common wisdom, that more choice is always better, selections made from large assortments can lead to weaker preferences. Building on the extant literature, this research identifies ideal point availability as a key factor moderating the impact of assortment on choice. It is proposed that, in the case of large assortments, ideal point availability can simplify choice, leading to a stronger preference for the selected alternative. In contrast, for choices made from smaller assortments, ideal point availability is proposed to have the opposite effect, leading to weaker preferences. Data obtained from four experiments lend support for the theory and the empirical predictions advanced in this article.

Choi et.al (2006) – Variety Seeking Behavior and the Nature of Decision:

Ratner and Kahn demonstrated that individuals believed that others would seek more variety than they themselves would seek. Building on this finding, we expected the variety-seeking tendency to be greater when people made choices for others, and we examined the mechanisms of this phenomenon.

Study 1 explored an interpersonal mechanism and demonstrated that variety seeking for others became stronger when individuals were held accountable for their choices.

Studies 2 and 3 explored an intrapersonal mechanism and showed that because of “focusing” people expected satiation with repeated consumption to occur more quickly for others than for self. Implications and future research are discussed in this study.

Morwitz et.al (2006) – Purchase Intention Motivations:

Marketing managers routinely use purchase intentions to predict sales. The purpose of this paper is to identify factors associated with an increased or decreased correlation between purchase intentions and actual purchasing.

In two studies, we examine data collected from a wide range of different settings that reflect the real world diversity in how intentions studies are conducted.

The results indicate that intentions are more correlated with purchase:

- 1) For existing products than for new ones.
- 2) For durable goods than for non-durable goods.
- 3) For short than for long time horizons.
- 4) When respondents are asked to provide intentions to purchase specific brands or models than when they are asked to provide intentions to buy at the product category level.
- 5) When purchase is measured in terms of trial rates than when it is measured in terms of total market sales.
- 6) When purchase intentions are collected in a comparative mode than when they are collected nomadically.

Hermann et.al (2009):

In recent years, many companies have considerably increased their number of offering varieties. The underlying rationale for such product strategies is substantiated by the belief that assortment proliferation would better satisfy customers' diverse preferences. However, empirical evidence exists suggesting that if there are too many varieties to choose from, customers sometimes either refrain from making a purchase at all, or else resort to simple selection heuristics.

This article approaches the issue of assortment variety from a decision-theoretical perspective, by positing circumstances under which expanding the number of varieties will affect positively, or negatively consumer behavior. Herein, the concept of attribute align ability provides explanatory potential.

Two experimental studies are presented which analyze the effect of the number of product varieties on customers' decision-making behavior by means of manipulating the choice settings in a virtual car configurator. It can be shown that whether the product attributes in question are align able or non-align able is the decisive factor in explaining customer decision-making under variety. Furthermore, "pseudo-eudoalignability" is achieved easily via the relabeling of product options.

These findings yield concrete managerial insights for the customer oriented design of product lines consisting of a basic product and several varieties derived from it.

Haynes (2009) – Variety, Decision Time and Satisfaction:

The number of alternatives available to people in many day-to-day decisions has greatly increased in Western societies. The present research sought to build upon recent research suggesting that having large numbers of alternatives can sometimes have negative consequences for individuals. In the present experiment, participants were presented with descriptions of either 3 or 10 prizes and asked to choose one, for which they were to be entered in a drawing.

The number of alternatives was manipulated in conjunction with the amount of time people were allotted to make a decision (limited vs. extended decision time). Following their decisions, participants completed measures of decision-related difficulty, task enjoyment, satisfaction, and regret. Participants given a limited amount of time to choose with a larger set of alternatives found their decisions to be more difficult and frustrating than did participants in the other conditions.

The larger set of alternatives led to less satisfaction, but not less regret, with people's decisions. Implications for research on the choice overload phenomenon are discussed.

Scheibehenne et.al (2009) – Choice Overload Probability:

Core theories in economics, psychology, and marketing suggest that decision makers benefit from having more choice. In contrast according to the too-much-choice effect, having too many options to choose from may ultimately decrease the motivation to choose and the satisfaction with the chosen option. To reconcile these two positions, we tested whether there are specific conditions in which the too-much-choice effect is more or less likely to occur. In three studies with 598 participants, we systematically investigated the moderating impact of choice set sizes, option attractiveness and whether participants had to justify their choices. Also tested the moderating role of search behavior, domain-specific expertise, and participants' tendency to maximize, in a within-subject design. Overall, only choice justification proved to be an effective moderator, calling the extent of the too-much-choice effect into question. We provide a theoretical account for our findings and discuss possible pathways for future research.

Chernv et.al (2015) – Choice Difficulty and Determining the Limit of Choices:

Despite the voluminous evidence in support of the paradoxical finding that providing individuals with more options can be detrimental to choice, the question of whether and when large assortments impede choice remains open.

Even though extant research has identified a variety of antecedents and consequences of choice overload, the findings of the individual studies fail to come together into a cohesive understanding of when large assortments can benefit choice and when they can be detrimental to choice.

In a meta-analysis of 99 observations ($N = 7202$) reported by prior research, we identify four key factors—choice set complexity, decision task difficulty, preference uncertainty, and decision goal—that moderate the impact of assortment size on choice overload.

We further show that each of these four factors has a reliable and significant impact on choice overload, whereby higher levels of decision task difficulty, greater choice set complexity, higher preference uncertainty, and a more prominent, effort-minimizing goal facilitate choice overload. We also find that four of the measures of choice overload used in prior research satisfaction/confidence, regret, choice deferral, and switching likelihood—are equally powerful measures of choice overload and can be used interchangeably.

Finally, we document that when moderating variables are taken into account the overall effect of assortment size on choice overload is significant—a finding counter to the data reported by prior meta-analytic research.

Choi et.al (2017) – Variety in Choices and Need for Cognition (NFC):

The choice paradox indicates that although having many choices can be beneficial, it can also cause customer decision paralysis and unhappiness.

This article proposes that the desire and motivation to process information vary from person to person, and emotional factors are relevant. Therefore, the primary goal of this study is to determine how and when choice variety influences consumers' willingness to purchase, according to a personal emotion perspective.

The findings were that both high NFC respondents in the high variety condition and low NFC respondents in the low variety condition exhibit more positive emotions than low NFC respondents in the high variety condition but not more than high NFC respondents in the low variety condition. Positive (negative) emotions increase (decrease) consumers' purchase intentions.

1.3. The Study Problem:

The study problem can be identified as the follow:

What is the effect of the variety of the product on the customer purchase decision? Among a sample of youth.

And how can companies determine the best variety depending on its product category and on its general involvement level?

Should companies spend more or less on variety in options?

1.4. Objectives of the Study:

This study aims to determine if there is any effect of high/low variation and high/low product involvement on satisfaction, purchase intention, choice confusion of the customer and customer choice effort.

1.5. Importance of the Study:

- **Theoretical Importance:**

This study contributes the importance of the concept of the high and low variation in product involvement and its effect on customer decision or satisfaction and choice confusion and effort.

It would help the companies that do not have a studied variation in its product to determine the best variety, expanding\reducing their product categories in a way to serve the target segment efficiency and effectively.

- **Practical Importance:**

The role of this study is to know if there any effect of high &low variation in the high /low products involvement on the customer satisfaction, purchase intention, choice confusion and choice effort of the customer.

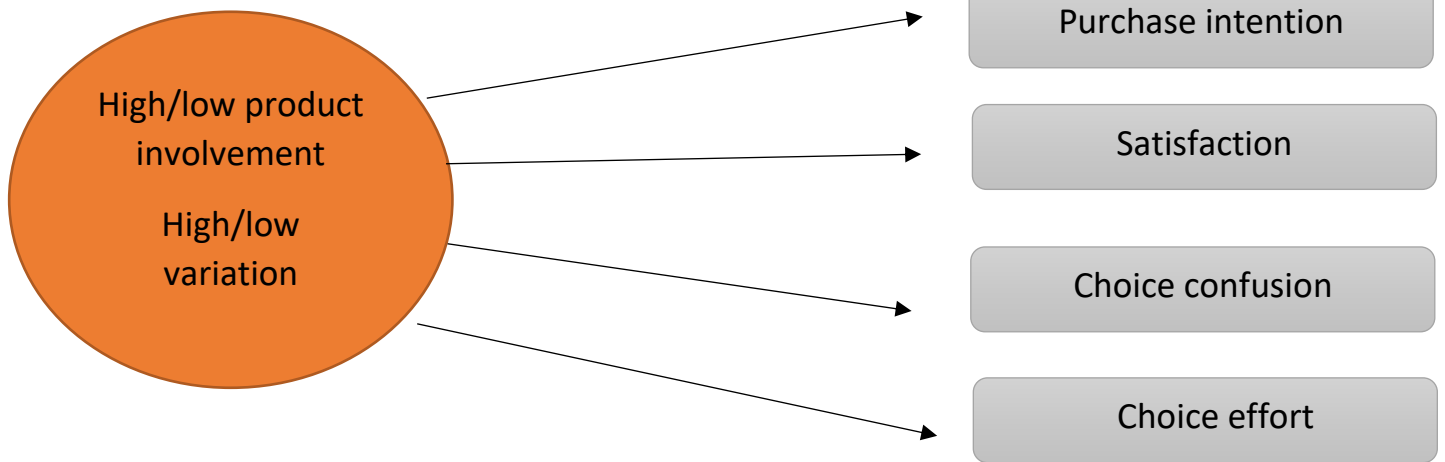
1.6. Search Hypothesis:

- 1- The effect for low –issue- involvement and low variation on (H1a) customer satisfaction (H1b) choice confusion (H1c) choice efforts (H1d) purchase intention.
- 2- The effect for High –issue- involvement and high variation on (H1a) customer satisfaction (H1b) choice confusion (H1c) choice efforts (H1d) purchase intention.
- 3- The effect for low –issue- involvement and high variation on (H1a) customer satisfaction (H1b) choice confusion (H1c) choice efforts (H1d) purchase intention.
- 4- The effect for High –issue- involvement and low variation on (H1a) customer satisfaction (H1b) choice confusion (H1c) choice efforts (H1d) purchase intention.

1.7. Research Model:

Independent Variables

Dependent Variables



1.8. Terminology of Study:

- **Satisfaction:** is a measure of how products and services supplied by a company meet or surpass customer expectation, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy (Haynes, 2009).
- **Purchase intention:** Purchase intention is a dependent variable that depends on several external and internal factors, Purchase intention it is the willingness of a customer to buy a product or service in a certain condition. It is also defined as a measure of the strength of one's intention to perform a specific behavior or make the decision to buy a product or service (Morwitz et.al, 2006).
- **Choice confusion:** Consumer confusion is a state of mind that leads to consumers making imperfect purchasing decisions or lacking confidence in the correctness of their purchasing decisions, Confusion occurs when a consumer fails to correctly understand or interpret products and services.
- **Choice effort:** The expenditure of effort in consumer decision-making as a form of behavioral commitment to the purchase, greater effort in a consumer purchase decision increases the perceived importance of the purchase decision and thereby increases the potential for post-purchase cognitive dissonance (Kivetz, 2003).
- **Involvement:** The level of a consumer's interest in purchasing a certain product type and how committed they are to purchasing a given brand (Zaichkowsky, 1985)
- **Variety:** The number of available options and alternatives for a purchase decision, small variates tend to be between 2-6 options, large varieties usually include more than 7 options (Lancaster, 1990).

Chapter Two: Theoretical Background

In this chapter, the theoretical background will be explained in detail, to make a better image and perception about the study's subject.

2.1. Product Involvement Level:

The level of a consumer's interest in purchasing a certain product type and how committed they are to purchasing a given brand. Product involvement by consumers tends to be greater for goods that have a higher cost and are bought after considerable research and thought such as cars and computers.

Although researchers agree that the study of low versus high involvement states is interesting and important, there is currently little agreement about how to best define, and hence measure, the construct of involvement. The reasons for the diverse definitions and measures of involvement are perhaps due to the different applications of the term "involvement".

There are two types of involvement:

- High involvement
- Low involvement

Low Involvement: Usually, these products involve a low level of risk or no risk and are inexpensive most of the times. Most of the times, consumers buy these products automatically. Examples of low involvement products are matchbox, toothpaste, snacks, etc. For example, when a consumer buys a matchbox, he just picks up any matchbox that he sees in the store. Here, the purchase is automatic. When a consumer buys toothpaste, every brand has the same utility except for the preference of the consumer. Here, there is no risk involved even if he buys toothpaste which is not his preferred brand.

High Involvement: Usually these products involve a high level of risk and are most probably expensive. Examples of high involvement products are car, diamonds, house, etc. For example, when a consumer is buying a car, he will research about the various models, different specifications, etc. of all the cars that fall in his budget before making a decision. This is because there is a high risk involved as he is spending a lot of money on the good.

2.2. Product Involvement Measures:

Some literatures suggest that a person can be involved with advertisements (Krugman 1962, 1965, 1967, 1977), with products (Howard and Sheth and Gardner 1971), or with purchase decisions (Clarke and Belk 1978).

Involvement with these different objects leads to different responses. For example, involvement with ads leads one to give more counterarguments to the ad (Wright 1974). Involvement with products has been hypothesized to lead to greater perception of attribute differences, perception of greater product importance and greater commitment to brand choice (Howard and Sheth 1969).

Involvement with purchases leads one to search for more information and spend more time searching for the right selection (Clarke and Belk 1978).

Involvement with products has been measured by several methods:

Rank-ordering products (Sheth and Venkatesen 1968), Rating a series of products on an eight-point concentric scale as to their importance in the subject's life (Hupfer and Gardner 1971), Asking how important it is to get a particular brand (Cohen and Goldberg 1970), or finding the total times that subjects report "don't know" for a series of brands (Ray 1973).

On a broader level, involvement has been measured by administering Likert statements that were thought to tap the underlying concept e.g., the product means a lot to me, it matters to me, or the product is important to me (Lastovicka and Gardner 1978a; Traylor 1981).

2.3. Variety in Options:

Extant research has identified several factors that could potentially increase the strength of consumer preferences in the context of larger assortments.

The most intuitive factor, featured prominently in the economics research, is that larger assortments offer an opportunity for a better match between an individual's preferences and the characteristics of the alternatives in the choice set (Lancaster, 1990).

It has also been proposed that larger assortments also might lead to stronger preferences because they offer option value (Reibstein, Youngblood, and Fromkin 1975), and allow consumers to maintain flexibility when making a purchase decision (Kahn and Lehmann 1991; Kreps 1979; March 1999).

In this context, it has been suggested that consumers often prefer larger assortments in anticipation of future variety-seeking behavior (McAlister 1982; Pessemier 1978; Imonson 1990; Walsh 1995).

A proposition consistent with the view that larger assortments might influence preferences by creating a perception of freedom of choice (Brehm 1972). In addition, it has been argued that larger assortments affect consumer preferences by reducing the uncertainty of whether the choice set at hand adequately represents all potentially available options.

Recent experiments show that consumers may delay their purchasing because they are unaware of the distribution of potential alternatives and are uncertain of the degree to which the available set is representative of the entire set of possible options (Greenleaf and Lehmann 1995; Karni and Schwartz 1977).

To illustrate consumers might feel more confident when selecting from a retailer that offers a larger assortment because it is less likely that a potentially superior alternative is not represented in the available choice set. Yet, one can argue that large assortments might also lead to weaker preferences because of increased demand on an individual's cognitive resources associated with the extra effort required to evaluate the attractiveness of alternatives in the large assortment (Huffman and Kahn 1998; Jacoby, Speller, and Kohn 1974; Simonson 1999).

It has further been argued that increasing the size of the choice set might confuse consumers, leading to weaker preferences and lower choice probability (Dhar 1997; Greenleaf and Lehmann 1995; Iyengar and Lepper 2000; Malhorta 1982).

Most of the research discussing the adverse impact of assortment on choice focuses on the extra effort needed to evaluate the alternatives in a large assortment. In doing so it is implicitly assumed that consumers have readily available criteria for evaluating choice alternatives and that their main task is to find the alternative that best matches these criteria. Yet, consumers often make choices in areas where they lack sufficient expertise and consequently do not have readily available decision criteria. In such cases consumers must first construct their attribute preferences in order to evaluate the alternatives in the set—a task that can be more easily accomplished in the context of a smaller rather than a larger assortment.

2.4. Choice Overload:

The importance of assortment decisions for both, retailers and manufacturers, has been underscored by numerous research articles, marketing textbooks, and the popular press (Iyengar, 2010; Levy & Weitz, 2006; Schwartz, 2003).

Because of its importance, the topic of how product assortment influences consumer choice has generated a substantial amount of interest across different research domains, including economics, analytical and empirical modeling, individual and group decision making and social psychology (Broniarczyk, 2008; Chernev, 2012; Kahn ;1999Kahn, Weingarten, & Townsend, 2013; Lancaster, 1990 Lehmann, 1998; Simonson, 1999).

Within assortment research, the topic of the negative consequences of large assortments has attracted a disproportionate amount of interest among researchers. This interest can be attributed largely to the paradoxical finding that variety can be detrimental to choice, which challenged the conventional wisdom that providing consumers with more options always facilitates choice (Iyengar & Lepper, 2000; Reibstein, Youngblood & Fromkin, 1975).

Building on these findings, recent research has moved beyond simply documenting choice overload to identifying its antecedents and boundary conditions. In doing so researchers have identified a number of important moderators of choice overload, such as attribute align ability (Gourville &Soman, 2005), consumer expectations (Diehl & Poynor, 2010), availability of an ideal point (Chernev, 2003b), personality traits and cultural norms (Iyengar, Wells, & Schwartz, 2006), option attractiveness (Chernev & Hamilton, 2009), decision focus (Chernev, 2006), construal level (Goodman & Malkoc, 2012), time pressure (Haynes, 2009), product type (Sela, Berger, & Liu, 2009), consumer expertise ((Mogilner, Rudnick, & Iyengar, 2008), and variety seeking (Oppewal & Koelemeijer, 2005).

Despite the voluminous evidence that large assortments can lead to choice overload, the question of whether and when large assortments are detrimental to choice remains open.

2.5. Satisfaction:

It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services ratings exceeds specified satisfaction goals." It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty.

2.6. Satisfaction and Choice Overload Effect:

In an experiment for (Haynes, 2009), the results showed that: In spite of the fact that participants who had a larger set of prizes from which to choose reported enjoying the task more than those who had a smaller set, participants with a greater number of options found the decision to be more difficult and frustrating than did participants who had fewer options.

This finding is not novel, but it does show that the phenomenon can occur with less extreme differences in numbers of alternatives than have been used in previous research (e.g., Iyengar & Lepper, 2000, who had 6 vs. 24 or 30 alternatives in their three experiments). For the choice difficulty/frustration measure, this effect was compounded by the amount of time that participants had to make a decision.

When participants had a limited time (2 minutes) to make a decision from a large option set, they found the decision to be more difficult and frustrating than did participants in any of the three other conditions. These findings provide support for the hypothesis that increasing the number of alternatives while decreasing the amount of time people were given to decide would increase, rather than decrease, decision difficulty, due to the complexity of the decision involving unfamiliar items.

Interestingly, despite finding the task more difficult and frustrating than their limited choice counter parts, participants in the 10-option condition reported enjoying the task more than participants in the 3-option condition. This counterintuitive result replicates the findings of Iyengar and Lepper (2000, Study 3). Novel to the present study, being under pressure to make a quick decision did not appear to diminish people's enjoyment of the task.

2.7. Choice Effort:

The concept of consumer purchasing (choice)effort has received relatively attention in consumer research. Cardozo and Bramel (1969) treated the expenditure of effort in consumer decision-making as a form of behavioral commitment to the purchase. In this view, greater effort in a consumer purchase decision increases the perceived importance of the purchase decision and thereby increases the potential for post-purchase cognitive dissonance. The dissonance created by expending an amount of effort, which is not commensurate with the degree of satisfaction the product, is able to provide, may then be reduced through an inflated post-purchase evaluation of the chosen product. Cardozo (1965) and Woodside (1972) found support for this hypothesis in experiments manipulating the amount of effort required in consumers' prescribed information search activities. However, in much of consumers' normal purchasing activities, the search task is much less structured and the relationship between decision importance and purchasing

effort may be in the opposite direction from the one set up in these studies. That is, rather than greater search effort, causing consumers to perceive a purchase as being more important, greater purchase importance should cause consumers to expend more search effort. This was the primary hypothesis motivating our present research.

2.8. Purchase Intention:

Purchase intention is a dependent variable that depends on several external and internal factors. Some of the factors are product involvement, Outcome expectation, Emotional association, Stimulus/Trigger.

Purchase intention it is the willingness of a customer to buy a product or service in a certain condition. It is also defined as a measure of the strength of one's intention to perform a specific behavior or make the decision to buy a product or service.

2.9. Purchase Intention and variety effect:

With the emphasis on customers' benefit, producers are encouraged to provide various products in an attempt to satisfy each customer's diverse needs and gain market share (Ha and Jang, 2013; Herrmann et al., 2009). Currently, consumers tend to be overwhelmed by the vast number of choices at their disposal and are compelled to make purchase decisions among these choices when shopping (Huber et al., 2012; Nicholls and Lee, 2006). Literature involving this choice paradox has framed multiple choices as both beneficial and costly to consumers (Herrmann et al., 2009; Kaplan and Reed, 2013; Schwartz, 2006a).

Thus, a variety of choices can not only motivate consumers to purchase, but also demotivate them from purchasing.

2.10. Choice Confusion:

Consumer confusion is a state of mind that leads to consumers making imperfect purchasing decisions or lacking confidence in the correctness of their purchasing decisions, Confusion occurs when a consumer fails to correctly understand or interpret products and services. This, in turn, leads to them making imperfect purchasing decisions. This concept is important to marketers because consumer confusion may result in reduced sales, reduced satisfaction with products and difficulty communicating effectively with the consumer. It is a widely studied and broad subject, which is a part of consumer behavior and decision-making.

Choice overload (sometimes called over choice in the context of confusion) occurs when the set of purchasing options becomes overwhelmingly large for a consumer. What this means in practice is reduced levels of satisfaction with purchases from large assortments as a consumer may be left with doubt that they have succeeded in finding the "best" product.

Chapter Three: Empirical Study

In this chapter the experiments that have been conducted, based on the theoretical study, and the results of the study will be further explained:

3.1. Methodology of the study:

The study relied on the experimental approach, which is defined as a systematic way of obtaining data to access knowledge by means of monitoring or scientific observation, directly or indirectly. Experimental law can be analyzed either quantitatively or qualitatively. According to the philosophy of science, the experimental method is expressed as a living experience that leads to the emergence of a hypothesis, or to confirm and prove it, through the existence of evidence.

3.2. The research sample:

The study sample was composed of (226) male and female students aged 18-26. The questionnaire was distributed in both electronic and printed copies.

3.3. Study stages:

To select the appropriate products categories to conduct the study we start with pretest to choose the product involvement level based on consumer perception and as followed

- In our study we have made two pre-tests:
 1. The first pre-test objective was to measure the level involvement of the product categories, which products do consumers consider as a high involvement and which one as low involvement.
 2. After determining the high and low product involvement, we did an experimental study providing (4) products list (food, mobile) in two of each product categories providing two types of variation (low & high) to measure the effect of involvement and variation on the satisfaction of the customer, intention, choice confusion and choice effort

3.4. The first questionnaire:

the sample of the first questionnaire was conducted online on 146 individual both male and female in the age 18 -26 .

The pretest:

In this pre-test we asked our sample five questions about four product categories, to determine the level of involvement, so we can choose two product categories to include in the major test.

The categories were (Fast food, Clothes, Mobile phones and snacks). The questionnaire was introduced by the phrase: “You consider the decision of buying a product from this category:”, then the questions were formulated as the following:

Satisfaction	A. not very important decision.
	B. Very important decision.
Thinking of purchase time	A. Decision required little thought.
	B. decision required a lot of thought
Brand relationship	A. No problem if I choose from different brand.
	B. there's a big problem if you choose from a different brand.
Decision type	A. decision is not mainly logical or objective.
	B. decision is mainly logical or objective.
Functionality and decision	A. decision is not based mainly on functional facts.
	B. decision is based mainly on functional facts.

The results were as following:

The Selection of the product involvement:

The table (1) shows the products that are considered as high-involvement products, and the products that are considered as low-involvement products.

The lowest mean of the product categories was food (1.3031), then snacks (1.1356) which were considered as a low- involvement product.

However the other product categories with the high mean such as mobile phones (1.3836), and clothes (1.5592) are consider as a high product involvement.

Therefor, we chose Fast food to put it in the second study as Low-involvement product category, and Mobile phones as High-involvement product category.

Table (1)

		food	Cloth	Mobile	Snack
N	Valid	146	146	146	146
Mean		1.3031	1.5592	1.3836	1.1356

Depending on this results we applied the second experiment.

3.5. The Major Study:

The study sample was composed of (80) male and female students aged 18-26. The questionnaire was distributed by printed copies, in the Business Administration faculty in the AIU and in other different places.

We developed four scenarios, the main idea of the four scenarios was to give respondents a menu of products and they have to choose a product then answer the printed questionnaire.

The questionnaire aimed to measure four variables; Purchase intention, Satisfaction, Choice effort and Choice confusion.

The first scenario was a Fast food menu (Low involvement product), which included only four options (Low variety) to choose from, (two meat sandwiches and two chicken sandwiches).

The second scenario was also a Fast food menu (Low involvement product), which included twelve options (High variety) to choose from.

The third scenario was a catalog for mobile phones (High involvement product) with their description and specifications, which included four options (Low variety) to choose from.

The fourth scenario was also a mobile phones catalog (High involvement product) with their description and specifications, the catalog included twelve options (High variety) to choose from.

Questionnaire Development:

The questionnaire was a five points -Likert scale type, divided on five sections, the first one was for demographics (Age and Gender). The other four sections were for measuring the dependent variables; Purchase intention, Satisfaction, Choice effort and Choice confusion.

Variable	Question	Resource
Purchase intention	Do you want to purchase one of the available products?	Rodgers, Shelly (2004)
Satisfaction	I'm satisfied with the decision I made	Fitzsimons, Gavan (2000)
	I think that I made a good decision	Fitzsimons, Gavan (2000)
	I would be happy to choose from the same set of products options on my next purchase occasion	Fitzsimons, Gavan (2000)
Choice Effort	I could not afford the time to fully evaluate relevant purchase options	Burnham, Thomas A., Judy K. Frels, and Vijay Mahajan (2003)
	I concentrated a lot while making this choice	Burnham, Thomas A., Judy K. Frels, and Vijay Mahajan (2003)
	It was tough to compare the different offered products	Burnham, Thomas A., Judy K. Frels, and Vijay Mahajan (2003)
	It was difficult for me to make this choice	Burnham, Thomas A., Judy K. Frels, and Vijay Mahajan (2003)
Choice Confusion	The more I learn about the products the harder it seems to choose the best	Heitmann, Mark, Donald R, Lehmann and Andreas Herrmann (2007)
	all the information I get on different products confuses me	Heitmann, Mark, Donald R, Lehmann and Andreas Herrmann (2007)
	With that number of options to choose between I have had a hard time identifying distinguishing product characteristics	Heitmann, Mark, Donald R, Lehmann and Andreas Herrmann (2007)

To answer the scale items, five options were adopted:

Strongly Disagree	Disagree	Indifferent	Agree	Strongly Agree
1	2	3	4	5

Reliability & Stability / Cronbach's Alpha Coefficient:

The researchers used the Alpha Cronbach method to measure the stability of the questionnaire, It expresses the internal correlation between the words.

It's measured by the values of (0–1) and the acceptable value is 0.60 or above. The closer it is to 1 the higher is the level of stability of the tool and the results are as shown in table (2)

Table (1) shows the results of Cronbach's alpha test to measure the stability of the questionnaire.

Table (2)

Dimension	Cronbach's Alpha
Satisfaction	0.663
Choice Effort	0.612
Choice Confusion	0.640

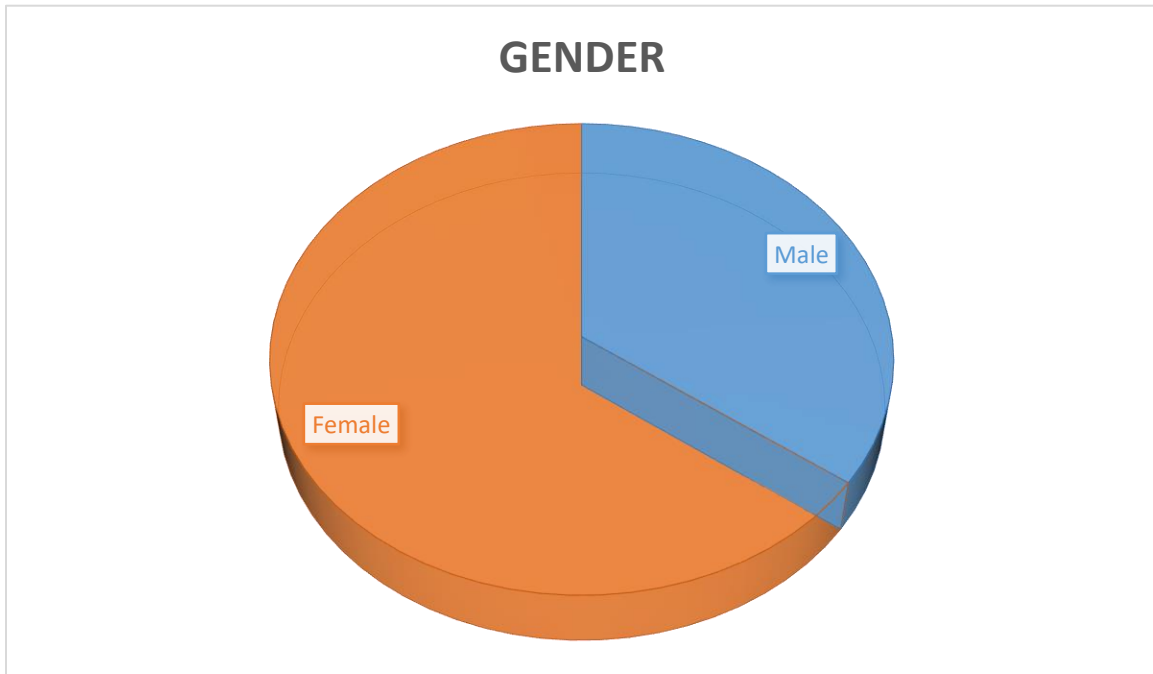
Using α coefficient to study stability, we find that the value of α ranged between 0.663 - 0.612 and this confirms stability according to statistical measures.

Sample Description:

The following table shows the distribution of the research sample by gender:

	Frequency	Percent
male	28	35%
female	52	65%
Total	80	100%

The table shows that the percentage of females was higher than males, reaching 65%, while the percentage of males was 35%



Experiment scenarios:

We can describe the responses of each scenario's respondents:

- The first scenario (Low involvement- Low variety):

Respondents for this scenario have been shown a fast food menu with a small number of options (4 options):



By running a one sample T-test we can find that:

1- Choice Effort levels were significantly low, as the data showed an average 2.402 in answers (mean=2.402) and with a significance level (sig=0.00), which is smaller than the default significance (0.05).

This means that when the sample's respondents were exposed to a Choice when they have to make a decision and choose between a small number of options for a low-involvement product (Fast food in this case), the effort they did put in the decision process was significantly small.

2- Satisfaction levels were significantly high, as the data showed an average 4.05 in answers (mean=4.055) and with a significance level (sig=0.00) which is smaller than the default significance (0.05).

This means that when the sample's respondents were exposed to a Choice when they have to make a decision and choose between a small number of options for a low-involvement product (Fast food in this case), the satisfaction for their choice significantly high.

3- Choice Confusion levels were low, as the data showed an average 2.74 in answers (mean=2.740) and with a significance level (sig=0.281), which is higher than the default significance (0.05).

This means that when the sample's respondents were exposed to a Choice when they have to make a decision and choose between a small number of options for a low-involvement product (Fast food in this case), the confusion level that they have reached through the decision process was significantly small.

4- Purchase intention levels were significantly very low, as the data showed an average 1.055 in answers (mean=1.055) and with a significance level (sig=0.00), which is smaller than the default significance (0.05).

This means that when the sample's respondents were exposed to a Choice when they have to make a decision and choose between a small number of options for a low-involvement product (Fast food in this case), they preferred not to purchase any of the shown products.

	Mean	Sig. (2-tailed)
Choice Effort	2.402	0.00
Satisfaction	4.055	0.00
Choice Confusion	2.740	0.281
Purchase Intention	1.055	0.00

- The second scenario (Low involvement- High variety): Respondents for this scenario have been shown a fast food menu with a big number of options (12 options):



By running a one sample T-test we can find that:

1- Choice Effort levels were significantly Low, as the data showed an average 2.425 in answers (mean=2.425) and with a significance level (sig=0.01), which is smaller than the default significance (0.05).

This means that when the sample's respondents were exposed to a Choice when they have to make a decision and choose between a big number of options for a low-involvement product (Fast food in this case) the effort they did put in the decision process was significantly small.

2- Satisfaction was significantly levels were significantly high, as the data showed an average 4.06 in answers (mean=4.066) and with a significance level (sig=0.00) which is smaller than the default significance (0.05).

This means that when the sample's respondents were exposed to a Choice when they have to make a decision and choose between a big number of options for a low-involvement product (Fast food in this case) the satisfaction for their choice was significantly high.

3- Choice Confusion levels were low, as the data showed an average 2.88 in answers (mean=2.883) and with a significance level (sig=0.650), which is higher than the default significance (0.05).

This means that when the sample's respondents were exposed to a Choice when they have to make a decision and choose between a big number of options for a low-involvement product (Fast food in this case), they were indifferent for Choice confusion.

4- Purchase intention levels were significantly very low, as the data showed an average 1.050 in answers (mean=1.050) and with a significance level (sig=0.00), which is smaller than the default significance (0.05).

This means that when the sample's respondents were exposed to a Choice when they have to make a decision and choose between a big number of options for a low-involvement product (Fast food in this case) they preferred not to purchase any of the shown products.

	Mean	Sig. (2-tailed)
Choice Effort	2.425	0.01
Satisfaction	4.066	0.00
Choice Confusion	2.883	0.650
Purchase Intention	1.050	0.00

- The third scenario (High involvement- Low variety): Respondents for this scenario have been shown a Mobile phones catalog with a small number of options (4 options):



By running a one sample T-test we can find that:

1- Choice Effort levels were significantly Low, as the data showed an average 2.61 in answers (mean=2.619) and with a significance level (sig=0.01), which is smaller than the default significance (0.05).

This means that when the sample's respondents were exposed to a Choice when they have to make a decision and choose between a small number of options for a High-involvement product (Mobile phones in this case), the effort they did put in the decision process was significantly small.

2- Satisfaction was significantly levels were significantly high, as the data showed an average 4.06 in answers (mean=3.873) and with a significance level (sig=0.00) which is smaller than the default significance (0.05).

This means that when the sample's respondents were exposed to a Choice when they have to make a decision and choose between a small number of options for a High-involvement product (Mobile phones in this case),) the satisfaction for their choice was significantly high.

3- Choice Confusion levels were low, as the data showed an average 2.73 in answers (mean=2.730) and with a significance level (sig=0.121), which is higher than the default significance (0.05).

This means that when the sample's respondents were exposed to a Choice when they have to make a decision and choose between a small number of options for a High-involvement product (Mobile phones in this case), they were indifferent toward Choice Confusion.

4- Purchase intention levels were indifferent, as the data showed an average 1.050 in answers (mean=1.047) and with a significance level (sig=0.00), which is smaller than the default significance (0.05).

This means that when the sample's respondents were exposed to a Choice when they have to make a decision and choose between a small number of options for a low-involvement product (Fast food in this case) they preferred not to purchase any of the shown products.

	Mean	Sig. (2-tailed)
Choice Effort	2.619	0.01
Satisfaction	3.873	0.00
Choice Confusion	2.730	0.121
Purchase Intention	1.047	0.00

- The fourth scenario (High involvement- High variety): Respondents for this scenario have been shown a Mobile phones catalog with a big number of options (12 options):

<p>L6+</p>  <p>الذاكرة: 64 GB</p> <p>المعالج: Snapdragon 7870 8 Cores</p> <p>الكاميرا: 16 خلفية 16 أمامية</p> <p>البطارية: 3000 mAH</p>	<p>Q7</p>  <p>الذاكرة: 128 GB</p> <p>المعالج: Snapdragon 7885 8 Cores</p> <p>الكاميرا: 24 خلفية 24 أمامية</p> <p>البطارية: 3300 mAH</p>	<p>P4 Core</p>  <p>الذاكرة: 16 GB</p> <p>المعالج: Snapdragon 425 4 Cores</p> <p>الكاميرا: 8 خلفية 5 أمامية</p> <p>البطارية: 3300 mAH</p>
<p>R+</p>  <p>الذاكرة: 32 GB</p> <p>المعالج: Snapdragon 425 4 Cores</p> <p>الكاميرا: 13 خلفية 5 أمامية</p> <p>البطارية: 3300 mAH</p>	<p>M2</p>  <p>الذاكرة: 32 GB</p> <p>المعالج: Snapdragon 7570 4 Cores</p> <p>الكاميرا: 16 خلفية 5 أمامية</p> <p>البطارية: 3000 mAH</p>	<p>K6</p>  <p>الذاكرة: 64 GB</p> <p>المعالج: Snapdragon 7870 8 Cores</p> <p>الكاميرا: 13 خلفية 8 أمامية</p> <p>البطارية: 3000 mAH</p>
<p>D5</p>  <p>الذاكرة: 64 GB</p> <p>المعالج: Snapdragon 450 8 Cores</p> <p>الكاميرا: 16 + 5 خلفية 16 أمامية</p> <p>البطارية: 3500 mAH</p>	<p>VO</p>  <p>الذاكرة: 128 GB</p> <p>المعالج: Snapdragon 710 8 Cores</p> <p>الكاميرا: 24 + 10 + 5 خلفية 24 أمامية</p> <p>البطارية: 3400 mAH</p>	<p>X +</p>  <p>الذاكرة: 64 GB</p> <p>المعالج: Snapdragon 450 8 Cores</p> <p>الكاميرا: 16 + 5 خلفية 4 أمامية</p> <p>البطارية: 3500 mAH</p>
<p>T2</p>  <p>الذاكرة: 32 GB</p> <p>المعالج: Snapdragon 425 4 Cores</p> <p>الكاميرا: 13 + 5 خلفية 8 أمامية</p> <p>البطارية: 3300 mAH</p>	<p>I Pro</p>  <p>الذاكرة: 128 GB</p> <p>المعالج: Snapdragon 660 8 Cores</p> <p>الكاميرا: 24 خلفية 24 أمامية</p> <p>البطارية: 3800 mAH</p>	<p>IV</p>  <p>الذاكرة: 16 GB</p> <p>المعالج: Snapdragon 7870 8 Cores</p> <p>الكاميرا: 13 خلفية 5 أمامية</p> <p>البطارية: 3000 mAH</p>

By running a one sample T-test we can find that:

1- Choice Effort levels were Low, as the data showed an average 2.83 in answers (mean=2.833) and with a significance level (sig=0.21), which is higher than the default significance (0.05).

This means that when the sample's respondents were exposed to a Choice when they have to make a decision and choose between a big number of options for a low-involvement product (Mobile phones in this case) they were indifferent toward the effort they did put in the decision process.

2- Satisfaction was significantly levels were significantly high, as the data showed an average 3.98 in answers (mean=3.984) and with a significance level (sig=0.00) which is smaller than the default significance (0.05).

This means that when the sample's respondents were exposed to a Choice when they have to make a decision and choose between a big number of options for a High-involvement product (Mobile phones in this case), the satisfaction for their choice was significantly high.

3- Choice Confusion levels were low, as the data showed an average 3.09 in answers (mean=3.095) and with a significance level (sig=0.657), which is higher than the default significance (0.05).

This means that when the sample's respondents were exposed to a Choice when they have to make a decision and choose between a big number of options for a High-involvement product (Mobile phones in this case), they were indifferent toward Choice Confusion.

4- Purchase intention levels were significantly very low, as the data showed an average 1.04 in answers (mean=1.047) and with a significance level (sig=0.00), which is smaller than the default significance (0.05).

This means that when the sample's respondents were exposed to a Choice when they have to make a decision and choose between a big number of options for a low-involvement product (Fast food in this case) they preferred not to purchase any of the shown products.

	Mean	Sig. (2-tailed)
Choice Effort	2.833	0.217
Satisfaction	3.984	0.00
Choice Confusion	3.095	0.657
Purchase Intention	1.047	0.00

3.6. Search hypothesis results:

We conducted a two-way ANOVA test to measure our hypothesis. And we have found the following:

- 1- There's no significant effect for involvement level and variety and Consumer satisfaction. We find the (F-value=0.169) with a significance level (sig=0.682), which is much higher than the standard sig ($\alpha=0.05$). In addition, we can see that there is no linear relationship between the mentioned variables (R=0.138). Also we can see that there isn't a significant relationship between each independent variable and consumer satisfaction. Thus, we can say: **There is no significant effect for Involvement level*Variety and Consumer's satisfaction.**

Tests of Between-Subjects Effects

Dependent Variable: Satisfaction

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	.483 ^a	3	.161	.546	.652	.021
Intercept	1271.654	1	1271.654	4314.439	.000	.983
Var	.074	1	.074	.252	.617	.003
Inv	.350	1	.350	1.187	.279	.015
Var * Inv	.050	1	.050	.169	.682	.002
Error	22.401	76	.295			
Total	1297.556	80				
Corrected Total	22.883	79				

a. R Squared = .021 (Adjusted R Squared = -.018)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.138 ^a	.019	-.007	.53997

a. Predictors: (Constant), Var, Inv

2- There's no significant effect between the two independent variables (involvement level and variety) and Choice effort level. We find the (F-value=0.392) with a significance level (sig=0.533), which is much higher than the standard sig ($\alpha=0.05$). In addition, we can see that there is no linear relationship between the mentioned variables (R=0.243). Noteworthy, we can see that there is a significant relationship between Involvement level and the level of Choice effort , Because (F-value=4.14) with a significance level (sig=0.04). Thus, we can say: **There is no significant effect for Involvement level*Variety and Consumer's satisfaction. But there is an effect for involvement level on Choice effort.**

Tests of Between-Subjects Effects

Dependent Variable: Choice effort

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	2.425 ^a	3	.808	1.724	.169	.064
Intercept	526.320	1	526.320	1122.062	.000	.937
Var	.279	1	.279	.594	.443	.008
Inv	1.943	1	1.943	4.142	.045	.052
Var * Inv	.184	1	.184	.392	.533	.005
Error	35.649	76	.469			
Total	569.813	80				
Corrected Total	38.074	79				

a. R Squared = .064 (Adjusted R Squared = .027)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.243 ^a	.059	.034	.68217

a. Predictors: (Constant), Var, Inv

3- There's no significant effect for involvement level and variety and Purchase intention. We find the (F-value=0.003) with a significance level (sig=0.956), which is much higher than the standard sig ($\alpha=0.05$). In addition, we can see that there is no linear relationship between the mentioned variables (R=0.13). Also we can see that there isn't a significant effect for each one of the variables (involvement and variety) and consumer satisfaction. Thus, we can say: **There is no significant effect for Involvement level*Variety on Purchase intention.**

Tests of Between-Subjects Effects

Dependent Variable: Purchase

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	.001 ^a	3	.000	.005	.999	.000
Intercept	87.885	1	87.885	1758.059	.000	.959
Inv	.001	1	.001	.011	.918	.000
Var	.000	1	.000	.003	.956	.000
Inv * Var	.000	1	.000	.003	.956	.000
Error	3.799	76	.050			
Total	92.000	80				
Corrected Total	3.800	79				

a. R Squared = .000 (Adjusted R Squared = -.039)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.013 ^a	.000	-.026	.22213

a. Predictors: (Constant), Var, Inv

- 4- There's no significant effect for involvement level and variety and Choice confusion. We find the (F-value=0.263) with a significance level (sig=0.610), which is much higher than the standard sig ($\alpha=0.05$). In addition, we can see that there is no linear relationship between the mentioned variables (R=0.145). Also we can see that there isn't a significant effect for each one of the variables (involvement and variety) and consumer satisfaction. Thus, we can say: **There is no significant effect for Involvement level*Variety on Choice confusion.**

Tests of Between-Subjects Effects

Dependent Variable: Choice confusion

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	1.779 ^a	3	.593	.633	.596	.024
Intercept	652.861	1	652.861	696.456	.000	.902
Inv	.202	1	.202	.215	.644	.003
Var	1.284	1	1.284	1.369	.246	.018
Inv * Var	.247	1	.247	.263	.610	.003
Error	71.243	76	.937			
Total	730.444	80				
Corrected Total	73.022	79				

a. R Squared = .024 (Adjusted R Squared = -.014)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.145 ^a	.021	-.004	.96355

a. Predictors: (Constant), Var, Inv

3.7. Conclusion and Recommendations:

Therefore, we can see that generally Involvement level and Variety of options does not have effects on Purchase intention, Consumer satisfaction, Choice effort or Choice confusion.

The reasons for these results maybe because of:

- The results of our study agree with results of the Restaurants experiment (Scheibehenne, Greifender, & Todd, 2009). In which participants showed no evidence of the effect of Choice overload. Scheibehenne said the reasons for this result was because in previous studies, respondents were exposed to unfamiliar options, and choosing a restaurant in his study was a casual activity for the respondents. therefor choosing a meal to eat or a mobile phone to buy is familiar with our respondents in their daily life, and they may have prior preferences for this options, or because of the high frequency for this activity, the respondents considered the process as easy.
- The cultural specialty of our society and how local consumers perceive variety and seek it in different product categories. The culture of consumption and appreciating the effort the one puts into the choice decision in our society is different from the one in the society that the Godiva chocolate experiment was made in it (Iyengar & Lepper, 2000).
- The small size of the sample used in this research, and it may was insufficient to uncover a hidden relationship between the studied variables. Despite other studies which used a 500 respondents as a minimum number as a sample.
- The sample's age was (18-26), which are Millennials, This generation has grown up with the expectation that everything and anything can or should be customized. No matter how mundane the product may seem, expect there to be a way to at least make it feel like it was customized (Oracle, 2015). This may the reason why some respondents preferred a big number of choices and others did not.

This result may be important for companies that targets millennials to specify their needs and serve it, in a customized way that will attract Millennials and motivate them to do purchase.

- The rapid evolution of technology and information and the huge steps in developing products, services and the market, and the customization for offered products to make it perfectly fit with the consumers' needs and wants. This increased the variety-seeking behavior among buyers. Simonson (1990) demonstrated that when people make multiple choices for their future consumption, they seek more variety than when they make each choice individually.
- The range of years in which most of the studies that we depend on in our experiment was (2000- 2009), from this years until now, too many changes in technology and in the psychology of consumers have changed. And this may explain the differences in results between our study and other ones.

From this result, we may recommend companies to discover and study the variety-seeking behavior among its targeted customers, and see how their customers absorb variety in options to make their options satisfying and more appealing.

3.8. Recommendations:

In the light of the findings of this study, some recommendations can be made:

- 1- Future researches can be conducted including a bigger sample.
- 2- Other dependent variables could be added in the future; like Choice Difficulty, Purchase experience satisfaction, Happiness and other psychological variables.
- 3- Future researches can make real-life experiments in restaurant or in retail stores, to have a closer look at real buyers and consumers and their interaction with variety and involvement.
- 4- Variety-seeking behavior should be studied especially on Millennials and in the future for Generation Z.

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3.10. Appendix:

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Choice effort	Between Groups	.114	1	.114	.233	.630
	Within Groups	37.961	78	.487		
	Total	38.074	79			
Satisfaction	Between Groups	.198	1	.198	.682	.411
	Within Groups	22.685	78	.291		
	Total	22.883	79			
Chioce confusion	Between Groups	.020	1	.020	.021	.885
	Within Groups	73.002	78	.936		
	Total	73.022	79			
Choice Difficulty	Between Groups	.089	1	.089	.128	.722
	Within Groups	54.633	78	.700		
	Total	54.722	79			
Purchase	Between Groups	.020	1	.020	.408	.525
	Within Groups	3.780	78	.048		
	Total	3.800	79			

- One sample t test to purchase intention:

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Purchase	80	1.0500	.21932	.02452

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Purchase	-79.525	79	.000	-1.95000	-1.9988	-1.9012

One sample t test to satisfaction

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Satisfaction	80	3.9917	.53820	.06017

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Satisfaction	16.480	79	.000	.99167	.8719	1.1114

One sample t test to choice effort

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Choice effort	80	2.5781	.69423	.07762

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Choice effort	-5.435	79	.000	-.42188	-.5764	-.2674

One sample t test to choice confusion

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Chioce confusion	80	2.8667	.96142	.10749

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Chioce confusion	-1.240	79	.218	-.13333	-.3473	.0806

Two ways Anova test choice confusion

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.145 ^a	.021	-.004	.96355

a. Predictors: (Constant), Var, Inv

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.533	2	.766	.826	.442 ^b
	Residual	71.489	77	.928		
	Total	73.022	79			

a. Dependent Variable: Choico confusion

b. Predictors: (Constant), Var, Inv

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.316	.482		4.809	.000
	Inv	.104	.216	.054	.481	.632
	Var	.260	.216	.136	1.204	.232

a. Dependent Variable: Choico confusion

ANOVA test choice effort

Between-Subjects Factors

		Value Label	N
Var	1.00	few	39
	2.00	Much	41
Inv	1.00	Low	38
	2.00	High	42

Tests of Between-Subjects Effects

Dependent Variable: Choice effort

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	2.425 ^a	3	.808	1.724	.169	.064
Intercept	526.320	1	526.320	1122.062	.000	.937
Var	.279	1	.279	.594	.443	.008
Inv	1.943	1	1.943	4.142	.045	.052
Var * Inv	.184	1	.184	.392	.533	.005
Error	35.649	76	.469			
Total	569.813	80				
Corrected Total	38.074	79				

a. R Squared = .064 (Adjusted R Squared = .027)

Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.243 ^a	.059	.034	.68217

a. Predictors: (Constant), Var, Inv

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.242	2	1.121	2.408	.097 ^b
	Residual	35.833	77	.465		
	Total	38.074	79			

a. Dependent Variable: Choice effort

b. Predictors: (Constant), Var, Inv

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.911	.341		5.607	.000
	Inv	.315	.153	.228	2.061	.043
	Var	.123	.153	.089	.807	.422

a. Dependent Variable: Choice effort

Two ways ANOVA test to choice confusion

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.533	2	.766	.826	.442 ^b
	Residual	71.489	77	.928		
	Total	73.022	79			

a. Dependent Variable: Choice confusion

b. Predictors: (Constant), Var, Inv

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.316	.482		4.809	.000
	Inv	.104	.216	.054	.481	.632
	Var	.260	.216	.136	1.204	.232

a. Dependent Variable: Choice confusion

Two ways ANOVA purchase intention

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.001	2	.000	.006	.994 ^b
	Residual	3.799	77	.049		
	Total	3.800	79			

a. Dependent Variable: Purchase

b. Predictors: (Constant), Var, Inv

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.062	.111		9.564	.000
	Inv	-.005	.050	-.012	-.102	.919
	Var	-.003	.050	-.006	-.053	.958

a. Dependent Variable: Purchase

Two ways ANOVA test to satisfaction

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.433	2	.217	.743	.479 ^b
	Residual	22.450	77	.292		
	Total	22.883	79			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Var, Inv

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.095	.270		15.176	.000
	Inv	-.131	.121	-.122	-1.085	.282
	Var	.064	.121	.060	.527	.600

a. Dependent Variable: Satisfaction

Reliability of choice confusion scale:

Reliability Statistics

Cronbach's Alpha	N of Items
.640	4

Reliability of choice effort scale

Reliability Statistics

Cronbach's Alpha	N of Items
.612	4

Reliability of satisfaction scale

Reliability Statistics

Cronbach's Alpha	N of Items
.663	2

Online pre-test questions:

أنت تعتبر قرار شراء منتج من هذا الصنف قراراً:

Description (optional)

* أهمية القرار:

* وقت التفكير في القرار:

* علاقة العلامة التجارية (البراند)

قرار

لا اتخاذ القرار

منتج من علامة تجارية مختلفة

* علاقة العلامة التجارية (البراند)

ج من علامة تجارية مختلفة

ربط المنتج من علامة تجارية مختلفة

* نوع القرار:

من الضروري منطقياً

لغي وبشده

* وظيفة المنتج:

يعتمد أبدأ على كفاءة الوظائف التي يؤديها

مد بشكل أساسي على كفاءة الوظائف التي يؤديها

الجنس: ذكر أنثى العمر:

على فرض أنك الآن في إحدى مطاعم الوجبات السريعة، وتريد اختيار أحد هذه الوجبات لتتناولها اليوم على الغداء، باعتبار أن جميع الخيارات لديها نفس السعر. لطفاً تفحص القائمة المرفقة، وأجب عن الأسئلة التالية:

• أرغب بشراء أحد المنتجات المعروضة:
 نعم لا

• أي منتج اخترت شراءه؟ (اذكر الرقم)

.....

• لا أملك الوقت الكافي لأقيم جميع المنتجات المطروحة بشكل كامل:
 موافق جداً موافق محايد غير موافق غير موافق أبداً

• أنا راضٍ عن القرار الذي اخترته:
 موافق جداً موافق محايد غير موافق غير موافق أبداً

• أعتقد أن خيارى كان جيداً:
 موافق جداً موافق محايد غير موافق غير موافق أبداً

• من المستحيل التأكد إن كان القرار الذي اتخذته هو الأفضل بالنسبة لي :
 موافق جداً موافق محايد غير موافق غير موافق أبداً

• لقد احتاج اتخاذ هذا القرار الكثير من التركيز:
 موافق جداً موافق محايد غير موافق غير موافق أبداً

- كان من الصعب المقارنة بين المنتجات المعروضة:
 موافق جداً موافق محايد غير موافق غير موافق أبداً
- كان اختيار هذا القرار أمراً صعباً:
 موافق جداً موافق محايد غير موافق غير موافق أبداً
- كلما قرأت أكثر عن خصائص المنتجات المعروضة، أصبح من الصعب أكثر تحديد المنتج الذي أود شراءه:
 موافق جداً موافق محايد غير موافق غير موافق أبداً
- هذا العدد من المعلومات حول المنتجات المعروضة جعلني أشعر بالحيرة والتردد قبل اتخاذي للقرار:
 موافق جداً موافق محايد غير موافق غير موافق أبداً
- مع كل تلك المنتجات المعروضة، كان من الصعب تحديد أي المنتجات كانت مواصفاته مميزة عن البقية:
 موافق جداً موافق محايد غير موافق غير موافق أبداً
- لقد لاحظت منذ النظرة الأولى على قائمة المنتجات أن بعضها كان أفضل من بعضها الآخر:
 موافق جداً موافق محايد غير موافق غير موافق أبداً
- سأكون سعيداً إن اخترت المرة القادمة من قائمة تحتوي نفس عدد المنتجات:
 موافق جداً موافق محايد غير موافق غير موافق أبداً
- حين اتخذت قراري بخصوص أي متج سأشتري، قمت ببعض التنازلات عن بعض المواصفات للحصول على مواصفات أخرى:
 موافق جداً موافق محايد غير موافق غير موافق أبداً

