

# The Effects of Consumer Prior Knowledge and Processing Strategies on Judgments

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## Web Appendix

### *Study 1: Fit between Prior Knowledge and Progress vs. Assessment Mode*

#### *Product Evaluation Stimuli*

Imagine that you are buying laundry detergent. You are provided with product information about five different brands. The following table lists the five different brands of laundry detergent, one in each column, and information on five different attributes, one in each row. The brands' performance on each attribute is rated on a 10-point scale, with higher ratings indicating better performance. They sell for about the same price.

Please examine the information of these brands of laundry detergent using the following decision strategy.

#### *Progress Mode Condition:*

Look at the first attribute, *Odor Removal*, brand by brand. Exclude the brand that has the worst value on this attribute. Now you are left with four brands. Go to the second attribute, *Stain Removal*, and again look at it for all the *remaining* brands. Exclude the brand that has the worst value on this attribute. Follow this procedure until you are left with only one brand. Mark it as your chosen brand.

#### *Assessment Mode Condition:*

Look at brand A. Compare it to the rest of the brands based on each of the attributes. Now look at brand B. Compare it to the rest of the brands based on each of the attributes. Now look at brand C. Compare it to the rest of the brands based on each of the attributes. Do so until you have looked at *all* the brands and at *all* the attributes. After you are done comparing between the brands, decide which brand you prefer most. Mark this brand as your chosen brand.

	<b>Brand A</b>	<b>Brand B</b>	<b>Brand C</b>	<b>Brand D</b>	<b>Brand E</b>
Odor Removal	9	9	9	9	8.5
Stain Removal	9.2	9.2	8.8	9.2	9.2
Anti-Static	8.8	8.8	8.8	8.5	8.8
Fade-Resistant	8.7	9	9	9	9

*Prior Knowledge Measure*

Please circle *True* or *False* for the following statements about laundry and laundry detergents.

1. Soaking white clothes overnight in bleach will make them whiter.

True

False

2. Laundry detergents with bleach alternative use active enzymes to remove stains.

True

False

3. For oil-based stains, it is best to soak them in cold water.

True

False

4. It is necessary to separate the dark colors from light when doing laundry.

True

False

5. For protein-based stains, such as blood or dairy, wash them in hot water.

True

False

6. Cold water has the highest level of color and fabric protection.

True

False

7. Hot water reduces level of hygienic cleaning.

True

False

8. You can use dryer sheets to control static cling.

True

False

9. It is ok to mix delicates and rougher fabrics as long as they are the same color.

True

False

10. Some laundry products allow you to clean your “dry clean only” delicates in your own dryer.

True

False

11. Dry darks at high temperature can prevent fading.

True

False

12. If you want to soften one item with softening sheets, it is better to add a damp bath towel in the dryer.

True

False

(Correct items: 2, 4, 6, 8, 10, 12)

### *Study 2: Fit between Manipulated Knowledge and Progress vs. Assessment Mode*

#### *Product Evaluation Stimuli*

Imagine that you are buying an MP3 player. You are provided with product information for five different brands. The following table lists the five different brands, one in each column, and information on four different attributes, one in each row. They sell for about the same price.

Please examine the information about these brands of MP3 players using the following decision strategy.

#### *Progress Mode Condition:*

First, look at the first attribute, *Built-in Memory*, brand by brand. Cross out the brand that has the worst value on this attribute. Now you are left with four brands. Go to the second attribute, *USB Interface*. Again, look at the *remaining* brands and cross out the brand that has the worst value on this attribute. Follow this procedure until you are left with only one brand. Mark it as your chosen brand.

#### *Assessment Mode Condition:*

First, look at brand A. Compare it to the rest of the brands based on each of the attributes. Now look at brand B. Compare it to the rest of the brands based on each of the attributes. Now look at brand C. Compare it to the rest of the brands based on each of the attributes. Do so until you have looked at *all* the brands and at *all* the attributes. After you are done comparing between the brands, decide which brand you prefer most. Mark this brand as your chosen brand.

	<b>Brand A</b>	<b>Brand B</b>	<b>Brand C</b>	<b>Brand D</b>	<b>Brand E</b>
Built-in Memory	30GB	30GB	30GB	30GB	20GB
USB Interface	2.0	2.0	1.0	2.0	2.0
Digital Tuner	Yes	Yes	Yes	No	Yes
Battery Life (play time)	14hrs	18 hrs	18hrs	18hrs	18hrs

*Prior Knowledge Manipulation*

*Extensive Prior Knowledge Condition:*

For the first task, we would like you to read a short article on MP3 players and tell us your opinions about it. Please read it carefully and answer the questions that follow.

There are many considerations in purchasing an MP3 player. They come in a range of shapes, sizes, features, and storage capacities. How should you choose? This guide provides some information about MP3 players.

What is MP3?

- MPEG-1 Audio Layer 3, commonly referred to as MP3, is a popular compressed digital audio format. It compresses audio data to a fraction of its original size (usually to 1/10th its original size) with little loss of quality.
- MP3 audio can be compressed at several different bit rates, providing a range of tradeoffs between data size and sound quality. A MP3 file encoded at a higher bit rate provides better sound quality than the same file encoded at a lower bit rate (e.g., a song has better sound quality when encoded at 160 kbps than at 96 kbps).

What are the different types of MP3 players?

There are three types of MP3 players:

- Flash-based players: These are the most compact type of MP3 players. However, they have limited storage space, usually between 32MB and 6GB. They have no moving parts, so they do not skip when the player is in motion. Flash players are easy to keep going because they come with AAA batteries or an internal rechargeable cell.
- Hard drive-based players: These players are not as compact as flash players because they have high storage capacities, ranging from 1.5GB to 100GB. Because of the physical size, these players have some moving parts, so there might be some skipping if the player is used while you are moving around.

- MP3 CD players: These players look just like portable CD players, except they can read data CDs filled with digital music containing MP3 or other digital audio files.

What file formats can MP3 players support?

- Although MP3 was the first format to gain widespread acceptance, today's players support multiple formats, including WMA, AAC, and OGG formats.
- WMA (Windows Media Audio) format is especially popular and is supported by MP3 players of all types. Its popularity stems from the fact that it is approximately half the size of an MP3 format for the same content and sound quality.

Where to get music?

- There are several sources of music. MP3 players can play music that has been ripped from a CD. Or you can get music from online music stores, such as iTunes store, for a downloading fee. Peer-to-peer file-sharing networks are also a good source for MP3 music.

*Limited Prior Knowledge Condition:*

For the first task, we would like you to read a short article on laundry tips and tell us your opinions about it. Please read it carefully and answer the questions that follow.

When you first went to college probably no one mentioned that laundry would be one of your tasks. Maybe someone took care of laundry for you, but now you're on your own. Please take a few minutes to read the following information about doing laundry. It suggests ways to make doing laundry go smoother, and make clothes a little cleaner.

- Tips on Sorting
  - Sort clothes by color, separating whites and darks.
  - Sort delicate fabrics and loose knits from "tougher" fabrics.
  - Garments that generate lint, such as fleece sweat shirts, should be washed separately.
- Tips on Stain Removal
  - Deal with the stain as soon as possible. The longer you wait, the more time the stain has to soak in and/or dry, making it more difficult to remove.
  - Lift or gently scrap off any excess material from the fabric. Use a cloth or a towel to gently blot up liquid spills or scrape off solid buildup with the edge of a dull knife.
  - Identify what caused the stain and treat different stains differently.
    - For *protein-based stains*, such as blood or dairy, soak fresh stains in COLD water.
    - For *oil-based stains*, such as greases or makeup, wash in HOT water.
- Tips on Washing
  - Following instructions on the care label carefully.
  - Make sure the items are equally distributed around the tub of the washer to keep the load balanced during spinning cycles.

- Choose the proper temperature settings for wash and rinse. Cold water prevents colors from fading and protects fabrics. Hot water works best for hygienic cleaning or soil removal.
- Use smart alternative to chlorine bleach. Some bleach alternative uses active enzymes to break down and remove stains while whitening whites, so it's safe to use on colors too.
- Tips on Drying and Softening
  - Lightly shake out items taken from the washer before placing them in the dryer. Tightly balled up fabric dries slower and will likely come out wrinkled.
  - Turn your darks inside out when drying to prevent fading.
  - Use fabric softeners to decrease static cling and reduce wrinkling.
  - If you want to soften one item using softening sheet, add a damp bath towel in the dryer to more effectively disperse the softening agent.
- Tip on Saving on Dry Cleaning
  - Some fabric care system allows you to care for your dry clean only clothes using a regular dryer in about 30 minutes.

*Manipulation Check of Prior Knowledge*

Please circle *True* or *False* for the following statements about MP3 players.

1. MP3 is an audio format.

True

False

2. MP3 players use flash memory as storage, but not hard drives.

True

False

3. The process of changing CD music format to MP3 format is known as ripping.

True

False

4. MP3 stands for Music Player 3rd Generation.

True

False

5. A USB port allows you to connect your MP3 player to your computer for easy music downloads.

True

False

6. MP3 players can store files other than music files.

True

False

7. Because of the compression techniques used, MP3 players can only play MP3 format music files.

- |  |      |       |
|--|------|-------|
|  | True | False |
| 8. Auto Resume feature allows you to automatically begins music playback where you left off. |      |       |
|  | True | False |
| 9. WMA format is half the size of an MP3 format, but WMA offers poorer sound quality.        |      |       |
|  | True | False |
| 10. A flash drive has the advantage of no moving parts, which eliminates skipping.           |      |       |
|  | True | False |
| 11. MP3 players generally compress music to one fiftieth of the uncompressed form.           |      |       |
|  | True | False |
| 12. Most MP3 players can handle a WMA format.  |      |       |
|  | True | False |

(Correct items: 1, 3, 5, 6, 8, 10, 12)

### *Study 3: Fit between Prior Knowledge and Level of Construal*

#### *Product Evaluation Stimuli*

Creative Labs is planning to introduce a new MP3 player called CL200. We are interested in your opinion about this new product. Please examine the information provided in a careful and thorough manner and then answer the questions that follow.

#### *High Level of Construal Condition:*

#### ***Why consider a CL200 MP3 Player?***

- Has a large 32-hour storage capacity
- Readily expandable memory
- Easy menu navigation
- Enables you to record at any time and anywhere
- Fast transfer of albums
- Ultra-compact for convenience
- Comfortable ear buds for long-lasting listening

*Low Level of Construal Condition:*

***How to use a CL200 MP3 Player?***

- Connect it to your computer and store 32 hours of your favorite music
- Insert a memory card in the built-in slot for even more space
- Select a song by artist, album, song title, and more by the touch of a button
- Press a hotkey and record anywhere with the built-in microphone
- Connect to your computer and transfer entire albums to the mp3 player in seconds
- Weighs less than an ounce – slip into your pocket and you will forget it's there
- Put in the comfortable ear buds and listen for hours

*Prior Knowledge Measure*

Same as the manipulation check of prior knowledge in Study 2.

*Study 4: Fit between Prior Knowledge and Temporal Construal*

*Product Evaluation Stimuli*

A laundry detergent manufacturer is planning to introduce a new product called Fresh Start. We are interested in your opinions about this new product. Please examine the information provided in a careful and thorough manner and then answer the questions that follow.

*Distant Temporal Condition:*

***Introducing the new Fresh Start detergent ...***

- ◇ Provides all of the qualities that today's clothes require.
- ◇ The new ABT® antibacterial formula keeps you germ free for as long as you own your clothes.
- ◇ Fresh Start's Odorguard builds up a resistance to odors with each wash.
- ◇ The Stainlifters® formula blankets your clothes with an invisible stain blocking shield. Whites stay white and colors stay bright until the very last wearing.
- ◇ Staticguard keeps your clothing cling free forever without having to use softener sheets in the dryer.

- ◇ Colorlock® locks the color in so that clothes retain the same color even after many washings.
- ◇ Available in major supermarkets.
- ◇ Comes in three sizes: 22, 44 and 66 loads.

*Near Temporal Condition:*

***Introducing the new Fresh Start detergent ...***

- ◇ Provides all of the qualities that today's clothes require.
- ◇ The new ABT® antibacterial formula kills germs on contact to keep you healthy.
- ◇ Fresh Start's Odorguard instantly removes odors from your clothes and leaves a fresh scent.
- ◇ The Stainlifters® formula immediately removes even stubborn dirt and stains. Whites come out white and colors are bright.
- ◇ Staticguard keeps your clothing cling free instantly without having to use softener sheets in the dryer.
- ◇ Colorlock® instantly locks the color in so that clothes retain the same color after washing.
- ◇ Available in major supermarkets.
- ◇ Comes in three sizes: 22, 44 and 66 loads.

***Prior Knowledge Measure Study 4***

Same as the prior knowledge measure in Study 1.