

The Effect of Stating Expectations on Customer Satisfaction and Shopping Experience

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Web Appendix

THE ARTICLE THAT PARTICIPANTS IN STUDY 2 READ

Please read carefully the following article, which has appeared in a local newspaper:

“Before the Holidays, I Visited a New ‘Pharm’ Store That Is Part of a New Chain”

The store has a membership program for its regular customers, who pay a small fee to become members and receive discounts on certain products. Some of the store employees received training in customer service. The pharmacy employs both certified pharmacists as well as sales people who are not pharmacists. The store uses an independent company that handles all deliveries, up to 10 kilometers from the store; customers wait up to four hours for deliveries. Products are sold at reasonable prices, and customers can use credit cards, but the store does not accept checks. Customers who make purchases of over 300 shekels can pay in installments. Typically, the cashier informs customers of products on “sale,” and as a result, the average wait at the checkout is about five minutes.

The store is not too large or too small, but during rush hours between 10 A.M. and noon and between 6 P.M. and 8 P.M., the store can be crowded. The store is open till midnight; during certain times, especially during rush hours, the store is not very clean. The merchandise is generally well organized, and the variety of products is reasonable and perhaps even more than reasonable. A customer who wants to exchange purchased items can do it within a week by going to the customer service department, which is open till 6 P.M.

The store manager has an academic degree; the store employs both men and women of different ages. The store's location is not central, and there is customer parking about 500 meters from the store; customers can also reach the store using public transportation, which requires about an 8-minute walk; Handicap access is inconvenient.