

Online Appendices to “Competitive Information, Trust, Brand Consideration, and Sales: Two Field Experiments”

by

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OA1. Screenshots of year-2 treatments.

OA2. Alternative specifications of trust regressions in year 1

OA3. Main-effects, conditional-logit analyses and trust regression for year 2.

OA1. Screenshots of Year-2 Treatments.

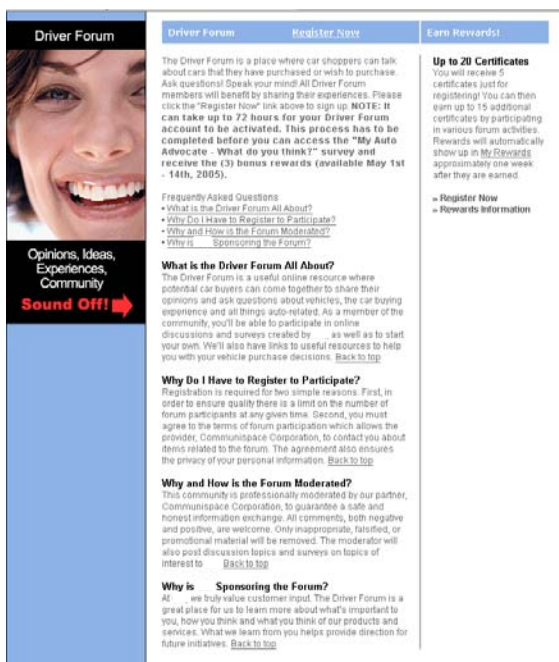
Year-2 Advertising-Plus-Website Opt-In Field Experiment



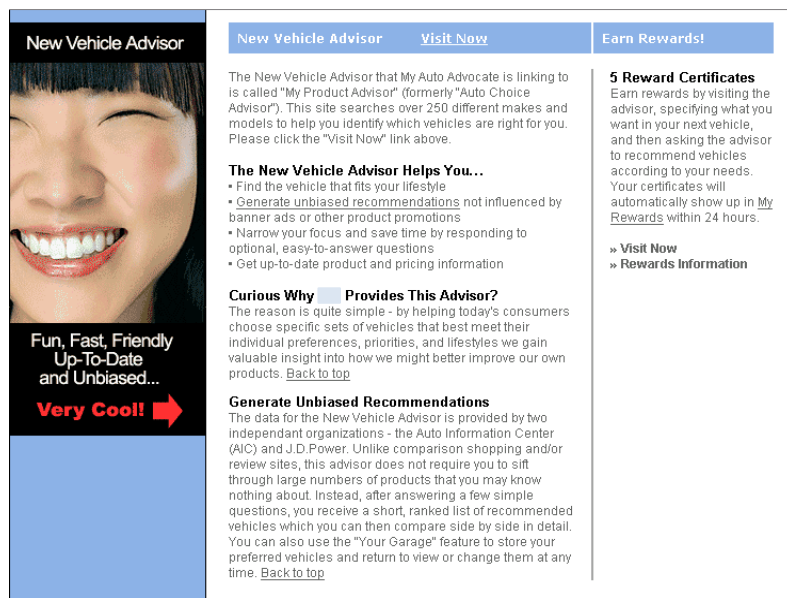
(a) My Auto Advocate Homepage



(b) Competitive E-Brochures



(c) Competitive Community Forum



(d) Competitive New-Vehicle Advisor

OA2. Alternative Specifications of Trust Regressions in Year 1

Table OA2
Trust Regressions in Year 1

	Reported Treatments	Experimental Treatments	Experimental Cells
Constant	.640 ^b	.711 ^a	.702 ^a
Lagged Trust	.859 ^a	.857 ^a	.854 ^a
Competitive Test Drives	.380 ^a	.370 ^a	.130 ^a
Customized Brochures	.170 ^a	.126 ^a	.043
Competitive Forum	.045	.016	.047
Competitive Advisor	-.057	-.056	-.057
Prior Ownership AAM	.015	.012	.005
Prior Own Other American	.021	.012	.005
Prior Ownership Japanese	-.017	-.020	-.029
Month 3	-.220 ^a	-.243 ^a	-.242 ^a
Month 4	-.296 ^a	-.283 ^a	-.202 ^a
Month 5	-.127 ^a	-.119 ^b	-.184 ^a
Month 6	-.251 ^a	-.239 ^a	-.311 ^a
U ² (aka pseudo-R ²)	.749	.748	.749

Dependent variable: Trust. Age coefficients not shown (not significant) ^a Significant at the 0.05 level. ^b Significant at the 0.10 level

OA3. Main-effects, conditional-logit analyses and trust regression for year 2.
(Subject to caveats on self-selection)

Table OA3
Main-Effect Analyses For Advertising-Plus-Website Opt-In Experiment

Treatment	Consideration (% lift in last period)	Purchase (% lift in last period)
Competitive Test Drives	6.6%	5.3% ^a
Competitive eBrochures	8.5% ^a	3.3% ^a
AAM eBooklets	8.6% ^a	4.9% ^a
Competitive Forum	7.7% ^a	1.5%
Competitive Advisor	6.3% ^a	2.6%
Treatment Among Non-AAM-Owners		
Competitive eBrochures	5.2%	5.6% ^a
AAM eBooklets	7.7% ^a	2.8% ^a
Competitive Forum	8.2% ^a	3.5% ^a
Competitive Advisor	8.5% ^a	3.1% ^a
Competitive eBrochures	6.6% ^a	2.4% ^a

^a Significant at the 0.05 level.

Table OA4
Conditional-Logit Analyses And Trust Regression – Year 2 Advertising-Plus-Website Opt-In

Conditional-Logit Analyses (five periods, 1,322 respondents for consideration model, only those who consider for conditional-purchase model)							Trust Regression
Dependent Measure	Direct Effects not Mediated		Mediated by Trust (bootstrap estimates)				(lagged trust is used in this regression)
	Consider	Purchase Given Consideration	Consider	Purchase Given Consideration			
Constant	-2.042^a	-3.034^a	-4.926^a	-5.525^a	-4.999^a	-7.308^a	.665^a
Lagged Consider	2.668^a		2.460^a	2.463^a			
Lagged Trust Hat			.604^a	.604^a	.368^a	.365^a	.832^a
Competitive Test Drives	.783^a	-.025	.804^a	1.082^a	-.032	1.391	.079
Competitive eBrochures	.235^a	.473^b	.153	.273^b	.414	.572	.056^b
AAM eBooklets	.019	-.214	-.022	.004	-.227	.112	.026
Competitive Forum	.085	-.177	.110	.170	-.138	.228	-.017
Competitive Advisor	-.044	.209	-.009	.034	.222	.086	-.018
Prior Ownership of AAM	1.349^a	.879^a	1.049^a	1.161^a	.724^a	1.167^a	.139^a
Prior Own Other American	.122^b	.018	.023	.025	-.017	-.014	.032^b
Prior Own of Japanese	-.419^a	-.133	-.293^a	-.290^a	-.075	-.093	-.045^a
Period 3	-.094	-.386	-.094	-.095	-.400	-.387	.066^a
Period 4	-.001	-.665^a	.005	.004	-.675^a	-.665^a	-.048^b
Period 5	.027	-.864^a	.021	.017	-.875^a	-.869^a	-.051^b
Period 6	.201^b	-.740^a	.197^b	.198^b	-.754^a	-.742^a	-.07^a
Prior Ownership of AAM crossed with							
Competitive Test Drives				-.676		-3.001^a	
Competitive Brochures				-.230		-.159	
AAM eBooklets				-.018		-.385	
Competitive Forum				-.086		-.490	
Competitive Advisor				-.027		.167	
Two or more treatments							
				0.104		.113	
Log likelihood	-2836.9	-469.8	-2701.3	-2698.4	-465.4	-459.0	adj-R ²
U ² (aka pseudo-R ²)	33.37%	3.59%	36.56%	36.63%	4.49%	5.8%	0.708

^a Significant at the 0.05 level. ^b Significant at the 0.10 level. Sex and age coefficients not shown