

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, trust regression, and conditional-logit analyses in year 2.

OA1. Screenshots of Year-2 Treatments.

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

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- [What is the Driver Forum All About?](#)
- [Why Do I Have to Register to Participate?](#)
- [Why and How is the Forum Moderated?](#)
- [Why is Sponsoring the Forum?](#)

What is the Driver Forum All About?
The Driver Forum is a useful online resource where potential car buyers can come together to share their opinions and ask questions about vehicles, the car buying experience and all things auto-related. As a member of the community, you'll be able to participate in online discussions and surveys created by as well as to start your own. We'll also have links to useful resources to help you with your vehicle purchase decisions. [Back to top](#)

Why Do I Have to Register to Participate?
Registration is required for two simple reasons. First, in order to ensure quality there is a limit on the number of forum participants at any given time. Second, you must agree to the terms of forum participation which allows the provider, Communespace Corporation, to contact you about items related to the forum. The agreement also ensures the privacy of your personal information. [Back to top](#)

Why and How is the Forum Moderated?
This community is professionally moderated by our partner, Communespace Corporation, to guarantee a safe and honest information exchange. All comments, both negative and positive, are welcome. Only inappropriate, falsified, or promotional material will be removed. The moderator will also post discussion topics and surveys on topics of interest. [Back to top](#)

Why is Sponsoring the Forum?
At we truly value customer input. The Driver Forum is a great place for us to learn more about what's important to you, how you think and what you think of our products and services. What we learn from you helps provide direction for future initiatives. [Back to top](#)

Opinions, Ideas, Experiences, Community
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The New Vehicle Advisor Helps You...

- Find the vehicle that fits your lifestyle
- **Generate unbiased recommendations** not influenced by banner ads or other product promotions
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Curious Why Provides This Advisor?
The reason is quite simple - by helping today's consumers choose specific sets of vehicles that best meet their individual preferences, priorities, and lifestyles we gain valuable insight into how we might better improve our own products. [Back to top](#)

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The data for the New Vehicle Advisor is provided by two independent organizations - the Auto Information Center (AIC) and J.D.Power. Unlike comparison shopping and/or review sites, this advisor does not require you to sift through large numbers of products that you may know nothing about. Instead, after answering a few simple questions, you receive a short, ranked list of recommended vehicles which you can then compare side by side in detail. You can also use the "Your Garage" feature to store your preferred vehicles and return to view or change them at any time. [Back to top](#)

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(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-Effect Analyses For Advertising-Plus-Website Opt-In Experiment
in 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