

## Supplemental Appendix to Website Morphing 2.0: Switching Costs, Partial Exposure, Random Exit, and When to Morph by John R. Hauser, Gui Liberali, and Glen L. Urban.

### A3.3. Empirical Comparison of Outcomes in the Suruga Experiment

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Although the WTM and HULB algorithms optimized morphs based on the binary outcome ( $\delta_n$ ) which observed whether or not the customer requested additional information, pre- and post-questionnaires collected managerially relevant information on consideration, preference, and purchase intentions. From the text: Consideration was a binary consider-or-not measure, preference was a 100-point constant sum scale, and purchase likelihood was measured on an 11-point scale as in Juster (1966). All measures reflect that a customer will not prefer or purchase from Suruga Bank if they do not first consider Suruga Bank. We also attempted to correct for pre-measures, but, because Suruga Bank was not known for card loans at the time of the application, only 70 respondents considered Suruga Bank in the pre-measures.

Unfortunately, the sample size in the Suruga experiment was small relative to sample sizes that are typical for website morphing. Perhaps for this reason, none of the comparisons are significant. We present them here for completeness.

#### Results of the Suruga Bank Field Experiment

	Morphing Website	Static Website	Morphing minus Static Website	Significance
Consideration	28.7%	30.5%	-1.8%	0.530
Preference given consideration	64.2%	61.8%	2.3%	0.563
Preference	18.4%	18.9%	-0.5%	0.839
Purchase Likelihood given consideration	3.53	3.25	0.28	0.281
Purchase Likelihood	1.01	0.99	0.02 <sup>a</sup>	0.862
Sample Size	1,061	334		