

國立中央大學

資訊管理學系  
碩士論文

探索結論需求對獎勵計畫與忠誠度關聯性之影響

**The Relation between Reward Programs and  
Loyalty: The Moderating Effect of Need for Closure**

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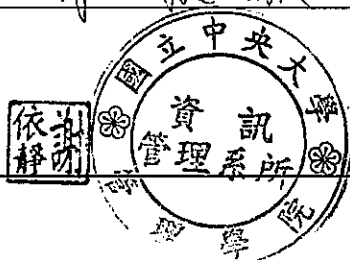
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## 摘要

購買，是每個人的日常生活中非常重要的行為。當產品或服務的選項相近時，消費者會選擇購買價值較高或能更符合消費者喜好的選項。獎勵計畫便是一種能有效提升消費者知覺價值的促銷方式。

企業廣泛的使用獎勵計畫來提高收益和建立顧客忠誠度。當面臨眾多不同的獎勵計畫時，消費者會根據自己個人的偏好以及人格特質而做出不同的選擇。在過去的研究中指出，「結論需求(need for closure)」是一種可以用來了解消費者選擇和決策的個人特質。

本研究透過對結論需求的程度來探討消費者對不同獎勵計畫的偏好和忠誠度，而獎勵計畫可依下列三種特性設計為不同類型：獎勵時間性(立即性/延遲性)、獎勵機率性(100%/50%)和獎勵明確性(明確/不明確)。主要研究結論歸納如下：首先對於不同時間性的獎勵，消費者不論結論需求的程度高或低都較為偏好立即性獎勵而非延遲性獎勵。第二，面對獎勵機率性和獎勵明確性時，高結論需求的消費者顯著偏好 100% 和明確獎勵，而低結論需求的消費者在此兩種獎勵間則沒有顯著的差異。最後，當獎勵兌換時間延長到下次消費時，高結論需求的消費者面對 100% 和明確獎勵時會顯著提高其忠誠度，而低結論需求的消費者在此兩種獎勵間則沒有顯著的忠誠度差異。

關鍵字：結論需求、獎勵時間性、獎勵機率性、獎勵明確性、消費者忠誠度

## **Abstract**

Purchasing is an important behavior that nearly every people do in their daily lives. While the product or service choices are similar, customer will look for the product value which are more worthy or attracted to their demand. Reward programs are an effective way to engage customer's attention.

Reward programs have become popularly used tools for managers to increase their revenue and build customer loyalty. While facing various reward programs, customers make decisions based on their preference and personal characteristic. According to previous research, "need for closure (NFC)" is an important variable of individual difference that influences customers' choice and decision.

In this study, need for closure was used as a moderator to explore customer's preference and loyalty to different reward programs. We examined three characteristics of reward programs: reward timing (immediate/delayed), reward probability (100%/50%) and reward precision (precise/imprecise). The results of this study indicated that, first, regardless the level of NFC, respondents show preference to immediate rather than delayed reward. Second, when the rewards varied in probability and precision, respondents with high NFC significantly prefer to 100% and precise rewards, whereas, low NFC reveals no difference between high and low probability, and between high and low precision. Last, when the coupon usage was extended to next patronage, respondents with high NFC showed higher loyalty when they were provided 100% or precise rewards; conversely, respondents with low NFC showed no difference in loyalty.

Key word : Need for closure, reward timing, probability reward, precise reward, loyalty

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## **1. Introduction**

When consumers do their shopping, they often choose among products combined with different kinds of promotions and rewards. Rewards may vary in redemption time, may vary in the probability, and may vary in the amount precision. The rewards varying in time could be redeemed immediately to enhance customers' purchase intention or could only be redeemed through repurchase, which is a way to retain customers. Some department stores uses prize drawing which gives a probability to get the prize with higher value to attract customers to do more purchase. And some rewards are given in an imprecise amount. For example, some enterprise gives company's stock to their employees as a reward, which doesn't have a stable value, instead of the precise salary. Consumers may have different decisions when facing enormous types of rewards, and those differences in their decisions may result because of customer's personality and characteristics.

Customer relationship management (CRM) has become an important issue in last few decades. A successful CRM program considers customers, reward types and reward situation at the same time (Kivetz & Simonson, 2002). Moreover, many studies have shown that price and sales promotions have a significant impact on consumers' decision making processes (e.g., Mela, Gupta & Lehmann, 1997; Papatla & Krishnamurthi, 1996). Thus, existing research on customer reward programs has focused on which reward program attracts more customers and builds customer loyalty. The framework of customer reward programs is divided into reward timing and reward type (O'Brien & Jones, 1995).

Considering the managerial relevance of reward programs, many studies have recently begun to show interests in reward program topic (Kumar & Shah, 2004; Keh & Lee, 2006; Park, Chung & Woo, 2013; Kivetz & Simonson, 2002). An important decision of promotional campaign is whether to use immediate or delayed value promotions (Blattberg & Neslin, 1990). The reward giving or redemption timing affect customers' repurchase intention and

loyalty (Zhang et al., 2000).

Choice is relatively predictable when the alternatives differ in single dimension. For example, if individuals are offered to choose between two rewards that differ only in amount, they generally choose the larger reward. Similarly, if individuals are offered to choose between different reward timing, they tend to choose the reward which is available sooner rather than the later reward; and if they are offered a choice between two rewards with different probability, they tend to choose the more certain reward. However, when the dimensions of choice options are more than one variable, might return an opposite answer, and so does to customers' characteristic.

Insufficient research exists on the conditions under which reward programs are applied or on the traits of customers who use reward programs (Ho et al., 2009). Customer's characteristic is an important variable which may affect customer's choices when facing reward program and their purchase loyalty (Rungie, Uncles & Laurent, 2013). NFC is one of the customer's characteristic which is related to a person's motivation when they are facing decision making and judgment (Kruglanski, 1989). Need for closure (NFC) influenced the subjective complexity of the decision task that high need for closure (NFC) would avoid or simplify the decision, whereas, low need for closure (NFC) would select the complex decision and experience the decision as more difficult (Shiloh, Koren & Zakay, 2000). Besides, need for closure (NFC) affect customers' behavior to choices that high need for closure (NFC) would avoid uncertainty of choices and low need for closure (NFC) would be more tolerance to those choices. Because of the complexity and uncertainty that decisions may result, different levels of need for closure (NFC) would make people react differently to various reward programs.

## **2. Theory Background**

### **2-1. Need for Closure (NFC)**

Need for closure was defined as the desire for a definite answer to a question and avoid of ambiguity situation (Kruglanski, 1989; Kruglanski & Webster, 1996). Kruglanski (1996) introduced that NFC as a dimension of individual differences, which is related to a person's motivation when they are facing decision making and judgment (Kruglanski, 1989). The main idea of NFC is that a negative feeling is evoked when closure is threatened or being perceived, people in different levels of NFC consequently have their own different individual's choices and preferences to the closure that they are more likely to prefer (Kruglanski & Webster, 1996). More generally, the need for closure is assumed to be the balance of the benefit of closure and the costs of the lacking closure (Kruglanski, Mannetti & Pierro, 1999).

Need for closure is conceptualized in a multiple dimensional structure, it may be distinguished in one of these five dimensions (Roets & Van Hiel, 2007; Mannetti et al., 2002; Houghton & Grewal, 2000; Kruglanski et al., 1997; Webster & Kruglanski, 1994):

"Preference for order" refers to the need to keep things in order and avoid the disorder circumstances. "Preference for predictability" refers to the situation which could be forecast and avoid any changing. "Discomfort with ambiguity" refers to the need of a clear definite answer and avoid the uncertainty. "Closed-mindedness" refers to the need of knowledge which is existed or familiar and avoid those unknown new knowledge. "Decisiveness" refers to the need to make decision quickly and avoid indecision. These five dimension combined into the characteristic of need for closure.

People with high-NFC may display cognitive impatience or impulsivity. They base their judgment on the knowledge structures which were existed and unwilling to absorb the information that were new or uncertain, or the information that were different from their

viewpoint (Kruglanski & Webster, 1996). High NFC customer overestimates the accuracy of their purchase decision and consequently has a higher decision confidence (Vermeir, 2003). They want to build a decision rule to make clear and quick decisions confidently that the rule they use contains more information than a simple rule of thumb (Vermeir, 2003).

Low NFC individuals may prefer the situation which were uncertain and are reluctant to a clear definite answer, most of them put off their judgment or decision to expect the changes which might emerge from the time they delayed their judgment (Kruglanski & Webster, 1996). Low NFC subjects will use less information to decide in order to reduce time and energy spent on the low involvement decision in store (Vermeir, 2003). However, they may be worried about making wrong decision and therefore enhance their pre-decisional information search (Vermeir & Kenhove, 2005).

To summarize these results, high NFC customers make their choice quickly and clearly with various information in order to seek for a closure. They made decisions with high confidence and would not require to have more changes. In contrast, low NFC customers avoid making quick decision and spent more searching time before purchase. They delay to make their decision until the decision deadline in order to avoid judgmental mistakes.

Therefore, NFC is introduced as a psychological characteristic that can help understand and predict what customers will choose when they are facing decision making.

## **2-2. Customer Loyalty**

Loyalty is an important issue to company which is a way to make more profit. Customer loyalty becomes more meaningful only when it translates into purchase behavior (Kumar & Shah, 2004). In the present research, customer loyalty refers to the strength of relationship between next patronage and individual's relative perspective which was moderated by individual's characteristics, individual circumstances, and purchase situations (Uncles, Dowling & Hammond, 2002).

Individual characteristics reflect the customer's personality and perspective, such as desire of variety choices, the tolerance of risk. Individual circumstances includes the situation when customer are doing the purchase decision such as the budget effect, time pressure. Therefore, customer's characteristic is highly correlated to their purchase loyalty (Rungie, Uncles & Laurent, 2013).

Purchase situation includes the perspective of the product to the customer such as the utility of product value, reward program. Reward programs increase customer's value perception and provoke the motivation to build loyalty (Yi & Jeon, 2003).

Further, customers in the reward program perceive that they are getting a better quality and service for their payment that enhance their loyalty (Bolton, Kannan & Bramlett, 2000).

### **2-3. Timing of Redemption**

In the promotional activities, it is important to use immediate or delayed value promotions (Blattberg & Neslin, 1990). Immediate rewards refer to the benefit which occurs at the point of the transaction. The benefit is likely to be a price discount for the cost, increase on the capacity for the product or obtain a complimentary from the service. Comparatively, delayed rewards refer to the benefit which is experienced at a later date from the point of the transaction. It has been found that immediate incentives were an effectual way in switching customers away from competing brands while delayed incentives retained customers by giving reward in future purchases (Zhang et al., 2000).

In the previous research, if the value of immediate reward and delayed reward are the same, customer will select the reward which is immediate reward (Murphy, Vuchinich & Simpson, 2001). It is important to find out the balance between immediate reward and delayed reward through different value. Green & Myerson (2004) shows the customer subjective value of delayed time and monetary reward that short delayed time reveals higher customer subjective value to high monetary reward, and long delayed time reveals no

difference between high or low monetary reward. Further, Estle (2007) shows a curve line of delayed time to monetary rewards and directly consumable rewards discount value that the rewards value grows faster if the delayed time are long. Therefore, the rewards value in our study were different that delayed rewards had higher value than immediate rewards.

### **2-3-1. Timing of Redemption and Need for Closure**

Customer will make different choices in different circumstances. As Keh & Lee (2006) mentioned that while customers are satisfied with the store service and product, it is better to build higher loyalty by delayed reward with higher value. And on the contrary, immediate reward will build higher loyalty in the situation that customers are dissatisfied with the store service and product. Therefore, how the customer feels would influence their choices, and it also works on customers' characteristic. Park, Chung & Woo (2013) refer that customers' long-term orientation will moderate the relationships of reward timing and customer loyalty. Long-term orientated people focus on future success and think based on long-term plans that are likely to prefer delayed rewards to immediate rewards. In contrast, short-term oriented people enjoy their present life instead of think about future that are likely to prefer immediate reward to delayed reward. These researchers suggest to investigate how timing of redemption influence customers' choices to reward programs.

By giving the choice through immediate reward or delayed reward, immediate reward would be recognized as a reward which should be receive when buying for certain. And delayed reward would be noted as a reward to gain in future which might be uncertain, for instance, the company might be out of business that the customer would not be able to receive the reward in the future. The situation we mention above are similar to one of the dimensions in NFC — "Preference for predictability" that people with high NFC would prefer to the situation that could be forecast and afraid of changing, and conversely the situation which could not easily predict and multiple possible outcome are more attractive to low NFC people

(Webster & Kruglanski, 1994). "Discomfort with ambiguity" indicate high NFC people dislike the ambiguous possibility and desire to a clear and uncertainty answer that they could surely obtain at the point, whereas, people with low NFC would prefer for the ambiguous circumstances which have the possibility of getting a better outcome (Mannetti et al., 2002).

We predict that customers with high need for closure are more likely to choose the immediate rewards that they could finish the decision quickly and be more clear and certain to forecast the value they could receive from the purchase, instead of putting the redemption decision to future. However, consumers who are low in need for closure have the opposite conclusion that they may prefer an unpredictable situation and uncertain answer which might have a higher value from their choice.

Therefore, we hypothesis that:

**H1a:** Consumers with high- (versus low-) NFC would prefer a low value immediate reward to a high value delayed reward.

**H1b:** Consumers with low- (versus high-) NFC would prefer a high value delayed reward to a low value immediate reward.

## **2-4. Reward Probability**

In decision making under risk, people tend to be risk averse when facing a chance of gaining and tend to be risk seeking when facing a chance of losing, this effect is referred as the certainty effect (Kahneman & Tversky, 1986). The certainty effect implies that the situation between "100 percent of gaining \$240" and "25% of gaining \$1000 and 75% of gaining nothing", people prefer to select "100 percent of gaining \$240" which is risk averse. Contrarily, the situation between "100 percent of losing \$750" and "75% of losing \$1000 and 25% of losing nothing", people prefer to choose "75% of losing \$1000 and 25% of losing nothing" which is risk seeking.

However, "overweighting of small probabilities" has an opposite viewpoint, it refers that



customer's "interpersonal difference" or "status quo" has to be taken into account (Chen & Jia, 2005), customers tend to be risk seeking if the risk is in a small chance of winning large amount and risk averse when the risk is in a small chance of losing large amount. By the different viewpoint of probability shows a fully opposite result, to avoid of those difference we used 50 percent to show the probability reward which is a common probability in medium sized (Delgado, Miller, Inati & Phelps, 2005).

#### **2-4-1. Reward Probability and Need for Closure**

People who tend to prefer ambiguous outcome, a probability promotion reward perform better than an equally costly 100 percent probability promotion reward (Yao, Chen & Zhao, 2011). One of the dimensions in NFC is "discomfort with ambiguity" which is connected to a person's attitude to an ambiguous situation (Mannetti et al., 2002) that people with high NFC would prefer to a clear reward and avoid of unsure conclusion, low NFC people would desire to ambiguity and having the chance to win a higher value reward. Similarly, people who are high NFC would have high "preference for predictability" which are requisite to a easy forecast situation and avoid of uncertainty, in contrast that low NFC would select doubtful condition to enhance more possibility (Houghton & Grewal, 2000).

We predict that reward with 100 percent probability shows a definite result for the customer which they could predict to receive, hence, people who are high NFC would prefer for the 100 percent probability reward. Comparatively, 50 percent probability reward reveal with two different result by a higher discount value and no discount value that are ambiguity which are more attractive to people with low NFC and they would choose 50 percent probability reward of higher discount value or 50 percent probability reward of keep in the original price.

In conclusion, we propose that,

**H2a:** Consumers with high- (versus low-) NFC would prefer 100 percent probability reward

to a high discount value at 50 percent probability reward or keep in the original price.

**H2b:** Consumers with low- (versus high-) NFC would prefer a high discount value at 50 percent probability reward or keep in the original price to 100 percent probability reward.

Furthermore, hypothesis 2 only discover customer with different levels of NFC's preference, our final purpose is to find out that will customer revisit the store and be more loyalty by their level of NFC. By placing the reward time to the future repurchase, we could test the high and low NFC customers' loyalty to 100 percent probability reward and 50 percent probability reward of higher discount value or keep in the original price.

Therefore, we propose following hypothesis:

**H3a:** Consumers with high- (versus low-) NFC, 100 percent probability reward would build higher loyalty than a high discount value at 50 percent probability reward or keep in the original price.

**H3b:** Consumers with low- (versus high-) NFC, a high discount value at 50 percent probability reward or keep in the original price would build higher loyalty than 100 percent probability reward.

## **2-5. Reward Precision**

The outcomes with ambiguity are prevalent in organizations and may influence customer decisions (Ho, Keller & Keltyka, 2002). In a promotion strategy for instance, when the promotions provide "20% discount" or "\$200 worth of prize", these explicit numbers are defined as a precise reward that the customer will know the certain outcome by their choices. And the promotions which are "10-30% discount" or "\$100-300 worth of prize" are defined as a imprecise reward that the customer might receive a 10% or \$100 which are under the average, or receive a 30% or \$300 which are higher than average, known as uncertain outcome (Yao, Chen & Zhao, 2011). Recent research find that customers prefer "25% probability of saving 70-90%" to the promotion of "25% probability of saving 80%", but the

conclusion will be converse if the probability become 80%. (Dhar, González-Vallejo & Soman, 1999).

Choi, (2010) shows that imprecise reward can be categorized into "scratch and save (SAS)" and "tensile price claims (TPC)". Scratch and save (SAS) is the type that the value of a discount remains uncertain until it is revealed by the scratch-off card at the time of purchase. Once revealed, consumers have to accept the discount level with the purchase. On the other hand, tensile price claims (TPC) is the type that tensile price is revealed through advertisement which customer is available to know the exact discount at the store and customer could decide to buy it or not. In our study, to magnify the uncertainty we uses SAS as the type of imprecise reward.

### **2-5-1. Reward Precision and Need for Closure**

In different situation, customer might have different choices. However, most of the research neglect the power of customers characteristic (Dhar, González-Vallejo & Soman, 1999). "Discomfort with ambiguity" is one of the dimensions in NFC that affect customer's choices to ambiguous situation (Kruglanski et al., 1997), people with high NFC would prefer to a sure and certain result while low NFC people prefer uncertain consequence. Another dimension in NFC is "preference for predictability" that reveals to an unchangeable conclusion (Webster & Kruglanski, 1994), people with high NFC would be more likely to choose a predictable outcome, however people with low NFC would select unpredictable result.

The definition of precise reward is a certain amount that customer will receive from the reward which is unambiguous, but on the contrary imprecise reward is an uncertain amount to customer. We forecast the customers who were high NFC would prefer a certain reward that they can predict and receive, thus they might select the precise reward which is certain and unchangeable. Conversely, customers who were low NFC would prefer an uncertain and

unpredictable that they might choose the imprecise reward.

Hence, we presume that:

**H4a:** Consumers with high- (versus low-) NFC would prefer precise reward to imprecise reward.

**H4b:** Consumers with low- (versus high-) NFC would prefer imprecise reward to precise reward.

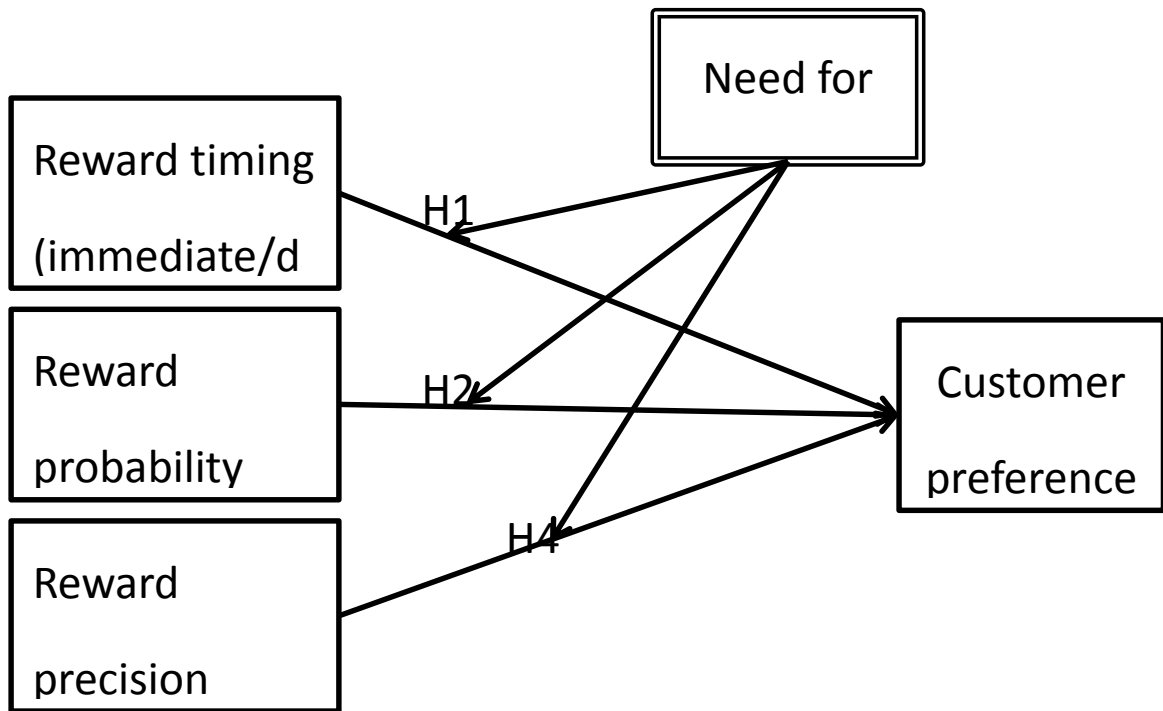
Although hypothesis 4 discover customer with different levels of NFC preference to precise and imprecise reward, the final intention is to measure the customer loyalty on precise and imprecise reward by their level of NFC. To place the reward time to the future repurchase, we could test the high and low NFC customers' loyalty to precise or imprecise reward.

Therefore, we propose that:

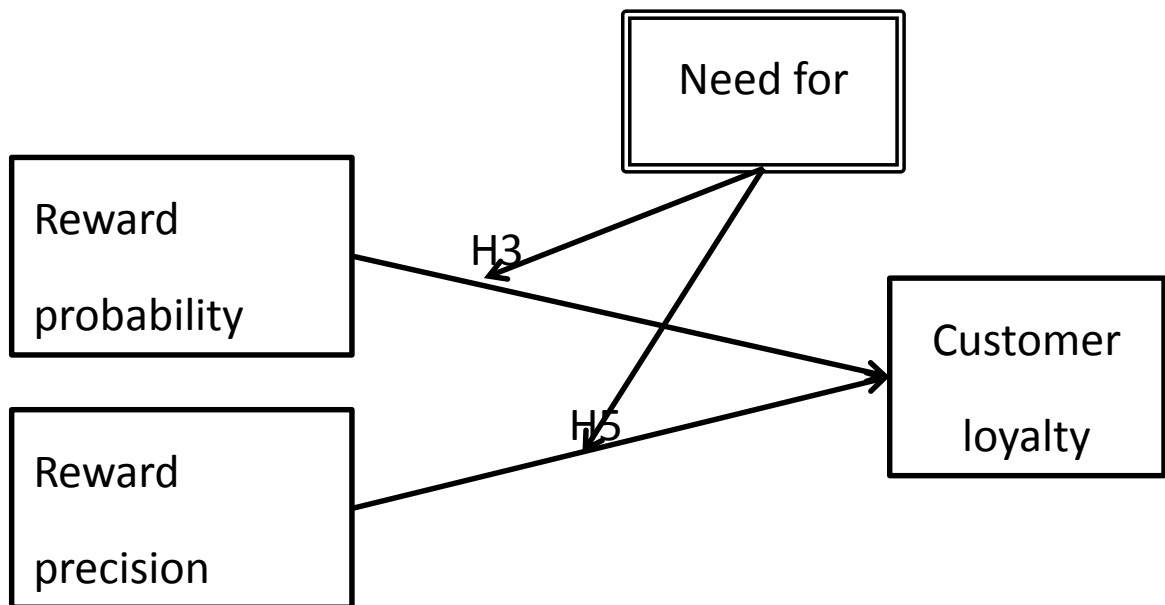
**H5a:** Consumers with high- (versus low-) NFC, precise reward would build higher loyalty than imprecise reward.

**H5b:** Consumers with low- (versus high-) NFC, imprecise reward would build higher loyalty than precise reward.

Based on the hypotheses, this research develops conceptual framework to demonstrate the relationship in Figure 1 & 2.



**Figure 1: The hypothesis model for H1, H2 & H4**



**Figure 2: The hypothesis model for H3 & H5**

### **3. Research Methods**

#### **3-1. Characteristic of Rewards**

In general, reward programs lead to enhanced customer preference and loyalty. The type of reward programs could distinguish into monetary reward and non-monetary reward. As our

study concerned about the reward programs budget allocation and did not involve the characteristics of rewards, we presented rewards in monetary value, which also helped avoiding subjective values to be different (Yao, Chen & Zhao, 2013). Discount was selected as the focal reward category because it lead to enhance customer preference and loyalty (Jang & Mattila, 2005; Kivetz & Simonson, 2002).

### 3-2. Pretest for the Value between Immediate Reward and Delayed Reward

According to Murphy, Vuchinich & Simpson (2001) that customer will choose the immediate reward if the value of immediate reward and delayed reward are the same, we made a pretest to find out the balance value between "redeem the reward immediate" or "redeem the reward next time". We gave a scenario to the participates and the context was as follow: *"Assume that you are a customer of a restaurant, the food and service were acceptable for you that you might have the chance to revisit. On average you spend NTD300 for the purchase and receive a discount"*. After giving the scenario, there were seven questions and each were asked to choose the discount which preferred the most between "having a 10 percent discount immediate" or "having a 10/15/20/25/30/35/40 percent discount next time". The percentage of discount for immediate/delayed are shown in Table 1. According to the percentage result, the discount of "having 10 percent discount immediate" and "having 20 percent discount next time" have the similar percentage and it become the discount amount for next patronage in our study.

**Table 1: Percentage of Discount for Immediate/Next Patronage**

Question	Category	Sample (N=40)	Percentage (%)
Q1	10 % discount immediate	39	97.5%
	10 % discount next patronage	1	2.5%
Q2	10 % discount immediate	31	77.5%

	15 % discount next patronage	9	22.5%
Q3	10 % discount immediate	18	45%
	20 % discount next patronage	22	55%
Q4	10 % discount immediate	11	27.5%
	25 % discount next patronage	29	72.5%
Q5	10 % discount immediate	8	20%
	30 % discount next patronage	32	80%
Q6	10 % discount immediate	5	12.5%
	35 % discount next patronage	35	87.5%
Q7	10 % discount immediate	1	2.5%
	40 % discount next patronage	39	97.5%

### 3-3. Measurement

#### 3-3-1. Need for Closure

The NFC scale contains five subscales: preference for order, preference for predictability, discomfort with ambiguity, closed-mindedness, and tendency toward decisiveness (Roets & Hiel, 2007; Mannetti et al., 2002; Houghton & Grewal, 2000; Kruglanski et al., 1997; Webster & Kruglanski, 1994). The NFC scale from Webster & Kruglanski (1994) with 42-item scale has been frequently used to measure the level of NFC, however, researcher often used abridged and according to Roet & Hiel (2010) of improve the scale into 15-item version. All items were measured with a 7-point Likert scale anchored with 7 (strongly agree) to 1 (strongly disagree).

The respondents were divided into four groups according to the quartile point of NFC (group1 = 1.00 to 4.27, group2 = 4.27 to 4.93, group3 = 4.93 to 5.47, group4 = 5.47 to 7.00) (Gan, Man, Senthilselvan & Sin, 2004). The highest quartile group of NFC (M = 6.05) and lowest quartile group of NFC (M = 3.86) were selected for the studies and defined as high

NFC and low NFC. In addition, high and low NFC were significantly different ( $t = 57.822$ ,  $p < 0.000$ ), and experimental manipulation was successfully conducted.

### **3-3-2. Scale of Preference**

Present researches suggest that the qualitative result between two scales will not be affected since if the respondents are truly impartial, they will randomly choose one from the other option, therefore should not force them to choose from bias results (Krosnick, 2002; Presser & Schumann, 1980). In contrast to this traditional viewpoint, identify the options in a systematic method that while the options are neither positive nor negative, using bipolar scales with or without a neutral position may be appropriate and the traditional assumptions of using odd or even scales may be acceptable (Nowlis, Kahn & Dhar, 2002). This conclusion results suggest that preference measurement can be systematically manipulated by changing the scale from odd to even.

In our preference testing, all of the reward types have no positive or negative differences. Therefore, participants were required to select one of the reward they preferred the most, and for each reward preferences were separated into two groups (immediate/delayed reward, non-probability/probability reward, precise/imprecise reward).

### **3-4. Sample**

To examine the hypotheses, our research used convenience sampling to collect data. Most of the people have experience of restaurant consuming and having discount. The sample were collected from college courses and Internet. Sample from college courses are mostly composed of university students and graduate students which were given paper questionnaire. And the Internet sample were collected from posting the hyperlink of the questionnaire on online forums, such as PTT and Facebook.

A total of 371 questionnaires were collected. However, 60 questionnaires were



eliminated because of those respondents do not understand the context meaning and give the wrong answer to the manipulation check. After deleting some incomplete and repeated responses, the final sample consisted of 257 valid samples. The demographics of the respondents surveyed are shown in Table 2.

**Table 2: Demographics of Respondents**

<b>Variable</b>	<b>Category</b>	<b>Sample (N=257)</b>	<b>Percentage (%)</b>
Gender	Male	119	46.3%
	Female	138	53.7%
Age	Under 20	64	24.9%
	21-30	122	47.5%
	31-40	36	14.0%
	41-50	23	8.9%
	51-60	12	4.7%
Salary	Under \$10000	125	48.6%
	\$10001-\$20000	49	19.1%
	\$20001-\$30000	27	10.5%
	\$30001-\$40000	26	10.1%

\$40001-\$50000	12	4.7%
Over \$50001	18	7.0%

### 3-5. Research design

#### 3-5-1. The moderating effect of NFC on the preference for reward programs

To estimate the preference on reward programs by different levels of NFC, we conducted 2 (high or low in NFC)  $\times$  2 (probability or non-probability reward), 2 (high or low in NFC)  $\times$  2 (imprecise or precise reward) and 2 (high or low in NFC)  $\times$  2 (immediate or delayed reward). On the questionnaire for each reward type, participants were given a scenario as follow and have to decide between each two reward options:

*" Assume that you are a customer of a restaurant. The food quality is good and the prices are reasonable that you might revisit this restaurant. You paid more than NTD300 at the moment, and receive a price discount. There are two options for the discount:"*

##### 3-5-1-1. Immediate Reward and Delayed Reward

For the reward timing, the options are immediate reward (having a discount of NTD30 at the present) and delayed reward (having a discount of NTD60 for the purchase next time). The value between immediate reward and delayed reward were test from our pretest which showed the same reward value to participants.

##### 3-5-1-2. Non-Probability reward and Probability Reward

For the reward probability, the options are probability reward (50 percent probability of getting a discount of NTD60 or 50 percent probability of getting no discount at the present) and non-probability reward (100 percent probability of getting a discount of NTD30 at the present). According to the expected value, both probability and non-probability reward have the equal discount value.

##### 3-5-1-3. Precise Reward and Imprecise Reward

For the reward precision, referred to the work by Dhar et al. (1995, 1999) of using 20

percent value as the tensile range, the options are imprecise reward (having a discount amount between NTD0 to NTD60 at the present) and precise reward (having a discount of NTD30 at the present). To both of the rewards have the equal discount value.

The manipulation checks are placed after each scenario. Participants have to answer how they understand about the reward timing ("Delayed/Immediate") and reward probability ("Probability/Non-Probability") and reward precision ("Imprecise/Precise") which were referred in the scenario, and 60 questionnaires were eliminated because of misunderstanding to the context. All the various scenarios were asked by using 7-point Likert scale for their realism (1 = not realistic, 7 = realistic;  $\bar{x} \geq 4.77$ ) and ease of understanding (1 = difficult to understand, 7 = easy to understand;  $\bar{x} \geq 5.33$ ).

### **3-5-2. The moderating effect of NFC on the relationship between reward program and customer loyalty**

In order to test the loyalty, we manipulate the coupon redemption time to next patronage. To estimate the loyalty on reward programs by different levels of NFC, we conducted a 2 (high or low in NFC)  $\times$  2 (probability or general reward) and 2 (high or low in NFC)  $\times$  2 (imprecise or general reward). Participants were given a scenario as follow:

*" Assume that you are a customer of a restaurant. The food quality is good and the prices are reasonable, the service is prompt and pleasant that you might revisit this restaurant.*

*You paid more than NTD300 at the moment, and receive a coupon which could be used for the patronage in the restaurant next time."*

#### **3-5-2-1. Probability Reward**

The first reward situation was probability reward that customer can have a prize drawing which is 50 percent probability of getting a discount of NTD120 or 50 percent probability of getting no discount for the next patronage.

### **3-5-2-2. Imprecise Reward**

The second reward situation was imprecise reward that customer can exchange the ticket to a scratch card which could be redeem for the next patronage and have the prize of discounting between NTD30 to NTD90 for the purchase.

### **3-5-2-3. General Reward**

The third reward situation was general reward. General reward was defined as non-probability and precise reward that customer can have a discount of NTD60 for the next patronage.

We compared the loyalty of first reward situation (probability) and third reward situation (general reward) to test different levels of NFC to reward probability. And compared the loyalty of second reward situation (imprecise) and third reward situation (general reward) to test different levels of NFC to reward precision. According to the expected value, these three reward situations (probability/imprecise/general reward) have the equal discount value.

Customer loyalty refers to a customer's possibility of continuing to use or enhance their utilization from the current supplier in the future (Andreassen & Lindestad, 1998). Guided by previous research, we estimate customer loyalty through measuring repurchase intention (Fornell, 1992; Sirohi et al., 1998), self-stated retention (Dick & Basu, 1994; Sirohi et al., 1998), commitment to vendor (Ganesh et al., 2000) and the likelihood of spreading positive word-of-mouth (Dick & Basu, 1994; Sirohi et al., 1998). Participants were asked to indicate their agreement with the reward scenario by using a 7-point Likert scale ranges from 7 (strongly agree) to 1 (strongly disagree).

## **4. Analysis and Results**

### **4-1. Reliability**

The reliability is a measure instrument to examine stably and consistently across the

various items. This research analyzed all data by SPSS 20 to test the reliability consistent with the items. In general, reliability would represent highly while Cronbach's  $\alpha$  is above 0.7.

Table 3 indicates the results of reliability analysis measurement of reward loyalty. All of the estimates are beyond the threshold of 0.7 reliability (Cronbach's  $\alpha$  for Loyalty of reward probability, Loyalty of reward precision, Loyalty of reward timing = 0.93, 0.94 and 0.95), which provides evidence of reliability.

And Table 4 reveals the reliability analysis measurement of NFC. All of the Cronbach's  $\alpha$  exceed the reliability threshold (Cronbach's  $\alpha$  for Preference for order, Preference for predictability, Discomfort with ambiguity, Closed-mindedness, Tendency toward decisiveness = 0.90, 0.88, 0.75, 0.79 and 0.77.)

#### **4-2. Validity**

To test the construct validity, we conducted a confirmatory factor analysis (CFA) by using LISREL 8.80 (Fornell & Larcker, 1981; Bagozzi & Yi, 1988). Most of fit indices indicate that the data are adequate to the model, the  $\chi^2 = 284.58$ ;  $df = 85$ ;  $p < 0.05$ ; goodness-of-fit index [GFI] = 0.87, comparative fit index [CFI] = 0.97, normed fit index [NFI] = 0.96, non-normed fit index [NNFI] = 0.96, standardized root mean square residual [SRMSR] = 0.06 (Bollen, 1989; Hair et al., 1998; Bagozzi & Yi, 1988, Bentler & Bonett, 1980; Hu & Bentler, 1999).

Convergent and discriminant validity are examined for construct validity. Convergent validity is supported when the average variance extracted (AVE) of the construct is greater than 0.50 (Fornell & Larcker, 1981), and the loading on the hypothesized construct is significant ( $p < 0.05$ ). Conform to the statistic showed in Table3 and Table4, convergent validity was estimated evidently in this study, the loadings on the factors were significant ( $p < 0.05$ ) and the average variances extracted (AVE) were above the restriction value of 0.50.

Discriminant validity was examined by using the square root of average variances extracted (AVE) that the correlation coefficient between each dimension are below the square root of average variances extracted (AVE) (Hair et al., 1998). In this study, the correlation coefficient were below each variances extracted (AVE). Therefore, the model maintain discriminant validity.

**Table 3: Reliability and Validity of Loyalty**

<b>Constructs</b>	<b>Items</b>	<b>Factor loading</b>	<b>Cronbach's <math>\alpha</math></b>	<b>AVE</b>
Loyalty of reward probability	ProbLoy1	0.89	0.93	0.77
	ProbLoy2	0.91		
	ProbLoy3	0.84		
	ProbLoy4	0.86		
	ProbLoy5	0.89		
Loyalty of reward precision	PrecLoy1	0.88	0.94	0.81
	PrecLoy2	0.89		
	PrecLoy3	0.91		
	PrecLoy4	0.90		
	PrecLoy5	0.91		
Loyalty of reward timing	TimeLoy1	0.91	0.95	0.83
	TimeLoy2	0.91		
	TimeLoy3	0.91		
	TimeLoy4	0.90		
	TimeLoy5	0.92		

**Table 4: Reliability and Validity of NFC**

Constructs	Items	Factor loading	Cronbach's $\alpha$	AVE
Preference for order	PFO1	0.87	0.90	0.79
	PFO2	0.89		
	PFO3	0.91		
Preference for predictability	PFP1	0.85	0.88	0.75
	PFP2	0.83		
	PFP3	0.92		
Discomfort with ambiguity	DWA1	0.66	0.75	0.53
	DWA2	0.74		
	DWA3	0.78		
Closed-mindedness	CM1	0.84	0.79	0.62
	CM2	0.79		
	CM3	0.73		
Tendency toward decisiveness	TTD1	0.81	0.77	0.57
	TTD2	0.79		
	TTD3	0.65		

### 4-3. Hypothesis Testing

#### 4-3-1. The moderating effect of NFC on the preference for reward programs

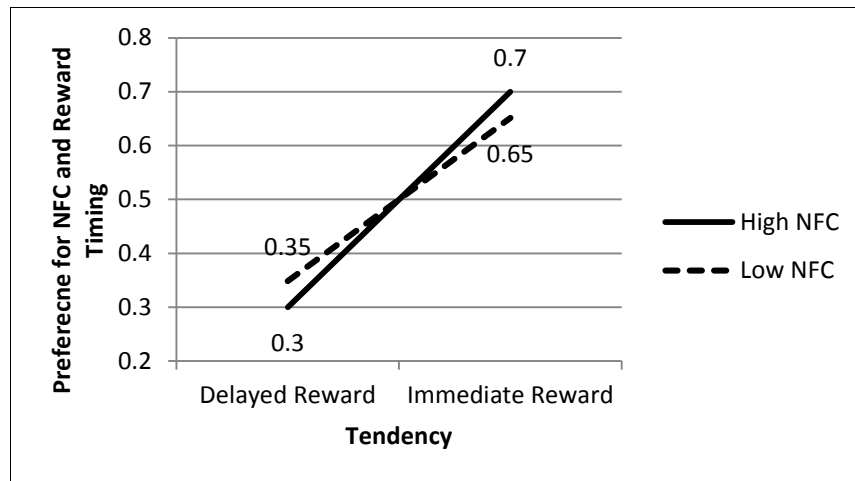
H1a, H1b, H2a, H2b, H4a, H4b were verified through logistic regression models, where the responses were modeled as a function of the following independent dummy variables: (1) a variable indicating high or low level of NFC, (2) a variable indicating reward timing (immediate/delayed), (3) reward probability (non-probability/probability), (4) reward precision (precise/imprecise), (5) an interaction between these variables, which tests whether the effects were different across the level of NFC.

##### 4-3-1-1. Immediate Reward and Delayed Reward

For hypothesis 1, we found that the effect of reward type was significant ( $p = 0.001 < 0.05$ ); however, NFC ( $p = 0.562 > 0.05$ ) and the interaction between NFC and immediate/delayed reward ( $p = 0.412 > 0.05$ ) were not significantly influence the preference.

By using paired comparison of immediate/delayed reward, low NFC and high NFC were

not significantly different ( $p = 0.565 > 0.05$ ). Paired comparison of NFC, immediate and delayed reward were significant ( $p = 0.000 < 0.05$ ,  $p = 0.000 < 0.05$ ). Thus, hypothesis 1a was supported and hypothesis 1b was not supported.



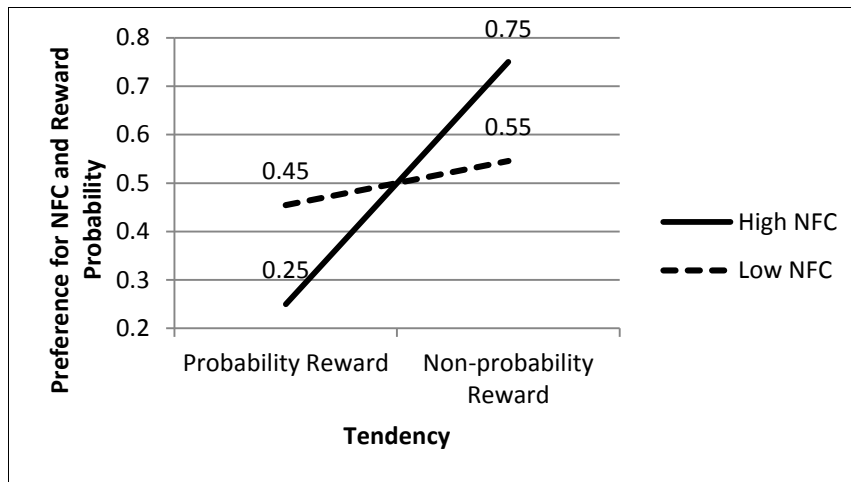
**Figure 3: Preference for NFC and Reward Timing**

#### **4-3-1-2. Non-Probability reward and Probability Reward**

For hypothesis 2a and 2b, the interaction between NFC ( $p = 0.018 < 0.05$ ) and non-probability/probability reward ( $p = 0.297 > 0.05$ ) was significant ( $p = 0.001 < 0.05$ ).

According to the result in paired comparison of non-probability/probability reward, low NFC and high NFC were significantly different ( $p = 0.016 < 0.05$ ). In addition, paired comparison of NFC reveals that non-probability and probability were not significantly different ( $p = 0.270 > 0.05$ ) at low NFC, but were significantly different ( $p = 0.000 < 0.05$ ) at high NFC. Based on this result, hypothesis 2a was supported and hypothesis 2b was not supported.

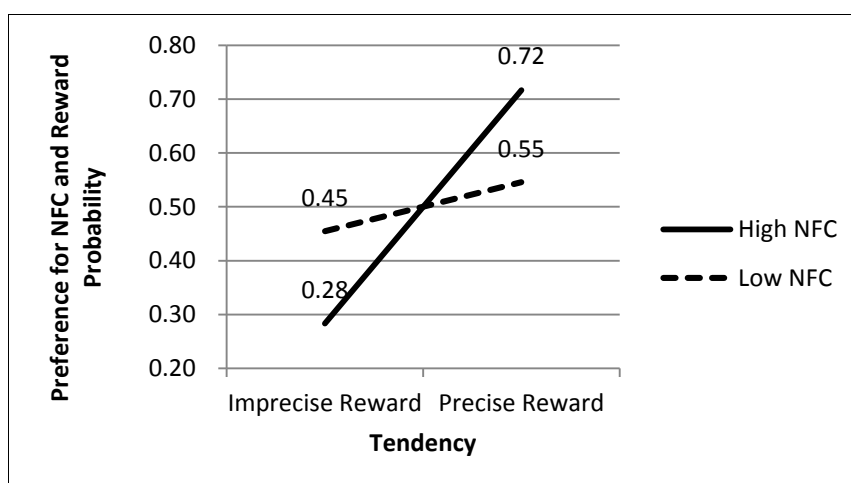




**Figure 4: Preference for NFC and Reward Probability**

#### 4-3-1-3. Precise Reward and Imprecise Reward

For hypothesis 4a and 4b, we found that the interaction between NFC ( $p = 0.049 < 0.05$ ) and precise/imprecise reward ( $p = 0.297 > 0.05$ ) was significant ( $p = 0.005 < 0.05$ ). Analyze by paired comparison of precise/imprecise reward, low NFC and high NFC were significantly different ( $p = 0.047 < 0.05$ ). Furthermore, paired comparison by NFC exhibits that precise and imprecise reward were not significantly different ( $p = 0.277 > 0.05$ ) at low NFC, but were significantly different ( $p = 0.000 < 0.05$ ) at high NFC. According to these results, hypothesis 4a was supported and hypothesis 4b was not supported.



**Figure 5: Preference for NFC and Reward Precision**

#### 4-3-2. The moderating effect of NFC on the relationship between reward program and customer loyalty

H3a, H3b, H5a, H5b were analyzed through two  $2 \times 2$  analysis of variance (ANOVA) models with reward type (non-probability/probability and precise/imprecise) and NFC (high/low) as independent variables, and loyalty to restaurant revisit intention as a dependent variable.

##### 4-3-2-1. Non-Probability reward and Probability Reward

For hypothesis 3a and 3b, the interaction between NFC ( $p = 0.000 < 0.05$ ) and non-probability/probability reward ( $p = 0.046 < 0.05$ ) have significant effect ( $p = 0.002 < 0.05$ ) on loyalty. By using paired comparison of non-probability/probability reward, low NFC and high NFC have no difference in probability reward ( $p = 0.185 > 0.05$ ), but significantly different in non-probability reward ( $p = 0.000 < 0.05$ ). Moreover, the paired comparison of NFC shows that non-probability and probability reward were not significantly different ( $p = 0.423 > 0.05$ ) at low NFC, but significantly different ( $p = 0.000 < 0.05$ ) at high NFC. Hence, hypothesis 3a was supported and hypothesis 3b was not supported.

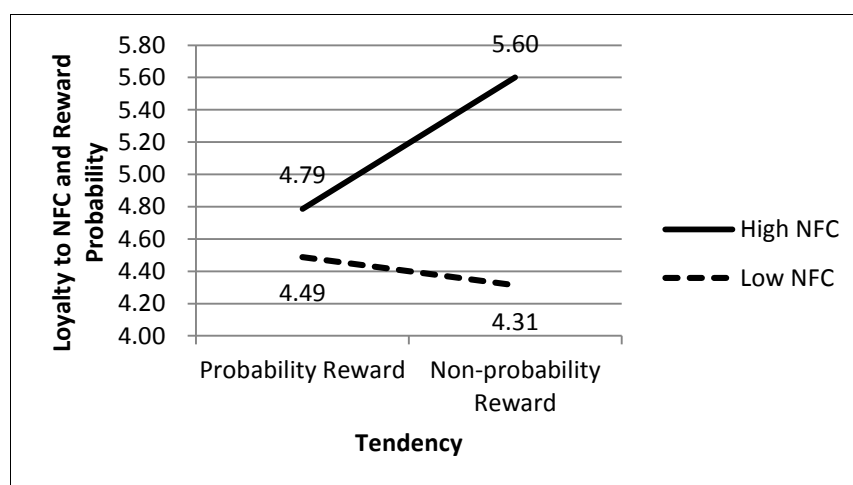


Figure 6: Loyalty to NFC and Reward Probability

##### 4-3-2-2. Precise Reward and Imprecise Reward

For hypothesis 5a and 5b, we found that the interaction among NFC ( $p = 0.000 < 0.05$ ) and precise/imprecise reward ( $p = 0.027 < 0.05$ ) was significant ( $p = 0.025 < 0.05$ ) on loyalty. Analyze by paired comparison of precise/imprecise reward, low NFC and high NFC were significantly different in precise ( $p = 0.000 < 0.05$ ) and imprecise ( $p = 0.011 < 0.05$ ) reward. Furthermore, the paired comparison of NFC reveals that low NFC have no significantly different ( $p = 0.978 > 0.05$ ) loyalty to precise and imprecise reward, while high NFC were significantly different ( $p = 0.002 < 0.05$ ) to precise and imprecise reward. As a conclusion to the analysis results, hypothesis 5a was supported and hypothesis 5b was not supported.

As our expectations, we summarized the results of testing each hypothesis in Table 5.



**Figure 7: Loyalty to NFC and Reward Precision**

**Table 5: The Results of Hypothesized Model**

Hypotheses	Outcome
H1a: Consumers with high- (versus low-) NFC would prefer a low value immediate reward to a high value delayed reward.	Support
H1b: Consumers with low- (versus high-) NFC would prefer a high value delayed reward to a low value immediate reward.	Not support
H2a: Consumers with high- (versus low-) NFC would prefer 100 percent probability reward to a high discount value at 50 percent probability reward or keep in the original price.	Support

H2b: Consumers with low- (versus high-) NFC would prefer a high discount value at 50 percent probability reward or keep in the original price to 100 percent probability reward.	Not support
H3a: Consumers with high- (versus low-) NFC, 100 percent probability reward would build higher loyalty than a high discount value at 50 percent probability reward or keep in the original price.	Support
H3b: Consumers with low- (versus high-) NFC, a high discount value at 50 percent probability reward or keep in the original price would build higher loyalty than 100 percent probability reward.	Not support
H4a: Consumers with high- (versus low-) NFC would prefer precise reward to imprecise reward.	Support
H4b: Consumers with low- (versus high-) NFC would prefer imprecise reward to precise reward.	Not support
H5a: Consumers with high- (versus low-) NFC, precise reward would build higher loyalty than imprecise reward.	Support
H5b: Consumers with low- (versus high-) NFC, imprecise reward would build higher loyalty than precise reward.	Not support

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## 5. General Discussion

### 5-1. Conclusion

In order to win patronage from competitive stores, price promotions may often increase the sales by attracting customers' attention and build loyalty. As we know that there are many different types of price promotions and reward programs, some of them were limited by time, some of them were probability to receive and some of them were uncertain and ambiguous. By the diversity of reward programs, customer will have different choices, and those choices could be varied by their level of need for closure (NFC). Hence, we investigate how the level

of NFC influences customers' preference and loyalty when they respond to the diverse reward programs.

The first finding is that no matter what level of NFC customers are, they prefer immediate reward to delayed reward. This result shows a different conclusion from our hypothesis of low NFC (H1b). Although the result comes to the same tendency of preference for immediate rather than delayed reward, but the reason for this tendency could be different between low NFC and high NFC groups. High NFC people select immediate reward to avoid of the unknown future and uncertain situation as our hypothesis. And according to close-mindedness dimension that people with low NFC will absorb the unknown knowledge (Kruglanski et al., 1997) and vary their promotional decision (Vermeir, 2003) that customers' preference (e.g., prefer for service, prefer for flavor) might change in the future of finding better options, and would prefer to redeem the reward immediately. Therefore, the coupon reward will be more attractive to high and low NFC customers which could be redeem at the immediate period.

Second, the results for the preference to reward probability and reward precision showed that high NFC respondents would select the reward which was out of ambiguity and predictable, nevertheless, low NFC respondents seemed not to show any preference for any types reward. The reason for the unexpected result of low NFC group could be attributed to the NFC dimension of "discomfort with ambiguity". High NFC respondents have lower tolerance to ambiguous or uncertain situation and would display preference for those clear circumscription and definite answer, whereas low NFC respondents have higher tolerance to ambiguity (Webster & Kruglanski, 1994; Vermeir, Kenhove & Hendrickx, 2002; Pierro et al., 2005). For the high tolerance to ambiguity in the level of low NFC, they did not feel any value differences between reward probability and reward precision (Cabantous, 2007). Hence, customer will show higher preference to the reward which was non-probability and precise rather than probability and imprecise.

The last finding of reward type to loyalty is that reward programs of giving the redemption until next time purchase are more effective to respondents with high NFC rather than low NFC. According to the second finding, low NFC respondents displayed no differences between reward probability and reward precision by their high tolerance to ambiguity and unpredictability (Webster & Kruglanski, 1994; Vermeir, Kenhove & Hendrickx, 2002; Pierro et al., 2005). And from the first finding, we noticed that delayed reward will bring another risk especially to customers with low NFC (Kruglanski et al., 1997; Bonnici et al., 2011). Therefore, reward programs which could only be redeemed in the future are insufficient to build loyalty of low NFC customers, whereas they can enhance the loyalty of high NFC customers, especially when the restaurant use precise and unambiguous reward.

## **5-2. Managerial Implications**

Price promotions have become an important issue for managers to increase sales income. Facing the various promotions, customer will have different choices according to their characteristics. Based on previous studies, one of the customer characteristic which could affect their judgment and decision is need for closure (NFC). Research about NFC could help managers to predict what types of promotion and reward customers of different levels of NFC would choose.

Results showed that high NFC customers are more prone to precise and non-probability reward, and low NFC customers are more willing to select the reward which could be redeemed at the point of purchase. Consequently, the question arise whether differential marketing or retailing strategies should be developed for customers with different levels of NFC. To develop such strategies, it can be helpful to understand the psychological characteristics that characterize the level of NFC. Thus, managers can distinguish the customers into high NFC and low NFC, then create some appropriate reward programs improve customers purchase intention or loyalty to the company, such as giving precise

reward to high NFC customer and present immediate reward to low NFC customer.

In addition, managers could combine our results and other research to build a complete set of promotional programs. For example, Vermeir & Kenhove (2005) indicated that customers with high NFC would spend more time to search for coupons irrespective of the level of perceive time pressure, and customers with low NFC would lower their search effort when experiencing high perceive time pressure. Therefore, managers could provide coupon with certain value for the customers who higher their search effort for price promotions, and provide immediate coupon for the customers who lower their search effort. Hence, by estimating the level of customers' NFC is useful to establish a customized promotion activity.

There are some ways to manipulate and induce customers' NFC. According to Kruglanski & Webster (1996), highlight the perceived benefits of closure or the costs of lacking closure may affect the motivation toward closure. Time pressure is another factor to influence NFC that closure is time-efficient because of its coherence and unitary nature (Kruglanski, 1989). Those manipulation could become a practical issue for managers to design a series of promotions to avoid or confront with different levels of NFC.

### **5-3. Limitations and Future Research**

There are some limitations in our research. First, this study adopted convenience sampling to collect research data. The sample was mostly composed of Taiwan customers. Our result may be limited when we assume it to other countries. Kossowska (2002) refers that European, American and Asian have different need for closure means scores that different culture and education might affect their level of open-mindedness, tolerance for ambiguity and might result in different conclusions from our results.

Other limitation was that, we only concentrated on the restaurant industry and monetary reward. Some industry may present different product or service feature from restaurant

industry and those product or service may be more attractive to customers with non-monetary reward. For some products, giving package increment as a reward instead of giving monetary discount might receive higher preference and loyalty. Furthermore, different products have their product life purchasing intervals that some of them are expired in a day or a week, but some of them are expired in a year or a decade. Those product purchasing interval may influence customers' perception to product price and reward value, therefore, it could be another topic to study.

Based on the results of this research, we have several suggestions for future studies. First, we only examined the reward effect of the product pricing at NTD300. Customer might change their purchase intention and cognition when the price changes (Harlam et al., 1995). Hence, the higher or low price for different levels of NFC might come with a distinctive result.

Second, the method to redeem the reward in our research is "coupon". Future research could extend our research from using other types of redemption method, such as Internet record or integrated circuit card (IC card) to avoid of carrying the coupon and the convenience might enhance customers' preference and loyalty to reward program.

Last, the probability reward comes with two possibility (50%/100%) and the imprecise reward comes with multiple possibility (between NTD0 to NTD60) in our research. According to the present research, "preference for predictability" and "discomfort with ambiguity" are the factors affecting the level of NFC (Kruglanski et al., 1997; Webster & Kruglanski, 1994), and how customers feel about the differences of two possibility (50% and 100%) and multiple possibility (between NTD0 to NTD60) could be another issue for future study about the choice to different levels of NFC.

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## Appendix: Questionnaire

您好：

這是一份顧客特質對企業獎勵計畫忠誠度的問卷，目的是希望能透過本問卷來了解顧客面對不同的獎勵計畫時，人格特質對獎勵計畫的關聯性。您所提供的任何資料我們絕對會妥為保密且不單獨對外公開，僅供研究使用。問卷共四頁，煩請您依照真實情況來填答。

對於您的支持與配合協助本研究的順利進行，為表示感謝，我們將會對有效答卷進行抽獎，贈送十個名額的面額新台幣三百元購物禮券(以E-mail通知得獎者)。

若有打擾之處，敬請包含與見諒。您的填答對於本研究極為重要，懇請您提供您寶貴的意見！

誠摯地感謝您的協助！

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## 第一部份：請想像以下情境，回答下列問題。

請想像以下的情境：您剛剛在某家餐廳完成消費，餐廳提供的食物品質很好且價格公道，而服務生的服務迅速又舒適，您覺得很有可能會再次來消費。您本次的消費為300元，而您得知每次消費超過300元就能獲得一張兌換券。您能憑這張兌換券在下一次消費時使用。

### 敘述(1).

在本次服務感到滿意的情況下，且得知在下一次消費時，您能用兌換券參加一次抽獎：有50%的機會獲得120元的折扣（約原價的6折）或50%的機會為銘謝惠顧（維持原價），請勾選對下列各題的同意程度：

1. 從敘述(1)來看，折扣兌換時間是何種類？ (測驗受測者對題目的了解，請依對題目的認知作答)	<input type="checkbox"/> 延遲 <input type="checkbox"/> 立即 <input type="checkbox"/> 無法判斷
2. 從敘述(1)來看，您下一次可能獲得的折扣金額是？ (測驗受測者對題目的了解，請依對題目的認知作答)	<input type="checkbox"/> 非機率性的 <input type="checkbox"/> 機率性的 <input type="checkbox"/> 無法判斷

	不實際的-----實際的
3. 請問：敘述(1)中的折扣符合實際的程度？	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

	難以理解-----容易理解
4. 請問：敘述(1)中的情境容易理解的程度？	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

請考慮上述的消費情境與折扣，勾選您對已下敘述的同意程度。	非常不同意-----非常同意
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5. (ProbLoy1)我會再次光顧這家餐廳	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
6. (ProbLoy2)未來我可能經常光臨這家餐廳	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
7. (ProbLoy3)我會持續一段時間成為這家餐廳的顧客	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
8. (ProbLoy4)我會主動推薦這家餐廳給我熟識的人	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
9. (ProbLoy5)我會向他人給予這家餐廳正面的評價	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

### 敘述(2).

在本次服務感到滿意的情況下，且得知在下一次消費時，您能用兌換券獲得一張刮刮卡：刮中的折扣介於 **30 ~ 90 元**（約原價的 **7~9 折**）之間的某個金額，請勾選對下列各題的同意程度：

1. 從敘述(2)來看，折扣兌換時間是何種類？ (測驗受測者對題目的了解，請依對題目的認知作答)	<input type="checkbox"/> 延遲 <input type="checkbox"/> 立即 斷 <input type="checkbox"/> 無法判斷
2. 敘述(2)來看，您下一次可能獲得的折扣金額是？ (測驗受測者對題目的了解，請依對題目的認知作答)	<input type="checkbox"/> 不精確的 <input type="checkbox"/> 精確的 斷 <input type="checkbox"/> 無法判斷

	不實際的-----實際的
3. 請問：敘述(2)中的折扣符合實際的程度？	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

	難以理解-----容易理解
4. 請問：敘述(2)中的情境容易理解的程度？	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

請考慮上述的消費情境與折扣，勾選您對已下敘述的同意程度。	非常不同意-----非常同意
5. (PrecLoy1)我會再次光顧這家餐廳	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
6. (PrecLoy2)未來我可能經常光臨這家餐廳	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
7. (PrecLoy3)我會持續一段時間成為這家餐廳的顧客	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
8. (PrecLoy4)我會主動推薦這家餐廳給我熟識的人	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
9. (PrecLoy5)我會向他人給予這家餐廳正面的評價	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

### 敘述(3).

在本次服務感到滿意的情況下，且得知在下一次消費時，您能用兌換券兌換**60元的**

折扣〈約原價的8折〉，請勾選對下列各題的同意程度：	
1. 從敘述(3)來看，折扣兌換時間是何種類？ (測驗受測者對題目的了解，請依對題目的認知作答)	<input type="checkbox"/> 延遲 <input type="checkbox"/> 立即 <input type="checkbox"/> 無法判斷
2. 從敘述(3)來看，您下一次可能獲得的折扣金額是？ (測驗受測者對題目的了解，請依對題目的認知作答)	<input type="checkbox"/> 不精確的 <input type="checkbox"/> 精確的 <input type="checkbox"/> 無法判斷

	不實際的-----實際的
3. 請問：敘述(3)中的折扣符合實際的程度？	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

	難以理解-----容易理解
4. 請問：敘述(3)中的情境容易理解的程度？	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

請考慮上述的消費情境與折扣，勾選您對已下敘述的同意程度。	非常不同意-----非常同意
5. (TimeLoy1)我會再次光顧這家餐廳	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
6. (TimeLoy2)未來我可能經常光臨這家餐廳	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
7. (TimeLoy3)我會持續一段時間成為這家餐廳的顧客	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
8. (TimeLoy4)我會主動推薦這家餐廳給我熟識的人	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
9. (TimeLoy5)我會向他人給予這家餐廳正面的評價	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

## 第二部份：請想像以下三種情況，分別回答下列問題。

(1). 假設您是一間餐廳的顧客。對您來說，店內的食物和服務都很不錯，而且您覺得很有可能再次來消費。當次消費滿 300 元可獲得價格折扣，折扣分為兩種：	
請勾選您對以下敘述的喜好程度。	
請問：以上兩種折扣，您較偏好哪一種？	
<input type="checkbox"/> 本次消費可折抵 30 元〈約9折〉	<input type="checkbox"/> 下一次消費可折抵 60 元〈約8折〉

(2). 假設您是一間餐廳的顧客。對您來說，店內的食物和服務都很不錯，而且您覺得很有可能再次來消費。當次消費滿 300 元可獲得價格折扣，折扣分為兩種：	
請勾選您對以下敘述的偏好。	
請問：以上兩種折扣，您較偏好哪一種？	

<input type="checkbox"/> 本次消費可折抵 30 元〈約9折〉	<input type="checkbox"/> 本次消費可抽獎，有 50%機率可折抵 60 元〈約8折〉或 50%機率維持原價
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(3). 假設您是一間餐廳的顧客。對您來說，店內的食物和服務都很不錯，而且您很有可能再次來消費。當次消費滿 300 元可獲得價格折扣，折扣分為兩種：	
請勾選您對以下敘述的偏好。	
請問：以上兩種折扣，您較偏好哪一種？	
<input type="checkbox"/> 本次消費可折抵 30 元〈約9折〉	<input type="checkbox"/> 本次消費可獲得刮刮樂一張，刮中折抵金額介於 0~60 元〈約 8 折~原價〉之間

### 第三部份：請勾選您對以下敘述的同意程度。

請勾選您對以下敘述的同意程度。	非常不同意----- 非常同意
1. (PFO1)我認為井然有序的生活和規律的時間規畫很符合我的性格	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
2. (PFO2)我認為建立一致的生活常規使我更能享受生活	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
3. (PFO3)我喜歡清楚和結構化的生活模式	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
4. (PFP1)我不喜歡結果充滿變化的狀況	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
5. (PFP2)我不喜歡和我無法預測其行為的人相處	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
6. (PFP3)我不喜歡無法預測的狀況	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
7. (DWA1)我做出了決定，我會對事情已經完成感到放心，而不會再有所顧慮	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
8. (DWA2)當我面臨問題，我渴望能非常迅速的提出解決方案	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
9. (DWA3)如果我無法立即找到一個解決方案，我會變得急躁和不耐煩	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
10. (CM1)我喜歡確定、沒有意外的狀況	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
11. (CM2)當生活中發生我無法理解原因的狀況時，我會感到不舒服	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
12. (CM3)我不喜歡他人的說法可能隱含著很多不同的意義	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
13. (TTD1)我不喜歡可以用許多不同方式來回答、沒有單一答案的問題	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
14. (TTD2)當我們小組內有一個人不同意其他成員所相信的事物時，我會感到生氣	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

15. (TTD3)我通常會先有自己的立場和觀點，才去諮詢他人是否有不同的意見	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
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基本資料	
1	請問您的性別是： <input type="checkbox"/> 男性 <input type="checkbox"/> 女性
2	請問您的年齡是： <input type="checkbox"/> 20 歲以下 <input type="checkbox"/> 21~30 歲 <input type="checkbox"/> 31~40 歲 <input type="checkbox"/> 41~50 歲 <input type="checkbox"/> 51~60 歲 <input type="checkbox"/> 61 歲以上
3	請問您每個月可支配金額是： <input type="checkbox"/> NT 10000 以下 <input type="checkbox"/> NT 10001~20000 <input type="checkbox"/> NT 20001~30000 <input type="checkbox"/> NT 30001~40000 <input type="checkbox"/> NT 40001~50000 <input type="checkbox"/> NT 50001 以上
4	請問您的連絡信箱 (確定為有效問卷及抽獎通知用)： _____

本問卷到此結束，非常感謝您的填答！