

MKT02

THE ROLE OF INTERNAL ATTRIBUTION IN SMART SHOPPING BEHAVIOR

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Abstract

Money-saving browser extensions are available nowadays to do the work of bargain-hunting for online consumers. Some compare the prices of a product in the same store at different points of time (i.e., within-store comparison), and some compare product prices across stores (between-store comparison). Which extension makes consumers feel like a more successful shopper? This research posits and demonstrates that between-store (vs. within-store) comparison extensions lead to a stronger perception of price savings due to consumers' internal locus of attributions. This investigation extends the price comparison research and advances the state of knowledge in smart shopping behavior.

Conference Track

Marketing