

Effect of Perceived Participation, Perceived Risk and Perceived Organizational Support on Consumers' Deferral Preference Reversals: Optimization of Perceived Behavior Control Model

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The research on deferral preference reversals of Chinese consumers can provide theoretical support for enterprises to improve their immediate sales performance and for the government to boost domestic demand. This research will focus on the effect of perceived behavior control on deferral preference reversals. There are academic controversies over the elements of perceived behavior control, which is individual perception of factors that may facilitate or impede behavior performance. This research replaces perceived behavior control with perceived participation, perceived risk and perceived organizational support, so as to optimize the perceived behavior control-deferral reversal intention model (PBC-DRI model). Comparison between the original and optimized model shows that the optimized model has higher fitness than the original one. It is also found that among the three paths of reversal in the optimized model, perceived participation works best and consumers have stronger perception of "participation" than "risk" or "organizational support"; in other words, higher participation, stronger control, consumers perceive changing easier and result in higher possibility of deferral preference reversals.

INTRODUCTION

With its huge population base and rising purchasing power, China is becoming the most promising market in the world. To better develop the tremendous Chinese market, developers have to probe into the characteristics of Chinese consumer behaviors. Chinese consumers are universally affected by deferral preference in their purchase decision-making, which means consumers tend to postpone buying whatever they clearly intend to buy even if they can afford for the time being (Dhar, 1997). Such a deferral preference among Chinese consumers constitutes a major bottleneck of sales. Stimulating consumption and boosting domestic demand has become the key to maintaining GDP growth in China, and the period of the 12th Five-Year Plan witnessed China's stride towards a period of large consumption policies.

Hence, the research on deferral preference reversals can provide theoretical support for enterprises to improve their immediate sales performance and also for the government to boost domestic demand.

Among the studies on consumer purchase intention, the theory of planned behavior (TPB) is authoritative. Ajzen (1991) believes that although attitude, subjective norms and perceived behavior control influence purchase intention, the relative importance of prediction may vary with behavior and circumstance. With this model, some scholars accurately predicted the reversal purchase intention (reversal intention) of consumers showing deferral preference, indicating that the model is highly predictive and explanatory. Research also shows that among the three paths of reversal intention of Chinese consumers (improved attitude, face consciousness and better group evaluation as well as stronger perceived behavior control), perceived behavior control works best and consumers have stronger perception of “I can” than “I like” and “I should” (Li & Tu, 2011). Based on this, this work will focus on perceived behavior control and further study factors influencing Chinese consumers’ reversal intention from the perspective of perceived behavior control.

Perceived behavior control, as perceived possible ease of performing a given behavior by an individual, reflects individual perception of factors that may facilitate or impede such performance. On the one hand, scholars generally believe that perceived behavior control can accurately predict consumer purchase intention (Ajzen, 1991; Hui & Bateson, 1991; Notani, 1998; Kidwell & Jewell, 2003); on the other hand, there has been a lot of academic debate on elements, scale and internal consistency of perceived behavior control (Ajzen, 1991; Beale & Manstead, 1991; Rhodes & Courneya, 2003; Ajzen & Fishbein, 2005). Which factors will make consumers feel it easier to perform reversals to purchase if deferral preference exists? In particular, in respect of consumers’ subjective perception, which factors do consumers believe will push them to perform reversals to purchase without regard to their objective control ability (e.g., income, knowledge, etc.)? Though perceived behavior control is a new and controversial variable in TPB, there have been quite a lot of studies on it in service marketing theory and organizational behavior theory, which have produced some common academic conclusions, so we consider it necessary to introduce variables reflecting characteristics of perceived behavior control in these studies into those on consumers’ deferral preference reversals, and probe into factors that cause consumers to enhance their perceived behavior control and then have reversal intention in the deferral preference scenario.

In short, this work plans to replace perceived behavior control with perceived participation, perceived risk and perceived organizational support by virtue of studies on perceived behavior control in service marketing theory and organizational behavior theory, optimize the PBC-DRI model and carry out empirical analysis and comparison of the original and optimized model, so as to use the model showing higher fitness as the basis of the research on Chinese consumers’ reversal intention based on perceived behavior control. Moreover, on this basis, this work intends to explore path factors regarding the three variables in the optimized model and reversal intention through structural equation modeling.

THEORETICAL REVIEW

Consumers’ Deferral Preference Reversals

Quite many consumers tend to postpone buying something they clearly intend to buy (Deferral Preference, Dhar, 1997), which is referred to as deferral preference as discussed in this research. There are numerous studies on causes of consumers’ deferral preference, which show the following perspectives: microscopically, reasoned searching (further searching will bring more benefits, Karni & Schwarz, 1977), tradeoff difficulty (Tversky & Shafir, 1992), preference uncertainty (no obviously preferred option, Dhar, 1997) and negative emotions (avoiding regret and reserving for future options, Dhar & Simonson, 2003) and consumers’ individual differences (age, family role and marriage) and personality (Brandstätter, 2011); macroscopically, uncertainty of market factors, expectation, liquidity constraints (Alessie, Devereux, & Weber, 1997), risks (Kim & Roubini, 2008), product factors (life cycle of durables) and cultural factors like habits (Carrasco, Labeaga, & López-Salido, 2005).

Is there any way of changing delayed purchases once deferral preference has occurred? A large number of researchers (Lichtenstein & Slovic, 1973; Grether & Plott 1979; Reilly, 1982) proved the ubiquity of preference reversal phenomena from different perspectives. Nobel prize winners proposed risk preference reversal, which means preferring high-risk and high-yield lotteries when determining the selling price, but buying low-risk ones with high odds of winning; and referred inconsistency between a decision and action caused by change in consumer preference as preference reversal (PR) (Tversky, Slovic, & Kahneman, 1990). In this work, consumers' deferral preference reversals may be defined as reversals of consumer purchase intention: at first, consumers show deferral preference, that is, they prefer to buying something they intend to buy and can afford for the time being later; afterwards, they develop the intention to buy it immediately or in advance with external marketing stimulation (Li, 2011). Causes of consumers' preference reversals are influentially explained by the theory of cognitive bias, which explains and analyzes preference reversals caused by cognitive bias and change through mental accounting (Thaler, 1999), framing effects (Goldstein & Einhorn, 1987; Kahneman & Tversky, 1973) and endowment effect (Shiller, 1999).

Perceived Behavior Control

Among theories influential with the research on behavioral intentions, TPB stands out, which believes that attitude toward the behavior, subjective norms and perceived behavior control are the three variables determining behavioral intentions (Conner & McMillan, 1999). Compared with the theory of reasoned action (TRA), TPB has a new variable, namely perceived behavior control (PBC). Perceived behavior control is the perceived possible ease of performing a given behavior by an individual, reflects individual perception of factors that may facilitate or impede such performance. It reflects not only the personal ability of an individual, but also behavioral characteristics, say, whether or not cooperation with others is required (Madden, Ellen, & Ajzen, 1992).

Perceived behavior control, which is individual perception of factors that may facilitate or impede performance of a given behavior, is controversial in terms of its elements and measurement. In theory, perceived behavior control is measured by control beliefs $\Sigma CiPi$, i.e., the product of the control power (P) of factors that may facilitate or impede performance of the behavior and the possibility (c) of occurrence of such factors; at first, scholars believed that the control power reflected internal factors such as knowledge, skills and willpower, and external factors such as time, availability and cooperation with others, but failed to define elements of perceived behavior control. Beale and Manstead (1991) found in the research that the internal consistency of perceived behavior control was not high while other scholars suggested that in empirical studies, perceived behavior control often showed different compositions. In 1991, Ajzen systematically reviewed and sorted out previous studies and, based on this, indicated that perceived behavior control consisted of self-efficacy and control power, which were correlated with and independent from each other. Rhodes and Courneya (2003) believes that when an individual deeming that he/she has more perceived information, skills, resources and chances shows strong control over his/her behaviors. Ajzen and Fishbein (2005) believes that perceived behavior control is composed of two parts: the one is an individual's control power of a given behavior or the extent to which the behavior is performed, reflecting factors affecting behaviors; the other is an individual's perceived ease of performing a given behavior or confidence in completing the behavior, reflecting people's confidence in their ability.

TPB and numerous empirical studies show that perceived behavior control is highly explanatory in respect of consumers' behavioral intention and consumer behavior. As enterprises are increasingly concerned about marketing, consumer purchase intention and behavior are not only affected by their own capabilities (e.g., money and time), but also more and more associated with marketing stimulation carried out by enterprises. For example, during the financial crisis in 2008, all US auto brands suffered a sharp drop in sales volume, but Hyundai successfully maintained continuous sales growth. Such a clear contrast was owed to Hyundai's commitment to customers that a Hyundai car could be sold back to the company at a reasonable price in case of unemployment. This commitment greatly reduced risks perceived by customers, so they firmly bought Hyundai cars even if the economy was sluggish. For another example, banks have provided customers with loans without any down payment in recent years, which do not

increase customers' income or purchasing power but do clearly boost purchases, also reflecting the close relationship between organizational support and purchase intention. There are plenty of similar examples in reality, among which both Nike Innovation Works and Apple App Store make good use of customers' innovation resources and fully engage customers in product development and marketing.

However, few existing studies in the field of marketing focus on perceived behavior control affected by external factors (e.g., marketing activities of enterprises). But in the field of service marketing and organizational behavior, research has been carried out in regard to perceived behavior control. This work probes into the relationship between the three variables, namely perceived risk, perceived organizational support and perceived participation, and reversal intention mainly by virtue of relevant studies in service marketing and organizational behavior.

Perceived Risk

Perceived risk is the estimates that a customer makes of the loss caused by something, as defined by Bauer and Cox (1967). It is composed of two judgments: one is uncertainty, that is, consumers' subjective probability of whether or not something will happen; the other is severity, i.e., the dangerousness of the consequences if it happens (Shumway, 2001). Perceived risk is closely associated not only with what happens, but also with where and how it happens. For instance, ways of marketing such as tele-shopping and mail-order are perceived by customers as riskier than shopping in the mall and other regular ways (Forsythe & Shi, 2003). Peter and Tarpey (1975) combined the five dimensions proposed by Jacoby and Kaplan (1972) with the time risk proposed by Roselius (1971) to form six dimensions: financial risk, social risk, performance risk, psychological risk, physical risk and time risk. In their research, they simplified the six dimensions into two main factors through factor analysis: expected performance factor (consisting of financial, performance, physical and time risks) and social psychological factor (consisting of social and psychological risks). The six-dimensional perceived risk model was generally recognized by scholars afterwards and became a main theoretical source of later research on perceived risk dimensions, such as Stone and Gronhaug (1993), Tan (1999), Lee & Tan (2003). Many researchers have also studied the relationship between perceived risk and purchasing behavior, including Mitchell (1992), Bhatnagar, Misra & Rao. (2000) and Forsythe & Shi (2003), generally drawing such a conclusion that perceived risk negatively affects the final purchase intention of consumers, that is, the higher the risk that a consumer perceives from a product, mode of payment, comments after purchasing and so forth is, the lower the purchase intention will be.

Perceived Organizational Support

Perceived organizational support (POS) was proposed by Eisenberger (1986), a social psychologist and defined as a comprehensive view of an employee on organizational recognition of his/her contribution and concern of his/her happiness. He found that if an employee perceived organizational support (e.g., feeling organizational care, support and identification), he/she would be encouraged and inspired and then perform well in work. Thompson and Prottas (2005) also found in their research that emotional or physical support people obtain from their families, friends, colleagues and superiors will increase their perceived control of behaviors. Later, scholars introduced perceived organizational support into marketing to form consumers' perceived organizational support, that is, consumers' concern about whether their organizations attach importance to their input and care about their existence (Bettencourt, 1997). Zhang and Guan (2010) proposed in the research on consumer satisfaction with theme parks that when visitors perceived organizational awareness of their input in theme parks, whether emotional or physical, they would feel their input was rewarding and naturally would invest more resources in an active manner. The research also proved through an empirical study that the higher the level of organizational support perceived by customers was, the stronger their perceived control would be. Organizations may arrange personnel to properly chat with customers, treat customers with patience and courtesy and timely deal with problems reported by customers, so that customers can feel organizational support, pleased and respected, and have positive feelings, with a view to positively affecting customers' purchase intention.

Perceived Participation

One type of definition of perceived participation describes the term with some specific behaviors: the research of Kelley, Donnelly & Skinner (1990) mentioned that with respect to many services, customers need to participate to some extent to ensure the generation of such services and proceeding of consumption, so perceived participation may be described in the form of acquiring information on services or making efforts. Another type of definition is completed with a single element: Cermak, File & Prince (1994) defined perceived participation as a specific behavior of consumers, which is associated with the service delivery system, takes place when customers buy something and reflects the status of customers involving the behavior. The latter definition stresses that perceived participation consists of both mental and physical aspects. Rodi and Kleine (2000) also depicted perceived participation as a behavioral concept, which referred to the resource supplied or action taken by customers in the generation or delivery of services, and believed that an important motive for customers to actively participate in services was to obtain psychological and behavioral control through such participation.

Bettencourt (1997) found in the research that a customer played three roles in services: sponsor, human resource and customer of an organization, and had three voluntary behaviors according to the three different roles: loyalty, cooperation and information sharing. Specifically, loyalty can be regarded as a result of services and post-services perceived participation; cooperation is a customer behavior conducive to good service delivery; and information sharing means that customers' active and responsible information communication with organizations. Similarly, Lloyd (2003) also mentioned information in his dividing dimension. The higher the level of consumer participation, the more information on services a consumer will obtain, which makes consumers feel high control over services if they have adequate information on these services. He divided perceived participation into three dimensions: perceived effort, task definition and information-seeking.

Many scholars have carried out empirical studies on the relationship among perceived participation, perceived control and perceived quality. Bateson (1985) indicate that compared with traditional services, self-help services can give more sense of control to consumers and perceived control increases with perceived participation. In the research on British banks and small businesses, Ennew & Binks (1999) measured the notion of participation with three dimensions, respectively information sharing, responsible behavior and personal interaction. The result shows that participation has positive effects on service quality and satisfaction, and has mixed effects on customer retention. Research results of Chinese scholars Wang and Wang (2007) indicate that perceived participation has significant positive effects on consumers' perceived control and the level of perceived participation can regulate perceived control and customer satisfaction.

RESEARCH MODEL

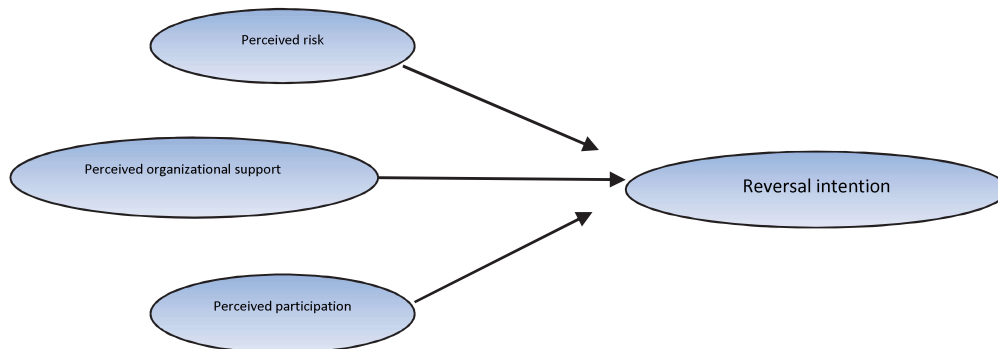
Model

This research mainly studies customer intention of deferral preference and according to the theory of planned behavior, the effect of perceived behavior control on consumer purchase intention can be represented by Fig.1. According to relevant literatures, this research replaces perceived behavior control in Model I with the three variables that can affect perceived behavior control, i.e., perceived risk, perceived organizational support and perceived participation, so as to obtain the optimized Model I (see Fig.2).

**FIGURE 1
RESEARCH MODEL I**



**FIGURE 1
RESEARCH MODEL II**



Operational Definition

Perceived risk: the expectation perceived by a consumer that buying a product might cause loss to something (Bauer & Cox, 1967), which consists of two judgments: one is uncertainty, that is, consumers' subjective probability of whether or not something will happen; the other is the severity of consequences, that is, the dangerousness of the consequences if it happens (Shumway, 2001).

Perceived participation: the level of involvement in and interaction with decision-making and purchasing process perceived by consumers, which is a specific behavior in both psychological and physical aspects regarding interaction with production and delivery (Cermak, File & Prince, 1994).

Perceived organizational support: consumer perceptions of whether enterprise organizations attach importance to their input, care about their existence and support their actions in the process of buying a product (Bettencourt, 1997).

Perceived behavior control: the ease of performing a purchasing behavior perceived by consumers, reflecting consumer perception of the ease of performing a behavior (Ajzen, 1991; Ajzen & Fishbein, 2005).

Reversal intention: the reversal of consumer purchase intention: at first, consumers show deferral intention, that is, tending to buy a product they clearly intend to buy and can afford for the time being later; afterwards, the intention of buying it immediately or in advance is generated with external marketing stimulation (Li & Tu, 2011).

SURVEY AND DATA ANALYSIS

Sample Selection

This research conducts a sample survey in Wuhan, which covers 637 students from seven universities there, including Wuhan University and Huazhong University of Science and Technology. The questionnaires were randomly distributed at study rooms, dormitories and some departments, with 573 valid samples collected, representing an effective rate of 89.86%. The reason why we selected students as our respondents is that the sampling is convenient as this group occupies a large proportion and their life circle is narrow. Besides, students (including undergraduates and graduates) will quickly become main consumer groups, so the research into this group will provide long-term guidance for future decision-making of enterprises. Data processing was completed through SPSS 17.0 software package, which was employed for descriptive statistical analysis, reliability and validity analysis and factor analysis of different variables.

TABLE 1
DISTRIBUTION OF SAMPLE CHARACTERISTICS

Description of sample characteristics		Number of times	Frequency (%)
Gender	Male	298	52.0
	Female	275	48.0
Age	Below 35	524	91.4
	35~60	48	8.3
	Above 60	1	0.17
Family role	Child/children	38	6.6
	No children	535	93.3
Monthly income	Less than RMB 1,000	385	67.1
	RMB 1,000~3,000	139	24.2
	RMB 3,000~10,000	45	7.9
	More than RMB 10,000	4	0.69

Variable Measurement

Firstly, we determined the draft questionnaire through small-scale interviews, which involved two experts, five members from the academia and eight students selected from the target group of our questionnaires. We collected useful information through interviews and put forward the criteria for evaluation of items upon semantic analysis, sort-out and combination of items, so as to ensure that each item really and effectively reflected variables to be measured.

The survey is composed of material and questionnaire. Firstly, material is subject to individual choice: do you have such an idea that although you intend to buy a product and can afford it half a month or a month ago, you choose to buy it later? If your answer is “yes”, please go on; or please stop.

For those answering “yes”, please continue: the product you choose to buy later is _____; please give your opinion at present based on the current situation of the product.

In respect of questionnaire development, all concepts are subject to multi-item testing. All scale items are scored with a Likert 7-point scale, 1-Strongly disagree, 2-Disagree, 3-Somewhat disagree, 4-Not sure, 5-Somewhat agree, 6-Agree, and 7-Strongly agree”. Independent variables are measured partly with an existing scale and partly with a self-designed questionnaire.

TABLE 2
RESULTS OF RELIABILITY ANALYSIS

Variable	Item No.	Item Content	Cronbac α
Perceived risk	A7	I think buying this product might be unsuitable, face a price drop or harm the health	0.739
	A8	I think buying this product might not be recognized by others or cause privacy disclosure	
Perceived organizational support	B8	I think the merchant (manufacturer) is friendly when dealing with after-sales repairs and customer complaints	0.881
	B9	I think the merchant (manufacturer) quickly responds to after-sales repairs and customer complaints and informs customers of handling procedures	
	B10	I think the merchant (manufacturer) can properly solve after-sales repairs and customer complaints (such as returns and exchanges)	
Perceived participation	C4	I think I have communicated a lot with salesmen	0.746
	C6	I think I have given advice on improvement of services and communicated with salesmen	
	C8	I think I stand well with some salesmen	
Perceived behavior control	P4	I think I can easily get the product as long as I plan to buy it	0.708
	P5	I think I have complete control over buying the product which I like	
	P6	I think everything will go as expected if I buy this product	
Reversal intention	F1	Now I'd like to change the original schedule and buy the product in advance	0.774
	F2	Now I'd like to change the original schedule and buy the product in a month	

Table 2 shows that Cronbach α values of the five variables are greater than 0.7, so measurement results of the five variables in the questionnaire can be considered reliable and can satisfy the need of further research.

Data Analysis

Validity Analysis

High reliability alone is not enough for a scale as a highly reliable scale might be invalid, so validity test has to be conducted with respect to data. The validity to be tested is used to measure the extent to which a scale reflects real meanings of concepts in the measurement. The validity of a scale mainly includes content validity and construct validity.

In respect of content validity, the questionnaire used in this research is designed based on previous theoretical researches by reference to a large number of previous scales, items and indicators in this field, and this research takes into account opinions of experts and the target group in the process of questionnaire design and finalizes the questionnaire after repeated semantic correction of items. Therefore, this research shows high content validity.

Before construct validity test, we carry out exploratory factor analysis of the 13 measurement items in the table above. The KMO value of the scale is calculated to be 0.741 and Chi-Square value of Bartlett's test of sphericity is 2427.800 (df=78), with the significance of the test being 0.000, suggesting the existence of relevant factors in the correlation matrix and the suitability of factor analysis. A clear factor

structure is obtained immediately after factor rotation with the maximum variance method. See Table 3 for loadings and variance contribution rates of different factors.

TABLE 3
ROTATED FACTOR LOADINGS AND ACCUMULATED VARIANCE
CONTRIBUTION RATES

Factor	Item	Rotated factor loading	Rotated accumulated variance contribution rate (%)
Perceived risk	A7	0.863	12.388
	A8	0.873	
Perceived organizational support	B8	0.885	31.035
	B9	0.884	
	B10	0.878	
Perceived participation	C4	0.790	46.401
	C6	0.784	
	C8	0.765	
Perceived behavior control	P4	0.713	60.674
	P5	0.809	
	P6	0.806	
Reversal intention	F1	0.883	73.473
	F2	0.896	

According to Table 3, rotated factor loadings are greater than 0.7 and the rotated accumulated variance contribution rate is up to 73.473%.

Construct validity is mainly evaluated by converge validity and discriminant validity. In this research, construct validity test is completed through confirmatory factor analysis. Analysis results show that $\chi^2=82.554$, $df=55$, $\chi^2/df=1.501<2$, $RMSEA=0.030<0.05$ and $P=0.10>0.05$, indicating high fitness between data and models. $GFI=0.979>0.90$, $NFI=0.966>0.90$, $TLI=0.984>0.9$ and $CFI=0.988>0.9$, also showing high fitness between data in this research and the confirmatory factor analysis model. Table 4 lists indicators required by convergent validity test

TABLE 4
SUMMARY OF CONFIRMATION FACTOR ANALYSIS RESULTS

Factor	Item	Standardized Regression Coefficient	Construct Reliability (CR)	Average Variance Extracted (AVE)
Perceived risk	A7	0.770	0.738968	0.586011
	A8	0.761		
Perceived organizational support	B8	0.837	0.881369	0.712362
	B9	0.846		
	B10	0.849		
Perceived participation	C4	0.739	0.781102	0.543342
	C6	0.720		
	C8	0.752		
Perceived behavior control	P4	0.644	0.765266	0.525612
	P5	0.760		
	P6	0.550		
Reversal intention	F1	0.883	0.784892	0.648325
	F2	0.719		

Table 4 shows that standardized factor loadings in confirmatory factor analysis are greater than 0.5, reaching the significance level, the composite reliability is greater than 0.6 and average variances extracted are greater than 0.5, so the scale used in this research has a high convergent validity. Table 5 lists indicators required by discriminant validity test.

TABLE 5
COMPARISON BETWEEN CORRELATION COEFFICIENTS AND AVE OF LATENT VARIABLES

	Reversal Intention	Perceived risk	Perceived organizational support	Perceived participation	Perceived behavior control
Reversal intention	(0.805)				
Perceived risk	0.52**	(0.765)			
Perceived organizational support	0.08**	0.16**	(0.844)		
Perceived participation	0.64**	0.73**	0.62**	(0.737)	
Perceived behavior control	0.17**	0.03**	0.37**	0.31**	(0.725)
Note: values in brackets are root mean square values of AVE, ** P< .01					

Correlation coefficients among all variables are smaller than root mean square values of average variances extracted of corresponding latent variables, indicating good discriminant validity among different variables. The above test proves that the scale used in this research is highly reliable and valid and can really and accurately reflect the relationship among variables.

Structural Equation Analysis of Theoretical Models

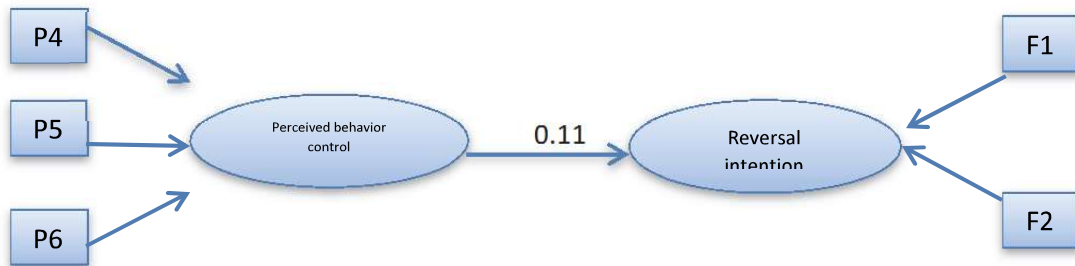
This research will use structural equations to compare data fitting between two theoretical models. There are two reasons for use of structural equation analysis: firstly, variables involved in many social and psychological studies are latent variables that cannot be accurately or directly measured, which can only be indirectly measured via some manifest or observable variables. Traditional statistical analyses cannot properly deal with the complex relationship among these latent variables, but a structural equation model can deal with latent and observable variables at the same time; additionally, structural equation analysis is often used for comparison between different models, which fits the same set of data with different models to find better models. Based on LISREL analysis, main fit indexes of models are listed in Table 6.

TABLE 6
FITNESS INDEXES OF MODELS

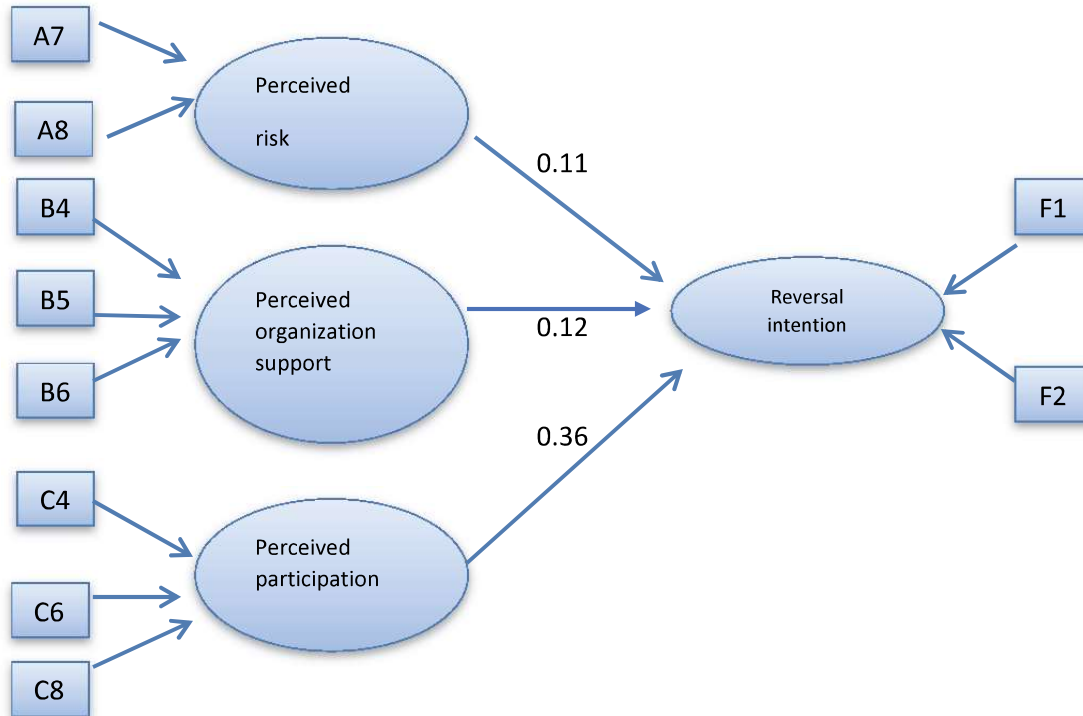
Fit index	χ^2	df	χ^2/df	RMSEA	AGFI	CFI	TLI	Sig.
Model I	11.663	4	2.916	0.058	0.970	0.987	0.967	0.000
Model II	43.503	29	1.500	0.030	0.971	0.993	0.989	0.000

Table 6 shows that both Model I and Model II fit the data well, but Model II shows better fitness than Model I. In order to make clearer the relationship among different variables, this research describes model paths in Fig.3 and Fig.4.

FIGURE 1
PATH OF MODEL I



**FIGURE 4
PATH OF MODEL II**



The figures show that the standardized path coefficient between perceived behavior control and reversal intention is 0.11 and $t=1.976 > 1.96$, passing the test for 95% of the confidence interval. The standardized path coefficient between perceived risk and reversal intention is 0.11 and $t=2.105$, which is significant at the level of 0.05; the standardized path coefficient between perceived participation and perceived behavior control is 0.36 and $t=4.904$, which is significant at the level of 0.05; the standardized path coefficient between perceived organizational support and perceived behavior control is 0.12 and $t=2.141$, which is significant at the level of 0.05, all passing the test.

RESULTS AND DISCUSSION

Structural equation analysis results suggest that data collected in this research support both Model I and Model II, but in terms of data-model fitting, the optimized model is better than the original one. Model I suggests that the strengthening of consumers' overall perceived behavior control will trigger their reversal intention to a large extent, that is, consumers who perceive easier performance of purchase intention reversal are more likely to do so. The research on Model II further explores how to achieve the reversal of consumers' deferral preference through external impacts perceived by consumers, with perceived risk and perceived organizational support studied and measured from the perspective of consumer perceptions and perceived participation falling into the scope of consumer involvement. Data analysis results show that combined influence of perceived risk, perceived organizational support and perceived participation on reversal purchase intention is greater than that of perceived behavior control; in other words, the three paths have more accurate and effective effects on reversal purchase intention than perceived behavior control alone. Therefore, the research considers it necessary to optimize Model I, so as to more effectively realize the reversal of deferral preference from the perspective of consumer perceptions.

Perceived risk in this work mainly reflects two dimensions that consumers are concerned about, namely product risk and psychological risk. Results of relevant analyses show that perceived risk is negatively correlated with reversal purchase, that is, the lower the level of perceived risk is, the stronger the reversal purchase intention will be. It accords with previous research finding that the higher the level of risks perceived by consumers in products to be purchased is, the weaker the purchase intention will be. In this work, accordingly, the higher the level of risks perceived is, the weaker the reversal purchase intention will be. The research on perceived organizational support in this work differs from previous researches on organization support in that organizational support will not affect consumers' purchase intention until it is perceived by consumers. Results of relevant analyses show that perceived organizational support is significantly positively correlated with reversal purchase intention, which means the greater the organizational support perceived by customers is, the stronger the reversal purchase intention will be.

Finally, among factors in Model II affecting reversal purchase intention, the path coefficient of the effect of perceived participation on reversal is higher than that of perceived risk and perceived organizational support, which means consumer perceptions of involvement in and interaction with purchases are stronger than those of factors such as risk and organizational support. In other words, the higher the level of participation perceived by consumers and the more the communication with salesmen is, the stronger their control over purchasing behavior will be, the easier the perceived change will be and the greater the possibility of deferral preference reversal will be.

MARKETING IMPLICATIONS

This research again demonstrates the effect of perceived behavior control on deferral preference reversal, which tallies with existing research findings. In consequence, it is effective for enterprises to promote deferral preference reversal through the path of enhancing consumers' perceived behavior control. In contrast, other two paths—attitude and norms—fall into the scope of long-established social culture, which cannot be changed in the short term. But perceived behavior control, which can come into play within a short period of time by stimulation or guidance, should be especially regarded by enterprises. More importantly, this work optimizes Model I and finds that if perceived behavior control is replaced with perceived risk, perceived organizational support and perceived participation, the effect on deferral preference reversal will be greater. The result can guide enterprises to design and carry out marketing activities at the operation level, so as to influence consumers' perceived behavior control and then their final purchase decision-making.

Today, as global economic ties become closer, countries, and people, are linked with each other in myriad ways, and consumers have strengthened their crisis awareness. In organizing marketing activities, enterprises should minimize consumer perceived risk to eliminate their deferral preference. First of all, good corporate reputation and reliable quality assurance can reduce consumer perceived risk in products. Besides, with rapid development of information and network technology, enterprises should strictly protect personal and financial information and eliminate the evading of psychological, financial and other risks in the development of e-commerce. Enterprises should also protect post-purchase rights and interests of consumers, strive to develop long-term relationship with customers to facilitate future purchases and form good corporate reputation.

Meanwhile, if consumers can clearly perceive organizational care about their thoughts and behaviors and organizational support in transactions, their deferral preference reversal can also be effectively promoted. In the context of e-commerce, enterprises should actively respond to customers' suggestions, so that customers can perceive their value and importance to enterprises; and they should quickly solve customer complaints, avoid "once-for-all deals" which are common in online transactions and enhance customers' trust, so as to promote mutual trust and sustainable development.

Among the three factors studied in this work, enterprises should pay special attention to perceived participation. They should increase perceived participation through support and guidance, so that customers have enthusiasm and initiative for participating in enterprise activities and become a key part

of product development, service delivery and even improvement of management efficiency, which can effectively promote customers' reversal purchase intention. Enterprises can transform from traditional innovation to open innovation, widely absorb suggestions and ideas from consumers and apply the same to R&D and operations. This, on the one hand, taps into customers' potential demands, so that customers can become a source of enterprise innovation; on the other hand, increases customer involvement, urge customers to invest more in and learn more about enterprises, and cultivate customer loyalty, thus being more favorable to long-term development of both customers and enterprises. Enterprises should attach special importance to the effect of consumer-salesmen interpersonal communication. The more the communication between consumers and salesmen is, the higher the level of perceived participation will be, the stronger the control of purchasing behaviors will be, the easier the perceived change will be and the greater the possibility of deferral preference reversal will be.

Finally, in economic activities, enterprises should not neglect any of the three factors and should identify connections among them and carry out suitable matching. For example, whilst encouraging consumers to participate in enterprise activities, enterprises should strengthen support, which can not only deepen consumer participation, but also strengthen connections after participation, thus influencing consumers' purchase decision-making to a greater extent. The significance of this research to marketing lies in that it promotes win-win development of customers and enterprises by guiding enterprises to take into consideration perceived risk, perceived organizational support and perceived participation, so as to effectively promote the reversal of consumer deferral preferences, and based on this, cultivating long-term relationship between customers and enterprises.

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