

Case Summaries^a

	Gender	Age	AGENCY_Active_verb	AGENCY_Passive_verb	AGENCY_Intention
1	Female	24	5	0	0
2	Female	53	6	1	0
3	Female	38	4	2	16
4	Female	38	6	0	0
5	Female	38	2	3	33
6	Female	53	7	0	0
7	Male	53	2	1	20
8	Male	38	1	1	0
9	Female	24	5	0	35
10	Female	38	4	0	0
11	Male	38	2	1	0
12	Female	38	6	0	0
13	Male	24	2	2	20
14	Male	24	13	4	57
15	Female	38	2	2	17
16	Female	38	3	1	0
17	Female	38	4	0	0
18	Male	38	12	0	17
19	Male	38	2	0	0
20	Male	24	3	0	0
21	Female	24	4	0	16
22	Male	24	1	1	0
23	Male	24	12	1	0
24	Male	24	3	0	18
25	Female	38	7	3	56
26	Male	24	2	0	0
27	Male	38	0	1	0
28	Male	24	2	1	0
29	Female	24	5	0	33
30	Male	53	2	0	16
31	Male	38	3	0	0
32	Female	38	7	1	0
33	Male	38	0	1	0
34	Male	38	0	2	0
35	Male	38	6	0	0
36	Female	38	1	0	0
37	Male	38	4	1	0
38	Female	24	1	1	18
39	Male	38	2	1	0
40	Male	24	4	0	0

Case Summaries^a

	AGENCY_Constrain	PP for Psychological perspective	PP_Cognition	PP_Emotion	STP for Spatio-temporal perspective
1	0	4	2	2	4
2	0	2	1	1	6
3	16	1	0	1	10
4	19	0	0	0	7
5	0	5	1	4	3
6	68	2	1	1	7
7	0	1	0	1	4
8	16	1	1	0	3
9	0	2	1	1	2
10	0	3	1	2	7
11	0	4	2	2	2
12	16	2	1	1	2
13	0	0	0	0	2
14	95	15	8	7	23
15	17	4	2	2	7
16	0	1	0	1	1
17	35	0	0	0	2
18	0	4	1	3	20
19	0	2	1	1	14
20	0	3	1	2	1
21	0	5	1	4	3
22	0	3	1	2	2
23	0	3	0	3	13
24	0	2	0	2	3
25	36	4	2	2	15
26	18	3	1	2	7
27	0	0	0	0	7
28	17	1	1	0	2
29	0	2	1	1	6
30	0	3	1	2	10
31	0	0	0	0	8
32	0	5	2	3	11
33	0	0	0	0	4
34	17	2	0	2	7
35	19	1	1	0	0
36	16	0	0	0	6
37	17	0	0	0	3
38	0	4	2	2	4
39	38	1	1	0	0
40	15	3	2	1	2

Case Summaries^a

	STP_Metana rative_form	STP_Retrosp ective_form	TC for Thematic category	TC_Technical _specification	TC_Informatio n_gathering
1	1	8	1	0	0
2	1	10	0	0	0
3	3	8	0	3	0
4	1	5	0	1	1
5	1	11	0	0	0
6	0	7	0	1	0
7	0	5	0	0	0
8	0	6	0	1	0
9	0	7	0	0	1
10	0	5	0	0	0
11	0	5	1	0	1
12	0	8	1	0	1
13	1	4	2	0	0
14	2	23	9	2	1
15	0	10	2	2	1
16	0	5	1	0	0
17	0	8	0	0	0
18	1	8	0	2	0
19	4	10	0	0	0
20	0	7	2	0	1
21	0	6	1	0	0
22	1	3	2	0	0
23	0	12	1	1	0
24	2	4	4	0	0
25	5	18	2	2	1
26	0	6	5	0	1
27	7	2	2	0	0
28	0	4	0	0	0
29	0	9	0	0	0
30	1	3	1	0	0
31	7	4	0	1	0
32	4	13	0	0	1
33	2	2	0	0	1
34	2	2	5	0	0
35	0	5	4	0	0
36	0	3	0	1	1
37	0	7	1	2	0
38	1	5	0	0	0
39	0	4	1	0	0
40	0	10	0	0	0

Case Summaries^a

	TC_Price	TC_Problem	TC_Emotional _relation	R for Relative frequency	R_PP_Psycho logical_perspe ctive
1	1	1	0	100,00	5,06
2	1	1	0	85,71	3,77
3	0	0	0	52,63	1,30
4	0	1	0	24,00	,00
5	1	0	1	92,11	4,63
6	0	1	1	9,33	2,22
7	0	1	1	95,65	2,00
8	0	1	1	5,56	2,08
9	0	1	0	100,00	4,55
10	1	1	0	100,00	3,85
11	0	0	0	66,67	8,51
12	0	1	0	27,27	4,00
13	0	1	0	91,67	,00
14	1	1	1	41,42	3,18
15	1	1	0	50,00	4,40
16	1	1	0	75,00	3,13
17	0	1	1	10,26	,00
18	0	1	0	100,00	2,31
19	0	0	1	100,00	1,79
20	1	1	0	100,00	5,56
21	0	0	0	100,00	7,58
22	0	1	1	50,00	9,38
23	0	0	0	92,31	2,61
24	0	1	1	100,00	4,35
25	1	0	0	61,76	1,88
26	2	1	0	10,00	4,17
27	1	0	1	,00	,00
28	0	1	0	10,00	2,17
29	1	0	0	100,00	2,02
30	1	0	0	100,00	5,26
31	1	0	0	100,00	,00
32	0	1	0	87,50	4,46
33	0	1	1	,00	,00
34	0	0	1	,00	5,13
35	1	0	0	24,00	1,25
36	1	1	0	5,88	,00
37	2	1	1	18,18	,00
38	0	1	0	95,00	11,11
39	0	1	0	4,88	3,23
40	0	1	1	21,05	5,66

Case Summaries^a

	R_PP_Cogniti on	R_PP_Emotio n	R_STP_Exper iential_form	R_STP_Meta narrative_form	R_STP_Retro spective_form
1	2,53	2,53	30,77	7,69	61,54
2	1,89	1,89	35,29	5,88	58,82
3	,00	1,30	47,62	14,29	38,10
4	,00	,00	53,85	7,69	38,46
5	,93	3,70	20,00	6,67	73,33
6	1,11	1,11	50,00	,00	50,00
7	,00	2,00	44,44	,00	55,56
8	2,08	,00	33,33	,00	66,67
9	2,27	2,27	22,22	,00	77,78
10	1,28	2,56	58,33	,00	41,67
11	4,26	4,26	28,57	,00	71,43
12	2,00	2,00	20,00	,00	80,00
13	,00	,00	28,57	14,29	57,14
14	1,69	1,48	47,92	4,17	47,92
15	2,20	2,20	41,18	,00	58,82
16	,00	3,13	16,67	,00	83,33
17	,00	,00	20,00	,00	80,00
18	,58	1,73	68,97	3,45	27,59
19	,89	,89	50,00	14,29	35,71
20	1,85	3,70	12,50	,00	87,50
21	1,52	6,06	33,33	,00	66,67
22	3,13	6,25	33,33	16,67	50,00
23	,00	2,61	52,00	,00	48,00
24	,00	4,35	33,33	22,22	44,44
25	,94	,94	39,47	13,16	47,37
26	1,39	2,78	53,85	,00	46,15
27	,00	,00	43,75	43,75	12,50
28	2,17	,00	33,33	,00	66,67
29	1,01	1,01	40,00	,00	60,00
30	1,75	3,51	71,43	7,14	21,43
31	,00	,00	42,11	36,84	21,05
32	1,79	2,68	39,29	14,29	46,43
33	,00	,00	50,00	25,00	25,00
34	,00	5,13	63,64	18,18	18,18
35	1,25	,00	,00	,00	100,00
36	,00	,00	66,67	,00	33,33
37	,00	,00	30,00	,00	70,00
38	5,56	5,56	40,00	10,00	50,00
39	3,23	,00	,00	,00	100,00
40	3,77	1,89	16,67	,00	83,33

Case Summaries^a

	R_TC_Brand	R_TC_Technical_specification	R_TC_Information_gathering	R_TC_Price	R_TC_Problem
1	1,27	,00	,00	1,27	1,27
2	,00	,00	,00	1,89	1,89
3	,00	3,90	,00	,00	,00
4	,00	1,28	1,28	,00	1,28
5	,00	,00	,00	,93	,00
6	,00	1,11	,00	,00	1,11
7	,00	,00	,00	,00	2,00
8	,00	2,08	,00	,00	2,08
9	,00	,00	2,27	,00	2,27
10	,00	,00	,00	1,28	1,28
11	2,13	,00	2,13	,00	,00
12	2,00	,00	2,00	,00	2,00
13	4,44	,00	,00	,00	2,22
14	1,91	,42	,21	,21	,21
15	2,20	2,20	1,10	1,10	1,10
16	3,13	,00	,00	3,13	3,13
17	,00	,00	,00	,00	1,56
18	,00	1,16	,00	,00	,58
19	,00	,00	,00	,00	,00
20	3,70	,00	1,85	1,85	1,85
21	1,52	,00	,00	,00	,00
22	6,25	,00	,00	,00	3,13
23	,87	,87	,00	,00	,00
24	8,70	,00	,00	,00	2,17
25	,94	,94	,47	,47	,00
26	6,94	,00	1,39	2,78	1,39
27	4,55	,00	,00	2,27	,00
28	,00	,00	,00	,00	2,17
29	,00	,00	,00	1,01	,00
30	1,75	,00	,00	1,75	,00
31	,00	,78	,00	,78	,00
32	,00	,00	,89	,00	,89
33	,00	,00	2,38	,00	2,38
34	12,82	,00	,00	,00	,00
35	5,00	,00	,00	1,25	,00
36	,00	2,38	2,38	2,38	2,38
37	2,00	4,00	,00	4,00	2,00
38	,00	,00	,00	,00	2,78
39	3,23	,00	,00	,00	3,23
40	,00	,00	,00	,00	1,89

Case Summaries^a

	R_TC_Emotio nal_relation	Cluster Number of Case	Ward Method	Time passed from buying	Length of product review in number of words
1	,00	1	1	165,00	78
2	,00	1	1	24,00	55
3	,00	1	1	75,00	77
4	,00	1	2	75,00	79
5	,93	1	1	75,00	106
6	1,11	2	2	135,00	92
7	2,00	1	1	7,00	51
8	2,08	2	1	4,00	48
9	,00	1	1	75,00	44
10	,00	1	2	24,00	78
11	,00	1	1	24,00	47
12	,00	2	1	75,00	50
13	,00	1	1	165,00	45
14	,21	1	2	75,00	475
15	,00	1	1	165,00	93
16	,00	1	1	165,00	32
17	1,56	2	1	7,00	64
18	,00	1	2	4,00	173
19	,89	1	2	165,00	112
20	,00	1	1	165,00	54
21	,00	1	1	24,00	66
22	3,13	1	1	4,00	31
23	,00	1	2	75,00	116
24	2,17	1	1	75,00	46
25	,00	1	2	165,00	214
26	,00	1	2	165,00	71
27	2,27	1	2	165,00	44
28	,00	2	1	75,00	46
29	,00	1	1	75,00	98
30	,00	1	2	75,00	58
31	,00	1	2	165,00	138
32	,00	1	1	7,00	111
33	2,38	1	2	75,00	42
34	2,56	1	2	75,00	39
35	,00	2	1	135,00	80
36	,00	1	2	135,00	42
37	2,00	2	1	4,00	51
38	,00	1	1	135,00	36
39	,00	2	1	75,00	32
40	1,89	2	1	165,00	53

Case Summaries^a

	Cognitive Dissonance Scale - CDS	CDS Emotional factor	CDS Wisdom for purchase factor	CDS Concern over deal factor	Product evaluation
1	2,73	2,33	4,75	2,00	8
2	2,32	2,13	2,75	2,67	9
3	1,00	1,00	1,00	1,00	9
4	4,55	4,87	5,00	2,33	5
5	5,14	4,73	5,75	6,33	8
6	2,05	1,87	2,75	2,00	7
7	2,23	2,13	2,50	2,33	9
8	2,55	1,80	4,75	3,33	7
9	2,82	2,07	5,25	3,33	9
10	2,23	2,00	3,25	2,00	9
11	2,14	2,00	2,50	2,33	9
12	1,86	1,87	1,75	2,00	9
13	2,68	2,00	5,50	2,33	9
14	2,50	2,47	2,75	2,33	8
15	2,23	2,00	3,00	2,33	8
16	2,73	2,07	5,50	2,33	7
17	1,00	1,00	1,00	1,00	9
18	2,45	2,13	3,00	3,33	7
19	2,32	2,00	3,25	2,67	8
20	1,00	1,00	1,00	1,00	8
21	4,45	5,20	3,25	2,33	9
22	2,23	2,00	3,25	2,00	9
23	1,95	1,87	2,25	2,00	9
24	2,41	2,00	4,25	2,00	9
25	2,23	2,07	2,75	2,33	8
26	2,55	2,00	5,00	2,00	8
27	2,91	2,00	7,00	2,00	9
28	2,59	2,47	2,50	3,33	3
29	2,91	2,07	6,75	2,00	8
30	2,64	2,00	5,25	2,33	8
31	1,00	1,00	1,00	1,00	9
32	1,86	1,87	1,75	2,00	9
33	2,95	2,00	7,00	2,33	9
34	1,00	1,00	1,00	1,00	9
35	2,41	2,13	3,50	2,33	8
36	2,00	1,87	2,50	2,00	9
37	2,41	2,27	3,25	2,00	8
38	1,95	1,87	2,50	1,67	9
39	1,00	1,00	1,00	1,00	8
40	2,45	2,07	3,25	3,33	9

Case Summaries^a

	Product satisfaction
1	8
2	7
3	7
4	5
5	5
6	8
7	8
8	8
9	8
10	7
11	9
12	9
13	8
14	8
15	6
16	3
17	9
18	7
19	7
20	9
21	9
22	8
23	7
24	8
25	7
26	7
27	8
28	4
29	8
30	8
31	9
32	7
33	9
34	8
35	8
36	8
37	9
38	9
39	7
40	6

Case Summaries^a

	Gender	Age	AGENCY_Active_verb	AGENCY_Passive_verb	AGENCY_Intention
41	Male	24	5	1	17
42	Female	24	1	0	17
43	Female	24	4	0	0
44	Male	38	3	1	0
45	Male	38	2	0	36
46	Female	38	6	6	16
47	Male	24	6	0	41
48	Female	24	1	0	24
49	Female	38	1	0	0
50	Female	24	2	0	0
51	Female	24	3	2	0
52	Male	24	1	0	0
53	Male	24	3	1	16
54	Female	38	1	1	15
55	Male	24	2	0	0
56	Male	38	8	0	0
57	Female	38	2	1	42
58	Female	38	7	4	35
59	Female	68	3	1	0
60	Male	38	6	0	0
61	Male	53	5	0	0
62	Male	38	4	0	0
63	Female	24	5	1	0
64	Female	38	6	0	0
65	Female	24	5	0	0
66	Female	38	1	2	0
67	Female	38	3	1	0
68	Female	38	5	0	31
69	Male	38	1	0	0
70	Female	38	3	2	0
71	Female	53	3	2	17
72	Female	24	2	0	0
73	Male	53	5	1	16
74	Male	24	0	0	0
75	Female	38	4	0	0
76	Male	38	4	1	0
77	Female	38	4	2	17
78	Female	38	1	0	0
79	Female	38	2	0	29
80	Female	38	1	0	0

Case Summaries^a

	AGENCY_Constrain	PP for Psychological perspective	PP_Cognition	PP_Emotion	STP for Spatio-temporal perspective
41	0	5	1	4	7
42	0	3	2	1	3
43	0	3	2	1	8
44	17	1	0	1	3
45	0	1	0	1	6
46	0	10	3	7	30
47	0	3	1	2	4
48	12	2	1	1	5
49	0	1	0	1	5
50	16	11	7	4	12
51	15	4	3	1	2
52	0	1	0	1	2
53	16	3	1	2	6
54	0	3	0	3	5
55	35	0	0	0	5
56	18	0	0	0	6
57	0	0	0	0	3
58	0	2	0	2	12
59	39	2	2	0	4
60	18	8	2	6	20
61	0	2	1	1	2
62	35	5	1	4	11
63	16	3	2	1	3
64	16	5	4	1	7
65	26	1	1	0	2
66	0	0	0	0	4
67	0	1	0	1	3
68	0	1	0	1	5
69	0	1	0	1	4
70	17	0	0	0	2
71	0	7	3	4	25
72	18	1	0	1	2
73	0	3	0	3	3
74	0	0	0	0	2
75	16	3	2	1	1
76	0	3	1	2	4
77	0	0	0	0	2
78	0	2	0	2	6
79	0	1	0	1	3
80	34	0	0	0	7

Case Summaries^a

	STP_Metana rative_form	STP_Retosp ective_form	TC for Thematic category	TC_Technical _specification	TC_Informatio n_gathering
41	1	12	0	0	0
42	0	7	6	0	0
43	0	6	0	1	1
44	0	5	1	0	0
45	1	6	0	0	0
46	4	19	0	3	1
47	1	9	0	0	0
48	2	11	0	0	0
49	0	1	0	0	0
50	0	14	2	2	0
51	0	8	0	0	0
52	0	4	0	0	1
53	0	11	3	0	0
54	1	5	0	0	0
55	0	3	0	0	0
56	0	11	0	0	0
57	4	9	2	1	0
58	1	15	5	3	0
59	1	7	0	0	0
60	4	14	1	2	0
61	3	6	5	0	1
62	3	12	0	0	1
63	0	7	1	1	0
64	0	9	1	2	1
65	1	6	0	0	0
66	0	3	0	0	0
67	1	7	0	0	0
68	0	7	0	2	1
69	1	1	0	0	0
70	0	3	2	0	0
71	5	8	0	1	0
72	1	4	0	0	1
73	0	6	1	2	0
74	0	1	1	0	0
75	0	7	1	2	0
76	0	7	0	0	0
77	0	6	0	0	0
78	1	5	3	1	0
79	0	3	0	1	0
80	0	1	0	0	0

Case Summaries^a

	TC_Price	TC_Problem	TC_Emotional _relation	R for Relative frequency	R_PP_Psycho logical_perspe ctive
41	0	1	0	95,65	4,31
42	3	1	1	100,00	6,25
43	1	1	0	100,00	3,26
44	1	1	0	14,29	2,63
45	1	1	0	100,00	1,52
46	0	1	0	78,57	4,67
47	0	1	3	100,00	4,35
48	0	0	0	67,57	2,53
49	0	1	1	100,00	2,63
50	0	1	0	11,11	9,40
51	0	1	0	15,00	8,16
52	1	1	0	100,00	1,67
53	1	1	1	52,78	3,30
54	0	1	1	94,12	9,09
55	0	1	0	5,41	,00
56	0	0	0	30,77	,00
57	1	1	0	97,78	,00
58	1	1	1	91,30	1,40
59	0	1	0	6,98	2,15
60	0	0	1	25,00	4,44
61	4	1	0	100,00	3,39
62	0	0	0	10,26	4,13
63	0	1	1	22,73	4,41
64	1	1	0	27,27	6,85
65	0	1	0	16,13	2,86
66	1	1	0	33,33	,00
67	1	1	0	75,00	1,85
68	2	0	0	100,00	1,45
69	0	0	0	100,00	2,86
70	0	1	1	13,64	,00
71	1	1	1	90,91	5,00
72	0	0	0	10,00	2,78
73	0	0	0	95,45	3,66
74	0	1	0	,00	,00
75	0	0	1	20,00	10,00
76	0	1	0	80,00	5,00
77	1	1	0	91,30	,00
78	1	1	0	100,00	4,00
79	1	1	0	100,00	2,56
80	1	1	0	2,86	,00

Case Summaries^a

	R_PP_Cogniti on	R_PP_Emotio n	R_STP_Exper iential_form	R_STP_Meta narrative_form	R_STP_Retro spective_form
41	,86	3,45	35,00	5,00	60,00
42	4,17	2,08	30,00	,00	70,00
43	2,17	1,09	57,14	,00	42,86
44	,00	2,63	37,50	,00	62,50
45	,00	1,52	46,15	7,69	46,15
46	1,40	3,27	56,60	7,55	35,85
47	1,45	2,90	28,57	7,14	64,29
48	1,27	1,27	27,78	11,11	61,11
49	,00	2,63	83,33	,00	16,67
50	5,98	3,42	46,15	,00	53,85
51	6,12	2,04	20,00	,00	80,00
52	,00	1,67	33,33	,00	66,67
53	1,10	2,20	35,29	,00	64,71
54	,00	9,09	45,45	9,09	45,45
55	,00	,00	62,50	,00	37,50
56	,00	,00	35,29	,00	64,71
57	,00	,00	18,75	25,00	56,25
58	,00	1,40	42,86	3,57	53,57
59	2,15	,00	33,33	8,33	58,33
60	1,11	3,33	52,63	10,53	36,84
61	1,69	1,69	18,18	27,27	54,55
62	,83	3,31	42,31	11,54	46,15
63	2,94	1,47	30,00	,00	70,00
64	5,48	1,37	43,75	,00	56,25
65	2,86	,00	22,22	11,11	66,67
66	,00	,00	57,14	,00	42,86
67	,00	1,85	27,27	9,09	63,64
68	,00	1,45	41,67	,00	58,33
69	,00	2,86	66,67	16,67	16,67
70	,00	,00	40,00	,00	60,00
71	2,14	2,86	65,79	13,16	21,05
72	,00	2,78	28,57	14,29	57,14
73	,00	3,66	33,33	,00	66,67
74	,00	,00	66,67	,00	33,33
75	6,67	3,33	12,50	,00	87,50
76	1,67	3,33	36,36	,00	63,64
77	,00	,00	25,00	,00	75,00
78	,00	4,00	50,00	8,33	41,67
79	,00	2,56	50,00	,00	50,00
80	,00	,00	87,50	,00	12,50

Case Summaries^a

	R_TC_Brand	R_TC_Technical_specification	R_TC_Information_gathering	R_TC_Price	R_TC_Problem
41	,00	,00	,00	,00	,86
42	12,50	,00	,00	6,25	2,08
43	,00	1,09	1,09	1,09	1,09
44	2,63	,00	,00	2,63	2,63
45	,00	,00	,00	1,52	1,52
46	,00	1,40	,47	,00	,47
47	,00	,00	,00	,00	1,45
48	,00	,00	,00	,00	,00
49	,00	,00	,00	,00	2,63
50	1,71	1,71	,00	,00	,85
51	,00	,00	,00	,00	2,04
52	,00	,00	1,67	1,67	1,67
53	3,30	,00	,00	1,10	1,10
54	,00	,00	,00	,00	3,03
55	,00	,00	,00	,00	2,38
56	,00	,00	,00	,00	,00
57	3,17	1,59	,00	1,59	1,59
58	3,50	2,10	,00	,70	,70
59	,00	,00	,00	,00	1,08
60	,56	1,11	,00	,00	,00
61	8,47	,00	1,69	6,78	1,69
62	,00	,00	,83	,00	,00
63	1,47	1,47	,00	,00	1,47
64	1,37	2,74	1,37	1,37	1,37
65	,00	,00	,00	,00	2,86
66	,00	,00	,00	2,78	2,78
67	,00	,00	,00	1,85	1,85
68	,00	2,90	1,45	2,90	,00
69	,00	,00	,00	,00	,00
70	4,00	,00	,00	,00	2,00
71	,00	,71	,00	,71	,71
72	,00	,00	2,78	,00	,00
73	1,22	2,44	,00	,00	,00
74	5,88	,00	,00	,00	5,88
75	3,33	6,67	,00	,00	,00
76	,00	,00	,00	,00	1,67
77	,00	,00	,00	2,27	2,27
78	6,00	2,00	,00	2,00	2,00
79	,00	2,56	,00	2,56	2,56
80	,00	,00	,00	3,03	3,03

Case Summaries^a

	R_TC_Emotional_relation	Cluster Number of Case	Ward Method	Time passed from buying	Length of product review in number of words
41	,00	1	1	135,00	116
42	2,08	1	1	75,00	48
43	,00	1	1	165,00	90
44	,00	2	1	24,00	38
45	,00	1	1	7,00	66
46	,00	1	2	75,00	205
47	4,35	1	1	24,00	69
48	,00	1	1	165,00	60
49	2,63	1	2	135,00	39
50	,00	1	1	135,00	117
51	,00	2	1	4,00	49
52	,00	1	1	165,00	60
53	1,10	1	1	165,00	91
54	3,03	1	1	165,00	33
55	,00	2	2	24,00	42
56	,00	2	1	75,00	81
57	,00	1	1	75,00	63
58	,70	1	1	75,00	144
59	,00	2	1	135,00	92
60	,56	1	2	165,00	181
61	,00	1	1	165,00	59
62	,00	1	2	165,00	121
63	1,47	2	1	165,00	68
64	,00	1	1	75,00	74
65	,00	2	1	165,00	36
66	,00	1	1	75,00	36
67	,00	1	1	75,00	53
68	,00	1	1	165,00	69
69	,00	1	2	75,00	34
70	2,00	2	1	165,00	50
71	,71	1	2	165,00	139
72	,00	2	1	75,00	36
73	,00	1	1	165,00	41
74	,00	1	2	165,00	45
75	3,33	2	1	165,00	30
76	,00	1	1	135,00	58
77	,00	1	1	75,00	48
78	,00	1	1	24,00	50
79	,00	1	1	7,00	38
80	,00	2	2	165,00	33

Case Summaries^a

	Cognitive Dissonance Scale - CDS	CDS Emotional factor	CDS Wisdom for purchase factor	CDS Concern over deal factor	Product evaluation
41	2,55	2,27	4,00	2,00	8
42	1,00	1,00	1,00	1,00	9
43	2,73	2,20	4,25	3,33	7
44	1,86	1,67	2,50	2,00	8
45	2,23	2,20	2,50	2,00	8
46	2,27	2,20	2,75	2,00	9
47	1,00	1,00	1,00	1,00	8
48	3,18	3,60	2,50	2,00	8
49	2,23	2,13	2,75	2,00	9
50	2,45	2,20	3,00	3,00	9
51	2,86	2,00	6,75	2,00	9
52	2,91	2,13	6,50	2,00	9
53	3,32	2,93	4,50	3,67	7
54	1,00	1,00	1,00	1,00	8
55	1,91	1,80	2,25	2,00	8
56	2,73	1,80	6,75	2,00	9
57	2,41	2,53	2,25	2,00	8
58	3,18	2,40	7,00	2,00	8
59	1,00	1,00	1,00	1,00	6
60	2,27	2,13	2,75	2,33	7
61	2,45	2,07	4,00	2,33	8
62	2,18	2,00	2,75	2,33	9
63	2,00	1,67	3,25	2,00	8
64	1,00	1,00	1,00	1,00	5
65	2,36	1,93	3,50	3,00	9
66	2,27	2,13	2,50	2,67	8
67	3,36	2,93	4,50	4,00	5
68	3,77	3,33	3,25	6,67	4
69	1,00	1,00	1,00	1,00	9
70	1,95	1,67	3,25	1,67	9
71	2,36	2,20	3,00	2,33	6
72	2,27	2,07	3,00	2,33	9
73	1,00	1,00	1,00	1,00	9
74	2,27	2,07	3,00	2,33	8
75	1,00	1,00	1,00	1,00	9
76	2,23	2,13	2,50	2,33	5
77	2,18	2,13	2,25	2,33	7
78	2,00	1,87	2,25	2,33	9
79	2,91	2,13	6,00	2,67	8
80	1,00	1,00	1,00	1,00	9

Case Summaries^a

	Product satisfaction
41	9
42	8
43	5
44	8
45	6
46	7
47	8
48	8
49	3
50	9
51	8
52	8
53	6
54	8
55	7
56	8
57	7
58	7
59	7
60	6
61	8
62	8
63	9
64	7
65	8
66	7
67	5
68	4
69	9
70	7
71	6
72	8
73	9
74	7
75	8
76	6
77	7
78	9
79	6
80	9

Case Summaries^a

	Gender	Age	AGENCY_Active_verb	AGENCY_Passive_verb	AGENCY_Intention
81	Female	38	1	1	0
82	Female	38	1	0	0
83	Female	38	4	3	35
84	Male	24	4	1	0
85	Male	24	2	2	0
86	Male	24	13	2	17
87	Female	38	3	1	0
88	Female	38	2	0	17
89	Male	38	4	1	0
Total	N	89	89	89	89

Case Summaries^a

	AGENCY_Constrain	PP for Psychological perspective	PP_Cognition	PP_Emotion	STP for Spatio-temporal perspective
81	0	2	1	1	9
82	0	0	0	0	4
83	16	7	3	4	16
84	0	2	1	1	7
85	18	4	1	3	3
86	86	16	5	11	54
87	0	2	0	2	2
88	0	3	2	1	6
89	0	6	4	2	15
Total	N	89	89	89	89

Case Summaries^a

		STP_Metana rative_form	STP_Retrosp ective_form	TC for Thematic category	TC_Technical _specification	TC_Informatio n_gathering
81		1	5	1	0	0
82		3	2	2	0	0
83		1	13	0	4	0
84		0	10	0	0	1
85		0	4	1	0	0
86		3	14	1	10	0
87		0	2	13	1	0
88		1	5	0	0	0
89		1	14	0	0	0
Total	N	89	89	89	89	89

Case Summaries^a

		TC_Price	TC_Problem	TC_Emotional _relation	R for Relative frequency	R_PP_Psycho logical_perspe ctive
81		1	1	0	50,00	2,90
82		1	1	0	100,00	,00
83		0	1	0	67,24	3,65
84		1	1	0	80,00	2,11
85		2	1	0	9,09	7,84
86		1	1	0	25,42	3,71
87		0	0	2	75,00	4,08
88		0	1	0	100,00	7,32
89		1	1	0	80,00	3,24
Total	N	89	89	89	89	89

Case Summaries^a

	R_PP_Cogniti on	R_PP_Emotio n	R_STP_Exper iential_form	R_STP_Meta narrative_form	R_STP_Retro spective_form
81	1,45	1,45	60,00	6,67	33,33
82	,00	,00	44,44	33,33	22,22
83	1,56	2,08	53,33	3,33	43,33
84	1,05	1,05	41,18	,00	58,82
85	1,96	5,88	42,86	,00	57,14
86	1,16	2,55	76,06	4,23	19,72
87	,00	4,08	50,00	,00	50,00
88	4,88	2,44	50,00	8,33	41,67
89	2,16	1,08	50,00	3,33	46,67
Total N	89	89	89	89	89

Case Summaries^a

	R_TC_Brand	R_TC_Techni cal_specificati on	R_TC_Inform ation_gatherin g	R_TC_Price	R_TC_Proble m
81	1,45	,00	,00	1,45	1,45
82	5,00	,00	,00	2,50	2,50
83	,00	2,08	,00	,00	,52
84	,00	,00	1,05	1,05	1,05
85	1,96	,00	,00	3,92	1,96
86	,23	2,32	,00	,23	,23
87	26,53	2,04	,00	,00	,00
88	,00	,00	,00	,00	2,44
89	,00	,00	,00	,54	,54
Total N	89	89	89	89	89

Case Summaries^a

	R_TC_Emo tional_rela tion	Cluster Number of Case	Ward Method	Time passed from buying	Length of product review in number of words
81	,00	1	2	75,00	70
82	,00	1	2	75,00	40
83	,00	1	2	7,00	183
84	,00	1	2	165,00	96
85	,00	2	1	135,00	52
86	,00	1	2	135,00	432
87	4,08	1	1	24,00	47
88	,00	1	1	24,00	41
89	,00	1	2	24,00	186
Total N	89	89	89	89	89

Case Summaries^a

	Cognitive Dissonance Scale - CDS	CDS Emotional factor	CDS Wisdom for purchase factor	CDS Concern over deal factor	Product evaluation
81	1,95	1,73	2,50	2,33	9
82	2,55	2,00	3,25	4,33	8
83	2,36	2,00	3,00	3,33	8
84	2,32	2,00	3,50	2,33	8
85	1,82	1,73	2,25	1,67	9
86	1,00	1,00	1,00	1,00	9
87	2,82	2,87	2,75	2,67	8
88	3,00	2,07	7,00	2,33	9
89	2,55	2,07	4,00	3,00	8
Total N	89	89	89	89	89

Case Summaries^a

	Product satisfaction
81	9
82	8
83	8
84	8
85	8
86	8
87	8
88	9
89	6
Total N	89

a. Limited to first 100 cases.