

Abstract

This study investigated the effect of degree of control on subject's perceived performance ratings and purchase intention when subjects experience product trial. Different degrees of product popularity were also manipulated in this experiment in order to inspect the impact of product popularity on the subject's perception of product trial. Results showed that the degree of control and product popularity did affect the subject's perceived performance ratings and purchase intention. Moreover, subject's desire for control also interacted with the degree of control to achieve a significant effect on subject's perceived performance ratings. The interpretation of the results was also discussed in this study.