The University of Southern Mississippi

The Effect of Product Density on Perceived Price and Quality

by

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A Proposal for a Thesis
Submitted to the Honors College of
The University of Southern Mississippi
in Partial Fulfillment
of the Requirements for the Degree of
Bachelor of Business Administration
in the Department of Marketing and Fashion Merchandising

December 2012
Approved by

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Jamye Foster
Assistant Professor of Marketing

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Leisa Flynn, Chair
Department of Marketing and Fashion Merchandising

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David R. Davies, Dean
Honors College
Introduction

Have you ever entered a store and immediately felt crowded? Or have you walked into a retail space that felt empty? Undoubtedly the density of products affected the way you shopped within either of these scenarios. In a packed space, you may have been overwhelmed by the myriad of products displayed, or you may have taken the cramped nature as a sure signal that bargains awaited. Similarly, you may have subconsciously assumed that the goods within were low quality because of the way they were presented. In a low-density space, you may have been turned off immediately because of the fear of high prices. On the other hand, you may have assumed the products in the store were high quality and deserved individual attention. In any of these situations, the density of the products displayed within possibly influenced your perception of the price and quality of those products.

Spatial crowding is a phenomenon experienced frequently in shopping. It occurs “when the retail environment is judged to be dysfunctionally dense” (Eroglu, Machleit, and Chebat, 2005). In other words, spatial crowding occurs when a shopper feels that he or she cannot shop properly due to the excess of products in the space. For example, a spatially crowded space contains so many products that the customer fears inadvertently brushing merchandise while trying to shop. Density, therefore, is the quantifiable aspect that is directly related to the subjective perception of crowding (Eroglu, Machleit, and Chebat, 2005). The proposed study will examine the product density aspect of spatial crowding, which has yet to be directly examined. The literature on spatial crowding has considered the impact on several consumer outcome variables, such as shopping satisfaction (Machleit, Eroglu, and Mantel, 2000; Li, Kim, and Lee, 2009; Machleit,
Kellaris, and Eroglu, 1994); arousal, dominance, and/or pleasure (Li, Kim, and Lee, 2009; Machleit, Eroglu, and Mantel, 2000); and purchase intentions and attitude toward the store (Pan and Siemens, 2011, p. 108). However, a study has yet to examine the effect of spatial crowding on perceived quality and perceived price. Because quality is integral to success in today’s market, this study will focus specifically on the effect of product density within a retail store on the consumers’ perception of product quality and price.

In today’s competitive market, it is harder than ever to achieve success. Every aspect of a business must be well planned in order to withstand the competition. This study is significant because it relates product density to two previously unrelated consumer outcomes: perceived quality and perceived price. This relationship has implications for store layout; a store’s floor plan and its intended quality and price perceptions need to align in order to avoid consumer confusion. The information garnered from this study will help fill a hole in the literature and assist marketers to create the best retail environments possible by determining the relationship between product density and perceived product quality and price.

**Literature Review**

The proposed study considers the impact that product density has on spatial crowding, and ultimately perceptions of price and quality. First, the key constructs of this research will be defined. Then, the research on spatial crowding will be discussed, followed by a specific element of spatial crowding—product density. Lastly, the relevant research on perceived quality and price will be outlined.
<table>
<thead>
<tr>
<th>Construct</th>
<th>Citation</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crowding</td>
<td>Eroglu and Machleit, 1990, p. 203</td>
<td>• “A state of psychological stress that results when one’s demand for space exceed the supply.”</td>
</tr>
<tr>
<td>Spatial Crowding</td>
<td>Li, Kim, and Lee, 2009, p. 639</td>
<td>• “Feelings of restricted physical body movement due to high spatial [product] density.”</td>
</tr>
<tr>
<td>Density</td>
<td>Eroglu, Machleit, and Chebat, 2005, pp. 578-579</td>
<td>• “The number of people and objects in a limited space” and the “root cause” of crowding</td>
</tr>
<tr>
<td>Product Density</td>
<td>Machleit, Eroglu, and Mantel, 2000, p. 30</td>
<td>• “The amount of merchandise and fixtures” in a limited space.</td>
</tr>
<tr>
<td>Perceived price</td>
<td>Chang and Wildt, 1994, p. 18</td>
<td>• “The consumer’s perceptual representation or subjective perception of the objective price of the product.”</td>
</tr>
<tr>
<td>Perceived quality</td>
<td>Aaker, 1991, p. 88</td>
<td>• “The customer’s perception of the overall quality or superiority of a product with respect to its intended purpose, relative to alternatives”</td>
</tr>
</tbody>
</table>

Spatial Crowding

Eroglu and Machleit (1990) define perceived crowding as “a state of psychological stress that results when one’s demand for space exceed the supply” (p. 203). When customers perceive that the store, or any space, lacks the space necessary to successfully carry out their intended activities, they feel crowded (Machleit, Eroglu, and Mantel, 2000, p. 30). So, crowding is the affective outcome of a high-density space (Eroglu and Machleit, 1990, p. 217). Crowding has two dimensions that “can be empirically distinguished in a reliable manner” (Machleit, Kellaris, and Eroglu, 1994, p. 188): social crowding and spatial crowding. Social crowding results from the perceived number of humans in an area as well as their level of interaction with each other. Spatial crowding, on the other hand, occurs because of “the amount of merchandise and fixtures
as well as their configuration within the store" (Machleit, Eroglu, and Mantel, 2000, p. 30). Spatial crowding is therefore defined as “feelings of restricted physical body movement due to high spatial density” (Li, Kim, and Lee, 2009, p. 639).

Most of the literature represents the general consensus that spatial crowding has a net negative effect on shopping satisfaction (Machleit, Eroglu, and Mantel, 2000, p. 30; Li, Kim, and Lee, 2009, p. 644), but Eroglu, Machleit, and Barr (2005) assert that “the effect of perceived spatial crowding on satisfaction is nonsignificant” (p. 1151). In addition to its effects on satisfaction, spatial crowding has been shown to affect pleasure, arousal, and dominance negatively (Li, Kim, and Lee, 2009, p. 644). Because spatial crowding affects a myriad of consumer outcomes, the current study will determine whether product density, mediated by spatial crowding, affects perceived quality and perceived price of products within the retail space.

Given its subjective nature, spatial crowding is impossible to objectively measure. However, Eroglu and Machleit (1990) explain that “crowding is generally operationalized in terms of an objectively measurable variable: density” (p. 203). Similarly, Eroglu, Machleit, and Chebat (2005) explain that “density is the root cause of the crowding experience” (p. 579). Because density is the primary influencer of spatial crowding, it will be examined as the main construct in this study.

Density

Density is defined as “the number of people and objects in a limited space” (Eroglu, Machleit, and Chebat, 2005, pp. 578-579). Density is therefore quantifiable and objective, unlike crowding. As the number of items, or density, increases within a space, the likelihood that consumers will experience crowding also increases (Eroglu and
Machleit, 1990, p. 204). High density, therefore, is more likely to lead to perceptions of
crowding and affect consumer outcomes. In fact, high density has been shown to
negatively impact pleasure and approach behaviors for shoppers with low need for
affiliation (van Rompay, Krooshoop, Verhoeven, and Pruyn, 2012, p. 1128) and
positively impact the price a customer is willing to pay for a high quality product
(Bertini, Wathieu, and Iyengar, 2012, pp. 43-47). Because density causes perceptions of
crowding (Eroglu and Machleit, 1990, p. 217), it can also be divided into two
dimensions: product density and human density. The current study will focus only on the
product density dimension. Product density, specifically, is defined as the “amount of
merchandise and fixtures” (Machleit, Eroglu, and Mantel, 2000, p. 30) in a limited space,
making it possible to reliably manipulate.

**Consumer Outcomes**

Research indicates that spatial crowding is generally viewed as negative from the
consumer’s perspective (Michon, Chebat, and Turley, 2005; Eroglu, Machleit, and
Chebat, 2005; Eroglu and Machleit, 1990), and that it impacts several consumer
outcomes. Previous studies have found that high product density leads to crowding,
which in turn affects consumer satisfaction (Machleit, Eroglu, and Mantel, 2000; Li,
Kim, and Lee, 2009, p. 644), shoppers’ inclinations to enter the store, intention to
browse, attitudes toward the store, and purchase intentions (Pan and Siemens, 2011, p.
108). The current study will attempt to determine whether product density, mediated by
crowding, affects two new consumer outcomes: perceived quality and perceived price.

**Perceived quality**

Quality is vital in today’s market (Golder, Mitra, and Moorman, 2012). However,
perceived quality is subjective. Signals such as brand, price, physical appearance, and retailer reputation affect a consumer’s perception of quality (Dawar and Parker, 1994, p. 91). General crowding (including both spatial and social) has been found to impact perceptions of quality through store perception (Pan and Siemens, 2011, p. 108; Michon, Chebat, and Turley, 2005, p. 580). Therefore, spatial crowding alone is expected to have some sort of impact on consumer perception of quality.

*Perceived price*

Almost everything has a price that “acts as a funnel, reflecting the overall favorability of a product’s attributes” (Yan and Sengupta, 2011, p. 377). Because of this, crowding could possibly influence consumers’ perceptions of price. For example, if given a choice between purchasing from a high-density store and a low-density store, would consumers choose to pay a slightly higher price at a low-density store that is easier to shop? Price has been shown to affect perceptions of quality and vice versa (Yan and Sengupta, 2011, p. 377; Dawar and Parker, 1994, p. 88 and 92; Suri, Cai, Monroe, and Thakor, 2012, p. 171); therefore, since crowding is proposed to affect perceptions of quality, it is also proposed to affect perceived price.

**Table 2: Key Findings in the Literature**

<table>
<thead>
<tr>
<th>Area</th>
<th>Citation</th>
<th>Key Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Density</td>
<td>van Rompay, Krooshop, Verhoeven, and Pruyn, 2012, p. 1128</td>
<td>High density has as a negative impact on pleasure and approach behaviors for shoppers with low need for affiliation.</td>
</tr>
<tr>
<td></td>
<td>Bertini, Wathieu, and Iyengar, 2012, p. 43-47</td>
<td>High density has a positive impact on the price a customer is willing to pay for a high quality product.</td>
</tr>
<tr>
<td>Crowding</td>
<td>Eroglu and Machleit, 1990, p. 217</td>
<td>Crowding results from a high-density environment.</td>
</tr>
<tr>
<td></td>
<td>Pan and Siemens, 2011, p. 108</td>
<td>Retail crowding has a significant effect on purchase intentions. The relationship is an inverted U shape with the purchase intention being greatest for medium crowding situations. Retail crowding also affects consumers’ attitudes toward the store.</td>
</tr>
</tbody>
</table>
Spatial Crowding

Machleit, Eroglu, and Mantel, 2000, p. 30

Results from high product density (“amount of merchandise and fixtures”).

Li, Kim, and Lee, 2009, p. 644

Has a negative impact on pleasure, arousal, and dominance, which have a positive impact on satisfaction. Net impact on satisfaction is therefore negative.

Machleit, Eroglu, and Mantel, 2000, p. 30

Has a negative impact on shopping satisfaction.

Eroglu, Machleit, and Barr, 2005, p. 1151

“The effect of perceived spatial crowding on satisfaction is nonsignificant.”

Perceived Quality

Michon, Chebat, and Turley, 2005, p. 580

Is positively affected by the perception of the retail environment but not directly by shopper’s mood.

Suri, Cai, Monroe, and Thakor, 2012, p. 171

“In high motivation conditions, the sorting of alternatives on price lowered perception of quality and value but raised the perceptions of sacrifice for the high price player.”

Perceived Price

Yan and Sengupta, 2011, p. 377

Has a positive impact on perceived quality in the absence of product attribute information.

Dawar and Parker, 1994, p. 88 and 92

Price is used as a signal of quality.

Proposed Study

This study will focus on the relationship between product density within the retail environment and customers’ perceptions of price and quality. The following model is proposed based on the existing literature:

Hypotheses

A study conducted by Bertini, Wathieu, and Iyengar (2012) suggests that product proliferation (a high number of alternatives or brand options for a single item), a phenomenon somewhat similar to density, heightens a consumer’s appreciation for quality. While this study suggests that more options could heighten consumers’ appreciation for quality, the majority of research suggests that higher product density
increases feelings of crowding (Eroglu and Machleit, 1990; Li, Kim, and Lee, 2009; Machleit, Kellaris, and Eroglu, 1994), which adversely affects consumer outcomes. Therefore, the following hypotheses are proposed:

H1: Higher (lower) levels of product density will increase (decrease) perceptions of spatial crowding.

Luxury stores often have a common element in their designs: minimal product. Casual observation of high end, luxury retailers such as Nordstrom reveals that this type of retailer often has much lower product density than its lower-priced department store counterparts, such as TJMaxx. When a customer thinks of Nordstrom, he or she likely thinks of high-quality, highly-priced merchandise in a low-density retail environment. Conversely, when a customer thinks of TJMaxx, he or she probably conjures images of a cramped retail space with low prices and possibly low quality. For example, the handbag section in Nordstrom consists of a few handbags per display shelf, while the handbag section in TJMaxx consists of many handbags hanging on one or two racks. Although both retailers may contain the same quantity of handbags, the handbag section in Nordstrom is much larger than the handbag section in TJMaxx, making Nordstrom’s density lower. Because luxury retail spaces often have lower product density with higher prices and quality, the following is hypothesized:

H2: Higher (lower) levels of product density will negatively (positively) affect perceived product quality.

H3: Higher (lower) levels of product density will negatively (positively) affect perceived product price.

IV. Proposed Methods
**Research Design**

A between subjects experimental design will be used to test the hypotheses outlined above. Each respondent will be exposed to either a high or low product density image, and then asked to complete an online questionnaire (administered via Qualtrics). Product density will be manipulated using images representing high and low density. A pre-test will be used to ensure that the images accurately represent the two categories. Existing measures will be used for perceptions of price and quality.

**Sample**

Although all shoppers are included in the overall population that this study intends to represent, a random sample of all shoppers is beyond the capabilities of this study. However, a large sample of students is readily available. Since students represent a very diverse group of individuals and encompass people of all ages, ethnicities, genders, and lifestyles, they are indicative of the overall population (Sheth, 1970). Access to several classes of students has already been given; therefore, the study will use a convenience sample of students predominantly within the College of Business at the Hattiesburg campus of The University of Southern Mississippi. The study will include two different variables: high and low density retail spaces. At least 30 participants per variable will be needed to determine whether links between product density and perceived quality and product density and perceived price exist. Although the study will optimally include more, 60 participants is the minimum that will ensure a statistically significant representation of the population. The unit of analysis for this study is the individual student since each student that participates will generate his or her individual responses to the questionnaire.
Procedure

In the spring semester of 2013, a pretest and subsequent questionnaire will be administered online to USM students via Qualtrics. Dr. Foster has agreed to encourage her students to participate as well as ask her colleagues to do the same. The collection of the information will be done electronically so that the research can be managed easily by a single person.

The research must be conducted using human subjects; therefore, the pretest and questionnaire will have to gain IRB approval prior to dissemination. IRB approval should not take a long time because the questionnaire and stimulus will in no way adversely affect the participants. As a result, the pretest and questionnaire will not be submitted to IRB until the spring semester of 2013 so that the final version can be sent.

The context of this research is apparel and home décor, so the visual stimuli (pictures) used in this study will pertain to those areas of retail. For the apparel category, photographs will be taken of high-density and low-density retail spaces of the following subcategories: shirts/tops, pants/bottoms, handbags, jewelry, and shoes. Within the home décor category, photographs will be taken of high- and low-density retail spaces for the following subcategories: furniture, lamps, table linens, dishes, and pottery. Dr. Foster knows many of the downtown shop owners in Hattiesburg, and I know many of the downtown shop owners in Picayune; therefore, between the two of us, we should be able to obtain a picture of a high- and a low-density retail space for each subcategory with permission to use the picture for this study. These pictures will be collected into several pretests that will ask participants to classify the pictures as high-density or low-density.
In the pretest, each respondent will be given two pictures from the same product subcategory (for example, shirts). The definition of product density will be given, followed by the first picture (a dense space). Then, a question will follow that asks how dense the space is along with a six-point Likert scale with semantic differentials of very dense and very sparse. The second picture will be presented (a less dense space), followed by the same Likert scale question. A sample of the proposed pretest is included in Appendix A. The images that correctly represent high density and the images that correctly represent low density for the subcategory (from the researcher’s perspective as well as the participants’ perspectives) will then be used in the creation of the questionnaire for the study.

Optimally, the pictures that correctly represent high and low density from three different subcategories from each category will be used in the actual study. For example, the study could use a high-density and a low-density picture of shoes, purses, and shirts within the apparel and a high-density and a low-density picture of furniture, lamps, and dishes within the home décor category. By pretesting five different subcategories within the two larger categories of apparel and home décor and using only three, pictures that do not correctly represent high and low density retail spaces can be eliminated, leaving only correct representations of each variable. This will eliminate the need for subsequent pretests. The pictures that best represent high-density and low-density according to the pretest will be used for this study.

For the actual study, a between subjects approach will be used. As such, a single picture of either a high-density or low-density retail space from the pretest will be randomly assigned through the online survey program. For example, the first participant
may be assigned a picture of high-density furniture and the second participant may be
assigned a picture of low-density handbags. Then, the participant will be asked to answer
a questionnaire that asks the participant about his or her perceived price and perceived
quality of the products within the picture. The different categories and subcategories are
not variables of the study. Instead, they allow the study to be more generalizable within
the apparel and home décor markets by broadening the scope of the study to several
different categories of consumer products.

Measures

In order to ascertain that the questions posed by this study test perceived quality
and perceived price in the same ways as previous studies, the questionnaire will consist
of questions taken from the *Marketing Scales Handbook: Volume IV*. A sample
questionnaire is shown in Appendix B. The questions for price were adapted for this
study from Jain and Srivastava (2000, pp. 351-362) and Yoo, Donthu, and Lee (2000, pp.
195-211). The scales used for quality were adapted from a study by Buchanan, Simmons,
and Bickart (1999, pp. 345-355). Using these established scales will enhance
comparability of the current study to other past and future studies on the same topic and
make this research more meaningful.

For the sake of this experiment, product density will be defined as the number of
products within a given space. Therefore, for high-density pictures, as many products as
possible will be included. Conversely, for the low-density pictures, the number of
products in the picture will be held artificially low. Given the varied nature of the
subcategories used in this experiment, it is impossible to define a specific number for
high-density and low-density that applies to all subcategories. For example, three pieces
of furniture (a couch, a chair, and a dining table) in a picture may be viewed as high-density whereas three pair of shoes may be viewed as a low-density picture. The selection of high- and low-density retail spaces will be relative to each other, i.e. the high-density subcategory will include at least twice as many items as its low-density counterpart. Therefore, the pretest will be used to make certain that what the researcher perceives as high density is the same as what the participant perceives as high density and vice versa.

V. Analysis and Interpretation

The data that is generated through this study will be analyzed using statistical software such as SPSS to determine whether a relationship exists between product density and perceived price and between product density and perceived quality. Because the proposed relationships between product density and perceived price and product density and perceived quality are mediated by spatial crowding, mediation analysis will be used to analyze the data. First, regression will be used to make sure that the independent variable (product density) is an accurate predictor of the dependent variables (perceived price and perceived quality). Then, the relationship between the mediating variable (spatial crowding) and the independent variable (product density) will be analyzed through regression to make sure that product density actually affects spatial crowding. Finally, regression will be used to determine whether the dependent variables (perceived price and perceived quality) are affected by both the mediating variable (spatial crowding) and the independent variable (product density) at the same time (MacKinnon, Fairchild, and Fritz, 2007). This method will allow the researcher to determine relationships that can then be compared to the proposed hypotheses to conclude whether or not the relationships proposed in the hypotheses exist.
Timeline

In the spring semester of 2013, I will conduct my pretests. Then, I will finalize the questionnaire and submit it to IRB for approval. When approval is given, I will administer the questionnaire online and collect the data. Using SPSS, I will analyze the data as well. In the fall semester of 2013 (my last semester before graduation), I will complete the writing and wrap up my thesis.

VI. Discussion and Limitations

Although this proposed research will give a general knowledge of the relationship between product density and perceived price and quality, further research will need to be conducted to make a stronger connection. While the results should correlate to the overall population, this study’s small scope and limited demographic make it less generalizable to the entire population. Also, participants are limited by their abilities to imagine themselves in the pictures presented while answering the questions. A single dimensional picture is less likely to produce a feeling of spatial crowding than a three-dimensional space, but the use of a three-dimensional space for this study is beyond the scope of the project. However, since product density is the independent variable and the link between spatial crowding and product density has already been established, participants’ abilities to imagine the pictures as three-dimensional should not skew the results of this study.
Appendix A: General Format for Pretest

Product density is defined as “the number of…objects…in a limited space.” Please answer the following questions based on the given definition.

Insert a high-density picture from one of the following subcategories:
furniture, lamps, table linens, dishes, and pottery
OR shirts/tops, pants/bottoms, handbags, jewelry, and shoes

The product density of the above picture is: (Circle one number)

<table>
<thead>
<tr>
<th>Very dense (high)</th>
<th>Very sparse (low)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6</td>
<td></td>
</tr>
</tbody>
</table>

Insert a low-density picture from the same subcategory as above.

The product density of the above picture is: (Circle one number)

<table>
<thead>
<tr>
<th>Very dense (high)</th>
<th>Very sparse (low)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6</td>
<td></td>
</tr>
</tbody>
</table>
Appendix B: General Format for Questionnaire

Insert a single picture from the pretest:
A picture of either high- or low-density from any of the remaining subcategories.

Please answer the following questions using only the above picture as a reference.

Price

1. The price of the (insert product type) in this picture is likely high.
   
<table>
<thead>
<tr>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

2. The price of the (insert product type) in this picture is likely low.

<table>
<thead>
<tr>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

3. (insert product type) in this picture is likely expensive.

<table>
<thead>
<tr>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

4. My overall expectations about the prices at the store in the above picture are:

<table>
<thead>
<tr>
<th>Not at all expensive</th>
<th>Very expensive</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5</td>
<td>6 7</td>
</tr>
</tbody>
</table>
5. I expect the prices at the store in the above picture to be:

<table>
<thead>
<tr>
<th>High</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
</tbody>
</table>

6. Compared to other (insert product type) stores, the prices at the store in the above picture are most likely to be:

<table>
<thead>
<tr>
<th>Much lower than average</th>
<th>Much higher than average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
</tbody>
</table>

**Quality**

1. The items in the above picture appear to be of:

<table>
<thead>
<tr>
<th>Good quality</th>
<th>Poor quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
</tbody>
</table>

2. The items in the above picture appear to be:

<table>
<thead>
<tr>
<th>Superior products</th>
<th>Inferior products</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
</tbody>
</table>

3. The items in the above picture appear to be:

<table>
<thead>
<tr>
<th>Better than average products</th>
<th>Worse than average products</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
</tbody>
</table>
4. The items in the above picture appear to be

<table>
<thead>
<tr>
<th>Exceptional merchandise</th>
<th>Ordinary merchandise</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5. The items in the above picture appear to be of:

<table>
<thead>
<tr>
<th>Durable construction</th>
<th>Flimsy construction</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

6. The items in the above picture appear to have:

<table>
<thead>
<tr>
<th>A lot of attention to details</th>
<th>Very little attention to details</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

7. The items in the above picture appear to be constructed from:

<table>
<thead>
<tr>
<th>Very good materials</th>
<th>Poor materials</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

8. The items in the above picture:

<table>
<thead>
<tr>
<th>Will last a long time</th>
<th>Won’t last a long time</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
References


