

Understanding and predicting online purchase of products in a choice situation

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1 Introduction

Business-to-consumer electronic commerce provides an effective method for online retailers and their consumers to perform online purchases through commercial web sites (Ranganathan and Ganapathy, 2002). Consumers have realized the benefits of online shopping, such as saving time and energy, convenience, competitive pricing, broader selection, and greater access to information (Verhoef and Langerak, 2001). The consumers have several online stores to choose from when he or she wants to purchase a product online. However, which are the factors that influence consumers to select a specific online store in order to make their purchase? Which are the factors that consumers consider as important while shopping online?

Knowledge of determinants of online purchase behavior is increasingly important for e-business success (Lin, 2007). In order to develop an effective online store, which satisfies the needs of the consumer, it is important to understand the consumer's perceptions regarding online stores (Lin, 2007). According to Zhang and Von Dran (2000), consumers also weigh design attributes of online stores differently, depending on the type of product offered by the online store.

1.1 Goal, research question & relevance

The goal of this research is to identify the characteristics of an online store that may influence the choice of the consumer and lead the consumer to purchase decisions on a specific online store. We provide web designers with knowledge on consumer's perspectives towards online purchase of products. The knowledge can be used to improve the design of online stores and gain possible competitive advantage. The purpose of this study is to synthesize a model that explains and predicts online purchase of products when consumers are confronted with a choice between competing online stores. The major question answered in this research is:

What are the characteristics of e-commerce websites that determine online purchase behavior?

This study provides theoretical and practical implications. The findings contribute to the Information Systems and E-commerce literature, providing knowledge about consumer's perception on e-commerce websites in a choice situation. A consumer is frequently placed in a position to make choices between competing online stores while shopping online; our focus will be on online store choice since very little research has been done on this area.

In practice, e-vendors and web developers can consider the findings while developing e-commerce websites to sell products. When e-vendors make sure that his online store includes the characteristics that consumers find important while shopping, he may satisfy the need of the consumer, which may stimulate purchase decisions.

1.2 Assumptions

Two important assumptions are made in our study. First, we assume that the consumer is not obligated to purchase from a specific online store. The consumer has the freedom to choose from which online store he or she wants to make the purchase. Second, we assume that the consumer has already made the decision to purchase online. Our focus will be on the online store choice. We are interested in the factors that the consumer bases her or his online store choice on.

1.3 Structure of the thesis

The following chapter presents the theoretical background and discusses the literature review and relevant concepts from the literature. Chapter 3 presents the theoretical model and explains the focus of this research. Chapter 4 presents the elicitation of the beliefs towards purchasing from online stores and the construction of the questionnaire that we will use to test our theoretical model. Chapter 5 discusses the testing of our theoretical model and the results. Chapter 6 presents the discussions and conclusions.

2 Theoretical background

2.1 Literature review

Having defined the topic of interest, the next step was to search for previous studies and identify what has been studied before on this topic. Two scientific databases were used to search for relevant studies: Web of science and Scopus. These two search engines cover most of the top Information Systems and E-commerce journals (www.isworld.org & Bharati and Tarasewich, 2002). Previous studies were searched top down by using the following keywords: *Online purchase behavior* (Scopus: 177, Web of Science: 118), *Online consumer behavior* (Scopus: 507, Web of Science: 317), *Online shopping* (Scopus: 899, Web of Science: 393), *Online store choice* (Scopus: 50 Web of Sciences: 35), and *Online product category* (Scopus: 216, Web of Science: 21). We also looked for papers that were referred to or cited from.

The selection criteria used to include papers were:

- Papers not older than 1999 (e-commerce is a relatively new technology);
- Papers using causal models for examining antecedents of online purchase behavior.

Prioritizing the papers, the focus was on quality rather than quantity in this way:

- Papers from top journals were selected;
- Papers with high number of citations were selected;

Figure 1 illustrates the selection algorithm (according to the QUOROM statement, Moher et. Al, 1999).

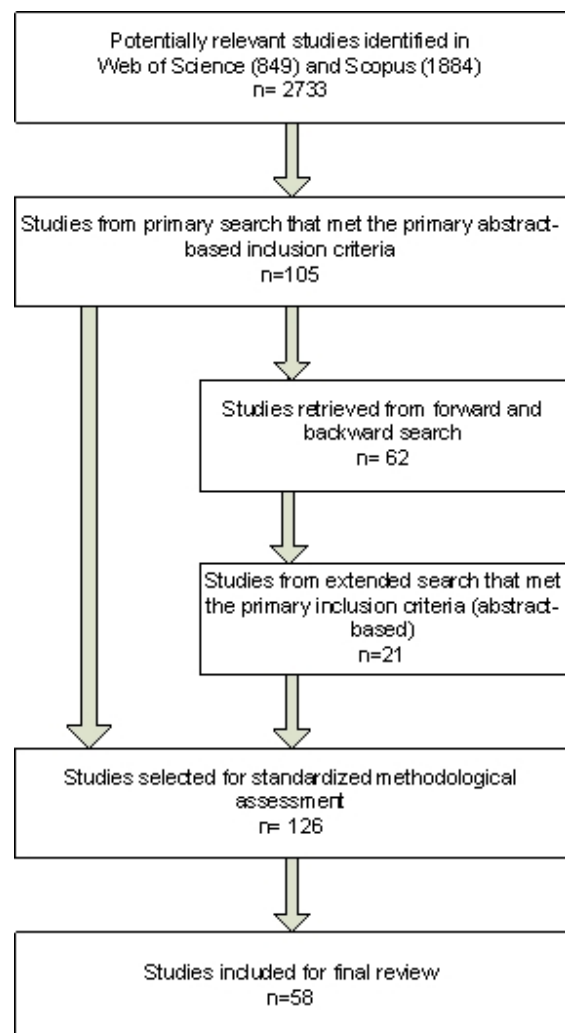


Figure 1: selection algorithm

2.2 Previous studies

Several predictive models were found during the search for antecedents of online purchase behavior in the literature. These models consist of different kinds of independent variables predicting online purchase behavior or intention. The variables found in the literature are all derived from different existing models. It is not clear which of the various versions of the models is the commonly accepted one. Furthermore, none of the previous studies found in the literature were in the context of choice between online stores.

Most of the antecedents of online purchase behavior found in the literature are based on the Theory of Planned Behavior (TPB) (Ajzen, 1985), Technology of Acceptance model (TAM) (Davis, 1989), and the Unified Theory of Acceptance and Use of Technology Model (UTAUT) (Venkatesh et al., 2003). Table 1 summarizes the selected prior studies and includes the direct predictors of online purchase intentions, online purchase behavior, or attitude towards online purchase found in previous studies.

In the next section, the TPB, TAM and UTAUT models are critically analyzed for applicability in our context of online purchase behavior in a choice situation. The Theory of Reasoned Action (TRA) (Fishbein and Ajzen, 1975) is also analyzed as the TPB, TAM and UTAUT (partly) derive from the TRA.

Study	Research Method	Purpose study	Antecedents of the dependent variables and nature of relationship with dependent variable	Dependent variables (DV)	R ² DV	Findings
Barkhi et al. (2008)	Empirical (Survey)	Describe consumers purchase decisions in a virtual store.	<ul style="list-style-type: none"> • Attitude toward online purchasing <ul style="list-style-type: none"> ○ Perceived security (+) ○ Perceived peer influence (+) ○ Perceived behavioral control (+) ○ Perceived usefulness (+) 	Actual purchase	NA	Significant to actual purchase Not Significant to attitude Significant to attitude Significant to attitude
Choudhury and Karahanna (2008)	Empirical field study (Survey)	Aim to develop a more nuanced understanding of consumer purchase channel choices.	<ul style="list-style-type: none"> • Relative advantage (+) (R²: 0.37) <ul style="list-style-type: none"> ○ Convenience (+) ○ Trust (+) ○ Efficacy of information acquisition (+) 	Behavioral intention to adopt electronic channel	0.38	Significant to BI Significant to relative advantage Not Significant to relative advantage Significant to relative advantage
Childers et al. (2001)	Experiment (laboratory setting)	Explore several determinants of interactive forms of shopping by integrating aspects of consumer behavior with research from the information system domain.	<ul style="list-style-type: none"> • Usefulness (+) (R²: 0.37) <ul style="list-style-type: none"> ○ Convenience (+), Sub experience (+) • Ease of use (+) (R²: 0.37) <ul style="list-style-type: none"> ○ Navigation (+), Convenience (+) • Enjoyment (+) (R²: 0.37) <ul style="list-style-type: none"> ○ Navigation (+), Convenience (+), Sub experience (+) 	Attitude towards interactive online shopping	0.64	Significant to Attitude Significant to Usefulness Significant to Attitude Significant to Ease of use Significant to Attitude Significant to Enjoyment
Devaraj et al. (2002)	Empirical (Survey)	Conceptualize, develop, and validate independent variables that result in consumers' satisfaction and preference for the electronic commerce (EC) channel.	<ul style="list-style-type: none"> • Satisfaction with EC channel (+) (R²: 0.82) <ul style="list-style-type: none"> ○ Usefulness (+) ○ Ease of use (+) ○ Transaction costs analysis (+) ○ Service quality (+) 	Electronic commerce channel preference (purchase)	0.65	Significant to E-commerce channel preference Significant to Satisfaction Significant to Satisfaction Significant to Satisfaction
Gefen et al. (2003b)	Empirical field study (Questionnaire)	Examine the effects of trust and Technology Acceptance Model (TAM) on intentions to purchase from a web site.	<ul style="list-style-type: none"> • Trust (+) (R²:0.59) • Perceived ease of use (+) (R²:0.41) • Perceived Usefulness (+) (R²:0.53) 	Intended use of e-commerce	0.61	Significant Significant Significant
Heijden et al. (2001)	Empirical (Survey)	Juxtapose two competing models that explain online purchase intention.	<p>“Trust-oriented model”</p> <ul style="list-style-type: none"> • Attitude towards online purchase (+) (R²:0.58) • Perceived risk (-) (R²:0.41) <p>“Website” perspective model:</p> <ul style="list-style-type: none"> • Perceived website ease of use (+) (R²:0.35) • Attitude towards online purchasing (+) (R²:0.13) 	Online purchase intention	0.56 0.55	Significant Significant Not significant Significant

Table 1: summary selected prior studies (1/3)

Study	Research Method	Purpose study	Antecedents of the dependent variables and nature of relationship with dependent variable	Dependent variables (DV)	R ² DV	Findings
Heijden et al. (2003)	Empirical (Survey)	Explore factors that influence consumer's intention to purchase online.	<ul style="list-style-type: none"> • Attitude Towards Online Purchasing (R²:0.62) <ul style="list-style-type: none"> ○ Trust in online store (+) ○ Perceived risk (-) (R²:0.42) ○ Perceived ease of use (+) ○ Perceived usefulness (+)(R²:0.49) 	Online Purchase Intention	0.56	Not significant Significant Not significant Not significant
Jarvenpaa et al. (2000)	Experimental Survey	Explore the relationship perspective of internet consumer commerce.	<ul style="list-style-type: none"> • Attitude (+) (R²: 0.57) • Risk perception (-) (R²: 0.38) <ul style="list-style-type: none"> ○ Trust (+) (R²: 0.83) <ul style="list-style-type: none"> ▪ Perceived size (+) ▪ Perceived reputation (+) 	Willingness to buy	0.43	Significant to Willingness Significant to Willingness Significant to Attitude and Risk perception Not Significant to Trust Significant to Trust
Khalifa and Lui (2007)	Empirical (Survey)	Develop the information systems continuance model in the context of online shopping.	<ul style="list-style-type: none"> • Online shopping satisfaction (+) (R²: 0.60) • Perceived Usefulness (+) <ul style="list-style-type: none"> ○ Online shopping experience (+) 	Online repurchase intention	0.71	Significant to online repurchase intention Significant to online repurchase intention and satisfaction Significant to online shopping satisfaction
Koufaris (2002)	Empirical (Survey)	Examine how emotional and cognitive responses to visiting a Web-based store for the first time can influence online consumers' intention to return and their likelihood to make unplanned purchases.	<ul style="list-style-type: none"> • Perceived Control (-) • Shopping Enjoyment (+) (R²: 0.28) • Concentration (+) (R²: 0.21) • Perceived Usefulness (+) (R²: 0.60) • Perceived ease of Use (+) 	Unplanned purchases (UP) Intention to return (IR)	0.08 0.55	Not significant to Up nor IR Not significant to UP, Significant to IR Not significant to UP nor IR Not significant to UP, Significant to IR Not significant to UP nor IR
Lin (2007)	Empirical (Questionnaire)	Understand the determinants of consumer intentions to shop online.	<p>Compared TAM, TPB and TPB decomposed. TPB decomposed provides a fuller understanding of behavioral intentions to shop online. Variables:</p> <ul style="list-style-type: none"> • Behavioral intention to shop online (+) (R²: 0.57) <ul style="list-style-type: none"> ○ Attitude (+) (R²: 0.63) ○ Subjective norms (+) (R²: 0.43) ○ Perceived behavioral intention (+) (R²: 0.52) 	Actual Purchase	0.33	Significant to Actual Purchase Significant to BI Significant to BI Significant to BI
Pavlou (2003)	Empirical (2 studies: Experiential exploratory survey, On-line survey)	Aim to predict consumer acceptance of e-commerce by proposing a set of key drivers for engaging consumers in online transactions.	<ul style="list-style-type: none"> • Perceived usefulness (PU) (+) • Perceived ease of use (PEOU) (+) • Perceived Risk(PR) (-) • Trust (+) (R²: 0.51) 	Intention to transact	0.64	Significant to intention Significant to intention Significant to intention Significant to intention, PU, PEOU and PR
Pavlou and Chai (2002)	Empirical (Experiential survey)	Understand what drives e-commerce across culture. (China vs. US)	<ul style="list-style-type: none"> • Attitude (+) • Subjective norm (+) • Perceived behavioral control (+) 	Transaction Intentions	0.77 China 0.33 US	Significant for collectivist society of China but not significant for the individualist society of the US Significant Significant

Table 1: summary selected prior studies (2/3)

Study	Research Method	Purpose study	Antecedents of the dependent variables and nature of relationship with dependent variable	Dependent variables (DV)	R ² DV	Findings
Pavlou and Gefen (2004)	Empirical (Survey)	Understand what steps can be taken to increase buyers' trust and reduce their risk perceptions so as to encourage legitimate transactions in online auction marketplaces.	<ul style="list-style-type: none"> Trust in the Community of Sellers (+) (R²: 0.65) Perceived Risk from the Community of Sellers (-) (R²: 0.21) Positive past experience (+) Seller's performance (+) 	Transaction Intentions	0.59	Significant Significant Significant Significant
Park and Kim (2003)	Empirical (Survey)	Investigate the relationship between characteristics of online shopping and consumer purchase behavior.	<ul style="list-style-type: none"> Site Commitment (R²:0.35) <ul style="list-style-type: none"> Information satisfaction (Affected by User interface quality, Product information quality, Service information quality, Security perception) (+) Relational benefit (affected by Product information quality, Service information quality, Security perception, Site awareness) (+) 	Purchase behavior	0.04	Significant Significant
Schlosser et al. (2006)	Experiment	Investigate the impact of Web Site design investments on consumers' trusting beliefs and online purchase intentions.	<ul style="list-style-type: none"> Trusting beliefs (ability, benevolence) (+) 	Online purchase intentions	0.18	Significant
Venkatesh and Agarwal (2006)	Longitudinal field study	Investigate usability as predictor of online purchase behavior.	<ul style="list-style-type: none"> Use (R²: 0.53) Control variable: Purchase need Control variable: Previous purchase <ul style="list-style-type: none"> Content (R²: 0.35) Ease of use (R²: 0.34) Promotion (R²: 0.21) Made-for-the-medium (R²: 0.43) Emotion (R²: 0.30) Control variable: Prior experience with similar sites Control variable: Previous purchase 	Online purchase behavior (OPB)	0.53	Significant to OPB Significant to OPB Significant to OPB Significant to Use Not significant to Use Not significant to Use Significant to Use Not significant to Use Not significant to Use Significant to Use

Table 1: summary selected prior studies (3/3)

2.3 Applicability of models found in previous studies

As we mentioned before, the variables found in previous studies are largely based on the Theory of planned behavior (TPB) (Ajzen, 1985), Theory of Acceptance Model (Davis, 1989) (TAM), and the Unified Theory of Acceptance and Use of Technology Model (UTAUT) (Venkatesh et al., 2003). We will analyze and discuss the applicability of each model in the context of online purchase behavior in a choice situation. The Theory of Reasoned Action (TRA) is also discussed and analyzed.

2.3.1 Theory of Reasoned Action (TRA)

Before discussing the TAM, TPB and UTAUT we discuss the Theory of Reasoned action (TRA) from which the TPB, TAM and UTAUT (partly) derive. Ajzen and Fishbein wanted to explain why people did what they did and they came up with this Theory of Reasoned Action. Figure 2 illustrates the model of the TRA.

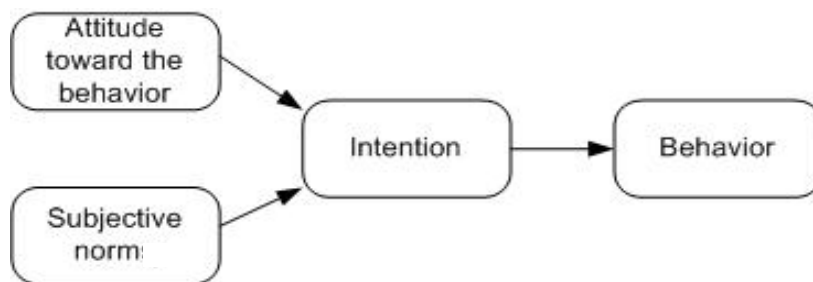


Figure 2: Theory of Reasoned Action (Fishbein and Ajzen, 1975)

The TRA consists of the following independent variables:

- **Attitude toward the behavior** is defined as “an individual’s positive or negative feelings (evaluative affect) about performing the target behavior” (Fishbein and Ajzen, 1975, pp. 216).
- **Subjective norm** is defined as “the person’s perception that most people who are important to him think he should or should not perform the behavior in question” (Fishbein and Ajzen, 1975, pp. 302).

Ajzen and Fishbein explain that the *Attitude towards the behavior* and *Subjective Norm* influence the *intention* towards the behavior and the *intention* influences the actual *Behavior* of an individual. The TRA is a widely studied model from social psychology. “The TRA is very general and was designed to explain virtually any human behavior” (Ajzen and Fishbein, 1980, pp. 4). TRA requires that salient beliefs about one’s attitude towards a particular behavior be elicited in order to be relevant to the specific behavior being studied. Intentions to perform behaviors of different kinds can be predicted with high accuracy from *attitudes toward the behavior* and *subjective norms*. To the extent that a person intends to perform the behavior, he or she should succeed in doing so.

2.3.1.1 Analysis TRA model

The TRA is designed to explain any human behavior and should be applicable in our context. From the study of Sheppard et al. (1988) we can also conclude that the TRA is applicable in the context of choice. Sheppard et al. (1988) conducted two meta-analyses of previous studies to investigate the effectiveness of the TRA in research in their time period. Overall, the TRA model performed better when used to study activities involving a choice among alternatives. Some of the relevant activities involving choice studied were e.g. purchase brand of toothpaste (Ryan, 1982) and purchase brand of beer (Fishbein and Ajzen, 1980).

We can conclude that the TRA is applicable in our study of online purchase of products in a choice situation where consumers are confronted with choice between competing online stores.

2.3.2 Theory of Planned Behavior (TPB)

After ten years, Ajzen extended the Theory of Reasoned Action (Fishbein and Ajzen, 1975) and called it the Theory of Planned Behavior (TPB). The Theory of Reasoned Action is extended because of its limitations in dealing with behaviors over which people have incomplete volitional control. Figure 5 illustrates the TPB model.

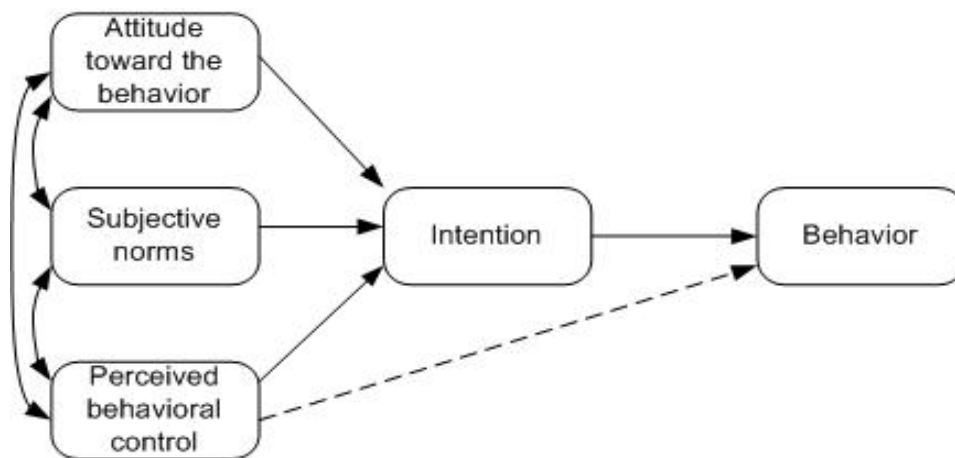


Figure 5: Theory of planned behavior (Ajzen, 1985)

The TPB consists of the following independent variables:

- **Attitude toward the behavior** refer to “the degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question” (Ajzen, 1991, pp. 188).
- **Subjective norm** refers to “the perceived social pressure to perform or not to perform the behaviour” (Ajzen, 1991, pp. 188)

- **Perceived behavioral control** refers to “the perceived ease or difficulty of performing the behaviour and it is assumed to reflect past experience as well as anticipated impediments and obstacles” (Ajzen, 1991, pp. 188).

The Theory of Planned Behavior explains that both *Attitude toward a behavior* and *Subjective norm* are immediate determinants of *intention* to perform a behavior (Ajzen, 1991). *Attitude toward a behavior* is recognized as a person’s positive or negative evaluation of a relevant behavior and is composed of a person’s salient beliefs regarding the perceived outcomes of performing a behavior (Ajzen, 1991). On the other hand, *Subjective Norm*, a function of normative beliefs, represents a person’s perception of whether significant referents approve or disapprove of a behavior (Ajzen, 1991). The Theory of Planned Behavior further proposes that intention to perform a behavior is the proximal cause of such a behavior. To capture non-volitional aspects of behavior, the TPB incorporates an additional variable. Specifically, it proposes that *Perceived Behavioral Control*, in conjunction with *Attitude* and *Subjective norm*, is a direct predictor of behavioral intention. The aspect of ease or difficulty specifically relates to whether or not a person perceives that he or she possesses requisite resources and opportunities necessary to perform the behavior in question. Empirical evidence indicates that the addition of *Perceived Behavioral Control* to the traditional attitude-behavioral model has resulted in meaningful improvements in the prediction of intentions (Ajzen, 1991).

2.3.2.1 Analysis TPB model

The TPB is usually used to explain ongoing behavior such as e.g.: “*walking on a treadmill in a physical fitness center for at least 30 minutes each day in the forthcoming month*” (Ajzen, 2006, pp. 2). We do not consider online purchase behavior as an ongoing behavior but more as a one-time behavior. We argue that consumers will search for the product they need and purchase it online when the need arises. There is not a fixed pattern in this behavior. We want to investigate the factors that will lead the consumer to purchase from the online store of choice. However, despite the fact that the TPB explains ongoing behavior, we are confident that the TPB is applicable as basis for explaining online purchase behavior in a choice situation. The TPB is a model that explains behavior in general. Furthermore, since the TPB is an extension of the TRA we assume that the TPB is also applicable in the context of choice.

2.3.3 Technology of Acceptance Model (TAM)

The Theory of Acceptance model (TAM) is derived from the Theory of Reasoned Action (Fishbein and Ajzen, 1975). Davis (1989) argued that the TRA should be appropriate to study the determinants of user acceptance of Information Systems in an organization. In 1989, Davis introduced an adaptation of the TRA: the Technology Acceptance Model (TAM), which is specifically meant to explain user acceptance of Information Systems in organizations (Davis et al., 1989). Figure 3 illustrates the TAM model.

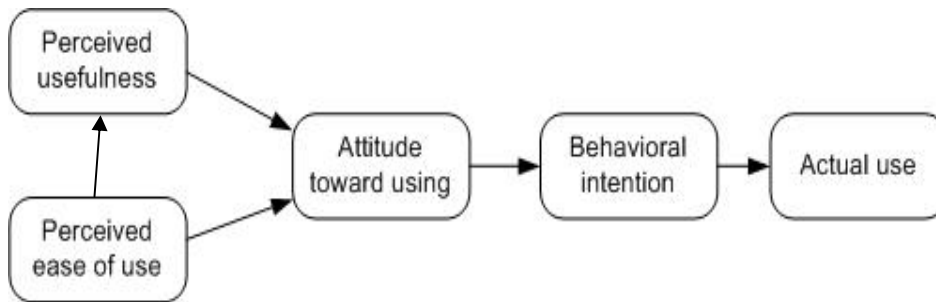


Figure 3: Technology Acceptance Model (Davis, 1989)

The TAM consists of the following variables:

- **Perceived usefulness** is defined as “the prospective user’s subjective probability that using a specific application system will increase his or her job performance within an organizational context” (Davis et al., 1989, pp. 985).
- **Perceived ease of use** refers to “the degree to which the prospective user expects the target system to be free of effort” (Davis et al., 1989, pp. 985).
- **Attitude toward Using** is defined as “the individual’s positive or negative feelings about using the system” (Davis et al., 1989, pp. 985).
- **Behavioral intention** refers to a measure of the strength of one’s intention to use the system (Davis et al., 1989).
- **Actual Use** refers to the actual use of the system (Davis et al., 1989).

TAM used TRA as a theoretical basis for specifying the causal links between two key beliefs; *Perceived usefulness* and *Perceived ease of use*, and users’ *attitudes*, *intentions* and *actual use* of computer-based technology in organizations. If an individual thinks that using a particular system will enhance his or her job performance, and thinks that using the system will be free from effort, the individual’s attitude towards using the system will be positive, which will influence the intention to use the system, which will probably lead to actual usage of the system.

2.3.3.1 Analysis TAM model

As we mentioned before, researchers have used and are still using the TAM model (as basis) to explain online purchase behavior. The findings of the TAM predicting online purchase behavior are mixed (Heijden et al., 2001 & 2003). We argue that the TAM cannot be used to predict online purchase behavior at all, and especially not in our context of choice.

We would like to explain ourselves through the following arguments:

- We argue that *purchase behavior* is not *usage behavior*. Purchase and usage are two different behaviors. This study aims to investigate the purchase of products at online stores and understand the online store choices of consumers to make purchases. Nowadays nearly every home has a

computer, people are used to the usage of computers and the internet. We argue that purchase behavior goes beyond usage behavior.

- The TAM predicts use of Information Systems in an organizational setting. In an organization, employees usually do not have the option to choose between alternative Information Systems. In the online purchase context, consumers are confronted with choices between competing online stores and can choose for themselves at which online store they want to make their purchases. These are two very different settings.

The TAM is one of the most influential theories in Information Systems. However, despite the model's significant contributions, the intense focus on TAM has diverted researchers' attention away from other important research issues and has created an illusion of progress in knowledge accumulation (Benbasat and Barki, 2007). Furthermore, the independent attempts by several researchers to expand TAM in order to adapt it to the currently changing IT environments has led to a state of theoretical chaos and confusion where it is not clear which version of the many iterations of TAM is the commonly accepted one (Benbasat and Barki, 2007).

We argue that the Theory of Acceptance Model is not applicable in the context of online purchase behavior in a choice situation.

2.3.4 Unified Theory of Acceptance and Use of Technology Model (UTAUT)

The Unified Theory of Acceptance and Use of Technology Model (UTAUT) (Venkatesh et al., 2003) is also analyzed in this study since it exceeds the Technology Acceptance Model (TAM) (Davis, 1989). Venkatesh et al. reviewed literature about user's acceptance of Information Technology and discussed eight prominent models. Venkatesh et al. empirically compared the eight models and their extensions, formulated a unified model that integrates elements across the eight models, and empirically validated the unified model. The eight models reviewed were; the Theory of Reasoned Action (Fishbein and Ajzen, 1975); the Technology Acceptance Model (Davis, 1989); the Motivational model (Davis et al., 1992); the Theory of Planned Behavior (Ajzen, 1985); a model combining the Technology Acceptance Model and the Theory of Planned Behavior (Taylor and Todd, 1995); the model of PC utilization (Thompson et al., 1994); the Innovation Diffusion Theory (Karahanna et al., 1999) and the Social Cognitive Theory (Compeau and Higgins 1995b; Compeau et al. 1999). Figure 4 illustrates the UTAUT model.

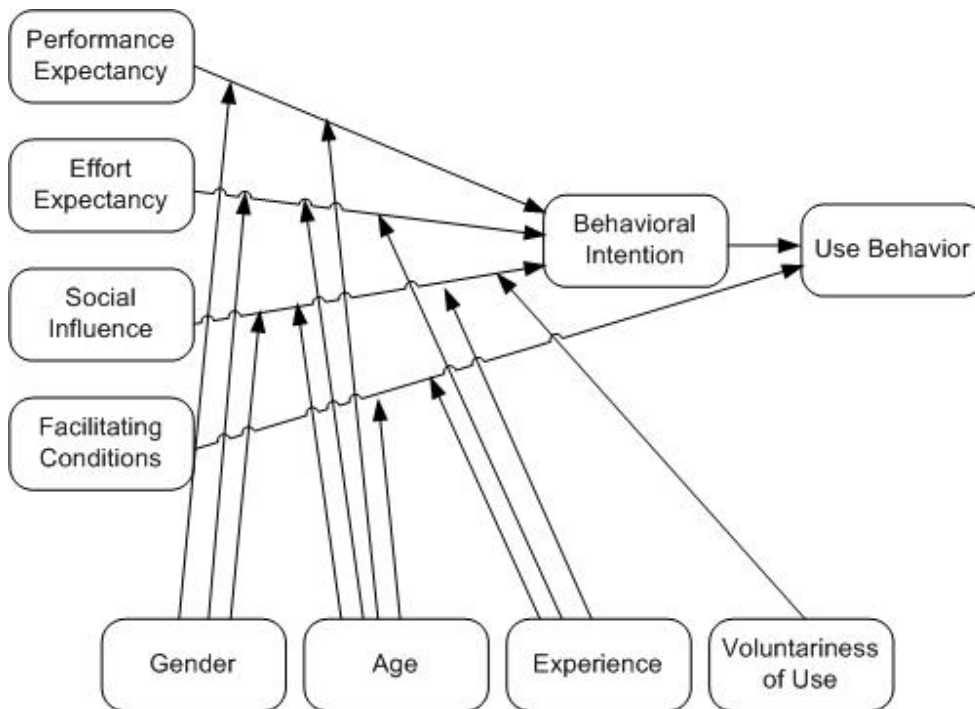


Figure 4: The Unified Theory of Acceptance and Use of Technology Model (Venkatesh et al., 2003)

The UTAUT consists of the following independent variables:

- **Performance Expectancy** is defined as “the degree to which an individual believes that using the system will help him or her to attain gains in job performance” (Venkatesh et al. 2003, pp. 447).
- **Effort Expectancy** is defined as “the degree of ease associated with the use of the system” (Venkatesh et al. 2003, pp. 450).
- **Social Influence** is defined as “the degree to which an individual perceives that important others believe he or she should use the new system” (Venkatesh et al. 2003, pp. 451) .
- **Facilitating Conditions** are defined as “the degree to which an individual believes that an organizational and technical infrastructure exists to support use of the system” (Venkatesh et al. 2003, pp. 453).

The tests during the study of Venkatesh et al. provided strong empirical support for UTAUT, which posits three direct determinants of intention to use (*Performance Expectancy, Effort Expectancy, and Social Influence*) and two direct determinants of usage behavior (*Intention and Facilitating Conditions*). Significant moderating influences of *Experience, Voluntariness, Gender, and Age* were confirmed as integral features of UTAUT. UTAUT was able to account for 70 percent of the variance in usage intention, a substantial improvement over any of the original eight models and their extensions. Given that UTAUT explains as much as 70 percent of the variance in intention, Venkatesh et al. say that we may be

approaching the practical limits of the ability to explain individual technology acceptance and usage decisions in organizations.

2.3.4.1 Analysis UTAUT model

The UTAUT model explains individual technology acceptance and usage decisions in organizations. For the same arguments as for TAM we argue that the UTAUT model cannot be applied in the context of online purchase in a choice situation. See paragraph 2.3.3.1. for more explanation.

2.3.5 Conclusion

The TPB, TAM and UTAUT model derive (partly) from the TRA. See figure 5 for an illustration of the relationship between the four models just discussed. After the analysis for applicability of the models in our context, we conclude that the TAM and UTAUT models are not applicable in the online purchase behavior context at all. These two models are designed to explain use of specific Information Systems in organizations and do not consider the choice between alternatives. However, the TRA and TPB are applicable to explain online purchase behavior in a choice situation since these models are designed to explain behavior in general and are applicable to explain behavior involving choice. This study supports the thoughts of Benbasat and Barki (2007), and decides to go back to where it “all” started and apply the TPB as basis for explaining online purchase behavior in a choice situation. We will apply the TPB as basis for our research as it extends the TRA.

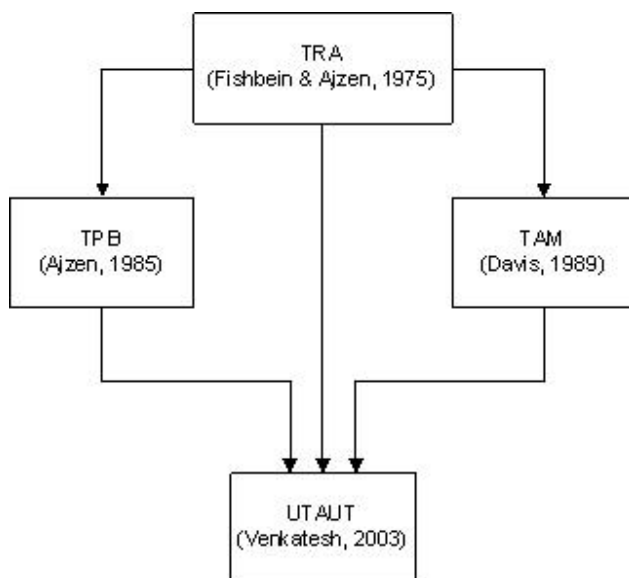


Figure 5: Relationship between the models discussed

The results of Lin (2007) also support our thoughts. Lin compared the TAM model and two variations of the TPB to examine which model best helps to predict consumer intentions to shop online. Decomposing

the belief structures in the Theory of Planned Behavior increased explanatory power for behavioral intention in the study of Lin. The results also indicate that the decomposed Theory of Planned Behavior provides a fuller understanding of consumer intentions to shop online (Lin, 2007). The TAM model resulted to provide less understanding of consumers' intention to shop online. Although the study of Lin was not in a choice setting, we can use the results for our study because of the online purchase context.

"There is a need in the building of a new model to explain and predict online purchase of products in a choice situation".

2.4 Choice & Marketing adaptation of the TPB

Chapter 12 of the book of Ajzen and Fishbein (1980) talks about Predicting and Understanding consumer behavior and discusses the choice of competitive brands. According to Ajzen and Fishbein (1980), when consumers are confronted with a choice between competing brands, "consumers choose the brand with respect to which they have strongest buying intentions" (Ajzen and Fishbein, 1980, pp. 171). We apply the same principle in our context and assume that when consumers are confronted with a choice between competing online stores, they will choose the online store with respect to their strongest buying intentions.

In the marketing adaptation, salient attributes are replaced by evaluative criteria. Beliefs and attribute evaluations are replaced by measures of attribute satisfaction and importance (Ajzen and Fishbein, 1980). "Most market researchers assume that consumer decisions are guided by the extent to which alternative brands or products meet certain evaluative criteria" (Ajzen and Fishbein, 1980, pp.152). "It formalized the widely held view that the consumer's satisfaction with a product is determined by her beliefs that the product fulfills certain functions and that it satisfies some of her needs" (Ajzen and Fishbein, 1980, pp. 153). The satisfaction score is multiplied by its important rating. We apply the same principle in our study of choice between competing online stores and assume that consumer's decisions are guided by the extent to which alternative online stores meet certain evaluative criteria and the satisfaction with the online store is determined by her beliefs that the online store possesses certain characteristics and satisfies some of her needs.

We assume that purchase of a product at an online store is determinant by beliefs that the online store meets certain evaluative criteria (*Attitude*), the normative prescriptions of important referents (*Subjective Norm*), and the resources available to purchase the product online (*Perceived Behavioral Control*). We will conduct an elicitation study to identify the beliefs that influence the three variables mentioned above.

2.5 Product types

We are not only curious to know the differences across products, however, we would also like to investigate the purchase of more than one product type, as it will lead to a variety of input during the data collection. People judge online stores differently depending on the type of product being purchased

(Childers et al., 2001). This study applies the product distinction by Childers et al. (2001) and Tractinsky and Lowengart (2007), and uses the following product types during the experiments: Hedonic vs. Utilitarian products, Experience vs. Search products.

2.5.1 Hedonic vs. Utilitarian products

Childers et al. (2001) demonstrated the usefulness of the distinction between these two types of products in the e-retail context. Childers et al. found that both the utilitarian and hedonic aspects exist in the consumer online shopping experience. Hedonic products are defined as products whose consumption is primarily characterized by an affective experience (Dhar and Wertenbroch, 2000). These products are driven by the experience that the product provides rather than the utilitarian benefit offered by its bundle of attributes. As a consumer is looking for a hedonic product, he may be looking for enjoyment and sensory stimulation while shopping, the visual design of the web store may have an effect on consumer's decision to purchase the product (Babin et al., 1994). Web store design is one of the most important factors that can influence these feelings in the virtual world (Tractinsky and Lowengart, 2007). A consumer may sooner buy a product on a web store that provides the feeling of fantasy and arousal as well as enjoyment and pleasure. A hedonic product might be for example an **Xbox game**.

As a consumer is shopping for a utilitarian product, the consumer can be characterized as task oriented in his shopping behavior (Childers et al., 2001). The focus in the shopping process of a utilitarian product rests on task completion and efficiency reflecting work mentality, as consumers are focused on the shopping task with relatively low need for further stimulation or enjoyment (Childers et al., 2001). Sensory stimulation, fantasy feeling, pleasure, and enjoyment will not be as conducive to the shopping experience in this case, and with limited overall effect (Childers et al., 2001). A utilitarian product might be for example a **toaster**. Please take a look at the following illustration:

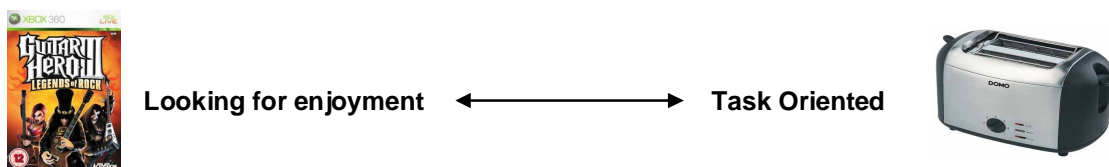


Figure 6: Game (hedonic product) vs. Toaster (utilitarian product)

2.5.2 Experience vs. Search quality products

In the study of Lowengart and Tractinsky (2001), the distinction between search and experience quality products (Nelson, 1974), was found to be relevant for online purchase decisions. The distinction between these two types of products is the degree in which a consumer can assess the quality of the product online. Since the uncertainty over the product's qualities increases as it becomes harder to assess them, the importance of peripheral cues in the consumer decision process should increase (Tractinsky and Lowengart, 2007). For example, the quality of an experience product (e.g. a camera) is hard to assess

through a virtual store but on the other hand, the quality of a search product (e.g. a book or cd) is much easier to assess. Online shoppers can verify the quality of a book by seeing a picture of the cover, and knowing what book they are buying or by reading sample pages of the **book** to know what the book is about. With a book, the consumer can actually see what he or she is buying. On the other hand when buying a **camera**, you really have to buy the camera to assess the quality of the pictures and to experience the options of the camera. Please, take a look at the following for an illustration:

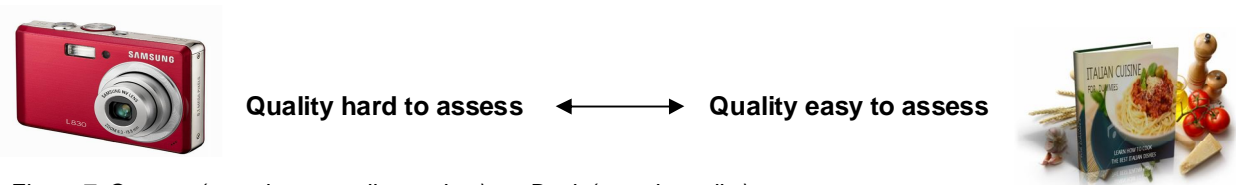


Figure 7: Camera (experience quality product) vs. Book (search quality)

3 Building a new model

In chapter 2, the theoretical background is described where we investigated which model is more appropriate to apply as a basis in our context of online purchase of products in a choice situation. The conclusion is that the Theory of reasoned Action (Fishbein and Ajzen, 1975) and Theory of Planned Behavior (Ajzen, 1985) are appropriate to use as a basis in our study since both were designed to explain behavior in general and are applicable in choice situations. We will apply the TPB since it extends the TRA.

There is no standard TPB questionnaire that we can use and collect data to study our behavior of interest. The items employed in prior researches may not be appropriate for our behavior, population, or time period (Ajzen, 2006). Formative research is therefore required to construct a questionnaire suitable for the behavior and population of interest (Ajzen, 2006). Beliefs are to be assessed, and must be elicited anew from a representative sample of our research population (Ajzen, 2006).

We will apply the steps necessary by the TPB theory to build our theoretical model. The two major steps are; elicitation of the beliefs influencing the *Attitude*, *Subjective norm* and *Perceived Behavioral Control*, and construction of a questionnaire to be able to measure our behavior of interest.

3.1 Theoretical model

According to the theory of planned behavior (marketing adaptation), as mentioned before, human action is guided by three kinds of considerations:

- Beliefs that the online store possesses certain important characteristics and satisfies some of the consumer's needs (*Behavioral beliefs*),
- beliefs about the normative expectations of others and motivation to comply with these expectations (*Normative beliefs*),
- and beliefs about the presence of factors that may facilitate or impede performance of the behavior and the perceived power of these factors (*Control beliefs*) (Ajzen, 2006).

In their respective aggregates, behavioral beliefs produce a favorable or unfavorable *Attitude toward the behavior*; normative beliefs result in perceived social pressure or *Subjective norm*; and control beliefs give rise to *Perceived behavioral control*. In combination, *Attitude toward the behavior*, *Subjective norm*, and *Perceived behavioral control* lead to the formation of a behavioral *intention* (Ajzen, 2006). As a general rule, the more favorable the Attitude and Subjective norm, and the greater the Perceived behavioral control, the stronger should be the person's intention to perform the behavior in question. Finally, given a sufficient degree of actual control over the behavior, people are expected to carry out their intentions when the opportunity arises (Ajzen, 2006).

3.1.1 Scope of our theoretical model

To define the scope of our theoretical model we specify the four elements by the TPB; Target, Action, Context and Time (TACT) (Ajzen, 2006). It is important to specify the elements because variations in any element may greatly influence beliefs about performing the behavior in question.

The TACT is defined as follows in our study:

- **Target:** Products (Book, Toaster, Xbox game, Camera)
- **Action:** Choosing a store to make purchase
- **Context:** Online
- **Time:** Not specified

The time element is not specified in our study. As we mentioned before, online purchase behavior is not an ongoing behavior. Consumers purchase online when the need for the product arises. The time element is not applicable in our context.

Figure 8 illustrates our theoretical model. The purpose of this model is to explain and predict online purchase of products in a choice situation. The model is synthesized based on the Theory of Planned Behavior. Product type is proposed as a moderating variable as we assume that the product type being purchased will influence the relationship between *Attitude towards purchasing from online store X* and its antecedents. To be able to test the model we must first elicit the *behavioral beliefs*, *normative beliefs*, *control beliefs*, and construct questionnaire items.

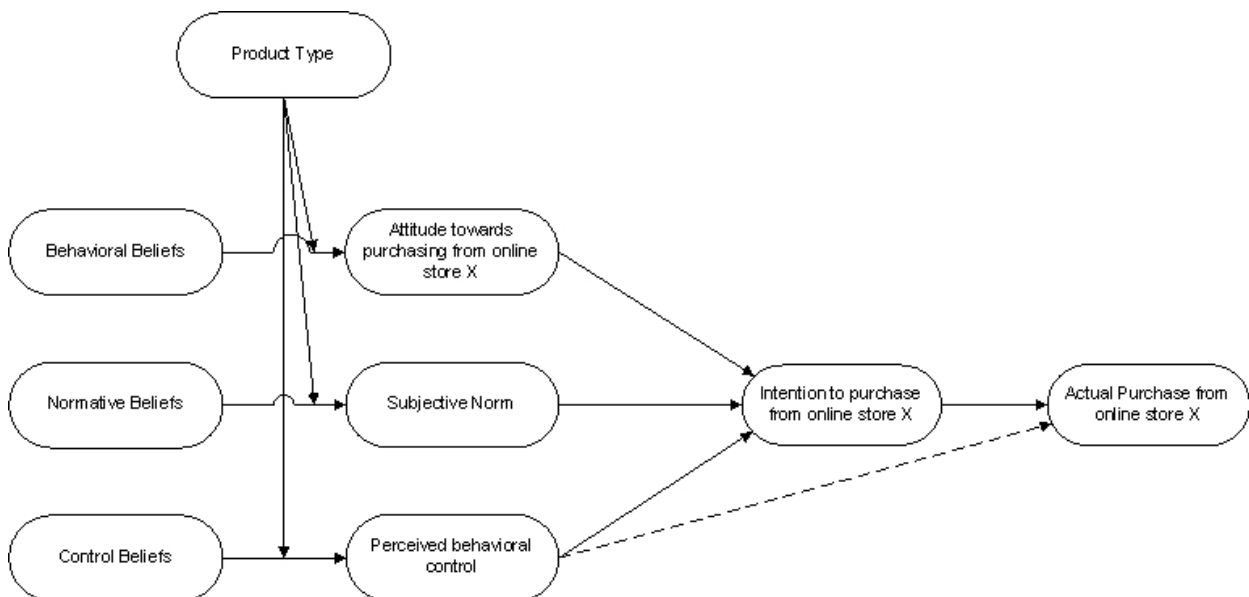


Figure 8: Theoretical model

The variables in our theoretical model are defined as follows:

- **Behavioral beliefs** refer to the beliefs that the online store possesses certain important characteristics and satisfies some of the consumer's needs.
- **Normative beliefs** refer to the beliefs about the normative expectations of others in purchasing from online store X and motivation to comply with these expectations.
- **Control beliefs** refer to the beliefs about the presence of factors that may facilitate or impede of purchasing from online store X and the perceived power of these factors.
- **Attitude towards purchasing from online store X** is defined as the degree to which a person has a favorable evaluation or appraisal of purchasing from online store X (a specific online store).
- **Subjective Norm** refers to the perceived social pressure to purchase from online store X.
- **Perceived behavioral control** refers to the perceived ease or difficulty of purchasing from online store X and it is assumed to reflect past experience as well as anticipated impediments and obstacles.
- **Intention to purchase from online store X** is defined as a measure of strength of one's intention to purchase from online store X.
- **Actual purchase from online store X** refers to the actual purchase at online store X.

4 Elicitation of the beliefs & Construction of questionnaire

We conducted an elicitation study to elicit commonly held beliefs and identify the content of behavioral beliefs, normative beliefs and control beliefs towards purchasing from online stores. Shopping tasks and open-ended questions based on the TPB theory were formulated (Appendix A: Shopping tasks & Interview questions) and data was collected through one-to-one interviews. This chapter discusses the details and results on the elicitation study and illustrates the construction of questionnaire items.

4.1 Elicitation study

4.1.1 *Target population and sample*

The population of interest in our study is consumers that purchase products online in The Netherlands. From this population we used students from several educational levels, managers, junior consultants, project managers, and secretaries. 19 people participated in the elicitation of the beliefs; 6 female and 13 male. The ages of the female participants were 25, 27, 28, 29, 30, 40. The ages of the male participants were 20, 22, 24, 24, 24, 25, 26, 27, 30, 33, 37, 41 and 54.

4.1.2 *Shopping tasks & interview questions*

First, the participants performed four shopping tasks and after each shopping task, an interview was conducted with the participants to get to know more about their beliefs towards purchasing from the given stores. The participants were required to perform the following shopping tasks:

1. Selecting and purchasing a cooking **book** as a gift for a friend on three given online stores;
2. Selecting and purchasing a **toaster** for own use on three given online stores;
3. Selecting and purchasing an Xbox **game** as a gift for the son of a friend on three given online stores;
4. Selecting and purchasing a Sony **camera** for own use on three given online stores.

With purchasing, we mean adding the product into the shopping cart and follow the purchasing process until just before entering personal information. The shopping tasks were meant to be similar of those that a consumer might perform. In each task the participants were required to visit and purchase at all three given online stores. The purpose of the tasks was for the participants to experience each online store. After each task, an interview was conducted with the participants to collect their beliefs toward purchasing from each given store.

The interview questions were formulated based on the Theory of Planned behavior (Ajzen, 2006). Questions were formulated to elicit the beliefs that influence *Attitude towards purchasing from online store X*, *Subjective norm*, and *Perceived behavioral control*. See Appendix A: "Shopping tasks and interview questions" for the shopping tasks and interview question.

4.1.3 Procedure

A pretest was performed to test the duration and the setting of the study. The feedback collected in the pretest was processed to improve the questions and setting.

Each participant sat at a computer in turn and received a paper booklet containing the shopping tasks. The first page instructed the participants that they would be visiting a few websites and purchasing a few products. Participants first completed a few demographic questions and then started performing the shopping tasks. The tasks and links to the online stores were presented randomly. At each task, the participants were told to imagine themselves in the given situation for performing the task. After finishing each task, an interview was conducted. Each session took between 90 - 120 minutes. For all sessions, an assistant was present to answer questions and help the participant find specific websites. The data were collected over three weeks in April 2009.

4.1.4 Online stores used

One of the online stores used in the shopping tasks was of a client of the sponsoring company. The other stores were selected by typing the product name in google.nl and selecting the online stores first found in Google that sells the product. Furthermore, we tried to select online stores that differ from each other based on e.g. specialization and layout. 12 online stores were selected, 3 for purchasing each product. 11 Dutch online stores and 1 international online store (www.amazon.com) were selected. The following subparagraphs (4.1.4.1 to 4.1.4.4) illustrate the different stores used.

4.1.4.1 Online stores used for purchasing a cooking book

Boek.net, amazon.com and selexys.nl were used during shopping task 1 for purchasing a cooking book. The participants were also required to choose the online store they would prefer to make the purchase from, and explain their choice.

www.selexyz.nl



www.amazon.com



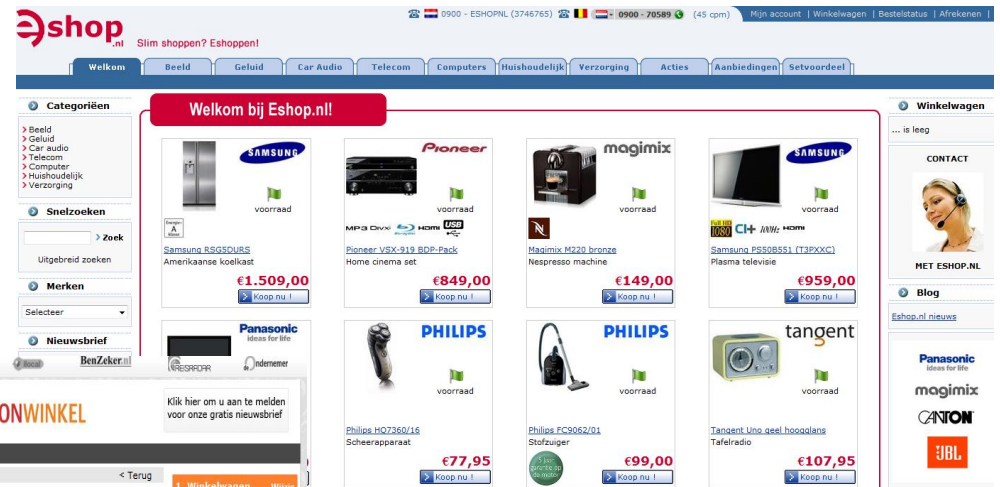
www.boek.net



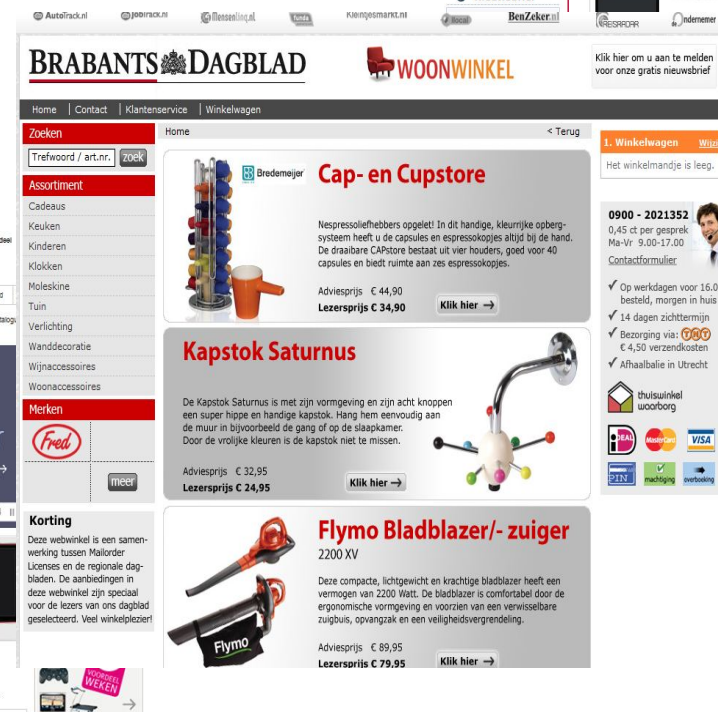
4.1.4.2 Online stores used for purchasing a toaster

Wehkamp.nl, woonwinkel.brabantsdagblad.nl and eshop.nl were used during shopping task 2 for purchasing a toaster. The participants were also required to choose the online store they would prefer to purchase the toaster from, and explain their choice.

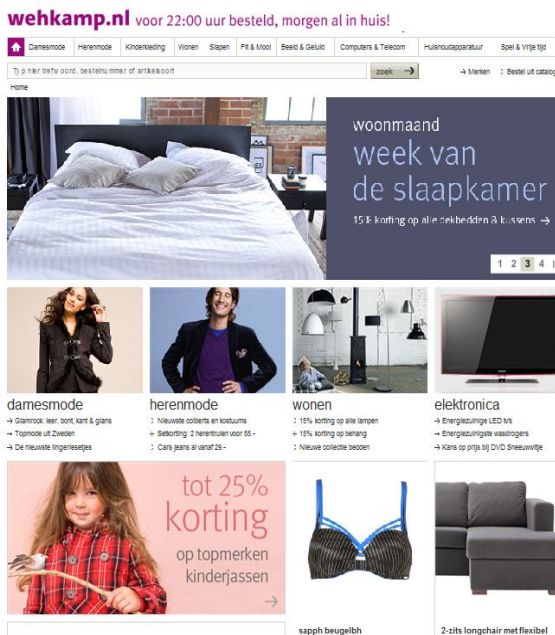
www.eshop.nl



woonwinkel.brabantsdagblad.nl

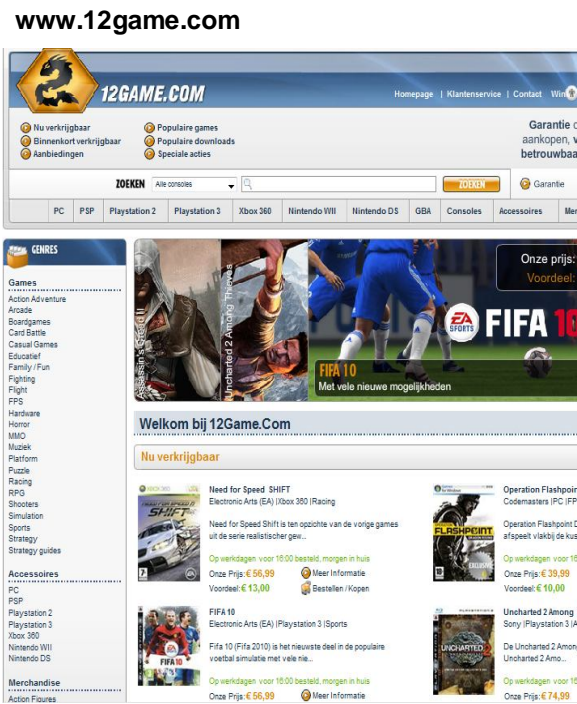
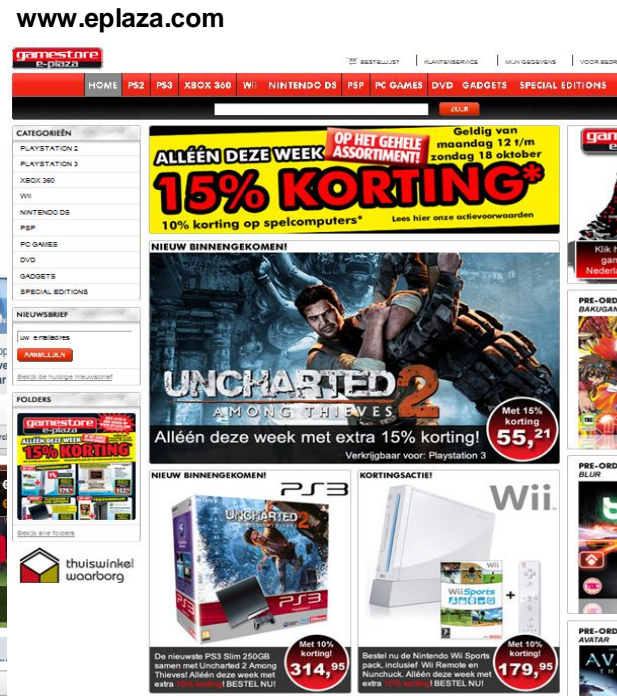


www.wehkamp.nl



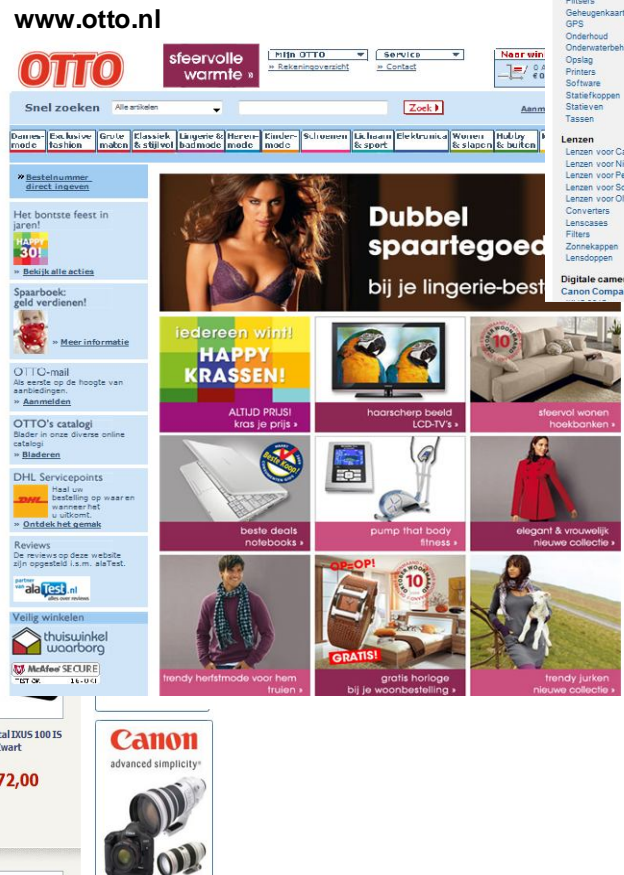
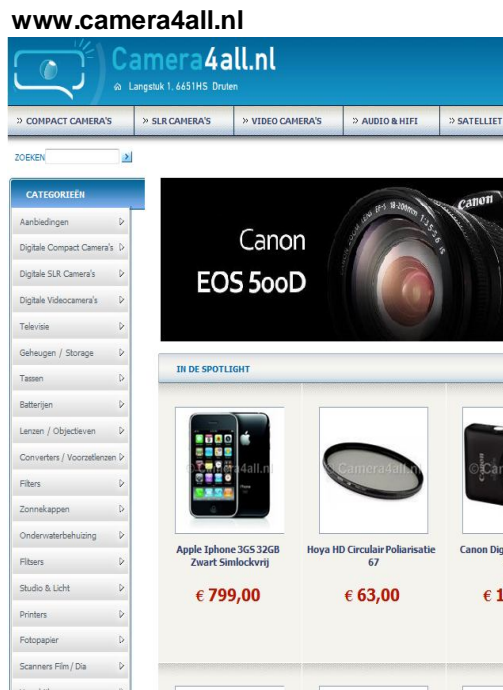
4.1.4.3 Online stores used for purchasing an xbox game

12game.com, eplaza.com and bol.com were used during shopping task 3 for purchasing an xbox game. The participants were also required to choose the online store they would prefer to purchase the game from, and explain their choice.

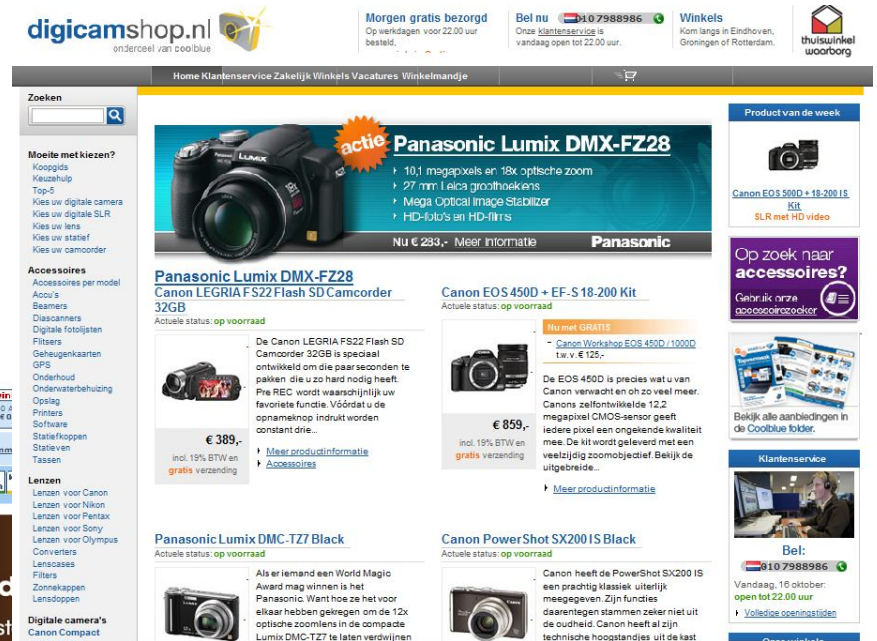


4.1.4.4 Online stores used for purchasing a Sony camera

Camera4all.nl, otto.nl and digicamshop.nl were used during shopping task 4 for purchasing a Sony camera. The participants were also required to choose the online store they would prefer to purchase the camera from, and explain their choice.



www.digicamshop.nl



4.2 Results

4.2.1 Behavioral beliefs

To measure the behavioral beliefs we asked the participants what the advantages and disadvantages are of buying the products on each online store (Appendix A: "Shopping tasks and interview questions", questions 3 to 6).

4.2.1.1 Coding the beliefs

The answers collected from all participants concerning all 4 products and 12 online stores were content analyzed, and each belief was coded into themes. To assure inter-rater reliability and increase the validity of the analysis, three researchers performed this process of coding the beliefs into themes independently. After independently coding the beliefs into themes, the researchers sat together, discussed the coding of each belief, and agreed on the final coding. Table 2 illustrates the beliefs, the coding per researcher, and the combined coding. The numbers in the first column of Table 2 indicates the times each belief was mentioned. Table 2 is ordered by alphabetic order of the combined coding.

Having coded all the beliefs into themes we listed the themes from most frequently mentioned to least frequently mentioned. The coding of the beliefs resulted in 42 themes that can be seen as characteristics of online stores. Figure 9 illustrates the characteristics of the online stores listed from most frequently to least frequently mentioned.

4.2.1.2 Construction Questionnaire items to measure *Attitude towards purchasing from online store X*

We selected the characteristics most often listed and convert these into statements. These statements reflect the importance and satisfaction with each characteristic on the given online stores, which might affect the *Attitude towards purchasing* from the stores. Inclusion of 75% of all the characteristics stated should give adequate coverage of our population (Francis et al. 2004). We dropped the characteristic *Preview pages/trailers* as this characteristic is only applicable to the purchase of books and games. We included 90% (646 (sum of total times mentioned) / 580 (sum of the total times the first 29 characteristics are mentioned) = 0.90) of all the characteristics stated and took the first 29 characteristics (see Figure 9).

Each of the characteristics selected were converted into the form of an incomplete statement. By completing the sentence, using the set of response format, the participant expresses the importance of the characteristics and satisfaction with each characteristic on the online stores. See Appendix B: "Questionnaire", section *Attitude towards purchasing from online store X* (questions 1 to 29). These questions will be used to collect data to test our model.

#	Beliefs	Themes coded by Researcher 1	Themes coded by Researcher 2	Themes coded by Researcher 3	Combined coding
1	Annoying advertisement. It stays on every page. Banners should not stand in the way.	Advertisement presentation	Additional Advertising	Advertisements	Advertisement presentation
1	Too much advertisement	Advertisement presentation	Additional Advertising	Advertisements	Advertisement presentation
3	Pop up advertisement, really annoying	Advertisement presentation	Additional Advertising	Advertisements	Advertisement presentation
4	There must be no annoying advertisements	Advertisement presentation	Additional Advertising	Advertisements	Advertisement presentation
1	Peaceful appearance	Appearance	Design	Appearance (peaceful)	Aesthetics
1	I liked the site	Appearance	Design	Attitude (liking)	Aesthetics
1	Pleasant layout	Appearance	Design	Appearance (aesthetics)	Aesthetics
1	I liked the overview of the site	Appearance	Design	Overview	Aesthetics
1	Nice appearance	Appearance	Design	Appearance (aesthetics)	Aesthetics
1	Nice colors	Appearance	Design	Appearance (aesthetics - color)	Aesthetics
1	Must be exited/attractive, otherwise people will leave the site. (game)	Experience at web shop	Design	Appearance (aesthetics)	Aesthetics
2	Nice presentation of books	Appearance	Design	Appearance (aesthetics)	Aesthetics
2	Nice layout	Appearance	Design	Appearance (aesthetics)	Aesthetics
3	Calm appearance	Appearance	Design	Appearance (peaceful)	Aesthetics
3	Awful/ugly appearance	Appearance	Design	Appearance (aesthetics)	Aesthetics
4	I like the layout of the website	Appearance	Design	Appearance (aesthetics)	Aesthetics
8	Nice website	Appearance	Design	Attitude (liking)	Aesthetics
2	Pleasant web shop	Appearance	Design	Attitude (liking)	Aesthetics
3	Word suggestion while typing	Word suggestions	Auto complete	Ease of use (data entry effort)	Auto completion of words
1	New and old assortments are separated	Categories (assortment presentation)	Navigation/Categories	Categorization	Categories
2	Unclear categories. Confusing naming of the categories, they are not consistent.	Categories consistency	Consistency	Categorization	Categories
4	Clear categories	Categories	Filtering/Ranking of Products	Categorization	Categories
4	Unclear categories, I could not find the product	Categories	Filtering/Ranking of Products	Categorization	Categories
6	Nice/practical categorization, e.g. games by genre, age, new games (games)	Categories	Navigation/Categories	Categorization	Categories
10	Clear categories, I could easily find what I was looking for.	Easy/navigation	Navigation/Categories	Categorization	Categories
2	I like to see a variety of prices	Assortment/price	Comparison of alternative Products	Price	Comparison
3	Nice overview of the products (toaster)	Appearance/design	Design	Overview	Comparison

Table 2: Beliefs coded (1/7)

#	Beliefs	Coding Researcher 1	Coding Researcher 2	Coding Researcher 3	Combined coding
5	Able to compare the specifications and prices (of the camera's/ toasters) side by side.	Compare possibilities	Comparison of alternative Products	Comparison	Comparison
2	Positive customer reviews	Customer reviews	Reviews/Rating	Trust (customer reviews)	Customer reviews and ratings
17	Customer reviews	Customer reviews	Reviews/Rating	Prioritization (customer reviews)	Customer reviews and ratings
1	After care services must be good	Customer service	Customer Service	?	Customer service
1	Good customer service	Customer service	Customer Service	?	Customer service
4	When product is in stock again I will get a notification by email	Stock alarm	Delivery/Stock/Payment Information	Out of stock notification	Customer service
2	Overview of latest viewed products (toaster)	Overview Latest viewed products (design)	Easy Buying Process	Recently viewed products	Customer service
1	Delivery to home and work address	Delivery options	Delivery Choice	?	Delivery choice
1	There are pickup points where I can pick up the product	Pick up points (delivery options)	Delivery Choice	?	Delivery choice
5	Pick up points	Pick up points (delivery options)	Delivery Choice	?	Delivery choice
1	Constant delivery charges (not different per product)	Delivery charging system	Delivery Costs	Price (delivery) - fixed	Delivery costs
1	Variable delivery charges, you do not know what to expect. (toaster)	Delivery charging system	Delivery Costs	Price (delivery) - fixed	Delivery costs
1	Pay one amount for delivery, irrespective of the number of products.	Delivery charging system	Delivery Costs	Price (delivery) - fixed	Delivery costs
2	Cheap delivery	Delivery prices	Delivery Costs	Delivery price	Delivery costs
6	Free delivery	Delivery charges	Delivery Costs	Price (delivery)	Delivery costs
5	I want to know when I will get the product or when I can expect the product	Delivery information	Delivery/Stock/Payment Information	Delivery time	Delivery information
5	Delivery information is given	Delivery information	Delivery/Stock/Payment Information	Delivery information	Delivery information
1	Fixed order time limit (e.g. before 4pm and get the product tomorrow), I do not like it when it differs per product.	delivery time	Consistency	Delivery time	Delivery speed
6	Quick delivery	Quick delivery	Delivery Speed	Delivery time	Delivery speed
8	Quick delivery	Quick delivery	Delivery Speed	Delivery time	Delivery speed
3	I liked the discounts on the first page	Specials and discounts	Price	Discounts	Discounts
4	Specials and discounts	Specials and discounts	Price	Discounts	Discounts
1	Bug in the shopping card, when I click in the add button, the number of cameras in the shopping card remains the same but the amount of money increases (camera)	Accuracy functionality of attributes	Price		Error (system quality, (reliability))

Table 2: Beliefs coded (2/7)

#	Beliefs	Coding Researcher 1	Coding Researcher 2	Coding Researcher 3	Combined coding
4	Empty pop up (toaster)	Accuracy functionality of attributes	Error	Reliability (error)	Error (system quality,(reliability))
2	Double menu, the upper one does not work.	Accuracy functionality of attributes	Error	Reliability (error in menu operation)	Error (system quality,(reliability))
1	Reviews of other organizations that rates products (camera)	Rating, reviews	Reviews/Rating	Prioritization (expert ratings)	External ratings
2	Rating of games by game industries (games)	Rating of products	Reviews/Rating	Prioritization (industry ratings)	External ratings
3	I prefer to buy at an online store I know, I won't easily buy if I don't know the site	Familiarity	Know Shop Before	Prior experience (familiarity)	Familiarity
3	I already have an account at this online store, why purchase from another store	Familiarity	Know Shop Before	Prior experience (account)	Familiarity
3	Unknown website	Familiarity	Know Shop Before	Prior experience (familiarity)	Familiarity
5	I have purchased here before	Familiarity	Know Shop Before	Prior experience	Familiarity
9	I know this online store, I trust this site	Familiarity	Know Shop Before	Prior experience	Familiarity
11	I know this online store.	Familiarity	Know Shop Before	Prior experience	Familiarity
1	I must find what I am looking for, the menu should be understandable.	Understandable, easy categories	Navigation/Categories	Find ability	Find ability
1	Easy to find what I am looking for (coherent).	Logic categories	Consistency	Find ability	Find ability
5	I found what I was looking for	Flow/navigation	Navigation/Categories	Find ability	Find ability
11	I easily want to find what I am looking for.	Easy/navigation	Navigation/Categories	Find ability	Find ability
1	Visible checkout button	Design	Design	Find ability (checkout)	Find ability
2	Payment information, delivery information and stock information should be found easily	payment/delivery/stock information	Delivery/Stock/Payment Information	Product information (payment, delivery stock)	Find ability
1	My English is not good	Language	Language	Native language	Language
4	I prefer to buy Dutch books	Language	Language	Language	Language
6	I prefer Dutch websites	Language	Language	Language	Language
1	Should be possibility to keep shopping after adding product in the shopping cart.	Flow/navigation	Easy Buying Process	?	Navigability
2	Where am I in the purchase process? The purchase process should be clear (games)	Purchase process	Easy Buying Process	Purchase process	Navigability
4	Expected flow, good flow	Flow/navigation	Easy Buying Process	?	Navigability
7	Easy and clear to find my way through the online store.	Easy/categories	Navigation/Categories	Find ability/navigability	Navigability

Table 2: Beliefs coded (3/7)

#	Beliefs	Coding Researcher 1	Coding Researcher 2	Coding Researcher 3	Combined coding
1	Information about what games are coming etc. (Game news) (games).	Actual news about product (up-to-date)	Product Information		News about product
4	Payment information	Payment/delivery/stock information	Delivery/Stock/Payment Information	Payment information + delivery information + stock information	Payment information
3	Ideal paying method (safe)	Safe payment method	Security/Payment	Trust (secured payment)	Payment method choice
5	several payment methods to choose from	Payment choice	Payment method choice	Payment method choice	Payment method choice
6	There is a physical store behind the web shop, minimize risks	Physical store/Risks	Has Physical Store	Trust (physical store)	Physical store
1	Nice pictures, zoom in/out possibilities	Pictures	Pictures	Pictures (zoom in and out)	Pictures
1	Pictures of the back of the camera too (camera)	Pictures	Pictures	Pictures (multiple view)	Pictures
1	3d pictures of the toasters (toaster)	Pictures	Pictures	Pictures (3D)	pictures
2	Nice pictures to give me the feeling that I have the product in my hands (toaster)	Pictures	Pictures	Pictures	Pictures
5	More than one pictures (of the camera)	Pictures	Pictures	Pictures (multiple)	Pictures
9	Pictures of the products	Pictures	Pictures	Pictures	Pictures
9	Nice pictures (I like to see what I am buying)	Pictures	Pictures	Pictures	Pictures
1	I liked the overview of top books (books that had an Oscar)	Actual news about product (up-to-date)	Filtering/Ranking of Products	Prioritization	Presorting
1	Top 10 games (game), good for when you don't know what you are going to buy	Actual news about product (up-to-date)	Filtering/Ranking of Products	Prioritization	Presorting
1	Overview of most sought games	Actual news about product (Presentation of information)	Navigation/Categories	Overview	Presorting
3	Category of bestsellers/popular books	Actual news about product (up-to-date)	Sorting	Categorization	Presorting
4	Sample pages of the books	Product specification	Preview	Product information (sample pages - books)	Preview
13	Trailers and screenshots	Trailers and screenshots (Product specification/experience)	Preview	Product information (trailer)	Preview
1	Prices should include delivery charges, I don't like surprises/I want to immediately see what I have to pay	Price	Delivery Costs	Price (delivery) - included	Prices
1	Expensive web shop	Price	Price	Price	Prices
5	Purchasing online should be cheaper	Price	Price	Price	Prices
8	Good prices	Price	Price	Price	Prices
12	Cheaper	Price	Price	Price	Prices

Table 2: Beliefs coded (4/7)

#	Beliefs	Coding Researcher 1	Coding Researcher 2	Coding Researcher 3	Combined coding
16	Cheap	Price	Price	Price	Prices
3	Price of the product	Price	Price	Price	Prices
3	The product is not available / not in stock. I will purchase it at another online store.	Stock	Delivery/Stock/Payment Information	Product availability (behavioral control)	Product availability
1	Information about color, size etc. (toaster)	Product specification	Product Information	Product information	Product information
1	Inaccurate information about the toasters (toaster)	Product specification	Product Information	Product information (accuracy)	Product information
1	Inaccurate information about the book (e.g. 0 pages)	Product specification (Accuracy)	Product Information	Product information (accuracy)	Product information
2	Well-ordered product information, point by point (camera)	Well-ordered (presentation of information)	Product Information	Product information (organization)	Product information
3	I need detailed information about the product, because I cannot feel the product physically	Product specification	Product Information	Product information	Product information
4	Good Product information	Product specification	Product Information	Product information	Product information
5	Poor product information	Product specification	Product Information	Product information	Product information
8	Content information of the book	Product specification	Preview	?	Product information
11	Detailed Technical specifications (camera)	Product specification	Product Information	Product information	Product information
17	Detailed product information/specification	Product specification	Product Information	Product information	Product information
1	Offers second hand books	Assortment	Assortment		Product range
7	Many options/choices, broad assortment.	Assortment	Assortment	Product range	Product range
16	Broad assortment	Assortment	Assortment	Product range	Product range
16	Poor assortment	Assortment	Assortment	Product range	Product range
1	Language variety, not only English books.	Language	Language	Product variety	Product range
1	Professional look, gave me a good impression	Appearance	Design	Appearance (professional)	Professional appearance
1	Professional appearance	Appearance	Design	Appearance (professional)	Professional appearance
3	Slovenly web shop	Appearance	Design	Appearance (professional)	Professional appearance
4	Trustworthy appearance	Appearance	Design	Trust (appearance)	Professional appearance
2	Suggestions of matching products.	Suggestions of matching products	Recommendations	Suggestions/related products	Recommendation engines
2	Shows related products	Suggestions of matching products	Recommendations	Suggestions/related products	Recommendation engines
3	Overview of products other people bought.	Design	Recommendations	Prioritization (best sellers)	Recommendation engines

Table 2: Beliefs coded (5/7)

#	Beliefs	Coding Researcher 1	Coding Researcher 2	Coding Researcher 3	Combined coding
6	Nice service, suggestions of matching accessories (bags, memory sticks etc.) (camera)	Suggestions of matching products	Recommendations	Suggestions/related products	Recommendation engines
1	Fast website	Speed website	Speed of Website	Efficiency	Response time
3	Slow website	Speed website	Speed of Website	Efficiency	Response time
1	No commercial talk in product description	Advertisement	Product Information	Sales talk	Sales talk
1	No commercial talks	Product specification	Product Information	Sales talk	Sales talk
1	The search functionality must be selective. When I search for toasters, I only want to see toasters.	Search functionality	Filtering/Ranking of Products	Searching	Search functionality
5	Detailed/nice refine possibilities	Refine possibilities	Filtering/Ranking of Products	?	Search functionality
5	Search functionality is not selective; I get also results that are unrelated to my search term.	Search functionality	Filtering/Ranking of Products	Searching	Search functionality
6	Good search functionality, selective!	Search functionality	Filtering/Ranking of Products	Searching	Search functionality
8	Safe payment methods (e.g. Ideal)	Safe payment method	Security/Payment	Trust (secured payment)	Secure payment method
2	Secured payment environment	Secured payment environment	Security/Payment	Trust (secured payment)	Secured payment environment
2	The environment where I have to enter my personal information is not secured.	Secured payment environment	Security/Payment	Trust (secured personal info)	Secured payment environment
2	Shopping guide available	Shopping guide	Easy Buying Process	?	Shopping guide
2	Clear and easy to handle from the beginning till the end.	Categories/easy	Easy/Simple vs. Clutter	?	Simplicity
1	Simple, to the point website (toaster)	Simple layout (Appearance)	Easy/Simple vs. Clutter	Simplicity	Simplicity
2	I don't like a mass of information in one time	Appearance/Design	Easy/Simple vs. Clutter	Simplicity (information overload)	Simplicity
2	Simple website	Appearance	Easy/Simple vs. Clutter	Simplicity	Simplicity
5	Too much on the screen	Appearance	Easy/Simple vs. Clutter	Simplicity (information overload)	Simplicity
1	Sort by functionality of toaster possible	Sort possibilities	Sorting	Sorting	Sorting possibilities
1	I want to be able to sort by stock (toaster)	Sort possibilities	Sorting	Sorting	Sorting possibilities
2	I could not sort by age (game)	Sort possibilities	Sorting	Sorting	Sorting possibilities
2	Filter possibilities	Filter possibilities	Filtering/Ranking of Products	Sorting	Sorting possibilities
2	Fine sort possibilities (e.g. by brand, price etc.)	Sort possibilities	Sorting	Sorting	Sorting possibilities
3	I want to be able to sort by price, age, newest games, genre (game)	Sort possibilities	Sorting	Sorting (flexible)	Sorting possibilities
4	I Could not sort by brand (camera)	Sort possibilities	Sorting	Sorting	Sorting possibilities

Table 2: Beliefs coded (6/7)

#	Beliefs	Coding Researcher 1	Coding Researcher 2	Coding Researcher 3	Combined coding
7	I want to be able to sort by Price	Sort possibilities	Sorting	Sorting	Sorting possibilities
1	Not specialized in electronics	Specialization web shop	Specialization of Shop	Specialization	Specialization
3	Specialized in books	Specialization web shop	Specialization of Shop	Specialization	Specialization
4	Not specialized in games	Specialization web shop	Specialization of Shop	Specialization	Specialization
5	Specialized in cameras	Specialization web shop	Specialization of Shop	Specialization	Specialization
5	Specialized in games	Specialization web shop	Specialization of Shop	Specialization	Specialization
10	Not specialized in cameras	Specialization web shop	Specialization of Shop	Specialization	Specialization
1	No stock indication	Stock information	Delivery/Stock/Payment Information	Stock information	Stock information
12	Stock indication	Stock information	Delivery/Stock/Payment Information	Product information (stock)	Stock information
1	Information on the right place	Appearance	Design	?	Structure/organization
1	I liked the menu	Appearance/Design	Navigation/Categories	Attitude (liking)	Structure/organization
2	Search option/button should be right there, visible!	Visibility check out button	Design	Searching	Structure/organization
2	The website does not fit on the screen, I have to scroll and I don't like that (toaster)(eshop.nl)	Appearance/Design	Design	Simplicity (fit on screen)	Structure/organization
5	Disordered layout	Appearance/Design	Design	Appearance (organized)	Structure/organization
11	Chaotic/Messy appearance	Appearance	Easy/Simple vs. Clutter	Appearance (organized)	Structure/organization
15	Well-ordered website/layout	Appearance	Design	Appearance (organized)	Structure/organization
8	All essential information should be found at a glance, (not with much scrolling) (product information, price, delivery time and charges, stock information)	Easy/categories/design	Delivery/Stock/Payment Information	Product information (delivery time, charges, stock)	Structure/organization
7	Visually clear website (I don't like to read a lot)	Appearance	Easy/Simple vs. Clutter	Appearance (clear)	Structure/organization
1	Small outlay to fill in personal information	Appearance/Design	Design	Ease of use (data entry effort)	Structure/organization
1	I liked the name of the url	naming url	Name of URL	URL (liking)+C115	url
5	Long url, people won't remember the name (toaster)	naming url	Name of URL	URL (memorable)	url
1	Warranty logo	Warranty logo	Guarantees/Third Party Certificate	Trust (warranty)	Warranty
4	The website has the warranty logo, I trust this site	Warranty logo	Guarantees/Third Party Certificate	Trust (warranty)	Warranty
4	Good warranty policies	Warranty policies	Guarantees/Third Party Certificate	Trust (warranty policies)	Warranty
4	Warranty information available	Warranty policies	Guarantees/Third Party Certificate	Trust (warranty information)	Warranty
2	It is possible to put products in a wish list	Design	Easy Buying Process	Wish list	wish list

Table 2: Beliefs coded (7/7)

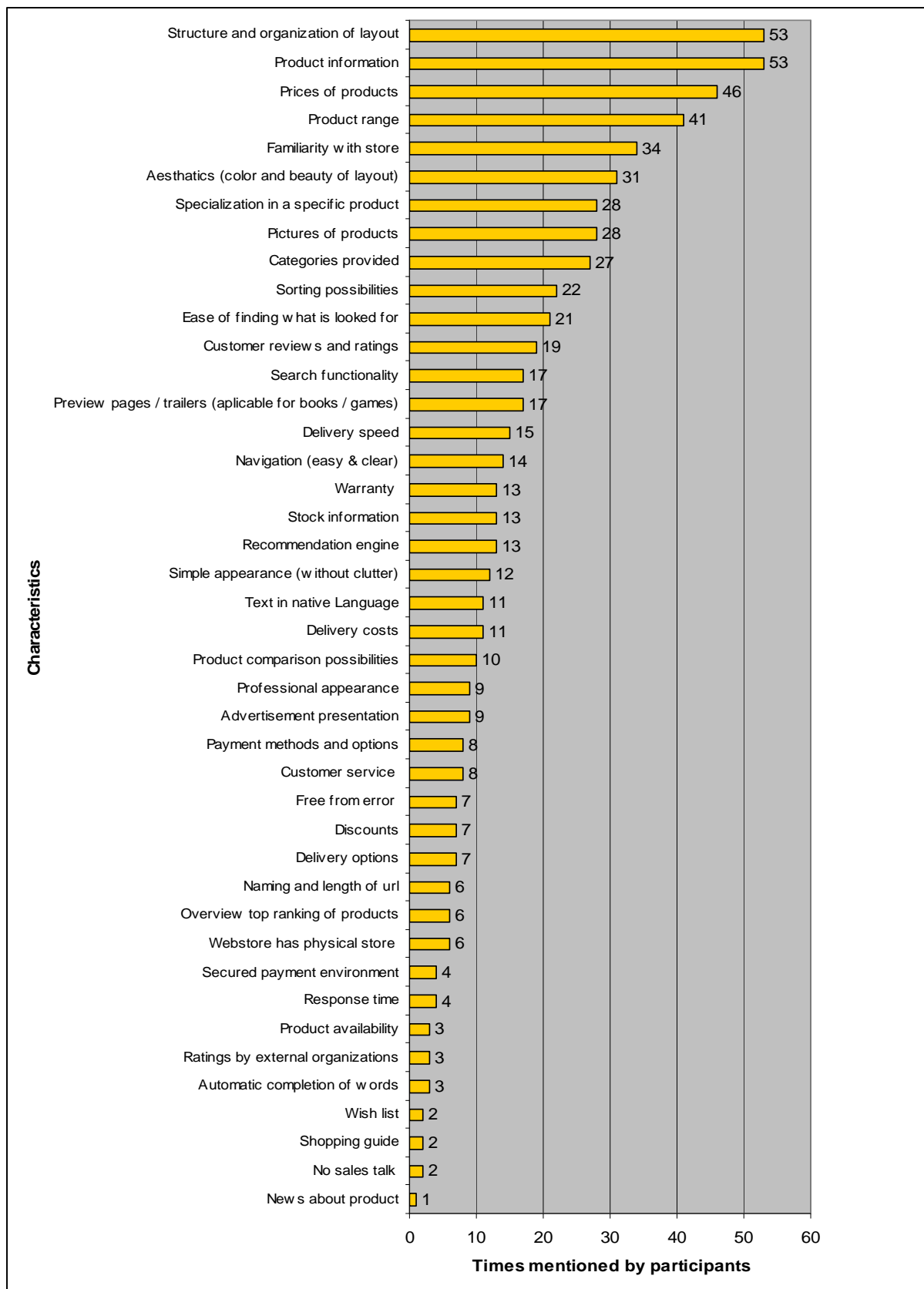


Figure 9: Overview characteristics & total times mentioned

4.2.2 Normative Beliefs

To measure possible social pressure that the participants experience while shopping online and choosing an online store to make their purchase, we asked them three questions (Appendix A: “Shopping tasks and interview questions”, interview questions 9, 10 and 11). We asked the participants if they would consider opinions of other people when selecting an online store to purchase the products, and if so, which individuals or group they would consider. We also asked the participants how much this would influence their purchase decisions and online store choices.

4.2.2.1 Results & Conclusion

All participants would consider the opinion of their family and friends, and some participants also the opinion of colleagues. The participants would consider their opinion especially if they had positive previous purchase experience at the store. Participants would feel more trustworthy about making the purchase on the online store if they knew that other people had positive purchase experience at the store. The opinion of these individuals would influence the decisions of the participants; however, the participants would also judge the online store for themselves before purchase decisions.

4.2.2.2 Construction of questionnaire items to measure *Subjective Norm*

We selected the reference groups mentioned and formulated questions to assess strength of normative belief and to assess the motivation to comply. The items measuring strength of normative belief may reflect what important people think a person should do. To measure the motivation to comply we converted the source of social pressure into the form of a statement about importance of the source of social pressure. By answering the questions, the participant indicates the strength of motivation to comply with the groups. See Appendix B: “Questionnaire”, section *Subjective Norm* (questions 30 to 33).

4.2.3 Perceived behavioral control

The last three questions of the interview were about the factors or circumstances that would make it difficult or impossible for the participants to purchase the products from an online store (Appendix A: “Shopping tasks and interview questions”, interview questions 12, 13 and 14).

4.2.3.1 Impeding factors

The participants mentioned the following factors and circumstances that would make it difficult for them to purchase the products online:

- Nothing;
- When having no internet connection;
- When having no funds to finance the purchase;

- When having credit card issues;
- When he or she does not know exactly what to buy;
- When he or she wants the product immediately;
- When the product he or she wants to buy is very expensive;
- When he or she wants advice from the seller before purchasing the product;
- When he or she wants to see and feel the product before buying it;
- When the product is not available at the online store;
- If the online store does not provide the service of returning the product;
- When the online store does not provide the preferred payment method;
- If the online store has bad reputation;
- If the product is more expensive online compared to the physical stores;

4.2.3.2 Conclusion

Having a look at the impeding factors and circumstances for purchasing online, we notice that the majority of the factors are not influenced by the online store. Only the last five factors are influenced by the online store such as; reputation, service of returning products, payment methods, availability of products and prices. However, these factors were also mentioned before during the elicitation of the *behavioral beliefs*. We could notice also that none of the participant actually find purchasing online difficult.

There is a contradicting element in measuring the perceived control behavior in our study. All participants just “purchased” a product during the shopping tasks so from their perspective it cannot be difficult to purchase a product online. Every participant “purchased” a book, toaster, game, and camera during the shopping tasks. As we are studying the group of people that already decided to purchase a product online, we assume that they have internet connection, money and other resources to be able to make online purchases. Based on these results and reasoning we decide to drop this variable (*Perceived behavioral control*) from our model and we argue that this variable is not applicable in our context and study.

4.2.4 *Intention to purchase from online store X*

The first two interview questions after performing the tasks were about the participants’ online store choices and the motivation behind their choices (Appendix A: “Shopping tasks and interview questions”, interview questions 1 and 2). The participants were required to choose one of the three online stores to make the purchase from for if they were purchasing the products in real life or in the future. The participants were required to motivate their choices. The beliefs collected through these two interview questions were also processed in the analysis of the behavioral beliefs (See Table 2).

4.2.4.1 Construction of questionnaire items to measure *Intention to purchase from online store X*

We formulated statements to measure the intention to purchase the products in real life or in the future at each store (Appendix B: "Questionnaire" questions 1 to 6). By answering the questions, the participant indicates the likelihood to purchase at each given store.

4.2.5 *Online vs. Offline*

Although out of our scope, we were interested in the opinion of the participants concerning their preferred purchase channel for purchasing each product. We asked the participants if they would prefer to purchase the products online or in a physical store (Appendix A: "Shopping tasks and interview questions", interview question 7). See Table 6 for a summary. We also collected the perceived advantages and disadvantages of purchasing from the online channel (Appendix A: "Shopping tasks and interview questions", interview question 8).

4.2.5.1 Preferences

For the purchase of a book, 68% of the participants prefer to purchase online under the condition: if they know exactly which book they need. 21% would prefer to purchase a book online and 11% in a physical store.

For purchasing a toaster, 58% prefers to purchase in a physical store, 37% online and 5% would purchase online under the condition: if he knows exactly which model and brand he needs.

53% of the participants would purchase a game immediately online, 32% would purchase a game in a physical store and 15% would purchase it online under the conditions: if they know exactly which game they want or if he does not want to play the game immediately and would wait for the game to be delivered.

42% of the participants would prefer to purchase a camera in a physical store, 32% prefers to purchase a camera online, and 26% would compare prices and purchase where the price is cheaper.

Conclusion

We can conclude from the results that the participants would more likely purchase a game online compared to the other products. They highly prefer to purchase a book online if they know exactly which book they need, but would less likely purchase a toaster or a camera online. Generally, we can also conclude that people more likely purchase online if they know exactly what they need. Have a look at table 3 for a summary.

Channel Product	Online	Physical store	Depends on situation	Total
Book	21%	11%	68%	100%
Toaster	37%	58%	5%	100%
Game	53%	32%	15%	100%
Camera	32%	42%	26%	100%

Table 3: Summary purchase channel preferences

4.2.5.2 Perceived advantages and disadvantages of purchasing from the online channel

We asked the participants also what their perceived advantages and disadvantages are concerning purchasing the products online. Most of the participants would purchase online because of the flexibility that this channel brings with it. The participants mentioned the following advantages and disadvantages during the interviews.

Advantages:

- Online you can purchase a product 24/7, it is not time related;
- Online purchase is less time consuming, one does not have to leave home to go to a physical store;
- According to most of the participants, online purchases are most of the time cheaper.
- You can easily read reviews and experiences of other costumers.
- Online you can read information about the products without being bothered or influenced by a seller.
- You can access a lot of information about the product in little time.
- You can compare easily across stores.

Disadvantages:

- You cannot feel or see the product for real online;
- When the participants do not know what to purchase they prefer to go to a physical store to gain inspiration. The participants would purchase much easier online when they know exactly what they want (e.g. schoolbooks). If they know the exact name of the book, they can specifically search for the book online.
- The participants prefer to purchase electronics in a physical store so they can go back to the store if there is something wrong.
- You do not get the product immediately when purchase it online. In a physical store, you pay and take the product immediately home with you.

4.2.5.3 Conclusion

We gained knowledge about what the participants' believes are towards purchase channels (offline vs. online). We can conclude that people will select the channel based on perceived convenience and benefits that the purchase channel brings with it. Owner of online stores that sells products such as toasters and cameras should consider these findings and may investigate a manner to make the online purchase of those products more attractive. Because of the nature of the product, people prefer to purchase these products in a physical store.

5 Testing the model

Based on the results of the elicitation study we adjusted our theoretical model including the 29 characteristics identified influencing intention through Attitude. Figure 10 illustrates the adjusted theoretical model.

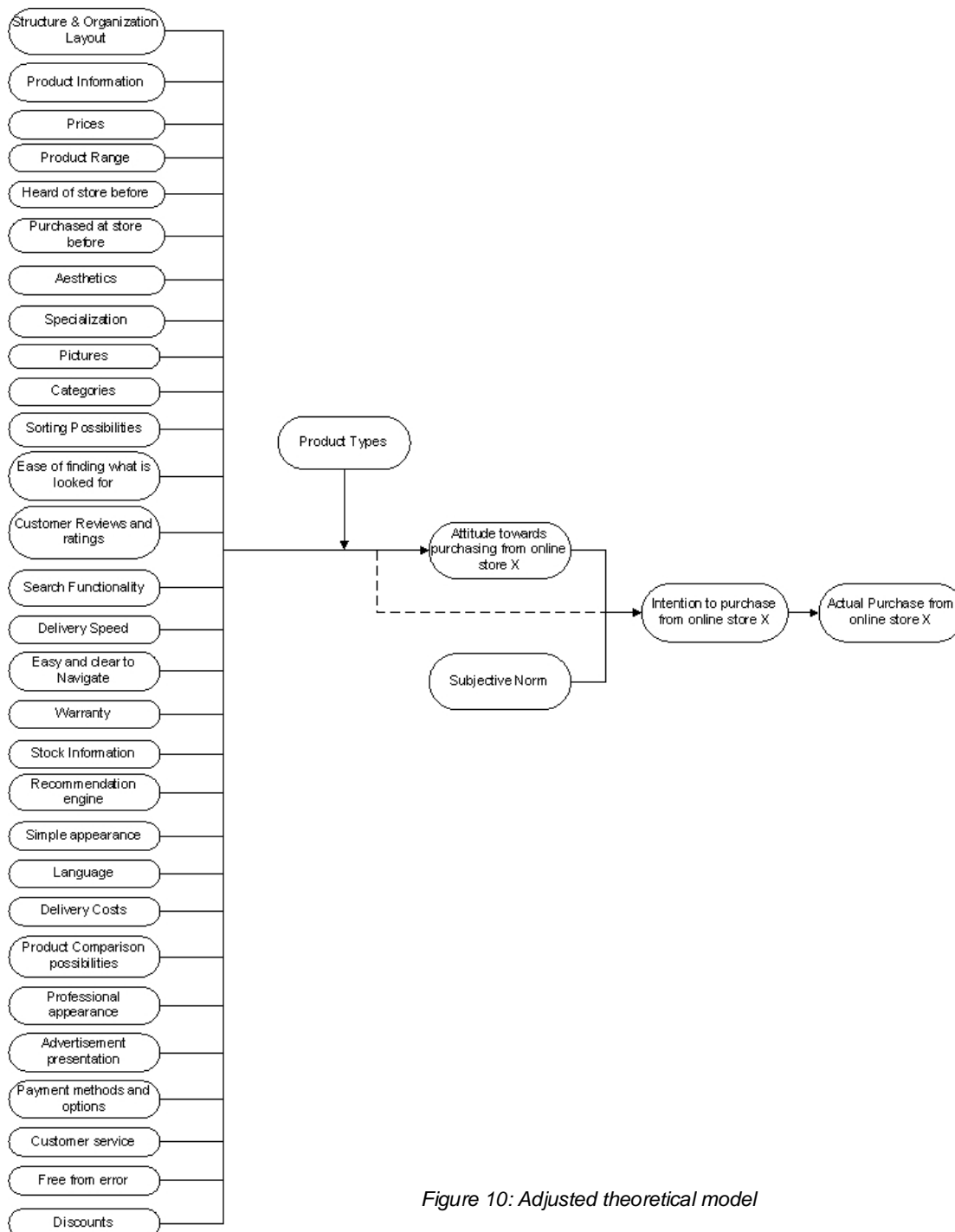


Figure 10: Adjusted theoretical model

We were able to construct a questionnaire (Appendix B: Questionnaire) that we can use to test our theoretical model (Figure 10). In this chapter, we will discuss the methodology used to test our model and we will assess how well our model predicts *Intention to purchase from an online store*. We hypothesize that the characteristics mentioned in our model will have significant effect on *Intention to purchase from online store X* through *Attitude towards purchasing from online store X*. The effect of each characteristic will be analyzed. Positive *Attitude towards purchasing from online store X* and *Subjective Norm* will positively influence the *intention to purchase from a specific online store* which will probably lead to actual purchase on the store.

5.1 Methodology

We used the questionnaire constructed (Appendix B: Questionnaire) to collect data to test our model. An experimental approach is used where participants had to perform the same shopping tasks as used in the elicitation study. After performing each shopping task, the participants had to fill in the questionnaire corresponding to the product purchased during the shopping task. All items were measured using a seven-point Likert-type scale. The participants were required to select the number that best describes their perception.

5.1.1 Participants

We used other participants to collect data for testing our model. We tried to use a diversity of people again; 4 students from several educational levels, 5 young professionals working in several branches and 2 professionals with a few years of working experience participated in the experiment. 11 people participated in the experiment; 5 female and 6 male. The ages of the female participants were 23, 24, 25, 30 and 31. The ages of the male participants were 23, 24, 24, 25, 29 and 31.

5.1.2 Procedure

With the establishment of content validity, the questionnaire was refined through pre-testing. The pretesting focused on instrument clarity, question wording, and validity. During the pre-testing, 2 participants were taken as subjects and invited to comment on the questions and wordings. The comments of these 2 individuals then provided a basis for revisions to the construct measures. Several items were removed from the instrument based on the feedback from the pre-testing subjects.

Each participant sat at a computer in turn and received a paper booklet containing the shopping tasks and questionnaire. The first page instructed the participants that they would be visiting a few websites, purchasing a few products and filling in a questionnaire. Participants first completed a few demographic questions and then started performing the shopping tasks. After finishing each task, the

participants were required to fill in a questionnaire. Each session took about 120 minutes. The data were collected in July and August 2009.

5.2 Results

The answers to the questionnaires were processed using SPSS. The data were presented in a table with 132 rows (3*4*11) measuring intention to purchase from each store. Table 4 illustrates the distribution of our data. We will assess how well our model predicts intention to purchase at the online stores in real life and in the future.

Stores \ Products	Book	Toaster	Game	Camera
Amazon.com	11			
Boek.net	11			
Selexyz.nl	11			
Eshop.nl		11		
Wehkamp.nl		11		
Woonwinkel.brabantsdagblad.nl		11		
12game.com			11	
Bol.com			11	
Eplaza.nl			11	
Camera4all.nl				11
Digicamshop.nl				11
Otto.nl				11

Table 4: Distribution of our data

5.2.1 Abbreviations

For readability, the constructs are sometimes abbreviated. The following tables (5 to 7) give an overview of the abbreviations.

Construct name	Abbreviations Importance	Abbreviations Satisfaction
Structure and organization of layout	Imp1	Sat1
Product information	Imp2	Sat2
Prices	Imp3	Sat3
Product range	Imp4	Sat4
Aesthetics	Imp5	Sat5
Specialization	Imp6	Sat6
Pictures	Imp7	Sat7
Categories	Imp8	Sat8
Sorting Possibilities	Imp9	Sat9
Ease of finding what is looked for	Imp10	Sat10
Customer reviews and ratings	Imp11	Sat11
Search functionality	Imp12	Sat12
Delivery speed	Imp13	Sat13
Easy and clear to navigate	Imp14	Sat14
Warranty	Imp15	Sat16
Stock information	Imp16	Sat16
Recommendation engine	Imp17	Sat17
Simple appearance	Imp18	Sat18
Language	Imp19	Sat19
Delivery Costs	Imp20	Sat20
Product comparison possibilities	Imp21	Sat21
Professional appearance	Imp22	Sat22
Advertisement presentation	Imp23	Sat23
Payment methods and options	Imp24	Sat24
Customer service	Imp25	Sat25
Free from error	Imp26	Sat26
Discounts	Imp27	Sat27
Heard of store before	Imp28	Sat28
Purchased at store before	Imp29	Sat29

Table 5: Abbreviations for importance and satisfaction per characteristic

Construct name	Abbreviations
Normative belief	n
Motivation to comply	m

Table 6: Abbreviations for normative belief and motivation to comply

Construct name	Abbreviations
Intention to purchase from online store X in real life	PIRL
Intention to purchase from online store X in the future	PIF

Table 7: Abbreviations for Intention to purchase in real life and in the future.

5.2.2 Scale Reliabilities

The scales were tested for reliability using Cronbach alphas. The two-item *Intention* scale obtained a Cronbach alpha reliability of 0.87. The 29-item *importance* scales obtain reliabilities of 0.91. The 29-item *satisfaction* scales obtain also reliabilities of 0.91. The Normative belief and Motivation to comply were each operationalized with single item scales and hence no internal consistency assessments of reliability are possible. A rule of the thumb indicates that the reliability coefficients should be above .70 to show good internal consistency. Our scale reliabilities are all at levels considered adequate and show good internal consistency.

5.2.3 Scoring

Attitude towards purchasing from online store X is defined as the degree to which a person has a favorable evaluation or appraisal of purchasing from a specific online store. It is recommended by the TPB to use both direct and indirect measurements of Attitude but we used only the indirect measures (Francis et al., 2004). *Attitude toward purchasing from online store X* is determined by the total set of beliefs that the online store possesses certain important characteristics and satisfies the needs of the consumer. Specifically, the strength of each belief is calculated by the satisfaction (**sat**) and importance (**imp**) evaluation of the characteristic as shown in the following equation:

$$\text{Attitude toward purchasing from online store X (A)} = \sum \text{Imp}_i * \text{Sat}_i$$

Subjective norm is the perceived social pressure to engage or not to engage in a behavior. It is assumed that subjective norm is determined by the total set of accessible normative beliefs concerning the expectations of important referents. Specifically, the strength of each normative belief (**n**) is weighted by motivation to comply (**m**) with the referent in question, and the products are aggregated, as shown in the following equation:

$$\text{Subjective Norm (SN)} = \sum n_i * m_i$$

Intention towards purchasing from online store X is defined as the degree to which a person has a favorable evaluation or appraisal of purchasing from online store X and is determined by the *Attitude towards purchasing from the store* and *Subjective Norm*. The following equation is formulated:

$$\text{Intention to purchase from online store X in Real Life / Future} = \text{Imp}_i \times \text{Sat}_i + \text{n}_i \times \text{m}_i$$

5.2.4 Predicting Intention to purchase from online store X

Regression analysis is a statistical tool for the investigation of relationships between variables. We used the regression analysis to ascertain the causal effects of our model and assess how well our model predicts the intention to purchase from a specific online store. First, we modeled *Intention to purchase at online store X in real life* as a function of the strength of each belief ($\text{Imp}_i \times \text{Sat}_i$) and *Subjective Norm* ($\text{n}_i \times \text{m}_i$). Second, we modeled *Intention to purchase at online store X in the future* as a function of the satisfaction evaluation score per characteristic at each store (Sat_i) and *Subjective Norm* ($\text{n}_i \times \text{m}_i$). Third, we modeled both intention measures as a function of the sum of the strength and the sum of the Subjective Norm score ($\sum \text{Imp}_i \times \text{Sat}_i + \sum \text{n}_i \times \text{m}_i$). Table 8 illustrates the results of the different regression models.

#	Independent variables equations	Intention to purchase from online store X in Real Life (PIRL)	Intention to purchase from online store X in the Future (PIF)
1	$\text{Sat}_i \times \text{Imp}_i + \text{n}_i \times \text{m}_i$	Adjusted $R^2 = 0.46^{**}$	Adjusted $R^2 = 0.62^{**}$
2	$\text{Sat}_i + \text{n}_i \times \text{m}_i$	Adjusted $R^2 = 0.56^{**}$	Adjusted $R^2 = 0.59^{**}$
3	$\sum \text{Imp}_i \times \text{Sat}_i + \sum \text{n}_i \times \text{m}_i$	Adjusted $R^2 = 0.25^{**}$ $\beta = 0.51^{**}$	Adjusted $R^2 = 0.30^{**}$ $\beta = 0.55^{**}$

Table 8: Predicting and explaining of purchase intention, results of regression models (N=132).

**p<0.001

From the regression results we can conclude that models 1 and 2 predicts intention to purchase, especially in the **future** very well (respectively $R_2 = 0.62$ and $R_2 = 0.59$). Model 3 shows lower power to predict intention to purchase at the online stores. In the next paragraph, we will investigate which characteristics are the most influential to the intention to purchase.

5.2.4.1 Investigating factors with greatest influence on intention

We are interested in the specific factors that have the greatest influence on intentions. For this analysis, the stepwise regression is used. Stepwise regression is a way of choosing predictors of a particular dependent variable on the basis of statistical criteria. In Stepwise regression, each new step is discussed as a model. This paragraph illustrates four different stepwise regressions. Table 9 illustrates the results of the stepwise regression assessing the relationship between the dependent variable PIRL and its most

influential predictors ($Sat_i * Imp_i + n_i * m_i \rightarrow PIRL$). The Beta weights (β) are analogous to the correlation coefficients and illustrate the nature and strength of the relationship to the dependent variable.

Intention to purchase in Real Life (PIRL)			
Independent variables equation	Independent variables predicting PIRL	β	Adjusted R ²
$Sat_i * Imp_i + n_i * m_i$	1. Aesthetics 2. Specialization 3. Purchased at store before 4. Structure and organization 5. Ease of finding what is looked for	0.303*** 0.364*** 0.204** 0.292** -0.222*	0.47***

Table 9: Stepwise multiple regression of predictors of PIRL (N=132).

* p<0.05

** p<0.01

***p<0.001

In the stepwise multiple regression, **Aesthetics** was entered first and explained 31% of the variance in *Intention to purchase in Real Life* (F1,130=59.57, p<0.001). **Specialization** was entered second and explained a further 8% (F1,129=17.95, p<0.001). **Previous purchase experience** was entered third and explained a further 3% (F1,128=8.39, p=0.004). **Structure and organization** was entered fourth and explained a further 3% (F1,127=5.97, p=0.016). **Ease of finding what is looked for** was entered sixth and explained a further 2% (F1,126=6.75, p=0.01). All other variables are excluded as they do not explain a further significant proportion of the dependent variable.

The following table illustrates the results of the stepwise regression for dependent variable PIF ($Sat_i * Imp_i + n_i * m_i \rightarrow PIF$).

Intention to purchase in the Future (PIF)			
Independent variables equation	Independent variables predicting PIF	β	Adjusted R ²
$Sat_i * Imp_i + n_i * m_i$	1. Structure and organization 2. Subjective Norm 3. Specialization 4. Ease of finding what is looked for	0.501*** 0.314*** 0.235** -0.164*	0.51***

Table 10: Stepwise multiple regression of predictors of PIF (N=132).

* p<0.05

** p<0.01

***p<0.001

In this stepwise multiple regression, **Structure and organization** was entered first and explained 35% of the variance in *Intention to purchase in the Future* ($F_{1,130}=71.17, p<0.001$). **Subjective Norm** was entered second and explained a further 12% ($F_{1,129}=29.22, p<0.001$). **Specialization** was entered third and explained a further 3% ($F_{1,128}= 8.55, p=0.004$). **Ease of finding what is looked for** was entered fourth and explained a further 1% ($F_{1,127}=4.21, p=0.042$). All other variables are excluded as they do not explain a further significant proportion of the dependent variable.

Tables 11 and 12 will give an overview of the most influential predictors of PIRL and PIF based on the satisfaction rates and Subjective Norm (respectively $Sat_i + n_i*m_i \rightarrow$ PIRL, $Sat_i + n_i*m_i \rightarrow$ PIF).

Intention to purchase in Real Life (PIRL)			
Independent variables equation	Independent variables predicting PIRL	β	Adjusted R ²
$Sat_i + n_i*m_i$	1. Aesthetics 2. Specialization 3. Previous purchase experience 4. Sorting Possibilities 5. Ease of finding what is looked for 6. Structure and Organization	0.313*** 0.375*** 0.209** 0.183* -0.257** 0.201*	0.55***

Table 11: Stepwise multiple regression of predictors of PIRL (N=132).

* p<0.05

** p<0.01

***p<0.001

Intention to purchase in the Future (PIF)			
Independent variables equation	Independent variables predicting PIF	β	Adjusted R ²
$Sat_i + n_i*m_i$	1. Subjective Norm 2. Structure and Organization 3. Specialization 4. Free from Error 5. Pictures 6. Payment methods and options 7. Delivery Speed 8. Heard of store before	0.260*** 0.337*** 0.227** 0.191** -0.193** -0.166** 0.162* 0.153*	0.58***

Table 12: Stepwise multiple regression of predictors of PIF (N=132).

* p<0.05

** p<0.01

***p<0.001

5.2.4.2 Conclusion

Our model showed great overall predictive power to predict intention to purchase from online store X. When we assessed the independent variables excluding the importance rates, our model showed better prediction (Table 11 and 12). In the next section we will assess how well our model predicts the purchase of the specific products.

5.2.5 Per product view

We will now have a look at the specific products and assess the predictive power of our model per product (N=33). We analyzed the predictive power using the stepwise method as the enter method did not give us significant results.

5.2.5.1 Predicting Book purchase intentions


 Intention to purchase in Real Life (PIRL)			
Independent variables equation	Independent variables predicting PIRL	β	Adjusted R²
Sat_i * Imp_i + n_i*m_i	1. Structure and Organization 2. Easy and clear to navigate	0.548*** 0.432***	0.59**

Table 13: Stepwise multiple regression of predictors of PIRL for purchasing a cooking book (N=33).
 ** p<0.01, ***p<0.001


 Intention to purchase in Future (PIF)			
Independent variables equation	Independent variables predicting PIF	β	Adjusted R²
Sat_i * Imp_i + n_i*m_i	1. Advertisement presentation 2. Structure and Organization 3. Payment methods and options 4. Comparison possibilities 5. Aesthetics	1.008*** 0.346** -0.612*** -0.685*** 0.424***	0.79***

Table 14: Stepwise multiple regression of predictors of PIF for purchasing a cooking book (N=33).
 ** p<0.01, ***p<0.001

5.2.5.2 Predicting Toaster purchase intentions


	Intention to purchase in Real Life (PIRL)		
Independent variables equation	Independent variables predicting PIRL	β	Adjusted R ²
$Sat_i * Imp_i + n_i * m_i$	1. Product Range 2. Purchased at store before	0.496** 0.351*	0.49***

Table 15: Stepwise multiple regression of predictors of PIRL for purchasing a toaster (N=33).

* p<0.05, ** p<0.01, ***, p<0.001


	Intention to purchase in Future (PIF)		
Independent variables equation	Independent variables predicting PIF	β	Adjusted R ²
$Sat_i * Imp_i + n_i * m_i$	1. Subjective Norm 2. Categories	0.475** 0.405**	0.52***

Table 16: Stepwise multiple regression of predictors of PIF for purchasing a toaster (N=33).

* p<0.05, ** p<0.01, ***, p<0.001

5.2.5.3 Predicting Game purchase intentions

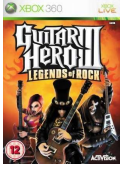
 Intention to purchase in Real Life (PIRL)			
Independent variables equation	Independent variables predicting PIRL	β	Adjusted R^2
$Sat_i * Imp_i + n_i * m_i$	1. Structure and Organization 2. Discounts 2. Ease of finding what is looked for	0.651*** 0.456** -0.448**	0.52***

Table 17: Stepwise multiple regression of predictors of PIRL for purchasing an xbox game (N=33).

* $p < 0.05$, ** $p < 0.01$, ***, $p < 0.001$


 Intention to purchase in Future (PIF)			
Independent variables equation	Independent variables predicting PIF	β	Adjusted R^2
$Sat_i * Imp_i + n_i * m_i$	1. Structure and Organization 2. Professional Appearance 3. Product Range	0.826*** -0.560** 0.392*	0.58***

Table 18: Stepwise multiple regression of predictors of PIF for purchasing an xbox game (N=33).

* $p < 0.05$, ** $p < 0.01$, ***, $p < 0.001$

5.2.5.4 Predicting Camera purchase intentions


	Intention to purchase in Real Life (PIRL)		
Independent variables equation	Independent variables predicting PIRL	β	Adjusted R ²
$Sat_i * Imp_i + n_i * m_i$	1. Specialization 2. Customer service 3. Payment methods and options	0,733*** -0.462*** 0.347**	0.65***

Table 19: Stepwise multiple regression of predictors of PIRL for purchasing a camera (N=33).
 $p < 0.01$, **, $p < 0.001$ ***


	Intention to purchase in Future (PIF)		
Independent variables equation	Independent variables predicting PIF	β	Adjusted R ²
$Sat_i * Imp_i + n_i * m_i$	1. Structure and Organization 2. Subjective Norm 3. Simple appearance 4. Specialization 5. Advertisement presentation 6. Native Language	0.315* 0.524*** -0.604*** 0.414*** 0.588** -0.278*	0.75***

Table 20: Stepwise multiple regression of predictors of PIF for purchasing a camera (N=33).
 * $p < 0.05$, ** $p < 0.01$, ***, $p < 0.001$ ***

5.2.5.5 Conclusion

Our model showed stronger predictive power for predicting purchase intentions for in the per product view. Tables 13 through 20 show the details of the stepwise regressions. As we theorized, different independent variables predict the intentions to purchase the products in real life and in the future.

5.2.6 Online vs. Offline

Although out of our scope, we measured the preferred purchase channel again. We asked the participants if they would prefer to purchase the products online or in a physical store (1= extremely unlikely, 7= extremely likely). The following box plots show the results on these questions. Box plot is a way of graphically depicting groups of numerical data through their five-number summaries; the smaller observation, lower quartile, median, upper quartile, and largest observation. The median is illustrated through the black horizontal line in the middle of each box plot. The median is the score in the middle of the distribution if the scores are ordered in size from smallest to the largest. We can assume that the higher the median, the higher the likelihood to purchase from the particular channel.

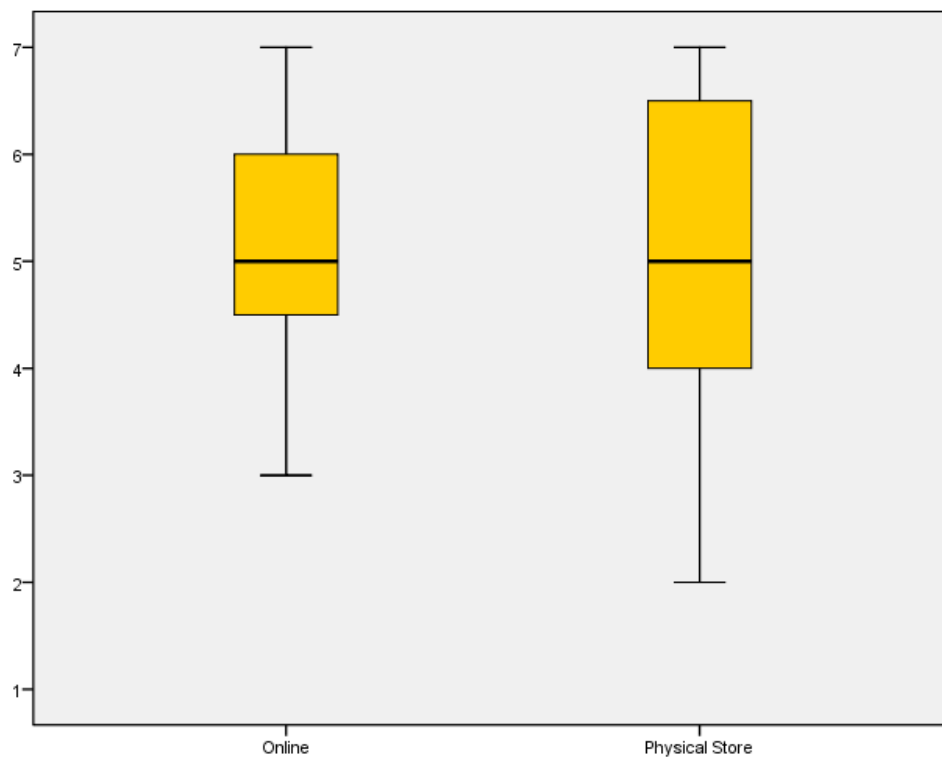


Figure 11: Channel preference while purchasing a **cooking book** (N=11)

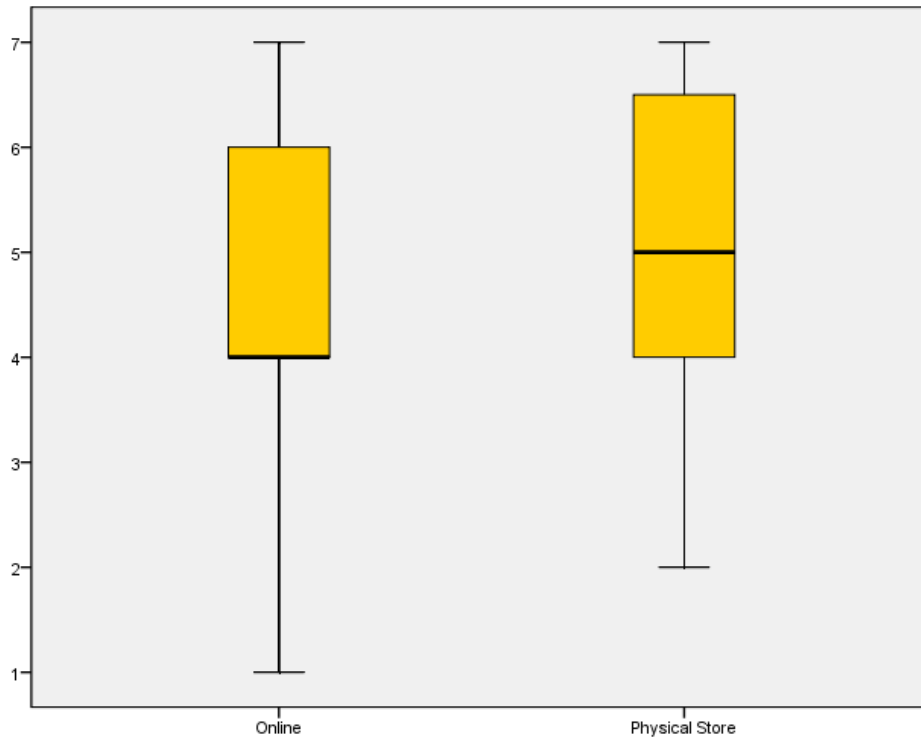


Figure 12: Channel preference while purchasing a **toaster** (N=11)

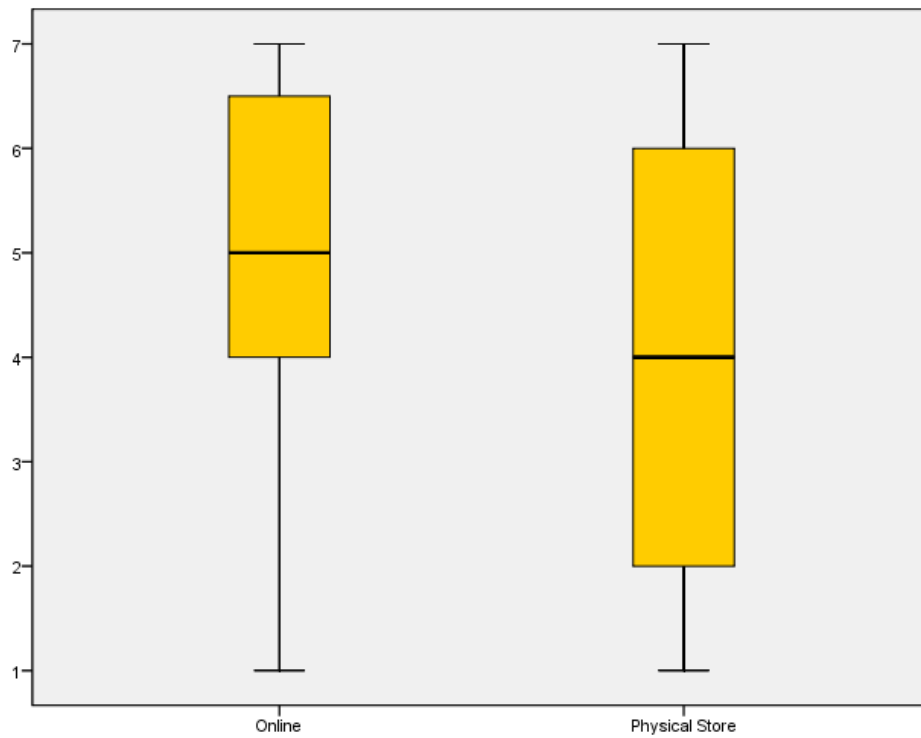


Figure 13: Channel preference while purchasing an **Xbox game** (N=11)

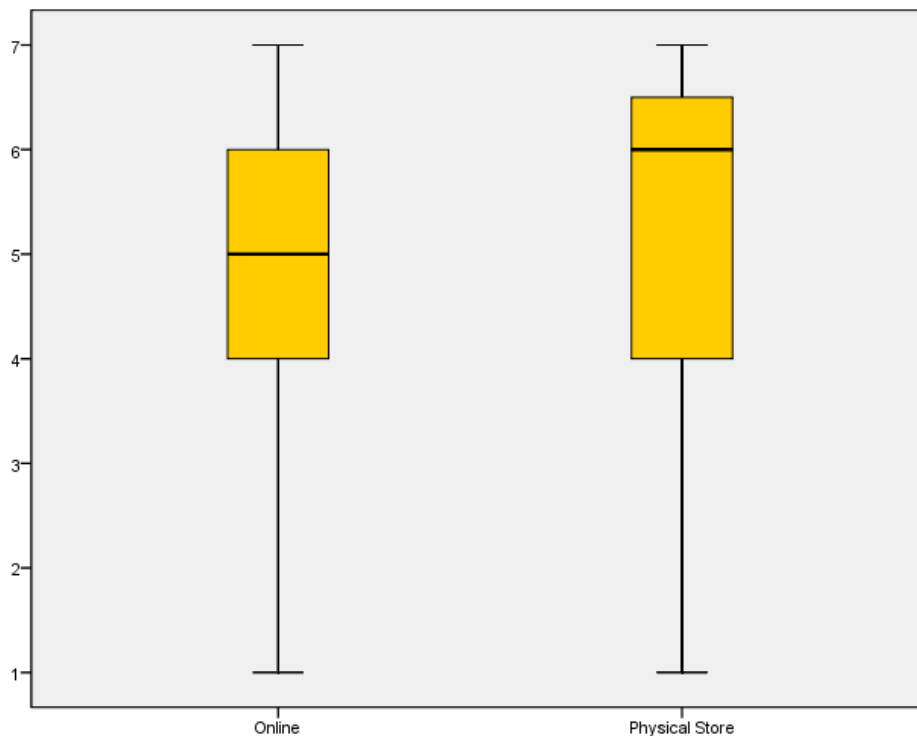


Figure 14: Channel preference while purchasing a **Sony camera** (N=11)

5.2.6.1 Conclusion

Analyzing the results in Figure 11 through 14, we notice that these results are similar to the results found in the elicitation study. For purchasing the cooking book, the participants prefer both channels equally. The median are equal for both channels which means that the participants would slightly likely purchase at both channels. These results could be influenced by the condition found during the elicitation study: if the participant knows exactly which book he or she wants, than he or she would purchase online.

Having a look at Figure 12, the median for purchasing the toaster in a physical store is higher. The majority of the participants would more likely purchase the toaster in a physical store. These results are similar with the results found during the elicitation study, where the majority (58%) also prefers to purchase the toaster in a physical store.

For purchasing the Xbox game, the majority prefer to purchase online. The median for purchasing online is higher; the participant would more likely purchase the Xbox game online. These results are again similar to the results found in study 1 where 53% prefer to purchase the Xbox game online instead of in a physical store.

For purchasing the Sony camera, the majority prefer to purchase in a physical store. However, the difference can be influenced by the condition mentioned during the elicitation study where participants say that they would compare the prices across channels and purchase where cheaper. The results are similar to the results found in the elicitation study.

Online store developers and owners should consider these findings and may investigate how to make it more attractive for consumers to purchase products such as toasters and cameras online. Because of the nature of the products, the participants would more likely go to a physical store to purchase a toaster or camera.

5.3 Final model

We analyzed the predictive power of our model in different ways. To generate our final model we continued with the independent variable equation that better predicted overall intention (See Table 8, model nr 1, $R_2=0.62$). Ajzen and Fishbein (1980) for also recommend this equation in the marketing adaptation of the TPB. We adjusted our model by removing the insignificant independent variables; see Figure 15 for our final model. Table 21 gives an overview of the Beta and t-values of each significant independent variable.

Relationships	β	t
Structure and organization → Intention to purchase from online store X in Future	0.32***	4.13
Aesthetic aspects → Intention to purchase from online store X in Future	0.23*	2.44
Categories → Intention to purchase from online store X in Future	0.29**	3.36
Sorting possibilities → Intention to purchase from online store X in Future	-0.23**	-2.70
Simple appearance → Intention to purchase from online store X in Future	-0.38***	-4.20
Native Language → Intention to purchase from online store X in Future	-0.27***	3.67
Advertisement presentation → Intention to purchase from online store X in Future	0.30**	3.26
Error free → Intention to purchase from online store X in Future	0.22**	2.83
Subjective Norm → Intention to purchase from online store X in Future	0.315***	4.43

Table 21: Significant variables influencing intention to purchase at online store X in the Future.

* $p < 0.05$, ** $p < 0.01$, ***, $p < 0.001$

The equation of our model is as follows (see table 5 for the meaning of the abbreviations):

$$\text{Intention to purchase from online store X} = \text{Imp1*sat1} + \text{Imp5*Sat5} + \text{Imp8*Sat8} + \text{Imp9*Sat} + \text{Imp18*Sat18} + \text{Imp19*Sat19} + \text{Imp23*Sat23} + \text{Imp26*Sat26} + n*m.$$

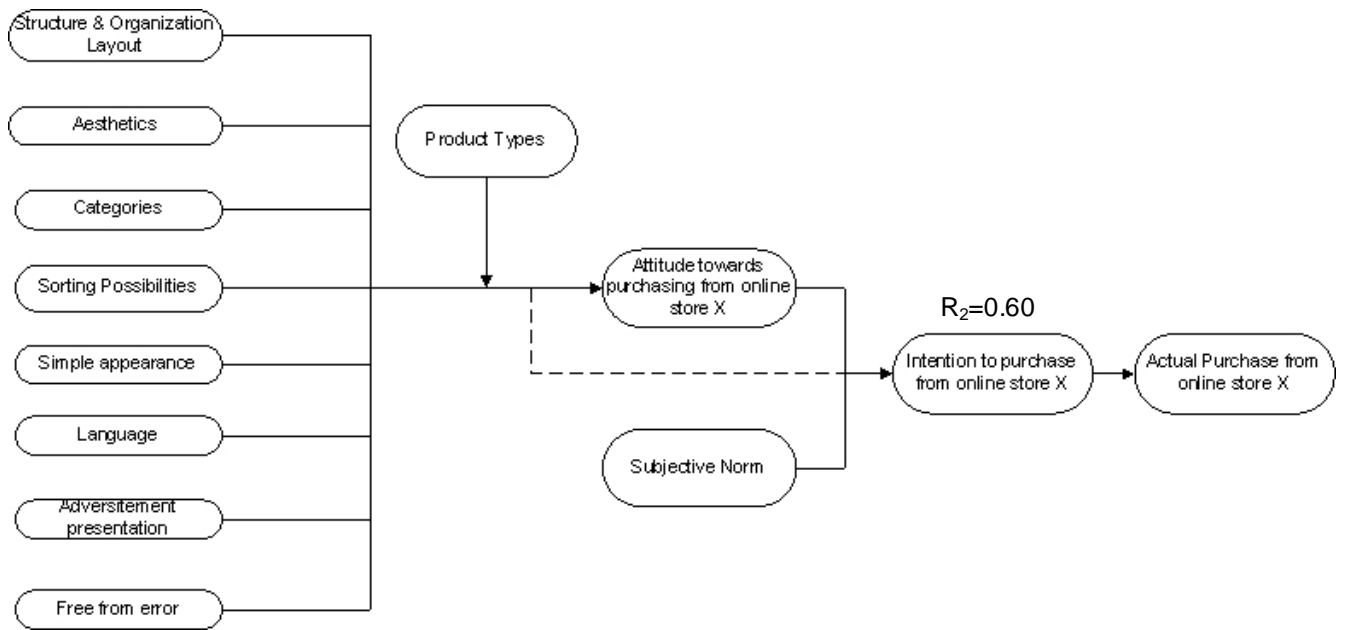


Figure 15: Final Model

6 Discussion

In this chapter, a conclusion will be given of the questions that were discussed in this thesis. The research question will also be answered. Furthermore, the limitations and further research are discussed.

6.1 Conclusions

The first important conclusion is that the TAM and UTAUT models are not applicable in the context of online purchase behavior in a choice situation. The TAM and UTAUT models are designed to explain use of Information Systems in organizations and do not consider the choice between alternatives. However, the TRA and TPB are applicable to explain online purchase behavior in a choice situation since these two models are designed to explain behavior in general and are also applicable to explain behavior involving choices. We applied the TPB as basis theory in our study as it exceeds the TRA. We conducted an elicitation study and built measurement instruments (Appendix B: Questionnaire) to test our theoretical model (Figure 10).

Our model overall explained 60% of the variance in *intention to purchase from online store X* which is high predictive power. Our results yield several insights concerning the determinants of online purchase behavior when consumers are confronted with choices between competitive online stores. We also analyzed the factors that were most influential. The factors consist of Subjective Norm and 8 online store characteristics (Figure 15):

- Structure and organization of layout
- Aesthetic aspects (color and beauty of layout)
- Categories
- Sorting possibilities
- Simple appearance (without clutter)
- Native language
- Advertisement presentation
- Free from error

By identifying the most influential characteristics determining purchase intention we consider our research question answered.

6.2 Contributions

This study provides practice with valuable specific insight on characteristics of online stores that determines intention to purchase from an online store. Online store developers and owners that consider these findings may enhance their chances of being selected by consumers and may gain competitive

advantage. Online store developers and owners should dedicate effort on the characteristics mentioned above as these will stimulate the consumer to make purchase on an online store.

This study provides the Information System and E-commerce literature with a new model explaining and predicting online purchase of products in a choice situation.

6.3 Limitations and further research

This study has also a few limitations that need to be discussed. External validity is threatened by the artificiality of our sample population and tasks. People may behave differently when they know that they are in an experiment. However, to limit the threats we formulated the tasks as realistic as possible.

Our model should be empirically tested for generalization through a large number of people. Furthermore, this study investigates the purchase of four specific products. Further research should investigate if this model is applicable for the purchase of other product types or services.

Further research may also investigate if and how social influences such as marketing and media influences the online purchase behavior.

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Appendix A: Shopping tasks & interview questions

Shopping task 1: Purchase a cooking book online

Imagine yourself the following **situation** and perform the **task**.

Situation: It is your friend's birthday and she loves cooking. You decide to purchase a cooking book for her at an online store.

Task: Visit all three online stores and "purchase" a book about cooking for your friend.

Links to the online stores	Do you know this online store?	Have you ever bought a product at this online store before?
http://www.boek.net	0 Yes 0 No	0 Yes 0 No
http://www.amazon.com	0 Yes 0 No	0 Yes 0 No
http://www.selexyz.nl	0 Yes 0 No	0 Yes 0 No

Interview questions (book)

Choice

1. At which of the three online stores would you purchase the cooking **book** for your friend? Why?
2. At which of the three online stores would you more likely purchase **books** in the future? (Ask why but only if the answer is different to 1).

Attitude

3. What do you believe are the **advantages and disadvantages** of purchasing **books** from www.amazon.com?
4. What do you believe are the **advantages and disadvantages** of purchasing **books** from www.selexyz.nl?
5. What do you believe are the **advantages and disadvantages** of purchasing **books** from www.boek.net?
6. Is there anything else you associate with purchasing **books** from the online store?

Online vs. Offline

7. Would you prefer to purchase **books** in a physical store?
8. What do you believe are the **advantages and disadvantages** of purchasing **books** from an online store compared to a physical store?

Subjective norm

9. Would you consider opinions of other people when selecting an online store to purchase **books** from? If so, which individuals or groups would you consider?
10. Would you purchase **books** from a specific online store because people that are important to you purchase **books** from that store? How much would this influence your decision?
11. Would you purchase **books** from a specific online store because people who are important to you recommend that store? How much would this influence your decision?

Behavioural control

12. What factors or circumstances would enable you to purchase **books** from an online store?
13. What factors or circumstances would make it difficult or impossible to purchase **books** from an online store?
14. Are there any other issues that come to mind when you think about the difficulty of purchasing **books** from an online store?

Shopping task 2: Purchase a toaster online

Imagine yourself the following **situation** and perform the **task**.

Situation: The toaster that you have used for 5 years has broken and you really need a new one! You decide to purchase a new toaster at an online store.

Task: Visit all three online stores and “purchase” a toaster of your choice.

Links to the online stores	Do you know this online store?	Have you ever bought a product at this online store before?
http://www.wehkamp.nl	0 Yes 0 No	0 Yes 0 No
http://woonwinkel.brabantsdagblad.nl	0 Yes 0 No	0 Yes 0 No
http://www.eshop.nl/	0 Yes 0 No	0 Yes 0 No

Interview questions (toaster)

Choice

- At which of the three online stores would you purchase the **toaster**? Why?
- At which of the three online stores would you more likely purchase **toasters** in the future? (Ask why but only if the answer is different to 1).

Attitude

- What do you believe are the **advantages and disadvantages** of purchasing **toasters** from www.wehkamp.nl?
- What do you believe are the **advantages and disadvantages** of purchasing **toasters** from woonwinkel.brabantsdagblad.nl?
- What do you believe are the **advantages and disadvantages** of purchasing **toasters** from www.eshop.nl/?
- Is there anything else you associate with purchasing **toasters** from the online store?

Online vs. Offline

- Would you prefer to purchase **toasters** in a physical store?
- What do you believe are the **advantages and disadvantages** of purchasing **toasters** from an online store compared to a physical store?

Subjective norm

- Would you consider opinions of other people when selecting an online store to purchase **toasters** from? If so, which individuals or groups would you consider?
- Would you purchase **toasters** from a specific online store because people that are important to you purchase **toasters** from that store? How much would this influence your decision?
- Would you purchase **toasters** from a specific online store because people who are important to you recommend that store? How much would this influence your decision?

Perceived behavioural control

- What factors or circumstances would enable you to purchase **toasters** from an online store?
- What factors or circumstances would make it difficult or impossible to purchase **toasters** from an online store?
- Are there any other issues that come to mind when you think about the difficulty of purchasing **toasters** from an online store?

Shopping task 3: Purchase an Xbox game online

Imagine yourself the following **situation** and perform the **task**.

Situation: The son of a friend of yours has an Xbox 360 console and loves to play games! Next week is his 15th birthday and you know that he would be very happy if you give him a new Xbox 360 game for his birthday. You decide to purchase an Xbox 360 game for him at an online store.

Task: Visit all three online stores and “purchase” an Xbox 360 game of your choice for the son of your friend.

Links to the online stores	Do you know this online store?	Have you ever bought a product at this online store before?
http://www.12game.com	0 Yes 0 No	0 Yes 0 No
http://www.bol.com	0 Yes 0 No	0 Yes 0 No
http://www.eplaza.com	0 Yes 0 No	0 Yes 0 No

Interview questions (Game)

Choice

- At which of the three online stores would you purchase the **game** for the son of your friend? Why?
- At which of the three online stores would you more likely purchase **games** in the future? (Ask why but only if the answer is different to 1).

Attitude

- What do you believe are the **advantages and disadvantages** of purchasing **games** from www.12game.com?
- What do you believe are the **advantages and disadvantages** of purchasing **games** from www.bol.com?
- What do you believe are the **advantages and disadvantages** of purchasing **games** from www.eplaza.com?
- Is there anything else you associate with purchasing **games** from the online store?

Online vs. Offline

- Would you prefer to purchase **games** in a physical store?
- What do you believe are the **advantages and disadvantages** of purchasing **games** from an online store compared to a physical store?

Subjective norm

- Would you consider opinions of other people when selecting an online store to purchase **games** from? If so, which individuals or groups would you consider?
- Would you purchase **games** from a specific online store because people that are important to you purchase **games** from that store? How much would this influence your decision?
- Would you purchase **games** from a specific online store because people who are important to you recommend that store? How much would this influence your decision?

Perceived behavioural control

- What factors or circumstances would enable you to purchase **games** from an online store?
- What factors or circumstances would make it difficult or impossible to purchase **games** from an online store?
- Are there any other issues that come to mind when you think about the difficulty of purchasing **games** from an online store?

Shopping task 4: Purchase a Sony camera online

Imagine yourself the following **situation** and perform the **task**.

Situation: You lost your camera on your last trip to Brazil. You claimed the loss and fortunately you got the money from your travel insurance. Now you have the money and you are searching for a new Sony digital camera and you would like to purchase it at an online store.

Task: Visit all three online stores and “purchase” a Sony camera of your choice.

Links to the online stores	Do you know this online store?	Have you ever bought a product at this online store before?
http://www.digicamshop.nl	0 Yes 0 No	0 Yes 0 No
http://www.camera4all.nl	0 Yes 0 No	0 Yes 0 No
http://www.otto.nl	0 Yes 0 No	0 Yes 0 No

Interview questions (Camera)

Choice

- At which of the three online stores would you purchase the **camera**? Why?
- At which of the three online stores would you more likely purchase **cameras** in the future? (Ask why but only if the answer is different to 1).

Attitude

- What do you believe are the **advantages and disadvantages** of purchasing **cameras** from www.digicamshop.nl?
- What do you believe are the **advantages and disadvantages** of purchasing **cameras** from www.camera4all.nl?
- What do you believe are the **advantages and disadvantages** of purchasing **cameras** from www.otto.nl?
- Is there anything else you associate with purchasing **cameras** from the online store?

Online vs. Offline

- Would you prefer to purchase **cameras** in a physical store?
- What do you believe are the **advantages and disadvantages** of purchasing **cameras** from an online store compared to a physical store?

Subjective norm

- Would you consider opinions of other people when selecting an online store to purchase **cameras** from? If so, which individuals or groups would you consider?
- Would you purchase **cameras** from a specific online store because people that are important to you purchase **cameras** from that store? How much would this influence your decision (no at all → very much)?
- Would you purchase **cameras** from a specific online store because people who are important to you recommend that store? How much would this influence your decision (no at all → very much)?

Perceived behavioural control

- What factors or circumstances would enable you to purchase **cameras** from an online store?
- What factors or circumstances would make it difficult or impossible to purchase **cameras** from an online store?
- Are there any other issues that come to mind when you think about the difficulty of purchasing **cameras** from an online store?

Appendix B: Questionnaire

Instructions

Online Purchase Behaviour Experiment

Introduction

First of all, thank you for your participation! This experiment consists of 4 tasks. For each task you are asked to visit 3 online stores and “purchase” a specific product on each website. With “purchase” we mean: *add the product to the shopping card and follow the purchasing process until just before you have to enter your personal information.* After each task you are asked to fill in a questionnaire.

Through this experiment I hope to find out what is important to you while shopping online and what the factors are that influences your choice of online store.

Some information about yourself

What is your...

Sex? 0 Female 0 Male

Age? _ _ _ _

How often do you purchase products online?

0 I have never purchased products online
0 Occasionally
0 Frequently

Instructions

The questions in this survey make use of rating scales with 7 places; you are to select the number that best describes your opinion. For example, if you were asked to rate the importance of a characteristic of an online store on such a scale, the 7 places should be interpreted as follows:

When you consider the purchase of a **book** at an online store, the **structure and organization** of the website is

Extremely unimportant : : : : : : extremely important
 1 2 3 4 5 6 7
 extremely unimportant *quite* *slightly* *neither* *slightly* *quite* *extremely important*

If you think that **structure and organization** of an online store is **quite** important, then you would select *number 6* as follows:

When you consider the purchase of a **book** at an online store, the **structure and organization** of the website is

Extremely unimportant : : : : : **X** : extremely important
 1 2 3 4 5 6 7
 extremely unimportant *quite* *slightly* *neither* *slightly* *quite* *extremely important*

Questionnaire Book purchasing

About your purchase intentions

Please let your preferred online store be visible in the first 3 questions.

1. **In real life**, you would more likely intend to **purchase the cooking book for your friend** at www.boek.net
extremely unlikely : : : : : : extremely likely
 1 2 3 4 5 6 7
2. **In real life**, you would more likely intend to **purchase the cooking book for your friend** at www.amazon.com
extremely unlikely : : : : : : extremely likely
 1 2 3 4 5 6 7
3. **In real life**, you would more likely intend to **purchase the cooking book for your friend** at www.selexyz.nl
extremely unlikely : : : : : : extremely likely
 1 2 3 4 5 6 7
4. **In the future**, you would more likely intend to purchase **books** at www.boek.net
extremely unlikely : : : : : : extremely likely
 1 2 3 4 5 6 7
5. **In the future**, you would more likely intend to purchase **books** at www.amazon.com
extremely unlikely : : : : : : extremely likely
 1 2 3 4 5 6 7
6. **In the future**, you would more likely intend to purchase **books** at www.selexyz.nl
extremely unlikely : : : : : : extremely likely
 1 2 3 4 5 6 7

Attitude towards purchasing from online store X

1. When you consider the purchase of a **book** at an online store, the **structure and organization** of the website is extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7
- 1.1 You are satisfied with the **structure and organization** of www.boek.net
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 1.2 You are satisfied with the **structure and organization** of www.amazon.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 1.3 You are satisfied with the **structure and organization** of www.selexyz.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
2. When you consider the purchase of a **book** at an online store, the **product information** provided by the online store is extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7
- 2.1 You are satisfied with the **product information** provided by www.boek.net
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 2.2 You are satisfied with the **product information** provided by www.amazon.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 2.3 You are satisfied with the **product information** provided by www.selexyz.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
3. When you consider the purchase of a **book** at an online store, the **prices** provided by the online store are extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7
- 3.1 You are satisfied with the **prices** provided by www.boek.net
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 3.2 You are satisfied with the **prices** provided by www.amazon.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 3.3 You are satisfied with the **prices** provided by www.selexyz.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

4. When you consider the purchase of a **book** at an online store, the **product range** (assortment) provided by the online store is

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

4.1 You are satisfied with the **product range** provided by www.boek.net
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

4.2 You are satisfied with the **product range** provided by www.amazon.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

4.3 You are satisfied with the **product range** provided by www.selexyz.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

5. When you consider the purchase of a **book** at an online store, that you have **purchased at the store before is**
extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

5.1 You have **purchased** at www.boek.net before
never _____ : _____ : _____ : _____ : _____ : _____ : _____ very frequently
1 2 3 4 5 6 7

5.2 You have **purchased** at www.amazon.com before
never _____ : _____ : _____ : _____ : _____ : _____ : _____ very frequently
1 2 3 4 5 6 7

5.3 You have **purchased** at www.selexyz.nl before
never _____ : _____ : _____ : _____ : _____ : _____ : _____ very frequently
1 2 3 4 5 6 7

6. When you consider the purchase of a **book** at an online store, that you have **heard of the store before is**
extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

6.1 You have **heard** of www.boek.net before
never _____ : _____ : _____ : _____ : _____ : _____ : _____ very frequently
1 2 3 4 5 6 7

6.2 You have **heard** of www.amazon.com before
never _____ : _____ : _____ : _____ : _____ : _____ : _____ very frequently
1 2 3 4 5 6 7

6.3 You have **heard** of www.selexyz.nl before
never _____ : _____ : _____ : _____ : _____ : _____ : _____ very frequently
1 2 3 4 5 6 7

7. When you consider the purchase of a **book** at an online store, the **aesthetic aspects** (for example colour and beauty of the layout) of the store are extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7
- 7.1 You are satisfied with the **aesthetic aspects** of www.boek.net
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 7.2 You are satisfied with the **aesthetic aspects** of www.amazon.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 7.3 You are satisfied with the **aesthetic aspects** of www.selexyz.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
8. When you consider the purchase of a **book** at an online store, the **specialization of the online store in books** is extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7
- 8.1 You are satisfied with the **specialization** of www.boek.net
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 8.2 You are satisfied with the **specialization** of www.amazon.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 8.3 You are satisfied with the **specialization** of www.selexyz.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
9. When you consider the purchase of a **book** at an online store, **pictures** of the books provided by the online store are extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7
- 9.1 You are satisfied with the **pictures** of the books that are provided by www.boek.net
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 9.2 You are satisfied with the **pictures** of the books that are provided by www.amazon.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 9.3 You are satisfied with the **pictures** of the books that are provided by www.selexyz.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

10. When you consider the purchase of a **book** at an online store, the **categories** provided by the online store are extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

10.1 You are satisfied with the **categories** of www.boek.net
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

10.2 You are satisfied with the **categories** of www.amazon.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

10.3 You are satisfied with the **categories** of www.selexyz.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

11. When you consider the purchase of a **book** at an online store, the **sorting possibilities** provided by the online store are extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

11.1 You are satisfied with the **sorting possibilities** of www.boek.net
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

11.2 You are satisfied with the **sorting possibilities** of www.amazon.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

11.3 You are satisfied with the **sorting possibilities** of www.selexyz.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

12. When you consider the purchase of a **book** at an online store, the **easiness** of finding what you are looking for is extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

12.1 You are satisfied with the **easiness** that you could find what you were looking for at www.boek.net
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

12.2 You are satisfied with the **easiness** that you could find what you were looking for at www.amazon.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

12.3 You are satisfied with the **easiness** that you could find what you were looking for at www.selexyz.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

13. When you consider the purchase of a **book** at an online store, the **customer reviews and ratings** provided by the online store are

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

13.1 You are satisfied with the **customer reviews and ratings** provided by www.boek.net
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

13.2 You are satisfied with the **customer reviews and ratings** provided by www.amazon.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

13.3 You are satisfied with the **customer reviews and ratings** provided by www.selexyz.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

14. When you consider the purchase of a **book** at an online store, the **search functionality** provided by the online store is

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

14.1 You are satisfied with the **search functionality** of www.boek.net
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

14.2 You are satisfied with the **search functionality** of www.amazon.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

14.3 You are satisfied with the **search functionality** of www.selexyz.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

15. When you consider the purchase of a **book** at an online store, the **delivery speed** provided by the online store is

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

15.1 You are satisfied with the **delivery speed** of www.boek.net
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

15.2 You are satisfied with the **delivery speed** of www.amazon.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

15.3 You are satisfied with the **delivery speed** of www.selexyz.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

16. When you consider the purchase of a **book** at an online store, you want it to be **easy and clear to find your way through the website (navigation)**

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

16.1 You are satisfied with the **navigation** of www.boek.net
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

16.2 You are satisfied with the **navigation** of www.amazon.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

16.3 You are satisfied with the **navigation** of www.selexyz.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

17. When you consider the purchase of a **book** at an online store, the online store should have the **warranty logo** of the Dutch organization of home shopping warranty ("thuiswaarborg"/ "consumentenbond") and have good **warranty** policies

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

17.1 You are satisfied with the **warranty** of www.boek.net
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

17.2 You are satisfied with the **warranty** of www.amazon.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

17.3 You are satisfied with the **warranty** of www.selexyz.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

18. When you consider the purchase of a **book** at an online store, the **information** of how many or if a product is available in **stock** is

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

18.1 You are satisfied with the **stock information** provided by www.boek.net
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

18.2 You are satisfied with the **stock information** provided by www.amazon.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

18.3 You are satisfied with the **stock information** provided by www.selexyz.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

19. When you consider the purchase of a **book** at an online store, you find it important when the store **recommends** you other products (for example matching products, similar products or products that other customers bought) extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

19.1 You are satisfied with the **recommendations** of www.boek.net extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

19.2 You are satisfied with the **recommendations** of www.amazon.com extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

19.3 You are satisfied with the **recommendations** of www.selexyz.nl extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

20. When you consider the purchase of a **book** at an online store, you find it important for the appearance of the website to be **simple** and without clutter extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

20.1 You are satisfied with the **simplicity** of www.boek.net extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

20.2 You are satisfied with the **simplicity** of www.amazon.com extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

20.3 You are satisfied with the **simplicity** of www.selexyz.nl extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

21. When you consider the purchase of a **book** at an online store, you prefer that the online store is in your **native language** extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

21.1 You are satisfied with the **language** of www.boek.net extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

21.2 You are satisfied with the **language** of www.amazon.com extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

21.3 You are satisfied with the **language** of www.selexyz.nl extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

22. When you consider the purchase of a **book** at an online store, the **delivery costs** provided by the online store is extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

22.1 You are satisfied with the **delivery costs** of www.boek.net
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

22.2 You are satisfied with the **delivery costs** of www.amazon.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

22.3 You are satisfied with the **delivery costs** of www.selexyz.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

23. When you consider the purchase of a **book** at an online store, you want to be able to **compare** products and product information (for example specifications and prices) on the online store
extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

23.1 You are satisfied with the **product comparison possibilities** of www.boek.net
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

23.2 You are satisfied with the **product comparison possibilities** of www.amazon.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

23.3 You are satisfied with the **product comparison possibilities** of www.selexyz.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

24. When you consider the purchase of a **book** at an online store, you find it important for the **appearance** of the website to be **professional**
extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

24.1 You are satisfied with the **professional appearance** of www.boek.net
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

24.2 You are satisfied with the **professional appearance** of www.amazon.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

24.3 You are satisfied with the **professional appearance** of www.selexyz.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

25. When you consider the purchase of a **book** at an online store, the way the online store presents its **advertisements** is important to you
extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7
- 25.1 You are satisfied with the way www.boek.net presents its **advertisements**
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 25.2 You are satisfied with the way www.amazon.com presents its **advertisements**
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 25.3 You are satisfied with the way www.selexyz.nl presents its **advertisements**
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
26. When you consider the purchase of a **book** at an online store, the **payment methods and options** (for example Credit card, Debit card (Ideal), PayPal, "Accept giro", "Eenmalig machtiging", "overboeken") provided by the online store are
extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7
- 26.1 You are satisfied with the **payment methods and options** provided by www.boek.net
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 26.2 You are satisfied with the **payment methods and options** provided by www.amazon.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 26.3 You are satisfied with the **payment methods and options** provided by www.selexyz.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
27. When you consider the purchase of a **book** at an online store, the **customer service** provided by the online store is
extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7
- 27.1 You are satisfied with the **customer service** provided by www.boek.net
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 27.2 You are satisfied with the **customer service** provided by www.amazon.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 27.3 You are satisfied with the **customer service** provided by www.selexyz.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

28. When you consider the purchase of a **book** at an online store, the online store must be free from **error**
extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

28.1 You are satisfied, www.boek.net is free from **error**
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

28.2 You are satisfied, www.amazon.com is free from **error**
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

28.3 You are satisfied, www.selexyz.nl is free from **error**
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

29. When you consider the purchase of a **book** at an online store, the **discounts** provided by the online store are
extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

29.1 You are satisfied with the **discounts** provided by www.boek.net
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

29.2 You are satisfied with the **discounts** provided by www.amazon.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

29.3 You are satisfied with the **discounts** provided by www.selexyz.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

Subjective Norm

Normative belief strength...

30. Your family, friends or colleagues (people that are important to you) would think that you should purchase **books** from www.boek.net
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7

31. Your family, friends or colleagues (people that are important to you) would think that you should purchase **books** from www.amazon.com
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7

32. Your family, friends or colleagues (people that are important to you) would think that you should purchase **books** from www.selexyz.nl
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7

Motivation to comply...

33. How much would you like to purchase **books** from online stores where your family, friends or colleagues think you should purchase from?
not at all _____ : _____ : _____ : _____ : _____ : _____ : _____ Very much
1 2 3 4 5 6 7

Online vs. Offline

34. You would more likely purchase **the cooking book** in a **physical store**
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7

35. You would more likely purchase **the cooking book online**
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7

Thank you for participating!

Questionnaire Toaster purchasing

About your purchase intentions

Please let your preferred online store be visible in the first 3 questions.

1. **In real life**, you would more likely intend to **purchase the toaster** at www.wehkamp.nl
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7
2. **In real life**, you would more likely intend to **purchase the toaster** at woonwinkel.brabantsdagblad.nl
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7
3. **In real life**, you would more likely intend to **purchase the toaster** at www.eshop.nl
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7
4. **In the future**, you would more likely purchase **toasters** at www.wehkamp.nl
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7
5. **In the future**, you would more likely purchase **toasters** at woonwinkel.brabantsdagblad.nl
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7
6. **In the future**, you would more likely purchase **toasters** at www.eshop.nl
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7

Attitude towards purchasing from online store X

1. When you consider the purchase of a **toaster** at an online store, the **structure and organization** of the website is

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

1.1 You are satisfied with the **structure and organization** of www.wehkamp.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

1.2 You are satisfied with the **structure and organization** of woonwinkel.brabantsdagblad.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

1.3 You are satisfied with the **structure and organization** of www.eshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

2. When you consider the purchase of a **toaster** at an online store, the **product information** provided by the online store is

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

2.1 You are satisfied with the **product information** provided by www.wehkamp.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

2.2 You are satisfied with the **product information** provided by woonwinkel.brabantsdagblad.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

2.3 You are satisfied with the **product information** provided by www.eshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

3. When you consider the purchase of a **toaster** at an online store, the **prices** provided by the online store are

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

3.1 You are satisfied with the **prices** provided by www.wehkamp.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

3.2 You are satisfied with the **prices** provided by woonwinkel.brabantsdagblad.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

3.3 You are satisfied with the **prices** provided by www.eshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

4. When you consider the purchase of a toaster at an online store, the product range (assortment) provided by the online store is

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

4.1 You are satisfied with the **product range** provided by www.wehkamp.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

4.2 You are satisfied with the **product range** provided by woonwinkel.brabantsdagblad.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

4.3 You are satisfied with the **product range** provided by www.eshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

5. When you consider the purchase of a **toaster** at an online store, that you have **purchased at the store before is**
extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

5.1 You have **purchased** at www.wehkamp.nl before
never _____ : _____ : _____ : _____ : _____ : _____ : _____ very frequently
1 2 3 4 5 6 7

5.2 You have **purchased** at woonwinkel.brabantsdagblad.nl before
never _____ : _____ : _____ : _____ : _____ : _____ : _____ very frequently
1 2 3 4 5 6 7

5.3 You have **purchased** at www.eshop.nl before
never _____ : _____ : _____ : _____ : _____ : _____ : _____ very frequently
1 2 3 4 5 6 7

6. When you consider the purchase of a **toaster** at an online store, that you have **heard of the store before is**
extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

6.1 You have **heard** of www.wehkamp.nl before
never _____ : _____ : _____ : _____ : _____ : _____ : _____ very frequently
1 2 3 4 5 6 7

6.2 You have **heard** of woonwinkel.brabantsdagblad.nl before
never _____ : _____ : _____ : _____ : _____ : _____ : _____ very frequently
1 2 3 4 5 6 7

6.3 You have **heard** of www.eshop.nl before
never _____ : _____ : _____ : _____ : _____ : _____ : _____ very frequently
1 2 3 4 5 6 7

7. When you consider the purchase of a **toaster** at an online store, the **aesthetic aspects** (for example colour and beauty of the layout) of the store are

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

7.1 You are satisfied with the **aesthetic aspects** of www.wehkamp.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

7.2 You are satisfied with the **aesthetic aspects** of woonwinkel.brabantsdagblad.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

7.3 You are satisfied with the **aesthetic aspects** of www.eshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

8. When you consider the purchase of a **toaster** at an online store, the **specialization of the online store in toasters** is

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

8.1 You are satisfied with the **specialization** of www.wehkamp.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

8.2 You are satisfied with the **specialization** of woonwinkel.brabantsdagblad.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

8.3 You are satisfied with the **specialization** of www.eshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

9. When you consider the purchase of a **toaster** at an online store, **pictures** of the toasters provided by the online store are

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

9.1 You are satisfied with the **pictures** of the toasters provided by www.wehkamp.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

9.2 You are satisfied with the **pictures** of the toasters provided by woonwinkel.brabantsdagblad.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

9.3 You are satisfied with the **pictures** of the toasters provided by www.eshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

10. When you consider the purchase of a **toaster** at an online store, the **categories** provided by the online store are extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

10.1 You are satisfied with the **categories** of www.wehkamp.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

10.2 You are satisfied with the **categories** of woonwinkel.brabantsdagblad.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

10.3 You are satisfied with the **categories** of www.eshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

11. When you consider the purchase of a **toaster** at an online store, the **sorting possibilities** provided by the online store are extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

11.1 You are satisfied with the **sorting possibilities** of www.wehkamp.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

11.2 You are satisfied with the **sorting possibilities** of woonwinkel.brabantsdagblad.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

11.3 You are satisfied with the **sorting possibilities** of www.eshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

12. When you consider the purchase of a **toaster** at an online store, the **easiness** of finding what you are looking for is extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

12.1 You are satisfied with the **easiness** that you could find what you were looking for at www.wehkamp.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

12.2 You are satisfied with the **easiness** that you could find what you were looking for at woonwinkel.brabantsdagblad.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

12.3 You are satisfied with the **easiness** that you could find what you were looking for at www.eshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

13. When you consider the purchase of a **toaster** at an online store, the **customer reviews and ratings** provided by the online store are

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

13.1 You are satisfied with the **customer reviews and ratings** provided by www.wehkamp.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

13.2 You are satisfied with the **customer reviews and ratings** provided by
woonwinkel.brabantsdagblad.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

13.3 You are satisfied with the **customer reviews and ratings** provided by www.eshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

14. When you consider the purchase of a **toaster** at an online store, the **search functionality** provided by the online store is

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

14.1 You are satisfied with the **search functionality** of www.wehkamp.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

14.2 You are satisfied with the **search functionality** of woonwinkel.brabantsdagblad.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

14.3 You are satisfied with the **search functionality** of www.eshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

15. When you consider the purchase of a **toaster** at an online store, the **delivery speed** provided by the online store is

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

15.1 You are satisfied with the **delivery speed** of www.wehkamp.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

15.2 You are satisfied with the **delivery speed** of woonwinkel.brabantsdagblad.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

15.3 You are satisfied with the **delivery speed** of www.eshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

16. When you consider the purchase of a **toaster** at an online store, you want it to be **easy and clear to find your way through the website (navigation)**

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

16.1 You are satisfied with the **navigation** of www.wehkamp.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

16.2 You are satisfied with the **navigation** of woonwinkel.brabantsdagblad.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

16.3 You are satisfied with the **navigation** of www.eshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

17. When you consider the purchase of a **toaster** at an online store, the online store should have the warranty logo of the Dutch organization of home shopping warranty ("thuiswaarborg"/ "consumentenbond") and have good **warranty** policies

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

17.1 You are satisfied with the **warranty** of www.wehkamp.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

17.2 You are satisfied with the **warranty** of woonwinkel.brabantsdagblad.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

17.3 You are satisfied with the **warranty** of www.eshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

18. When you consider the purchase of a **toaster** at an online store, the **information** of how many or if a product is available in **stock** is

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

18.1 You are satisfied with the **stock information** provided by www.wehkamp.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

18.2 You are satisfied with the **stock information** provided by woonwinkel.brabantsdagblad.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

18.3 You are satisfied with the **stock information** provided by www.eshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

19. When you consider the purchase of a **toaster** at an online store, you find it important when the store **recommends** you other products (for example matching products, similar products or products that other customers bought)

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

19.1 You are satisfied with the **recommendations** of www.wehkamp.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

19.2 You are satisfied with the **recommendations** of woonwinkel.brabantsdagblad.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

19.3 You are satisfied with the **recommendations** of www.eshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

20. When you consider the purchase of a **toaster** at an online store, you find it important for the appearance of the website to be **simple** and without clutter

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

20.1 You are satisfied with the **simplicity** of www.wehkamp.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

20.2 You are satisfied with the **simplicity** of woonwinkel.brabantsdagblad.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

20.3 You are satisfied with the **simplicity** of www.eshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

21. When you consider the purchase of a **toaster** at an online store, you prefer that the online store is in your **native language**

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

21.1 You are satisfied with the **language** of www.wehkamp.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

21.2 You are satisfied with the **language** of woonwinkel.brabantsdagblad.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

21.3 You are satisfied with the **language** of www.eshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

22. When you consider the purchase of a **toaster** at an online store, the **delivery costs** provided by the online store is

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

22.1 You are satisfied with the **delivery costs** of www.wehkamp.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

22.2 You are satisfied with the **delivery costs** of woonwinkel.brabantsdagblad.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

22.3 You are satisfied with the **delivery costs** of www.eshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

23. When you consider the purchase of a **toaster** at an online store, you want to be able to **compare** products and product information (for example specifications and prices) on the online store

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

23.1 You are satisfied with the **product comparison possibilities** of www.wehkamp.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

23.2 You are satisfied with the **product comparison possibilities** of woonwinkel.brabantsdagblad.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

23.3 You are satisfied with the **product comparison possibilities** of www.eshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

24. When you consider the purchase of a **toaster** at an online store, you find it important for the **appearance** of the website to be **professional**

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

24.1 You are satisfied with the **professional appearance** of www.wehkamp.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

24.2 You are satisfied with the **professional appearance** of woonwinkel.brabantsdagblad.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

24.3 You are satisfied with the **professional appearance** of www.eshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

25. When you consider the purchase of a **toaster** at an online store, the way the online store presents its **advertisements** is important to you
extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7
- 25.1 You are satisfied with the way www.wehkamp.nl presents its **advertisements**
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 25.2 You are satisfied with the way woonwinkel.brabantsdagblad.nl presents its **advertisements**
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 25.3 You are satisfied with the way www.eshop.nl presents its **advertisements**
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
26. When you consider the purchase of a **toaster** at an online store, the **payment methods and options** (for example Credit card, Debit card (Ideal), PayPal, "Accept giro", "Eenmalig machtiging", "overboeken") provided by the online store is
extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7
- 26.1 You are satisfied with **payment methods and options** provided by www.wehkamp.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 26.2 You are satisfied with the **payment methods and options** provided by
woonwinkel.brabantsdagblad.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 26.3 You are satisfied with the **payment methods and options** provided by www.eshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
27. When you consider the purchase of a **toaster** at an online store, the **customer service** provided by the online store is
extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7
- 27.1 You are satisfied with the **customer service** provided by www.wehkamp.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 27.2 You are satisfied with the **customer service** provided by woonwinkel.brabantsdagblad.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 27.3 You are satisfied with the **customer service** provided by www.eshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

28. When you consider the purchase of a **toaster** at an online store, the online store must be free from **error**
extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

28.1 You are satisfied, www.wehkamp.nl is free from **error**
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

28.2 You are satisfied, woonwinkel.brabantsdagblad.nl is free from **error**
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

28.3 You are satisfied, www.eshop.nl is free from **error**
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

29. When you consider the purchase of a **toaster** at an online store, the **discounts** provided by the online store are
extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

29.1 You are satisfied with the **discounts** provided by www.wehkamp.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

29.2 You are satisfied with the **discounts** provided by woonwinkel.brabantsdagblad.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

29.3 You are satisfied with the **discounts** provided by www.eshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

Subjective Norm

Normative belief strength...

30. Your family, friends or colleagues (people that are important to you) would think that you should purchase **toasters** from www.wehkamp.nl
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7

31. Your family, friends or colleagues (people that are important to you) would think that you should purchase **toasters** from woonwinkel.brabantsdagblad.nl
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7

32. Your family, friends or colleagues (people that are important to you) would think that you should purchase **toasters** from www.eshop.nl
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7

Motivation to comply...

33. How much would you like to purchase **toasters** from online stores where your family, friends or colleagues think you should purchase from?
not at all _____ : _____ : _____ : _____ : _____ : _____ : _____ Very much
1 2 3 4 5 6 7

Online vs. Offline

34. You would more likely purchase the **toaster** in a **physical store**
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7

35. You would more likely purchase the **toaster online**
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7

Thank you for participating!

Questionnaire Game purchasing

About your purchase intentions

Please let your preferred online store be visible in the first 3 questions.

1. **In real life**, you would more likely purchase the Xbox game for the boy at www.12game.com
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7
2. **In real life**, you would more likely purchase the Xbox game for the boy at www.bol.com
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7
3. **In real life**, you would more likely purchase the Xbox game for the boy at www.eplaza.com
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7
4. **In the future**, you would more likely purchase games at www.12game.com
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7
5. **In the future**, you would more likely purchase games at www.bol.com
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7
6. **In the future**, you would more likely purchase games at www.eplaza.com
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7

Attitude towards purchasing from online store X

1. When you consider the purchase of a **game** at an online store, the **structure and organization** of the website is extremely unimportant $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely important
 - 1.1 You are satisfied with the **structure and organization** of www.12game.com extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied
 - 1.2 You are satisfied with the **structure and organization** of www.bol.com extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied
 - 1.3 You are satisfied with the **structure and organization** of www.eplaza.com extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

2. When you consider the purchase of a **game** at an online store, the **product information** provided by the online store is extremely unimportant $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely important
 - 2.1 You are satisfied with the **product information** provided by www.12game.com extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied
 - 2.2 You are satisfied with the **product information** provided by www.bol.com extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied
 - 2.3 You are satisfied with the **product information** provided by www.eplaza.com extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

3. When you consider the purchase of a **game** at an online store, the **prices** provided by the online store are extremely unimportant $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely important
 - 3.1 You are satisfied with the **prices** provided by www.12game.com extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied
 - 3.2 You are satisfied with the **prices** provided by www.bol.com extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied
 - 3.3 You are satisfied with the **prices** provided by www.eplaza.com extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

4. When you consider the purchase of a **game** at an online store, the **product range** (assortment) provided by the online store is

extremely unimportant $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely important

4.1 You are satisfied with the **product range** provided by www.12game.com
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

4.2 You are satisfied with the **product range** provided by www.bol.com
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

4.3 You are satisfied with the **product range** provided by www.eplaza.com
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

5. When you consider the purchase of a **game** at an online store, that you have **purchased at the store before** is
extremely unimportant $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely important

5.1 You have **purchased** at www.12game.com before
never $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ very frequently

5.2 You have **purchased** at www.bol.com before
never $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ very frequently

5.3 You have **purchased** at www.eplaza.com before
never $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ very frequently

6. When you consider the purchase of a **game** at an online store, that you have **heard of the store before** is
extremely unimportant $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely important

6.1 You have **heard** of www.12game.com before
never $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ very frequently

6.2 You have **heard** of www.bol.com before
never $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ very frequently

6.3 You have **heard** of www.eplaza.com before
never $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ very frequently

7. When you consider the purchase of a **game** at an online store, the **aesthetic aspects** (for example colour and beauty of the layout) of the store are

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

7.1 You are satisfied with the **aesthetic aspects** of www.12game.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

7.2 You are satisfied with the **aesthetic aspects** of www.bol.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

7.3 You are satisfied with the **aesthetic aspects** of www.eplaza.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

8. When you consider the purchase of a **game** at an online store, the **specialization of the online store in games** is

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

8.1 You are satisfied with the **specialization** of www.12game.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

8.2 You are satisfied with the **specialization** of www.bol.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

8.3 You are satisfied with the **specialization** of www.eplaza.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

9. When you consider the purchase of a **game** at an online store, **pictures and screenshots** of the games provided by the online store are

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

9.1 You are satisfied with the **pictures and screenshots** of the games provided by www.12game.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

9.2 You are satisfied with the **pictures and screenshots** of the games provided by www.bol.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

9.3 You are satisfied with the **pictures and screenshots** of the games provided by www.eplaza.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

10. When you consider the purchase of a **game** at an online store, the **categories** provided by the online store are extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

10.1 You are satisfied with the **categories** of www.12game.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

10.2 You are satisfied with the **categories** of www.bol.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

10.3 You are satisfied with the **categories** of www.eplaza.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

11. When you consider the purchase of a **game** at an online store, the **sorting possibilities** provided by the online store are extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

11.1 You are satisfied with the **sorting possibilities** of www.12game.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

11.2 You are satisfied with the **sorting possibilities** of www.bol.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

11.3 You are satisfied with the **sorting possibilities** of www.eplaza.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

12. When you consider the purchase of a **game** at an online store, the **easiness** of finding what you are looking for is extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

12.1 You are satisfied with the **easiness** that you could find what you were looking for at www.12game.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

12.2 You are satisfied with the **easiness** that you could find what you were looking for at www.bol.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

12.3 You are satisfied with the **easiness** than you could find what you were looking for at www.eplaza.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

13. When you consider the purchase of a **game** at an online store, the **customer reviews and ratings** provided by the online store are

extremely unimportant $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely important

13.1 You are satisfied with the **customer reviews and ratings** provided by www.12game.com
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

13.2 You are satisfied with the **customer reviews and ratings** provided by www.bol.com
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

13.3 You are satisfied with the **customer reviews and ratings** provided by www.eplaza.com
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

14. When you consider the purchase of a **game** at an online store, the **search functionality** provided by the online store is

extremely unimportant $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely important

14.1 You are satisfied with the **search functionality** of www.12game.com
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

14.2 You are satisfied with the **search functionality** of www.bol.com
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

14.3 You are satisfied with the **search functionality** of www.eplaza.com
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

15. When you consider the purchase of a **game** at an online store, the **delivery speed** provided by the online store is

extremely unimportant $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely important

15.1 You are satisfied with the **delivery speed** of www.12game.com
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

15.2 You are satisfied with the **delivery speed** of www.bol.com
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

15.3 You are satisfied with the **delivery speed** of www.eplaza.com
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

16. When you consider the purchase of a **game** at an online store, you want it to be **easy and clear to find your way through the website (navigation)**

extremely unimportant : : : : : : extremely important
1 2 3 4 5 6 7

16.1 You are satisfied with the **navigation** of www.12game.com
extremely unsatisfied : : : : : : extremely satisfied
1 2 3 4 5 6 7

16.2 You are satisfied with the **navigation** of www.bol.com
extremely unsatisfied : : : : : : extremely satisfied
1 2 3 4 5 6 7

16.3 You are satisfied with the **navigation** of www.eplaza.com
extremely unsatisfied : : : : : : extremely satisfied
1 2 3 4 5 6 7

17. When you consider the purchase of a **game** at an online store, the online store should have the **warranty logo** of the Dutch organization of home shopping warranty (“thuiswaarborg”/ “consumentenbond”) and have good **warranty** policies

extremely unimportant : : : : : : extremely important
1 2 3 4 5 6 7

17.1 You are satisfied with the **warranty** of www.12game.com
extremely unsatisfied : : : : : : extremely satisfied
1 2 3 4 5 6 7

17.2 You are satisfied with the **warranty** of www.bol.com
extremely unsatisfied : : : : : : extremely satisfied
1 2 3 4 5 6 7

17.3 You are satisfied with the **warranty** of www.eplaza.com
extremely unsatisfied : : : : : : extremely satisfied
1 2 3 4 5 6 7

18. When you consider the purchase of a **game** at an online store, the **information** of how many or if a product is available in **stock** is

extremely unimportant : : : : : : extremely important
1 2 3 4 5 6 7

18.1 You are satisfied with the **stock information** provided by www.12game.com
extremely unsatisfied : : : : : : extremely satisfied
1 2 3 4 5 6 7

18.2 You are satisfied with the **stock information** provided by www.bol.com
extremely unsatisfied : : : : : : extremely satisfied
1 2 3 4 5 6 7

18.3 You are satisfied with the **stock information** provided by www.eplaza.com
extremely unsatisfied : : : : : : extremely satisfied
1 2 3 4 5 6 7

19. When you consider the purchase of a **game** at an online store, you find it important when the store **recommends** you other products (for example matching products, similar products or products that other customers bought)

Extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

19.1 You are satisfied with the **recommendations** of www.12game.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

19.2 You are satisfied with the **recommendations** of www.bol.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

19.3 You are satisfied with the **recommendations** of www.eplaza.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

20. When you consider the purchase of a **game** at an online store, you find it important for the appearance of the website to be **simple** and without clutter

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

20.1 You are satisfied with the **simplicity** of www.12game.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

20.2 You are satisfied with the **simplicity** of www.bol.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

20.3 You are satisfied with the **simplicity** of www.eplaza.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

21. When you consider the purchase of a **game** at an online store, you prefer that the online store is in your **native language**

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

21.1 You are satisfied with the **language** of www.12game.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

21.2 You are satisfied with the **language** of www.bol.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

21.3 You are satisfied with the **language** of www.eplaza.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

22. When you consider the purchase of a **game** at an online store, the **delivery costs** provided by the online store is extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7
- 22.1 You are satisfied with the **delivery costs** of www.12game.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 22.2 You are satisfied with the **delivery costs** of www.bol.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 22.3 You are satisfied with the **delivery costs** of www.eplaza.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
23. When you consider the purchase of a **game** at an online store, you want to be able to **compare** products and product information (for example specifications and prices) on the online store
extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7
- 23.1 You are satisfied with the **product comparison possibilities** of www.12game.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 23.2 You are satisfied with the **product comparison possibilities** of www.bol.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 23.3 You are satisfied with the **product comparison possibilities** of www.eplaza.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
24. When you consider the purchase of a **game** at an online store, you find it important for the **appearance** of the website to be **professional**
extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7
- 24.1 You are satisfied with the **professional appearance** of www.12game.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 24.2 You are satisfied with the **professional appearance** of www.bol.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7
- 24.3 You are satisfied with the **professional appearance** of www.eplaza.com
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

25. When you consider the purchase of a **game** at an online store, the way the online store presents its **advertisements** is important to you
 extremely unimportant $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely important
- 25.1 You are satisfied with the way www.12game.com presents its **advertisements**
 extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied
- 25.2 You are satisfied with the way www.bol.com presents its **advertisements**
 extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied
- 25.3 You are satisfied with the way www.eplaza.com presents its **advertisements**
 extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied
26. When you consider the purchase of a **game** at an online store, the **payment methods and options** (for example Credit card, Debit card (Ideal), PayPal, "Accept giro", "Eenmalig machtiging", "overboeken") provided by the online store are
 extremely unimportant $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely important
- 26.1 You are satisfied with the **payment methods and options** provided by www.12game.com
 extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied
- 26.2 You are satisfied with the **payment methods and options** provided by www.bol.com
 extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied
- 26.3 You are satisfied with the **payment methods and options** provided by www.eplaza.com
 extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied
27. When you consider the purchase of a **game** at an online store, the **customer service** provided by the online store is
 extremely unimportant $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely important
- 27.1 You are satisfied with the **customer service** provided by www.12game.com
 extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied
- 27.2 You are satisfied with the **customer service** provided by www.bol.com
 extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied
- 27.3 You are satisfied with the **customer service** provided by www.eplaza.com
 extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

28. When you consider the purchase of a **game** at an online store, the online store must be free from **error**
extremely unimportant $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely important

28.1 You are satisfied, www.12game.com is free from **error**
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

28.2 You are satisfied, www.bol.com is free from **error**
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

28.3 You are satisfied, www.eplaza.com is free from **error**
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

29. When you consider the purchase of a **game** at an online store, the **discounts** provided by the online store are
extremely unimportant $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely important

29.1 You are satisfied with the **discounts** provided by www.12game.com
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

29.2 You are satisfied with the **discounts** provided by www.bol.com
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

29.3 You are satisfied with the **discounts** provided by www.eplaza.com
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

Subjective Norm

Normative belief strength...

30. Your family, friends or colleagues (people that are important to you) would think that you should purchase **games** from www.12game.com
extremely unlikely : : : : : : extremely likely
 1 2 3 4 5 6 7
31. Your family, friends or colleagues (people that are important to you) would think that you should purchase **games** from www.bol.com
extremely unlikely : : : : : : extremely likely
 1 2 3 4 5 6 7
32. Your family, friends or colleagues (people that are important to you) would think that you should purchase **games** from www.eplaza.com
extremely unlikely : : : : : : extremely likely
 1 2 3 4 5 6 7

Motivation to comply...

33. How much would you like to purchase **games** from online stores where your family, friends or colleagues think you should purchase from?
Not at all : : : : : : Very much
 1 2 3 4 5 6 7

Online vs. Offline

34. You would more likely purchase the **game** in a **physical store**
extremely unlikely : : : : : : extremely likely
 1 2 3 4 5 6 7
35. You would more likely purchase the **game online**
extremely unlikely : : : : : : extremely likely
 1 2 3 4 5 6 7

Thank you for participating!

Questionnaire Camera purchasing

About your purchase intentions

Please let your preferred online store be visible in the first 3 questions.

1. **In real life**, you would more likely intend to **purchase the Sony camera** at www.digicamshop.nl
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7
2. **In real life**, you would more likely intend to **purchase the Sony camera** at www.camera4all.nl
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7
3. **In real life**, you would more likely intend to **purchase the Sony camera** at www.otto.nl
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7
4. **In the future**, you would more likely purchase **cameras** at www.digicamshop.nl
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7
5. **In the future**, you would more likely purchase **cameras** at www.camera4all.nl
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7
6. **In the future**, you would more likely purchase **cameras** at www.otto.nl
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7

Attitude towards purchasing from online store X

1. When you consider the purchase of a **camera** at an online store, the **structure and organization** of the website is

extremely unimportant : : : : : : extremely important
 1 2 3 4 5 6 7

1.1 You are satisfied with the **structure and organization** of www.digicamshop.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

1.2 You are satisfied with the **structure and organization** of www.camera4all.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

1.3 You are satisfied with the **structure and organization** of www.otto.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

2. When you consider the purchase of a **camera** at an online store, the **product information** provided by the online store is

extremely unimportant : : : : : : extremely important
 1 2 3 4 5 6 7

2.1 You are satisfied with the **product information** provided by www.digicamshop.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

2.2 You are satisfied with the **product information** provided by www.camera4all.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

2.3 You are satisfied with the **product information** provided by www.otto.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

3. When you consider the purchase of a **camera** at an online store, the **prices** provided by the online store are
extremely unimportant : : : : : : extremely important
 1 2 3 4 5 6 7

3.1 You are satisfied with the **prices** provided by www.digicamshop.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

3.2 You are satisfied with the **prices** provided by www.camera4all.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

3.3 You are satisfied with the **prices** provided by www.otto.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

4. When you consider the purchase of a **camera** at an online store, the **product range** (assortment) provided by the online store is

extremely unimportant $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely important

4.1 You are satisfied with the **product range** provided by www.digicamshop.nl
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

4.2 You are satisfied with the **product range** provided by www.camera4all.nl
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

4.3 You are satisfied with the **product range** provided by www.otto.nl
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

5. When you consider the purchase of a **camera** at an online store, that you have **purchased at the store before** is
extremely unimportant $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely important

5.1 You have **purchased** at www.digicamshop.nl before
never $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ very frequently

5.2 You have **purchased** at www.camera4all.nl before
never $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ very frequently

5.3 You have **purchased** at www.otto.nl before
never $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ very frequently

6. When you consider the purchase of a **camera** at an online store, that you have **heard of the store before** is
extremely unimportant $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely important

6.1 You have **heard** of www.digicamshop.nl before
never $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ very frequently

6.2 You have **heard** of www.camera4all.nl before
never $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ very frequently

6.3 You have **heard** of www.otto.nl before
never $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ very frequently

7. When you consider the purchase of a **camera** at an online store, the **aesthetic aspects** (for example colour and beauty of the layout) of the store are

extremely unimportant : : : : : : extremely important
 1 2 3 4 5 6 7

7.1 You are satisfied with the **aesthetic aspects** of www.digicamshop.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

7.2 You are satisfied with the **aesthetic aspects** of www.camera4all.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

7.3 You are satisfied with the **aesthetic aspects** of www.otto.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

8. When you consider the purchase of a **camera** at an online store, the **specialization of the online store in cameras** is

extremely unimportant : : : : : : extremely important
 1 2 3 4 5 6 7

8.1 You are satisfied with the **specialization** of www.digicamshop.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

8.2 You are satisfied with the **specialization** of www.camera4all.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

8.3 You are satisfied with the **specialization** of www.otto.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

9. When you consider the purchase of a **camera** at an online store, **pictures** of the cameras provided by the online store are

extremely unimportant : : : : : : extremely important
 1 2 3 4 5 6 7

9.1 You are satisfied with the **pictures** of the cameras that are provided by www.digicamshop.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

9.2 You are satisfied with the **pictures** of the cameras that are provided by www.camera4all.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

9.3 You are satisfied with the **pictures** of the cameras that are provided by www.otto.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

10. When you consider the purchase of a **camera** at an online store, the **categories** provided by the online store are extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

10.1 You are satisfied with the **categories** of www.digicamshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

10.2 You are satisfied with the **categories** of www.camera4all.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

10.3 You are satisfied with the **categories** of www.otto.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

11. When you consider the purchase of a **camera** at an online store, the **sorting possibilities** provided by the online store are extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

11.1 You are satisfied with the **sorting possibilities** of www.digicamshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

11.2 You are satisfied with the **sorting possibilities** of www.camera4all.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

11.3 You are satisfied with the **sorting possibilities** of www.otto.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

12. When you consider the purchase of a **camera** at an online store, the **easiness** of finding what you are looking for is extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
1 2 3 4 5 6 7

12.1 You are satisfied with the **easiness** you could find what you were looking for at www.digicamshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

12.2 You are satisfied with the **easiness** you could find what you were looking for at www.camera4all.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

12.3 You are satisfied with the **easiness** you could find what you were looking for at www.otto.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
1 2 3 4 5 6 7

13. When you consider the purchase of a **camera** at an online store, the **customer reviews and ratings** provided by the online store are

extremely unimportant $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely important

13.1 You are satisfied with the **customer reviews and ratings** provided by www.digicamshop.nl
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

13.2 You are satisfied with the **customer reviews and ratings** provided by www.camera4all.nl
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

13.3 You are satisfied with the **customer reviews and ratings** provided by www.otto.nl
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

14. When you consider the purchase of a **camera** at an online store, the **search functionality** provided by the online store is

extremely unimportant $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely important

14.1 You are satisfied with the **search functionality** of www.digicamshop.nl
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

14.2 You are satisfied with the **search functionality** of www.camera4all.nl
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

14.3 You are satisfied with the **search functionality** of www.otto.nl
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

15. When you consider the purchase of a **camera** at an online store, the **delivery speed** provided by the online store is

extremely unimportant $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely important

15.1 You are satisfied with the **delivery speed** of www.digicamshop.nl
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

15.2 You are satisfied with the **delivery speed** of www.camera4all.nl
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

15.3 You are satisfied with the **delivery speed** of www.otto.nl
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

16. When you consider the purchase of a **camera** at an online store, you want it to be **easy and clear to find your way through the website (navigation)**

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
 1 2 3 4 5 6 7

16.1 You are satisfied with the **navigation** of www.digicamshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
 1 2 3 4 5 6 7

16.2 You are satisfied with the **navigation** of www.camera4all.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
 1 2 3 4 5 6 7

16.3 You are satisfied with the **navigation** of www.otto.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
 1 2 3 4 5 6 7

17. When you consider the purchase of a **camera** at an online store, the online store should have the **warranty logo** of the Dutch organization of home shopping warranty ("thuiswaarborg"/ "consumentenbond") and have good **warranty** policies

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
 1 2 3 4 5 6 7

17.1 You are satisfied with the **warranty** of www.digicamshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
 1 2 3 4 5 6 7

17.2 You are satisfied with the **warranty** of www.camera4all.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
 1 2 3 4 5 6 7

17.3 You are satisfied with the **warranty** of www.otto.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
 1 2 3 4 5 6 7

18. When you consider the purchase of a **camera** at an online store, the **information** of how many or if a product is available in **stock** is

extremely unimportant _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely important
 1 2 3 4 5 6 7

18.1 You are satisfied with the **stock information** provided by www.digicamshop.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
 1 2 3 4 5 6 7

18.2 You are satisfied with the **stock information** provided by www.camera4all.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
 1 2 3 4 5 6 7

18.3 You are satisfied with the **stock information** provided by www.otto.nl
extremely unsatisfied _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely satisfied
 1 2 3 4 5 6 7

19. When you consider the purchase of a **camera** at an online store, you find it important when the store **recommends** you other products (for example matching products, similar products or products that other customers bought)

Extremely unimportant : : : : : : extremely important
 1 2 3 4 5 6 7

19.1 You are satisfied with the **recommendations** of www.digicamshop.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

19.2 You are satisfied with the **recommendations** of www.camera4all.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

19.3 You are satisfied with the **recommendations** of www.otto.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

20. When you consider the purchase of a **camera** at an online store, you find it important for the appearance of the website to be **simple** and without clutter

extremely unimportant : : : : : : extremely important
 1 2 3 4 5 6 7

20.1 You are satisfied with the **simplicity** of www.digicamshop.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

20.2 You are satisfied with the **simplicity** of www.camera4all.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

20.3 You are satisfied with the **simplicity** of www.otto.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

21. When you consider the purchase of a **camera** at an online store, you prefer that the online store is in your **native language**

extremely unimportant : : : : : : extremely important
 1 2 3 4 5 6 7

21.1 You are satisfied with the **language** of www.digicamshop.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

21.2 You are satisfied with the **language** of www.camera4all.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

21.3 You are satisfied with the **language** of www.otto.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

22. When you consider the purchase of a **camera** at an online store, the **delivery costs** provided by the online store is

extremely unimportant $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely important

22.1 You are satisfied with the **delivery costs** of www.digicamshop.nl
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

22.2 You are satisfied with the **delivery costs** of www.camera4all.nl
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

22.3 You are satisfied with the **delivery costs** of www.otto.nl
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

23. When you consider the purchase of a **camera** at an online store, you want to be able to **compare** products and product information (for example specifications and prices) on the online store

extremely unimportant $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely important

23.1 You are satisfied with the **product comparison possibilities** of www.digicamshop.nl
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

23.2 You are satisfied with the **product comparison possibilities** of www.camera4all.nl
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

23.3 You are satisfied with the **product comparison possibilities** of www.otto.nl
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

24. When you consider the purchase of a **camera** at an online store, you find it important for the **appearance** of the website to be **professional**

extremely unimportant $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely important

24.1 You are satisfied with the **professional appearance** of www.digicamshop.nl
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

24.2 You are satisfied with the **professional appearance** of www.camera4all.nl
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

24.3 You are satisfied with the **professional appearance** of www.otto.nl
extremely unsatisfied $\frac{\quad}{1} : \frac{\quad}{2} : \frac{\quad}{3} : \frac{\quad}{4} : \frac{\quad}{5} : \frac{\quad}{6} : \frac{\quad}{7}$ extremely satisfied

25. When you consider the purchase of a **camera** at an online store, the way the online store presents its **advertisement** is important to you

extremely unimportant : : : : : : extremely important
 1 2 3 4 5 6 7

25.1 You are satisfied with the way www.digicamshop.nl presents its **advertisements**
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

25.2 You are satisfied with the way www.camera4all.nl presents its **advertisements**
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

25.3 You are satisfied with the way www.otto.nl presents its **advertisements**
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

26. When you consider the purchase of a **camera** at an online store, the **payment methods and options** (for example Credit card, Debit card (Ideal), PayPal, "Accept giro", "Eenmalig machtiging", "overboeken") provided by the online store are

extremely unimportant : : : : : : extremely important
 1 2 3 4 5 6 7

26.1 You are satisfied with the **payment methods and options** provided by www.digicamshop.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

26.2 You are satisfied with the **payment methods and options** provided by www.camera4all.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

26.3 You are satisfied with the **payment methods and options** provided by www.otto.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

27. When you consider the purchase of a **camera** at an online store, the **customer service** provided by the online store is

extremely unimportant : : : : : : extremely important
 1 2 3 4 5 6 7

27.1 You are satisfied with the **customer service** provided by www.digicamshop.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

27.2 You are satisfied with the **customer service** provided by www.camera4all.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

27.3 You are satisfied with the **customer service** provided by www.otto.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

28. When you consider the purchase of a **camera** at an online store, the online store must be free from **error**
extremely unimportant : : : : : : extremely important
 1 2 3 4 5 6 7

28.1 You are satisfied, www.digicamshop.nl is free from **error**
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

28.2 You are satisfied, www.camera4all.nl is free from **error**
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

28.3 You are satisfied, www.otto.nl is free from **error**
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

29. When you consider the purchase of a **camera** at an online store, the **discounts** provided by the online store are
extremely unimportant : : : : : : extremely important
 1 2 3 4 5 6 7

29.1 You are satisfied with the **discounts** provided by www.digicamshop.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

29.2 You are satisfied with the **discounts** provided by www.camera4all.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

29.3 You are satisfied with the **discounts** provided by www.otto.nl
extremely unsatisfied : : : : : : extremely satisfied
 1 2 3 4 5 6 7

Subjective Norm

Normative belief strength...

30. Your family, friends or colleagues (people that are important to you) would think that you should purchase **cameras** from www.digicamshop.nl
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7
31. Your family, friends or colleagues (people that are important to you) would think that you should purchase **cameras** from www.camera4all.nl
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7
32. Your family, friends or colleagues (people that are important to you) would think that you should purchase **cameras** from www.otto.nl
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7

Motivation to comply...

33. How much would you like to purchase **cameras** from online stores where your family, friends or colleagues think you should purchase from?
Not at all _____ : _____ : _____ : _____ : _____ : _____ : _____ Very much
1 2 3 4 5 6 7

Online vs. Offline

34. You would more likely purchase **the camera** in a **physical store**
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7
35. You would more likely purchase **the camera online**
extremely unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ extremely likely
1 2 3 4 5 6 7

Thank you for participating!