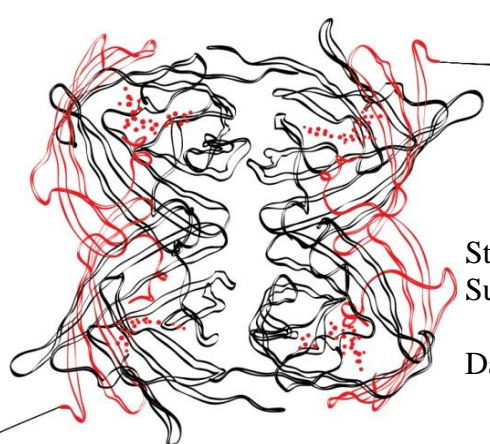


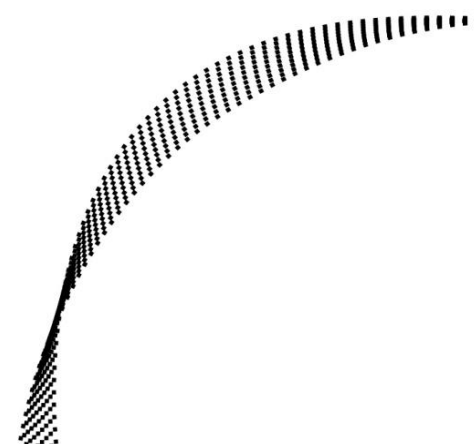


Identifying online customer behavior characteristics of online/offline customers

A retailer trying to adopt an omni-channel focus



Student name: Tom ter Horst
Supervisors: Dr. Efthymios Constantinides
Dr. Sjoerd de Vries
Date: 19-06-2016



Management summary

The main purpose of this study is to identify online customer behavior characteristics of online/offline purchasing customers. Identified online customer behavior characteristics may provide new research directions. Which eventually give the opportunity to try out new ways to improve customer experience and performance across channels and can help omni-channel retailers.

A website can provide customers with information about products, opening hours, driving directions, showrooms stock information, etc. Further the website usability and visual design can influence the behavior of customers. But when a website is usability friendly and has an attractive visual design is no guarantee for success. This is because customers have the ability to use different online marketing touchpoints to find and visit the right website.

To identify online customer behavior characteristics, there are 16.919 customers invited to participate in a survey. All invited customers were from a retailer operating with an e-commerce website and two physical showrooms. In total, 857 customers who purchased at the website and 737 customers who visited the website and purchased at the physical store completed the online survey.

Analysis of the results under the respondents gave insights into identifiable online customer behavior characteristics of online/offline purchasing customers. For example, customers most often used website information such as the product description, size, photo's and product price. Further product reviews are valued more relevant, useful and more often contain the right information compared with company reviews. And this study also indicate that search engines are most often used online marketing touchpoints to visit the website.

The conclusion and recommendations in this study, allow click and brick retailers to further optimize their omni-channel strategy across channels. Furthermore this study gives research direction to researchers to further explore the effects of integrating website information and features across channels.

Table of contents

Management summary.....	1
Table of contents.....	2
List of tables.....	4
1. Introduction.....	5
1.1 Problem statement.....	6
1.2 Research goal and research problem	6
1.3 Research questions.....	7
2. Theoretical framework.....	8
2.1 Customer behavior in the multi-channel environment.....	8
2.2 Company website information	8
2.3 Influence of a website on the customer	9
2.4 Online marketing touchpoints to cause a direct website visit	10
2.4.1 Search engines.....	10
2.4.2 Social media	11
2.4.3 Comparison websites.....	11
2.4.4 Blogs.....	11
2.4.5 Informative websites	11
2.4.6 E-mail.....	12
2.4.7 Marketplaces	12
2.4.8 Display	12
2.5 Research scheme	13
3. Methodology	14
3.1 Procedure and sample.....	14
3.2 Measurement.....	15
4. Analysis and results	17
4.1 Measurement model.....	17

4.2 Results	18
4.2.1 Company website features	18
4.2.2 Company website usability and visual design.....	19
4.2.3 Online marketing touchpoints to visit the website	19
5. Conclusion and recommendations	21
6. Limitations and further research	23
7. Contribution to literature.....	24
References.....	25
Appendices.....	31
1. Distribution of answers on the questionnaire	31
1.1 Website information use.....	31
1.2 Website usability	32
1.3 Website visual design	33
1.4 Online marketing touchpoint use to visit the website	33
1.5 Online word-of-mouth on a website	34
1.6 Living place	35
1.7 Household income.....	36
1.8 Age	37
2. Test statistic.....	38
2.1 Website information use.....	38
2.2 Website usability	38
2.3 Website visual design	38
2.4 Online marketing touchpoints to visit the website.....	38
2.5 Online word-of-mouth on a website	39

List of tables

Table 1. Research area of this study	13
Table 2. Distribution of respondents who visited the website prior to making a purchase	15
Table 3. Mean age of the two groups.....	17
Table 4. Test statistic for mean age of the two groups	17
Table 5. Measurement results of customers who visited the website	20

1. Introduction

In the 90s, the introduction of computers and the developments in information technologies allowed consumers to go on the internet. And thereby, managers could use a wide variety of virtual media to increase sales and promote brands (Casalo, Flavian & Guinaliu, 2008). These days consumers use the internet as part of their search for information and they will increasingly rely on the internet when searching for information (Peterson & Merino, 2003).

Not many established retailers adopted the internet immediately. In the past, established retailers were afraid that online activities negatively influence their sales in physical stores (Biyalogorsky & Naik, 2003; Alba, Lynch, Weitz, Janiszewski, Lutz, Sawyer & Wood, 1997). This fear, proves to be unjustified because adding additional online channels not per definition cannibalizes existing business (Biyalogorsky & Naik, 2003). And besides, new online players disruptively changed entire industries, for example the travel branch.

Existing retailers wondered if they had to expand their business further online (Deleersnyder, Geyskens, Gielens & Dekimpe, 2002). And internet-only companies wondered whether they should open physical stores (Avery, Steenburgh, Deighton & Caravella, 2012). Companies that decided to be present online and offline developed multi-channel strategies to capture competitive advantage.

Recently the world of retailing is shifting again from multi-channel to omni-channel (Verhoef, Kannan & Inman, 2015). In the last few years, it is increasingly important to manage customers the right way across different channels. Omni-channel retailing takes behavior of customers across channels in a broader perspective. Wherein multi-channel retailing mainly focuses on different channels, omni-channel retailing focuses mainly on the consumer-brand interaction (Verhoef, Kannan & Inman, 2015). With ongoing developments in mobile devices, apps and wearable's, it is important for brands to have a similar consumer-brand interaction across channels.

With omni-channel retailing a new domain for research emerges. Further research on channels

and performance should move more in the direction of omni-channel (Verhoef, Kannan & Inman (2015).

“We define omni-channel management as the synergetic management of the numerous available channels and customer touchpoints, in such a way that the customer experience across channels and the performance over channels is optimized” (Verhoef, Kannan & Inman, 2015).

The main objective in this study is to identify online customer behavior characteristics of online/offline purchasing customers. Identified online customer behavior characteristics may provide new research directions. Which eventually give the opportunity to try out new ways to improve customer experience and performance across channels and can help omni-channel retailers.

1.1 Problem statement

A Dutch retailer operating in the furniture branch uses two physical showrooms and an e-commerce website to sell products to its customers. The ambition of the organization is to realize sales with supreme customer satisfaction, regardless whether the purchase was made through a physical store or through the e-commerce website. In recent years the number of website visits and sales through the e-commerce website increased. And studies performance by the retailer showed that many customers first orientate on the e-commerce website prior to purchasing at the physical store.

To stay ahead of competition, the retailer looks at what steps need to be put in order to focus on a more omni-channel strategy. To make a first step in this process the retailer wonders if there are any identifiable online customer behavior characteristics among online/offline customers.

1.2 Research goal and research problem

The goal of this study is to identify online behavior characteristics among customers. Phrased differently this is formed into the following central research question:

What online customer behavior characteristics can be identified of online/offline purchasing customers?

According to Verhoef, Kannan & Inman (2015) “new research should adopt an omni-channel focus and specifically aim to model choice behavior of multiple channels and touchpoints simultaneously”. Taking into account this research gap, this research will contribute to future research by identifying online customer behavior characteristics of online/offline purchasing customers. Identified online customer behavior characteristics can be a starting point to model customer choice behavior of multiple channels.

Furthermore customers expect integrated service, uniformity and experience regardless of what channel they choose (Piotrowicz & Cuthbertson, 2014). The identified online customer behavior characteristics of online/offline customers help retailers to find potential inequalities.

1.3 Research questions

The internet that started small in the 90s is now used to search for information, make online calls, book reservation, see other people face-to-face by webcams, share information, buy products and so on. In the past customers primarily used physical stores to make purchases. But in the present and with the emergence of the multichannel environment, consumers have the option to use multiple channels at various buying stages when making a purchase (Balasubramaniam, Raghunathan & Mahajan, 2005). Therefore, it is important to answer the following questions:

- How did the multichannel environment change the customer behavior?
- What are most used website features and information on company websites?
- How is a customer influenced by a company website?
- What online marketing touchpoints can directly send an user to a website?

Answering these research questions will help to identify online customer behavior characteristic.

2. Theoretical framework

2.1 Customer behavior in the multi-channel environment

In the multi-channel environment consumers exhibit complex behavior when shopping (Alba, Lynch, Weitz, Janiszewski, Lutz, Sawyer & Wood, 1997; Peterson, Balasubramanian, & Bronnenberg, 1997). Consumers use different channels to orientate or to make purchases and might even search for products online to later purchase them at a brick store (Balasubramaniam, Raghunathan & Mahajan, 2005). The combination of multiple channels allow consumers to use the most appropriate channel for their situation.

In the changed retail environment the brand name, price sensitivity and factual information have increased in importance (Degeratu, Rangaswamy & Wu, 2000). The internet allows consumers to compare different products and service providers. Websites such as Booking.com allow consumers to compare different hotels by price and service. In the area before the internet it was more difficult to compare multiple providers and it took significantly longer. Price sensitivity, the brand names and factual information are more important in certain categories (Degeratu, Rangaswamy & Wu, 2000). In categories where factual information is less present, strong brand names will gain high value to purchasing consumers (Degeratu, Rangaswamy & Wu, 2000).

Consumers use various channels at different buying stages. Wherein the consumers specific goal will probably influence the channel preference (Degeratu, Rangaswamy & Wu, 2000). Furthermore, the website design affects how consumers think about how good the service and what the risk is and when it suits well the online channel use can increase (Montoya-Weiss, Voos & Grewal, 2003). Providing a website with the right information and using the right online marketing touchpoints can make consumers to use the online channel to make their purchase (Verhoef, Kannan & Inman, 2015).

2.2 Company website information

A company website can be used by consumers to find information such as accommodation, shopping and driving information. In a more advanced way consumers can also make reservations, purchase product and book tickets on company websites (Wang & Fesermaier

2006). Furthermore, a website can facilitate the consumer to contact organizations online (Cheema & Papatla, 2010; Constantinides, 2002; Gurau, 2008).

There are several ways consumers can use a company website. Which makes it important to properly maintain the website because the quality of the website can affect the perception of the quality of the product or service and therefore the purchase intention (Wells, Valacich & Hess, 2011).

It is a challenge for a company to use a wide variety of website technologies to facilitate the online needs of customers. Research has shown that not every website offers every kind of online/offline website integration (Steinfeld, Adelaar & Lui, 2005). According to Steinfeld, Adelaar & Lui (2005) there are sixteen online/offline website integrations that a company website can provide on the website. The results of Steinfeld, Adelaar & Lui (2005) indicate that there is a difference between company websites in providing these features to consumers. Simply not all company websites have the ability or resources to provide all features towards consumers.

Additional to the website features mentioned by Steinfeld, Adelaar & Lui (2005) is the ability to provide online word-of-mouth on a company website. Customers sometimes have the opportunity to review a product or vendor. Websites like Amazon.com provide customers the ability to review a product or reseller after the customer has made a purchase. In the travel industry Booking.com offers consumers the opportunity to review the hotel after their stay. Allowing customers to leave reviews and showing online reviews is a way of gaining customers trust (Awad & Ragowsky, 2008; Pavlou & Gefen, 2004).

2.3 Influence of a website on the customer

Consumers use a website for various reasons, and almost every website is different. In order to improve a website, it is possible to adapt certain website parts and to test whether this leads an increase in usability and a for the customer better visual website. This is important because the website usability can influence the consumers satisfaction (Flavian, Guinaliu & Gurrea, 2006). And the visual appeal of a website can influence the purchase decision making process of users (Parboteeah, Valacich & Wells, 2009).

Website usability is an important element in the store image and can influence the customers shopping behavior (Flavian, Guinaliu & Gurrea, 2006). With an usability optimized website users can relatively easy navigate through the website. Website usability is important when a company is trying to satisfy the user online (Kim & Eom, 2002) and high website usability can even create competitive advantage (Baloglu & Pekcan, 2006: Flavian, Guinaliu & Gurrea, 2006: Jones & Kim, 2010). According to Flavian, Guinaliu & Gurrea (2006) an usability friendly website is easy to understand, use, navigate, is well structured and loads quickly.

The visual appeal of a website refers to the choice of visual elements such as graphics, fonts and the overall look of a website (Van der Heijden et al. 2003). Changing visual elements on a website can influence its users. Large websites like Amazon.com and Booking.com do tests with colors and visual website aspects to see whether the changes affect user behavior. A visual appealing website is determined by when the consumer finds the website visually pleasing and appealing (Parboteeah, Valacich & Wells, 2009).

2.4 Online marketing touchpoints to cause a direct website visit

When a website is created, it is important to attract the right visitors since otherwise your website is useless (Carroll & Broadhead, 2001). The literature describes several possible online marketing touchpoints which can cause a direct website visit.

2.4.1 Search engines

Consumers use search engines to look for information and follow the links displayed in the search results section of the search engine (Sen, 2005). Search engine marketing strategy consists optimization of the organic results (SEO) and the optimization of the paid results (SEA) (Sen, 2005). One of the factors that influence the amount of traffic towards a website is the rank in the search results. In which a higher rank frequently provides more traffic. However, a higher rank can also be more expensive in comparison with a lower rank (Brooks, 2004). Search engine marketing can be an important strategic tool to provide information and cause consumers to visit a website (Pan, Xiang, Law & Fesenmaier, 2011: Sen, 2005).

2.4.2 Social media

Social media are web-based technologies where individuals can share, discuss, create and modify content (Kietzmann, Hermkens, McCarthy & Silvestre, 2011). Companies use social media to create brand awareness, brand engagement and social media provide a platform for online word-of-mouth (Hoffman & Fodor, 2010). Further, social network sites are used to achieve B2B (business to business) brand objectives and to attract new customers (Michaelidou, Siamagka & Christodoulides, 2011). But, social media are unlike more traditional marketing channels mainly consumer controlled and not marketing controlled (Hoffman & Fodor, 2010).

2.4.3 Comparison websites

Comparison websites can be used by individuals to compare different products or services from different providers on for the individual important metrics (Laffey & Gandy, 2009: Kocas, 2002). This can help consumers to quickly compare multiple providers since the individual does not have to visit each website individually (Laffey & Gandy, 2009: Kocas, 2002). When comparing product or service providers individuals tend to primarily focus on three attributes: objective product information, price and the perception of the companies credibility (Su, 2007). Being part of the comparison website can provide revenue or new customers.

2.4.4 Blogs

Based on the case study of Lin & Huang (2006) a blog can have a significant influence on the desire and action phase of its readers. And hence blog marketing can even enhance competitive advantage (Huang, Yung & Yang, 2009). For a company, it is possible to create or co-create a blog to provide additional information towards consumers, but, it is also possible for a consumer itself to create a blog (Pan, Maclaurin & Crotts, 2007).

2.4.5 Informative websites

On the internet, it is possible to provide consumers with information and knowledge, for example on medical information (Benigeri & Pluye, 2003). Because of the size of the internet, users need to navigate through various options to find the right information (Chung & Tan, 2004). Pure informative websites like Wikipedia are undergoing constant development in which the volume

of the website continues to increase (Garbrillovich & Markovitch, 2007). Informative websites can provide additional information and link to a company website.

2.4.6 E-mail

Marketers can use e-mails to reach out to customers and individuals can use e-mails to communicate with colleagues, friends and family (Phelps, Lewis, Mobilio, Perry & Raman, 2004). The impact of e-mail marketing is very dependent on the number of shares (Phelps, Lewis, Mobilio, Perry & Raman, 2004). For companies e-mail marketing can be a lucrative way of communicating with consumers. Using e-mails may have a significant effect on the number of website visits, however, e-mail marketing has a danger to “spam” its receivers with unwanted e-mails (Pavlov, Melville & Plice, 2008).

2.4.7 Marketplaces

Large marketplaces offer opportunities for retailers to sell products. Marketplaces are for example: Amazon, Ebay and Alibaba. According to Pavlou and Gefen (2004), most of the retailers selling on these marketplaces have no brand name. Despite the uncertainty that the seller and buyers are separated, the online marketplaces are growing, mainly based on trust in the online marketplace (Pavlou & Gefen, 2004; Pavlou & Dimoka, 2006). Therefore, the feedback system on these marketplaces is very important, because otherwise high-quality sellers would leave the marketplace as they cannot signal their reputation and gain benefits for their reputation (Pavlou & Dimoka, 2006).

2.4.8 Display

Display advertising is placing banners ads on websites (Roels & Fridgerisdottir, 2009). Showing an advertisement that is associated with the content of a website can increase the purchase intention (Goldfarb & Trucker, 2011). Further, an obtrusive advertisement can increase purchase intention, however an advertisement that is both obtrusive and matched with the content of the website is less effective in increasing purchase intention (Goldfarb & Trucker, 2011). There are several ways to target potential customers that may purchase a certain product, for instance through behavioral targeting (Stitelman, Dalessandro, Perlich & Provost, 2011). This can be interesting compared with randomly displaying banners ads to all sort of consumers.

2.5 Research scheme

In order to find identifiable online customer behavior characteristic, scale items are measured under customers that visited the website and purchased online/offline. To limit the possible purchase channels this research focuses only on the purchases made through the physical store or website. The following scheme is used to display the research area of this study.

Table 1. Research area of this study

Measurement scale	Adapted or derived from	Customer visited the website prior to purchase						
		Yes				No		
		Purchase channel				Purchase channel		
		Physical store	Website	Telephone	Other	Physical store	Telephone	Other
Company website features								
I made use of the information regarding the showroom driving directions	Steinfeld, Adelaar & Lui (2005)	X	X					
I made use of the information regarding showroom opening hours	Steinfeld, Adelaar & Lui (2005)	X	X					
I made use of the information regarding company history	Steinfeld, Adelaar & Lui (2005)	X	X					
I made use of the information regarding the ability to see showroom stock information	Steinfeld, Adelaar & Lui (2005)	X	X					
I made use of the information regarding the product such as description, size and photo's	New	X	X					
I made use of the information regarding company events	Steinfeld, Adelaar & Lui (2005)	X	X					
I made use of the information regarding the product price	New	X	X					
I made use of the information regarding the return policy	Steinfeld, Adelaar & Lui (2005)	X	X					
I made use of the information regarding the delivery time	New	X	X					
I made use of the information regarding the warranty policy	New	X	X					
I made use of the information regarding the contact information	Steinfeld, Adelaar & Lui (2005)	X	X					
The product reviews on company website are relevant for me	Awad & Ragowsky (2008)	X	X					
The product reviews on company website are usable	Awad & Ragowsky (2008)	X	X					
The product reviews on company website contain the information I need	Awad & Ragowsky (2008)	X	X					
The company reviews on "external website url" are relevant for me	New	X	X					
The company reviews on "external website url" are usable	New	X	X					
The company reviews on "external website url" contain the information I need	New	X	X					
Website usability and visual design								
The website of the company is easy to understand	Flavian, Guinaliu & Gurrea (2006)	X	X					
The website of the company is easy to use	Flavian, Guinaliu & Gurrea (2006)	X	X					
The structure of the company website is easy to understand	Flavian, Guinaliu & Gurrea (2006)	X	X					
It is easy to navigate within the website of the company	Flavian, Guinaliu & Gurrea (2006)	X	X					
The structure of the website allows me to easily understand where I am on the website	Flavian, Guinaliu & Gurrea (2006)	X	X					
I find that loading the webpages goes quick	Flavian, Guinaliu & Gurrea (2006)	X	X					
The website is visual appealing	Parboteeah, Valacich & Wells (2009)	X	X					
The website display an attractive design	Parboteeah, Valacich & Wells (2009)	X	X					
Online marketing touchpoints								
To visit the website of the company I made use of search engines (for example Google or Bing)	New	X	X					
To visit the website of the company I made use of social media networks (for example Facebook or Twitter)	New	X	X					
To visit the website of the company I made use of price comparison websites (for example beslist.nl or vergelijk.nl)	New	X	X					
To visit the website of the company I made use of blogs (for example ... and ...)*	New	X	X					
To visit the website of the company I made use of informative websites (for example ... and ...)*	New	X	X					
To visit the website of the company I made use of marketplaces (for example marktplaats.nl)	New	X	X					
To visit the website of the company I made use of e-mails (for example the company newsletter)	New	X	X					
To visit the website of the company I made use of banner ads (for example at the right side of nu.nl)	New	X	X					

* The examples used are not mentioned in this study since it is possible to identify the retailer based on this

3. Methodology

3.1 Procedure and sample

An online survey is send to customers of a furniture retailer. The response is gathered through Mailplus survey manager tool. According to Wright (2005), online surveys are increasingly used as data collection model for market research.

During the period from March 16 to September 20, 2015, a total of 21.528 customers purchased from the furniture retailer. And a total of 18.960 e-mail addresses were collected during this period. After deleting duplicates and e-mail addresses from customers who opted-out for receiving e-mails, a total of 17.090 e-mail addresses remained.

The customers were invited by e-mail to participate in the 10 minute survey. To thank the customers who completed the survey they got a chance on winning a gift-card worth € 100,-. In total, 16.919 e-mail addresses received the e-mail, 171 e-mails bounced, 54,3% of the e-mails were opened and so therefore 9.189 persons saw the content of the e-mail.

Of the 9.189 opened e-mails, 34,2% clicked to the survey and 2.754 persons completed the first question. In total, 628 surveys were deleted due to missing data. To ensure that only genuine customers participated on the survey a question was added that asked the participant if they had made a purchase last year. Seventeen respondents stated that they did not made a purchase last year. In total 2109 correct filled out surveys remained. The statistics for the bounce rate, open rate and click through rate were provided by Mailplus.

A total of 1.671 (79%) respondents indicated that they had visited the website before they made a purchase. The distribution of respondents who visited the website and then made a purchase is shown in table 2.

Table 2. Distribution of respondents who visited the website prior to making a purchase

Purchase channel	Number	Percentage
Physical store	857	51%
Webshop	737	44%
Telephone	53	3%
E-mail	17	1%
Other	7	0%

For this research, only the respondents who had visited the website and purchased at the physical store or through the website are selected. As a result the used sample size in this research is n=1594.

Demographical questions such as age, income and house type were not required to complete the survey. The age of the respondents varies between 21 and 96 with a mean age of 52,54 years, with a standard deviation of 11,623. A total of 1.195 respondents filled in their age (75%). The question about the customers household income was divided into seven categories. 80,8% Of the household income of the respondents is above € 30.000,-. In total 53,4% decided not to fill in this question. All questions in the survey were asked in Dutch but still 3,6% of the respondents are not living in The Netherlands.

Due to privacy concerns, the data is analyzed completely anonymous and is thereby not associable with any individuals.

3.2 Measurement

Several scale items were derived or adopted from different studies. Seven of the scale items are derived from the research of Steinfield, Adelaar & Lui (2005). In the study of Steinfield, Adelaar & Lui (2015) a total of sixteen website integration features are mention, however, this study only derived seven of the sixteen website integration features. Eight stated website features were not applicable on the retailer website and two website features were translated into one scale question. Three scale items were derived from Awad & Ragowsky (2008). Respectively six scale items to measure website usability are adopted from Flavian, Guinaliu & Gurrea (2006) and two scale items to measure website visual design are derived from Parboteeah, Valacich & Wells (2009). The eight scale items to measure whether customers used the online marketing touchpoints to visit the website are new and seven scale items have been added to measure what the use of website features was.

A Likert 5-point scale from (1) “totally disagree” to (5) “totally agree” was used for all measurements. Choice was made to use a five point scale over a ten point scale since a ten point scale is more difficult to use on mobile phones due to the limited screen space.

4. Analysis and results

4.1 Measurement model

To explore identifiable online behavior characteristics the mean score of the results on the scale items is compared. Comparing the mean scores will indicate potential differences between scale item questions.

To identify differences between online purchasing with physical store purchasing customers a Mann-Whitney U test is used. The comparison of mean scores between the two groups allows to identify online customer behavior characteristics between both groups.

In order to use a Mann-Whitney U test the two compared groups have to be assumed equal. To check if the two groups can be assumed equal, the mean age of the two groups is compared. According to Jones & Fox (2009), generation X (individuals born between 1961 and 1980) are leading in online shopping, which may imply that the average age of respondents who purchased online is slightly younger than the respondents who visit the website and then purchased at the physical store.

H0: The mean age of the respondents who purchase online is significantly different than the mean age of respondents who visit the website and then purchase offline.

Ha: The mean age of the respondents who purchase online is equal to the mean age of the respondents who visit the website and then purchase offline.

To test the hypothesis, an independent sample t-test with a 95% confidence interval is used.

Table 3. Mean age of the two groups

Group Statistics					
	How did your purchase take place?	N	Mean	Std. Deviation	Std. Error Mean
What is your age	Through one of the showrooms	658	52.36	11.684	.455
	Through the webshop	537	52.76	11.556	.499

Table 4. Test statistic for mean age of the two groups

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
What is your age	Equal variances assumed	.259	.611	-.581	1193	.561	-.393	.676	-1.720	.933
	Equal variances not assumed			-.582	1150.259	.561	-.393	.675	-1.718	.932

Based on the test statistic $p=0.611$, the H_0 hypothesis is rejected and therefore the mean age between the two groups can be assumed equal.

4.2 Results

The results show differences in the mean scores on the different scale items. Also the mean score between groups is significantly different for certain scale items as shown in table 5.

4.2.1 Company website features

The scale items about the information on showroom driving directions, showroom opening hours, product description, size and photo, product price, return policy, delivery time, warranty policy and contact information show average mean score of above 2,5 on a 5 point scale. Furthermore product reviews are more often used, more relevant and more usable than company reviews since the average mean scores are higher for product reviews.

When the mean scores are compared between groups it becomes clear that certain website information is used significantly more in certain groups. Information about showroom driving directions (z-score = -12.972), opening hours (z-score = -23.682), company history (z-score = -2.896), company events (z-score = -3.827) and showroom stock information (z-score = -14.591) are significantly more used by the customers that purchased at the physical store. But on the other hand, the customers that purchased at the website used significantly more the information about the product size, photo and description (z-score = -9.940), product price (z-score = -9.065), return policy (z-score = -13.662), delivery time (z-score = 14.946), warranty policy (z-score = -10.874) and contact information (z-score = -4.870). Also scale items about product reviews are significantly more useful (z-score = -5.553), relevant (z-score = -6.260) and contain more frequently the right information (z-score = -5.240) for customers that purchased at the website.

4.2.2 Company website usability and visual design

All the scale items regarding to website usability and visual design have an average mean score of above 3,9. A comparison of the mean scores of purchase channels indicate that respondents that purchased through the websites value the website usability and visual design significantly higher for each scale item (z-scores = -6.912, -7.488, - 7.138, -7.567, -7.184, -7.486, -4.067 and -2.859).

4.2.3 Online marketing touchpoints to visit the website

The average mean score varies on the scale item about the use of different online marketing touchpoints to visit the company website. The respondents relatively agree with an average mean score of 3.97 to the statement “To visit the website of the company I made use of search engines (for example Google or Bing)”. Further all other scale items had an average mean score of below 2.5. When comparing both groups the means score for the scale items regarding to search engines, price comparison websites and informative websites is significantly higher (z-scores = -8.418, -7.255, -2.571) for customers that purchased through the website.

Table 5. Measurement results of customers who visited the website

Measurement scale	Purchase channel			Mann-Whitney U	Z-score	Asymp Sig. (2-tailed)
	Physical store	Website	Average			
Company website features	Mean Score	Mean Score	Mean score			
I made use of the information regarding the showroom driving directions	3.01	2.05	2.57	201956.0	-12.972	< 0.001
I made use of the information regarding showroom opening hours	4.05	2.23	3.21	106441.0	-23.682	< 0.001
I made use of the information regarding company history	2.39	2.24	2.32	290509.0	-2.896	0.004
I made use of the information regarding the ability to see showroom stock information	3.41	2.32	2.91	186475.0	-14.581	< 0.001
I made use of the information regarding the product such as description, size and photo's	4.15	4.58	4.35	234332.5	-9.940	< 0.001
I made use of the information regarding company events	2.17	1.99	2.08	282855.0	-3.827	< 0.001
I made use of the information regarding the product price	4.12	4.53	4.31	240643.5	-9.065	< 0.001
I made use of the information regarding the return policy	2.95	3.83	3.36	194026.5	-13.662	< 0.001
I made use of the information regarding the delivery time	3.37	4.31	3.80	185214.5	-14.946	< 0.001
I made use of the information regarding the warranty policy	3.33	4.01	3.65	219866.0	-10.874	< 0.001
I made use of the information regarding the contact information	3.71	4.00	3.84	273385.5	-4.870	< 0.001
The product reviews on company website are relevant for me	3.41	3.70	3.54	262218.0	-6.260	< 0.001
The product reviews on company website are usable	3.50	3.71	3.60	269187.5	-5.553	< 0.001
The product reviews on company website contain the information I need	3.39	3.61	3.49	271415.0	-5.240	< 0.001
The company reviews on "external website url" are relevant for me	2.78	2.85	2.82	301212.5	-1.706	0.088
The company reviews on "external website url" are usable	2.77	2.82	2.79	306476.0	-1.102	0.271
The company reviews on "external website url" contain the information I need	2.75	2.80	2.77	302737.0	-1.550	0.121
Website usability and visual design						
The website of the company is easy to understand	4.19	4.40	4.29	260626.0	-6.912	< 0.001
The website of the company is easy to use	4.18	4.41	4.29	255863.0	-7.488	< 0.001
The structure of the company website is easy to understand	4.11	4.33	4.21	258424.5	-7.138	< 0.001
It is easy to navigate within the website of the company	4.06	4.31	4.17	254595.5	-7.567	< 0.001
The structure of the website allows me to easily understand where I am on the website	3.93	4.19	4.05	255612.5	-7.184	< 0.001
I find that loading the webpages goes quick	3.84	4.12	3.97	252624.0	-7.486	< 0.001
The website is visual appealing	3.83	3.96	3.89	282579.0	-4.067	< 0.001
The website display an attractive design	3.80	3.90	3.85	292195.5	-2.859	0.004
Online marketing touchpoints						
To visit the website of the company I made use of search engines (for example Google or Bing)	3.77	4.20	3.97	244518.5	-8.418	< 0.001
To visit the website of the company I made use of social media networks (for example Facebook or Twitter)	1.89	1.78	1.84	295776.5	-2.355	0.019
To visit the website of the company I made use of price comparison websites (for example beslist.nl or vergelijk.nl)	2.13	2.67	2.38	251602.5	-7.255	< 0.001
To visit the website of the company I made use of blogs (for example ... and ...)*	1.68	1.62	1.66	300648.0	-1.831	0.067
To visit the website of the company I made use of informative websites (for example ... and ...)*	1.71	1.83	1.66	294563.0	-2.571	0.010
To visit the website of the company I made use of marketplaces (for example marktplaatst.nl)	1.75	1.83	1.79	311924.0	-0.462	0.644
To visit the website of the company I made use of e-mails (for example the company newsletter)	1.87	1.82	1.85	303458.5	-1.456	0.145
To visit the website of the company I made use of banner ads (for example at the right side of nu.nl)	1.78	1.66	1.73	291737.0	-2.886	0.004

* The examples used are not mentioned in this study since it is possible to identify the retailer based on this

5. Conclusion and recommendations

In this study, the online behavior characteristics of customers of a retailer operating with a website and two physical stores are explored. The main purpose of this study was to find identifiable online behavior characteristics.

The main research question of this study:

What online customer behavior characteristics can be identified of online/offline purchasing customers?

Based on a response of 1.594 online/offline customers of a retailer operating with a website and two physical stores the following online customer behavior characteristics were identified:

- Customers most often use the information regarding product description, size and photos and product price.
- Customers least often use the information regarding company history and company events.
- Product reviews are more relevant, useful and contain more often the right information in comparison with company reviews
- Search engines are compared with other online marketing touchpoints that can cause customers to visit the company website most often used.

Furthermore this study has identified certain online customer behavior characteristics between online and offline purchasing customers:

- Physical store purchasing customers use showroom driving directions, showroom opening hours, showroom stock information, company history and information about company events more often than online purchasing customers.
- Online purchasing customers use information about the product description, size and photo's, product price, return policy, warranty policy, delivery time and contact information significantly more often than physical store purchasing customers.

- Online purchasing customers find that product reviews are more useful, relevant and more often containing the right information compared with customer that purchased at the physical store
- Online purchasing customers rated the website usability and visual design better than physical store purchasing customers.
- Online customers more often used search engines, price comparison websites and informative websites than customer that visited the website and purchased at the physical store.
- Physical store customers more often used Social media and banner ads to visit the company website than customers who purchased online.

This study indicated that customers who purchased at the physical store had visited the website, uses information often about the product description, size, photo's and product price. When implementing an omni-channel strategy it is important to integrate the same information about the product price, description, size and photo's across channels. Finding ways to fully integrate information across channel will help to optimize the customer experience across channels (Verhoef, Kannan & Inman, 2015).

This study indicated that the use of product reviews are more frequently used by customers that purchased online, however, the customers that purchased at the physical store as well used product reviews. In current literature there are example of the impact of online product reviews (Awad & Ragowsky, 2008; Pavlou & Gefen, 2004), but there are not studies found on the effects of providing online product reviews in physical stores. Allowing customers to view product reviews in a physical store might increase the performance in this channel. Further research could focus on this specific topic.

Company website information about opening hours, showroom driving directions and showroom stock information is more often used by customers who purchase at the physical store. Click and brick retailers might increase their performance by providing this information on the company website. Future research could focus on if showing these information on certain spaces on a website page would encourage customers to faster drive to a physical store.

Information about the delivery times, return policy, warranty policy and contact information is used a lot by customers. Providing this information on a clear and easy to find way might increase the satisfaction under potential customers.

The company website is valued differently by both group on scale items regarding to website usability and visual design. This could imply that customers who purchased at the physical store are less familiar with the website or that the website is more optimized for customers that purchased online. Testing a website under customers who purchased at the physical store might increase customer experience under the customers that purchase at the physical store.

6. Limitations and further research

This study has some limitations, this is because of the sample population, the retailers website, time and method.

Although the sample size was $n=1594$, all the respondents were customers of one retailer operating in the furniture branch with a webshop and two physical stores. Also, 96,4% of the participants were living in The Netherlands. Conducting the same study, among a different retailer may give a different result. Future research could focus on cases with different populations to address whether the findings in this study also apply to other branches.

Central in this study is the website of the retailer. Only respondents who visited the website of the retailer were included in this study. Changes in the website might influence the outcome. Conducting the same study with a different website might change the outcome. Further research could test if changes in the website influence certain outcomes.

Another limitation of this study is the used method. To collect the data an online survey was sent to the customers of the retailer. Customers who participated and completed the survey were given a chance to win a gift card of € 100,-. This may have increased the number of respondents who are more sensitive for a chance on winning a price. Further, this study did not take into account the possibility that customers could visit the website, visit the physical store and then purchase through the website. Also this study did not take into account whether the respondents were familiar with the website, retailer or had purchased at the retailer before. Further research could investigate whether the familiarity with the company website influences the online customer behavior characteristics. Also time needs to be considered since the questionnaire is send to the respondents 04-02-2016 which is some months after the customer made the purchase.

Due to the rapidly changing customer behavior, the results from this study could potentially be only applicable for a certain amount of years. Individuals are becoming more familiar with the internet and the internet use continues to rise. The technology to create better websites or online marketing campaigns evolves rapidly and internet use shifts between different types of devices. For future research this study can be conducted again in 1-2 years to see if there are differences in outcome.

7. Contribution to literature

This study makes several contributions to the literature:

- The theoretical framework provides an overview of different online marketing touchpoints that can cause website visits. Researchers can use the same online marketing touchpoints to further analyze their influence on website performance across channels.
- The average age of the group of respondents who purchased online and group of respondents who purchased at the physical store is assumed equal in this study. This is opposite of what Jones & Fox (2009) states in their research. According to Jones & Fox, individuals born between 1961 and 1980, were leading in online shopping. Based on that, assumed was that the average age of online purchasing customers was lower. The results in this study imply that there is no longer a difference in shopping behavior among certain age groups.
- Furthermore, the results and recommendations indicate that several website features and information are used by online and offline purchasing customers. In which not all website information and features are equal across channels (for example online product reviews). This gives researchers a starting point to explore the effects of integrating website information and features across channels.

References

- Alba, J., Lynch, J., Weitz, B., Janiszewski, C., Lutz, R., Sawyer, A., & Wood, S. (1997). Interactive home shopping: consumer, retailer, and manufacturer incentives to participate in electronic marketplaces. *The Journal of Marketing*, 38-53.
- Avery, J., Steenburgh, T. J., Deighton, J., & Caravella, M. (2012). Adding bricks to clicks: Predicting the patterns of cross-channel elasticities over time. *Journal of Marketing*, 76(3), 96-111.
- Awad, N. F., & Ragowsky, A. (2008). Establishing trust in electronic commerce through online word of mouth: An examination across genders. *Journal of Management Information Systems*, 24(4), 101-121.
- Balasubramanian, S., Raghunathan, R., & Mahajan, V. (2005). Consumers in a multichannel environment: Product utility, process utility, and channel choice. *Journal of interactive marketing*, 19(2), 12-30.
- Baloglu, S., & Pekcan, Y. A. (2006). The website design and Internet site marketing practices of upscale and luxury hotels in Turkey. *Tourism Management*, 27(1), 171-176.
- Benigeri, M., & Pluye, P. (2003). Shortcomings of health information on the Internet. *Health promotion international*, 18(4), 381-386.
- Biyalogorsky, E., & Naik, P. (2003). Clicks and mortar: the effect of on-line activities on off-line sales. *Marketing Letters*, 14(1), 21-32.
- Brooks, N. (2004). The Atlas rank report: How search engine rank impacts traffic. Insights, Atlas Institute Digital Marketing.

Carroll, J., & Broadhead, R. (2001). Selling online: how to become a successful e-commerce merchant. Dearborn Trade Publishing. pp 19.

Casalo, L.V., Flavian, C., Guinaliu, M. (2008). Promoting Consumer's Participation in Virtual Brand Communities: A New Paradigm in Branding Strategy. *Journal of Marketing Communications*, 14(1), 19-36.

Cheema, A., & Papatla, P. (2010). Relative importance of online versus offline information for Internet purchases: Product category and Internet experience effects. *Journal of Business Research*, 63(9), 979-985.

Chung, J., & Tan, F. B. (2004). Antecedents of perceived playfulness: an exploratory study on user acceptance of general information-searching websites. *Information & Management*, 41(7), 869-881.

Constantinides, E. (2002). The 4S web-marketing mix model. *Electronic commerce research and applications*, 1(1), 57-76.

Degeratu, A. M., Rangaswamy, A., & Wu, J. (2000). Consumer choice behavior in online and traditional supermarkets: The effects of brand name, price, and other search attributes. *International Journal of research in Marketing*, 17(1), 55-78.

Deleersnyder, B., Geyskens, I., Gielens, K., & Dekimpe, M. G. (2002). How cannibalistic is the Internet channel? A study of the newspaper industry in the United Kingdom and the Netherlands. *International Journal of Research in Marketing*, 19(4), 337-348.

Flavián, C., Guinalíu, M., & Gurrea, R. (2006). The role played by perceived usability, satisfaction and consumer trust on website loyalty. *Information & Management*, 43(1), 1-14.

Gabrilovich, E., & Markovitch, S. (2007, January). Computing Semantic Relatedness Using Wikipedia-based Explicit Semantic Analysis. In *IJCAI* (Vol. 7, pp. 1606-1611).

Goldfarb, A., & Tucker, C. (2011). Online display advertising: Targeting and obtrusiveness. *Marketing Science*, 30(3), 389-404.

Gurau, C. (2008). Integrated online marketing communication: implementation and management. *Journal of communication management*, 12(2), 169-184.

Hoffman, D. L., & Fodor, M. (2010). Can you measure the ROI of your social media marketing. *MIT Sloan Management Review*, 52(1), 41-49.

Huang, L., Yung, C. Y., & Yang, E. (2011). How do travel agencies obtain a competitive advantage?: Through a travel blog marketing channel. *Journal of Vacation Marketing*, 17(2), 139-149.

Jones, C., & Kim, S. (2010). Influences of retail brand trust, offline patronage, clothing involvement and website quality on online apparel shopping intention. *International Journal of Consumer Studies*, 34(6), 627-637.

Jones, S., & Fox, S. (2009). Generations online in 2009. Washington, DC: Pew Internet & American Life Project. (pp. 1-9). Retrieved from http://www.pewinternet.org/files/old-media//Files/Reports/2009/PIP_Generations_2009.pdf

Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business horizons*, 54(3), 241-251.

Kim, E. B., & Eom, S. B. (2002). Designing effective cyber store user interface. *Industrial Management & Data Systems*, 102(5), 241-251.

Kocas, C. (2002). Evolution of prices in electronic markets under diffusion of price-comparison shopping. *Journal of Management Information Systems*, 19(3), 99-119.

Laffey, D., & Gandy, A. (2009). Applying Stabell and Fjeldstad's value configurations to E-commerce: A cross-case analysis of UK comparison websites. *The Journal of Strategic Information Systems*, 18(4), 192-204.

Lin, Y. S., & Huang, J. Y. (2006). Internet blogs as a tourism marketing medium: A case study. *Journal of Business Research*, 59(10), 1201-1205.

Michaelidou, N., Siamagka, N. T., & Christodoulides, G. (2011). Usage, barriers and measurement of social media marketing: An exploratory investigation of small and medium B2B brands. *Industrial Marketing Management*, 40(7), 1153-1159.

Montoya-Weiss, M. M., Voss, G. B., & Grewal, D. (2003). Determinants of online channel use and overall satisfaction with a relational, multichannel service provider. *Journal of the Academy of Marketing Science*, 31(4), 448-458.

Pan, B., MacLaurin, T., & Crofts, J. C. (2007). Travel blogs and the implications for destination marketing. *Journal of Travel Research*, 46(1), 35-45.

Pan, B., Xiang, Z., Law, R., & Fesenmaier, D. R. (2011). The dynamics of search engine marketing for tourist destinations. *Journal of Travel Research*, 50(4), 365-377.

Parboteeah, D. V., Valacich, J. S., & Wells, J. D. (2009). The influence of website characteristics on a consumer's urge to buy impulsively. *Information Systems Research*, 20(1), 60-78.

Pavlou, P. A., & Dimoka, A. (2006). The nature and role of feedback text comments in online marketplaces: Implications for trust building, price premiums, and seller differentiation. *Information Systems Research*, 17(4), 392-414.

Pavlou, P. A., & Gefen, D. (2004). Building effective online marketplaces with institution-based trust. *Information systems research*, 15(1), 37-59.

Pavlov, O. V., Melville, N., & Plice, R. K. (2008). Toward a sustainable email marketing infrastructure. *Journal of Business Research*, 61(11), 1191-1199.

Peterson, R. A., Balasubramaniam, S., & Bronnenberg, B. J. (1997). Exploring the implications of the internet for consumer marketing. *Journal of the Academy of Marketing Science*, 25(4), 329-346.

Peterson, R. A., & Merino, M. C. (2003). Consumer information search behavior and the Internet. *Psychology & Marketing*, 20(2), 99-121.

Phelps, J. E., Lewis, R., Mobilio, L., Perry, D., & Raman, N. (2004). Viral marketing or electronic word-of-mouth advertising: Examining consumer responses and motivations to pass along email. *Journal of advertising research*, 44(4), 333-348.

Piotrowicz, W., & Cuthbertson, R. (2014). Introduction to the special issue information technology in retail: Toward omnichannel retailing. *International Journal of Electronic Commerce*, 18(4), 5-16.

Van der Heijden, H., Verhagen, T., & Creemers, M. (2003). Understanding online purchase intentions: contributions from technology and trust perspectives. *European journal of information systems*, 12(1), 41-48.

Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015). From multi-channel retailing to omnichannel retailing: Introduction to the special issue on multi-channel retailing. *Journal of Retailing*, 91(2), 174-181.

Roels, G., & Fridgeirsdottir, K. (2009). Dynamic revenue management for online display advertising. *Journal of Revenue & Pricing Management*, 8(5), 452-466.

Sen, R. (2005). Optimal search engine marketing strategy. *International Journal of Electronic Commerce*, 10(1), 9-25.

Stitelman, O., Dalessandro, B., Perlich, C., & Provost, F. (2011). Estimating the effect of online display advertising on browser conversion. In Proceedings of the workshop on data mining and audience intelligence for online advertising at ACM *SIGKDD*.

Steinfeld, C., Adelaar, T., & Liu, F. (2005). Click and mortar strategies viewed from the web: A content analysis of features illustrating integration between retailers' online and offline presence. *Electronic Markets*, 15(3), 199-212.

Wang, Y., & Fesenmaier, D. R. (2006). Identifying the success factors of web-based marketing strategy: An investigation of convention and visitors bureaus in the United States. *Journal of Travel Research*, 44(3), 239-249.

Wells, J. D., Valacich, J. S., & Hess, T. J. (2011). What Signals Are You Sending? How Website Quality Influences Perceptions of Product Quality and Purchase Intentions. *MIS quarterly*, 35(2), 373-396.

Wright, K. B. (2005), Researching Internet-Based Populations: Advantages and Disadvantages of Online Survey Research, Online Questionnaire Authoring Software Packages, and Web Survey Services. *Journal of Computer-Mediated Communication*, 10(3), 00-00.

Appendices

1. Distribution of answers on the questionnaire

1.1 Website information use

		I made use of the information regarding the showroom driving directions											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	242	28.2%	73	8.5%	140	16.3%	235	27.4%	167	19.5%	857	100.0%
	Through the webshop	400	54.3%	53	7.2%	173	23.5%	68	9.2%	43	5.8%	737	100.0%
	Total	642	40.3%	126	7.9%	313	19.6%	303	19.0%	210	13.2%	1594	100.0%

		I made use of the information regarding showroom openinghours											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	65	7.6%	16	1.9%	50	5.8%	404	47.1%	322	37.6%	857	100.0%
	Through the webshop	370	50.2%	44	6.0%	160	21.7%	108	14.7%	55	7.5%	737	100.0%
	Total	435	27.3%	60	3.8%	210	13.2%	512	32.1%	377	23.7%	1594	100.0%

		I made use of the information regarding company history											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	294	34.3%	148	17.3%	252	29.4%	115	13.4%	48	5.6%	857	100.0%
	Through the webshop	353	47.9%	57	7.7%	174	23.6%	106	14.4%	47	6.4%	737	100.0%
	Total	647	40.6%	205	12.9%	426	26.7%	221	13.9%	95	6.0%	1594	100.0%

		I made use of the information regarding the ability to see showroom stock information											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	156	18.2%	73	8.5%	103	12.0%	311	36.3%	214	25.0%	857	100.0%
	Through the webshop	354	48.0%	41	5.6%	156	21.2%	123	16.7%	63	8.5%	737	100.0%
	Total	510	32.0%	114	7.2%	259	16.2%	434	27.2%	277	17.4%	1594	100.0%

		I made use of the information regarding the product such as description, size and photo's											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	44	5.1%	17	2.0%	73	8.5%	356	41.5%	367	42.8%	857	100.0%
	Through the webshop	12	1.6%	2	0.3%	22	3.0%	214	29.0%	487	66.1%	737	100.0%
	Total	56	3.5%	19	1.2%	95	6.0%	570	35.8%	854	53.6%	1594	100.0%

		I made use of the information regarding company events											
		Totally disagree		Disagree		Neutral		Agree		Helemaal mee eens		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	326	38.0%	185	21.6%	249	29.1%	70	8.2%	27	3.2%	857	100.0%
	Through the webshop	388	52.6%	72	9.8%	200	27.1%	53	7.2%	24	3.3%	737	100.0%
	Total	714	44.8%	257	16.1%	449	28.2%	123	7.7%	51	3.2%	1594	100.0%

		I made use of the information regarding the product price											
		Totally agree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	36	4.2%	23	2.7%	91	10.6%	355	41.4%	352	41.1%	857	100.0%
	Through the webshop	6	0.8%	2	0.3%	38	5.2%	237	32.2%	454	61.6%	737	100.0%
	Total	42	2.6%	25	1.6%	129	8.1%	592	37.1%	806	50.6%	1594	100.0%

		I made use of the information regarding the return policy											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	177	20.7%	117	13.7%	244	28.5%	206	24.0%	113	13.2%	857	100.0%
	Through the webshop	79	10.7%	22	3.0%	114	15.5%	250	33.9%	272	36.9%	737	100.0%
	Total	256	16.1%	139	8.7%	358	22.5%	456	28.6%	385	24.2%	1594	100.0%

		I made use of the information regarding the delivery time											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	133	15.5%	85	9.9%	170	19.8%	270	31.5%	199	23.2%	857	100.0%
	Through the webshop	27	3.7%	6	0.8%	54	7.3%	278	37.7%	372	50.5%	737	100.0%
	Total	160	10.0%	91	5.7%	224	14.1%	548	34.4%	571	35.8%	1594	100.0%

		I made use of the information regarding the warranty policy											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	138	16.1%	82	9.6%	185	21.6%	265	30.9%	187	21.8%	857	100.0%
	Through the webshop	55	7.5%	16	2.2%	101	13.7%	256	34.7%	309	41.9%	737	100.0%
	Total	193	12.1%	98	6.1%	286	17.9%	521	32.7%	496	31.1%	1594	100.0%

		I made use of the information regarding the contact information											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	98	11.4%	45	5.3%	131	15.3%	317	37.0%	266	31.0%	857	100.0%
	Through the webshop	59	8.0%	15	2.0%	104	14.1%	250	33.9%	309	41.9%	737	100.0%
	Total	157	9.8%	60	3.8%	235	14.7%	567	35.6%	575	36.1%	1594	100.0%

1.2 Website usability

		The website of the company is easy to understand											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	2	0.2%	1	0.1%	76	8.9%	532	62.1%	246	28.7%	857	100.0%
	Through the webshop	0	0.0%	2	0.3%	22	3.0%	394	53.5%	319	43.3%	737	100.0%
	Total	2	0.1%	3	0.2%	98	6.1%	926	58.1%	565	35.4%	1594	100.0%

		The website of the company is easy to use											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	2	0.2%	2	0.2%	80	9.3%	528	61.6%	245	28.6%	857	100.0%
	Through the webshop	0	0.0%	1	0.1%	21	2.8%	389	52.8%	326	44.2%	737	100.0%
	Total	2	0.1%	3	0.2%	101	6.3%	917	57.5%	571	35.8%	1594	100.0%

		The structure of the company website is easy to understand											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	2	0.2%	3	0.4%	110	12.8%	528	61.6%	214	25.0%	857	100.0%
	Through the webshop	1	0.1%	1	0.1%	43	5.8%	400	54.3%	292	39.6%	737	100.0%
	Total	3	0.2%	4	0.3%	153	9.6%	928	58.2%	506	31.7%	1594	100.0%

		It is easy to navigate within the website of the company											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	2	0.2%	9	1.1%	129	15.1%	514	60.0%	203	23.7%	857	100.0%
	Through the webshop	0	0.0%	4	0.5%	47	6.4%	404	54.8%	282	38.3%	737	100.0%
	Total	2	0.1%	13	0.8%	176	11.0%	918	57.6%	485	30.4%	1594	100.0%

		The structure of the website allows me to easily understand where I am on the website											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	2	0.2%	7	0.8%	214	25.0%	458	53.4%	176	20.5%	857	100.0%
	Through the webshop	0	0.0%	5	0.7%	112	15.2%	359	48.7%	261	35.4%	737	100.0%
	Total	2	0.1%	12	0.8%	326	20.5%	817	51.3%	437	27.4%	1594	100.0%

		I find that loading the webpages goes quick											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	6	0.7%	12	1.4%	249	29.1%	437	51.0%	153	17.9%	857	100.0%
	Through the webshop	1	0.1%	6	0.8%	135	18.3%	355	48.2%	240	32.6%	737	100.0%
	Total	7	0.4%	18	1.1%	384	24.1%	792	49.7%	393	24.7%	1594	100.0%

1.3 Website visual design

		The website is visual appealing											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	3	0.4%	5	0.6%	248	28.9%	483	56.4%	118	13.8%	857	100.0%
	Through the webshop	1	0.1%	5	0.7%	161	21.8%	423	57.4%	147	19.9%	737	100.0%
	Total	4	0.3%	10	0.6%	409	25.7%	906	56.8%	265	16.6%	1594	100.0%

		The website displays an attractive design											
		Totally disagree		Disagree		Neutral		Agree		Helemaal mee eens		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Via één van de showrooms	3	0.4%	4	0.5%	265	30.9%	473	55.2%	112	13.1%	857	100.0%
	Via de webshop	2	0.3%	5	0.7%	198	26.9%	391	53.1%	141	19.1%	737	100.0%
	Total	5	0.3%	9	0.6%	463	29.0%	864	54.2%	253	15.9%	1594	100.0%

1.4 Online marketing touchpoint use to visit the website

		To visit the website of the company I made use of searchengines (for example Google or Bing)											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	74	8.6%	55	6.4%	81	9.5%	428	49.9%	219	25.6%	857	100.0%
	Through the webshop	26	3.5%	33	4.5%	31	4.2%	328	44.5%	319	43.3%	737	100.0%
	Total	100	6.3%	88	5.5%	112	7.0%	756	47.4%	538	33.8%	1594	100.0%

		To visit the website of the company I made use of social media networks (for example Facebook or Twitter)											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through on of the showrooms	383	44.7%	274	32.0%	128	14.9%	55	6.4%	17	2.0%	857	100.0%
	Through the webshop	379	51.4%	193	26.2%	127	17.2%	27	3.7%	11	1.5%	737	100.0%
	Total	762	47.8%	467	29.3%	255	16.0%	82	5.1%	28	1.8%	1594	100.0%

		To visit the website of the company I made use of pricecomparisonwebsites (for example beslist.nl or vergelijk.nl)											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	327	38.2%	255	29.8%	139	16.2%	111	13.0%	25	2.9%	857	100.0%
	Through the webshop	232	31.5%	130	17.6%	114	15.5%	172	23.3%	89	12.1%	737	100.0%
	Total	559	35.1%	385	24.2%	253	15.9%	283	17.8%	114	7.2%	1594	100.0%

		To visit the website of the company I made use of blogs (for example ... and ...)											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	434	50.6%	285	33.3%	117	13.7%	16	1.9%	5	0.6%	857	100.0%
	Through the webshop	422	57.3%	181	24.6%	126	17.1%	7	0.9%	1	0.1%	737	100.0%
	Total	856	53.7%	466	29.2%	243	15.2%	23	1.4%	6	0.4%	1594	100.0%

		To visit the website of the company I made use of informative website (for example ... and ...)											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	435	50.8%	277	32.3%	110	12.8%	26	3.0%	9	1.1%	857	100.0%
	Through the webshop	431	58.5%	178	24.2%	120	16.3%	7	0.9%	1	0.1%	737	100.0%
	Total	866	54.3%	455	28.5%	230	14.4%	33	2.1%	10	0.6%	1594	100.0%

		To visit the website of the company I made use of marketplaces (for example marktplaats.nl)											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	427	49.8%	277	32.3%	109	12.7%	30	3.5%	14	1.6%	857	100.0%
	Through the webshop	390	52.9%	163	22.1%	123	16.7%	41	5.6%	20	2.7%	737	100.0%
	Total	817	51.3%	440	27.6%	232	14.6%	71	4.5%	34	2.1%	1594	100.0%

		To visit the website of the company I made use of e-mails (for example the company newsletter)											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	400	46.7%	261	30.5%	118	13.8%	60	7.0%	18	2.1%	857	100.0%
	Through the webshop	389	52.8%	161	21.8%	131	17.8%	40	5.4%	16	2.2%	737	100.0%
	Total	789	49.5%	422	26.5%	249	15.6%	100	6.3%	34	2.1%	1594	100.0%

		To visit the website of the company I made use of banner ads (for example at the right side of nu.nl)											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	417	48.7%	272	31.7%	119	13.9%	39	4.6%	10	1.2%	857	100.0%
	Through the webshop	424	57.5%	169	22.9%	120	16.3%	16	2.2%	8	1.1%	737	100.0%
	Total	841	52.8%	441	27.7%	239	15.0%	55	3.5%	18	1.1%	1594	100.0%

1.5 Online word-of-mouth on a website

		The product reviews on company website are relevant for me											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	43	5.0%	72	8.4%	298	34.8%	376	43.9%	68	7.9%	857	100.0%
	Through the webshop	24	3.3%	37	5.0%	202	27.4%	349	47.4%	125	17.0%	737	100.0%
	Total	67	4.2%	109	6.8%	500	31.4%	725	45.5%	193	12.1%	1594	100.0%

		The product reviews on company website are usable											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	23	2.7%	30	3.5%	358	41.8%	384	44.8%	62	7.2%	857	100.0%
	Through the webshop	17	2.3%	13	1.8%	233	31.6%	376	51.0%	98	13.3%	737	100.0%
	Total	40	2.5%	43	2.7%	591	37.1%	760	47.7%	160	10.0%	1594	100.0%

		The product reviews on the company website contain the information I need											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	31	3.6%	45	5.3%	398	46.4%	321	37.5%	62	7.2%	857	100.0%
	Through the webshop	20	2.7%	17	2.3%	287	38.9%	319	43.3%	94	12.8%	737	100.0%
	Total	51	3.2%	62	3.9%	685	43.0%	640	40.2%	156	9.8%	1594	100.0%

		The company reviews on "external website url" are relevant for me											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	118	13.8%	144	16.8%	432	50.4%	133	15.5%	30	3.5%	857	100.0%
	Through the webshop	121	16.4%	88	11.9%	349	47.4%	135	18.3%	44	6.0%	737	100.0%
	Total	239	15.0%	232	14.6%	781	49.0%	268	16.8%	74	4.6%	1594	100.0%

		The company reviews on "external website url" are usable											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	118	13.8%	139	16.2%	447	52.2%	126	14.7%	27	3.2%	857	100.0%
	Through the webshop	123	16.7%	85	11.5%	373	50.6%	116	15.7%	40	5.4%	737	100.0%
	Total	241	15.1%	224	14.1%	820	51.4%	242	15.2%	67	4.2%	1594	100.0%

		The company reviews on "external website url" contain the information I need											
		Totally disagree		Disagree		Neutral		Agree		Totally agree		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
How did your purchase take place?	Through one of the showrooms	120	14.0%	140	16.3%	461	53.8%	110	12.8%	26	3.0%	857	100.0%
	Through the webshop	123	16.7%	85	11.5%	376	51.0%	121	16.4%	32	4.3%	737	100.0%
	Total	243	15.2%	225	14.1%	837	52.5%	231	14.5%	58	3.6%	1594	100.0%

1.6 Living place

What is your current living place?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Drenthe	48	3.0	3.2	3.2
	Flevoland	54	3.4	3.6	6.8
	Friesland	27	1.7	1.8	8.5
	Gelderland	215	13.5	14.2	22.8
	Groningen	20	1.3	1.3	24.1
	Limburg	46	2.9	3.0	27.1
	Noord-Brabant	92	5.8	6.1	33.2
	Noord-Holland	265	16.6	17.5	50.8
	Overijssel	233	14.6	15.4	66.2
	Utrecht	230	14.4	15.2	81.4
	Zeeland	21	1.3	1.4	82.8
	Zuid-Holland	205	12.9	13.6	96.4
	Belgie	47	2.9	3.1	99.5
	Duitsland	2	.1	.1	99.6
	Overig	6	.4	.4	100.0
	Total	1511	94.8	100.0	
Missing	System	83	5.2		
Total		1594	100.0		

1.7 Household income

What is the income of your household?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	€ 0,- up to and including € 10.000,-	24	1.5	3.2	3.2
	€ 10.001,- up to and including € 20.000,-	37	2.3	5.0	8.2
	€ 20.001,- up to and including € 30.000,-	82	5.1	11.0	19.2
	€ 30.001,- up to and including € 40.000,-	145	9.1	19.5	38.8
	€ 40.001,- up to and including € 50.000,-	120	7.5	16.2	54.9
	€ 50.001,- up to and including € 60.000,-	82	5.1	11.0	65.9
	More than € 60.000,-	253	15.9	34.1	100.0
	Total	743	46.6	100.0	
Missing	System	851	53.4		
Total		1594	100.0		

1.8 Age

What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21	1	.1	.1	.1
	22	2	.1	.2	.3
	23	1	.1	.1	.3
	24	2	.1	.2	.5
	25	10	.6	.8	1.3
	26	9	.6	.8	2.1
	27	9	.6	.8	2.8
	28	8	.5	.7	3.5
	29	7	.4	.6	4.1
	30	7	.4	.6	4.7
	31	10	.6	.8	5.5
	32	7	.4	.6	6.1
	33	13	.8	1.1	7.2
	34	14	.9	1.2	8.4
	35	16	1.0	1.3	9.7
	36	12	.8	1.0	10.7
	37	17	1.1	1.4	12.1
	38	12	.8	1.0	13.1
	39	14	.9	1.2	14.3
	40	14	.9	1.2	15.5
	41	16	1.0	1.3	16.8
	42	20	1.3	1.7	18.5
	43	30	1.9	2.5	21.0
	44	27	1.7	2.3	23.3
	45	34	2.1	2.8	26.1
	46	30	1.9	2.5	28.6
	47	37	2.3	3.1	31.7
	48	24	1.5	2.0	33.7
	49	32	2.0	2.7	36.4
	50	47	2.9	3.9	40.3
	51	35	2.2	2.9	43.3
	52	49	3.1	4.1	47.4
	53	31	1.9	2.6	50.0
	54	35	2.2	2.9	52.9
	55	45	2.8	3.8	56.7
	56	36	2.3	3.0	59.7
	57	45	2.8	3.8	63.4
	58	42	2.6	3.5	66.9
	59	40	2.5	3.3	70.3
	60	37	2.3	3.1	73.4
	61	37	2.3	3.1	76.5
	62	32	2.0	2.7	79.2
	63	28	1.8	2.3	81.5
	64	29	1.8	2.4	83.9
	65	43	2.7	3.6	87.5
	66	31	1.9	2.6	90.1
	67	25	1.6	2.1	92.2
	68	26	1.6	2.2	94.4
	69	16	1.0	1.3	95.7
	70	8	.5	.7	96.4
	71	9	.6	.8	97.2
	72	7	.4	.6	97.7
	73	6	.4	.5	98.2
	74	1	.1	.1	98.3
	75	8	.5	.7	99.0
	76	3	.2	.3	99.2
	78	1	.1	.1	99.3
	79	1	.1	.1	99.4
	80	3	.2	.3	99.7
	82	2	.1	.2	99.8
	85	1	.1	.1	99.9
	96	1	.1	.1	100.0
Total		1195	75.0	100.0	
Missing	System	399	25.0		
Total		1594	100.0		

2. Test statistic

2.1 Website information use

Test Statistics^a

	I made use of the information regarding the showroom driving directions	I made use of the information regarding showroom openinghours	I made use of the information regarding company history	I made use of the information regarding the ability to see showroom stock information	I made use of the information regarding the product such as description, size and photo's	I made use of the information regarding company events	I made use of the information regarding the product price	I made use of the information regarding the return policy	I made use of the information regarding the delivery time	I made use of the information regarding the warranty policy	I made use of the information regarding the contact information
Mann-Whitney U	201956.000	106441.000	290509.000	186475.000	234332.500	282855.000	240643.500	194026.500	185214.500	219866.000	273385.500
Wilcoxon W	473909.000	378394.000	562462.000	458428.000	601985.500	554808.000	608296.500	561679.500	552867.500	587519.000	641038.500
Z	-12.972	-23.682	-2.896	-14.581	-9.940	-3.827	-9.065	-13.662	-14.946	-10.874	-4.870
Asymp. Sig. (2-tailed)	.000	.000	.004	.000	.000	.000	.000	.000	.000	.000	.000

a. Grouping Variable: How did your purchase take place?

2.2 Website usability

Test Statistics^a

	The website of the company is easy to understand	The website of the company is easy to use	The structure of the company website is easy to understand	It is easy to navigate within the website of the company	The structure of the website allows me to easily understand where I am on the website	I find that loading the webpages goes quick
Mann-Whitney U	260626.000	255863.000	258424.500	254595.500	255612.500	252624.000
Wilcoxon W	628279.000	623516.000	626077.500	622248.500	623265.500	620277.000
Z	-6.912	-7.488	-7.138	-7.567	-7.184	-7.486
Asymp. Sig. (2-tailed)	.000	.000	.000	.000	.000	.000

a. Grouping Variable: How did your purchase take place?

2.3 Website visual design

Test Statistics^a

	The website is visual appealing	The website displays an attractive design
Mann-Whitney U	282579.500	292195.500
Wilcoxon W	650232.500	659848.500
Z	-4.067	-2.859
Asymp. Sig. (2-tailed)	.000	.004

a. Grouping Variable: How did your purchase take place?

2.4 Online marketing touchpoints to visit the website

Test Statistics^a

	To visit the website of the company I made use of search engines (for example Google or Bing)	To visit the website of the company I made use of social media networks (for example Facebook or Twitter)	To visit the website of the company I made use of pricecomparisonwebsites (for example beslist.nl or vergelijk.n)	To visit the website of the company I made use of blogs (for example ... and ...)	To visit the website of the company I made use of informative website (for example ... and ...)	To visit the website of the company I made use of marketplaces (for example marktplaats.nl)	To visit the website of the company I made use of e-mails (for example the company newsletter)	To visit the website of the company I made use of banner ads (for example at the right side of nu.nl)
Mann-Whitney U	244518.500	295776.500	251602.500	300648.000	294563.000	311924.000	303458.500	291737.000
Wilcoxon W	612171.500	567729.500	619255.500	572601.000	566516.000	679577.000	575411.500	563690.000
Z	-8.418	-2.355	-7.255	-1.831	-2.571	-.462	-1.456	-2.886
Asymp. Sig. (2-tailed)	.000	.019	.000	.067	.010	.644	.145	.004

a. Grouping Variable: How did your purchase take place?

2.5 Online word-of-mouth on a website

Test Statistics^a

	The product reviews on company website are relevant for me	The product reviews on company website are usable	The product reviews on company website contain the information I need	The company reviews on "external website url" are relevant for me	The company reviews on "external website url" are usable	The company reviews on "external website url" contain the information I need
Mann-Whitney U	262218.000	269187.500	271415.000	301212.500	306476.000	302747.000
Wilcoxon W	629871.000	636840.500	639068.000	668865.500	674129.000	670400.000
Z	-6.260	-5.553	-5.240	-1.706	-1.102	-1.550
Asymp. Sig. (2-tailed)	.000	.000	.000	.088	.271	.121

a. Grouping Variable: How did your purchase take place?