



Master Thesis

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Persuasion Techniques used by Successful Online Shops

To what extent and in which manner are the seven persuasion principles of Cialdini used by the successful online shops in the Netherlands?

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Preface

The master thesis lying in front of you is the end product of the master Communication Studies within the specialization Marketing Communication at the University of Twente. With this master thesis, six years of studying at the University of Twente also comes to an end.

I would not have been able to participate this master thesis on my own. Therefore, I would like to thank some people who have guided me during this process.

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Abstract

As more and more Dutch people are buying online, Dutch' organizations should persuade (potential) customers to purchase goods and/or services from their online shop and not from their competitors. To gain insight in which way Dutch' online shops can enhance the persuasiveness of their website design by applying motivator factors to a different extent and/or in different manners, this study aims to understand to what extent and in which manner successful online shops in the Netherlands make use of the seven principles identified by Cialdini in their website design. By means of a developed coding scheme consisting of 224 different techniques divided among 50 categories, a total of 1521 pages of ten successful online retail shops and ten successful online travel shops used in the Netherlands were analysed. The results show that at least 188 different techniques are used once and 31 techniques by more than the half of the analysed online shops. Liking is the most used principle followed by authority. Reciprocity is the least used principle. Although almost all twenty online shops make use of the seven Cialdini principles, sixteen online shops make use of the reciprocity principle and nineteen online shops of the social proof and unity principle. More different unity techniques are applied by online travel shops than by online retail shops. Moreover, the total number of social proof, unity and authority techniques applied are also greater for online travel shops than for online retail shops, while the opposite is the case with the total number of times the reciprocity techniques are applied. Generally, the successful online shops make use of many Cialdini techniques and of many different techniques underlying to the seven Cialdini techniques.

Keywords: Persuasion, Motivator Factors, Cialdini Principles, Website Design.

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1. Introduction

1.1. Background

In the last years, the Internet has become a global market for the exchange of goods and services (Ketabi, Ranjbarian & Ansari, 2014). In other words, electronic commerce (hereafter: e-commerce), i.e., “exchanges between parties including organizations and individuals based on information technology” (Ketabi et al, 2014, p. 375), obtained an important role in the global market. Also in the Netherlands, e-commerce has become important in the exchange of goods and services. More and more Dutch people are buying online. According to Statistics Netherlands (CBS, 2016a), 71 percent of the Dutch population bought goods and services online in 2015. This is more than twice as many as ten years ago from then. Therewith, the Netherlands is positioned in the European Union top five. Only the population of the United Kingdom, Denmark, Luxembourg and Germany are buying more online (CBS, 2016a). Most of these Dutch consumers buy domestically. Just a third of the population buys goods and services online from other EU countries (CBS, 2016a).

E-commerce has therefore become an important way for Dutch’ organizations to sell their goods and/or services (from now on termed: products). Specifically, by selling products online, Dutch’ organizations realised a 19 percent turnover growth in July 2016 in comparison to July 2015 (CBS, 2016b). This turnover growth is in sharp contrast with the total turnover growth achieved by the retail sector in the same period: 0.9 percent (CBS, 2016b). The increase of 0.9 percent in 2016 is to a large extent determined through the increasing online sales of products. This, in turn, explains why the number of online shops in the Netherlands has also increased. Early 2007, there were only five thousand online shops, while early 2015 there were already 30 thousand online shops. This is a sixfold increase (CBS, 2016c). A contrary development occurred with the physical shops in the Netherlands. In 2010, there were more than 80 thousand physical stores, while in 2015 there were only 74 thousand left. This is a decline of 8.2 percent (CBS, 2016c).

In this environment where the competitor is only one click away, the Dutch’ organizations have to find ways in which customers buy the products from their online shop and not those from their competitors. The Dutch’ organizations should persuade (potential) customers to purchase products from their online shop. Based on the different definitions given by Fogg (1998; 2003), persuasion can be defined as an attempt to shape, reinforce or change attitudes or behaviours or both (without using coercion or deception). In other words, persuasion is a process wherein a source tries to achieve certain attitude and/or behaviour outcomes (without using coercion or deception) at particular receivers. Since (1) persuasion is not only possible through human communication but also through human-computer

interaction (Fogg, 2003), and (2) the website design, i.e., “the interface channel and environment through which the user and the computer exchange information” (Fan & Tsai, 2010, p. 1144), of an online shop is often the first contact point for (potential) customers (Alhammed & Gulliver, 2014), the website design has a significant role in persuading (potential) customers to buy products from an online shop.

Literature shows that different factors regarding to the website design play an important role in persuading (potential) costumers to buy products from the online shop (e.g., Alhammad & Gulliver, 2014; Chu, Deng & Chuang, 2014; Ibrahim, Shiratuddin & Wong, 2016; Ibrahim, Wong & Shiratuddin, 2015; Kim & Fesenmaier, 2008). For example, informativeness, usability and visual engagement of the website design appear to be necessary for the success of online shops (Ibrahim et al., 2015; 2016). However, since these factors are already extensively applied in most website designs, they are no longer the key techniques that are persuasive (Ibrahim, Shiratuddin and Wong, 2014). According to Ibrahim et al. (2015; 2016) they are hygiene factors. Hygiene factors are factors that do not contribute to the persuasiveness of a website design but that are necessary for the success of online shops. In the absence of hygiene factors, the website design will not appear persuasive at all (Ibrahim et al., 2014; 2015; 2016; Kim & Fesenmaier, 2008).

Already in 2003, Fogg came up with the idea of *captology*, which is nowadays known as persuasive technology or persuasive design. He argued that designing for factors as usability and functionality is not enough for a website to be persuasive. The current design trend should focus on a persuasive design (Fogg, 2003, as cited in Alhammad & Gulliver, 2014). Kim and Fesenmaier (2008) and Ibrahim et al. (2014; 2015; 2016) argue that motivator factors should be used to persuade (potential) customers to buy products from an online shop. Motivator factors are factors that contribute to the persuasiveness of a website design. The absence of such factors does not necessary counteracts the persuasiveness of a website design, as is the case with hygiene factors (Kim & Fesenmaier, 2008; Ibrahim et al., 2014; 2015; 2016). Motivator factors should therefore be used by Dutch’ organizations to enhance the persuasiveness of their online shops.

Possible motivator factors might be the underlying factors of the Persuasive Systems Design (PSD) and the Cialdini principles. In the PSD model, Oinas-Kukkonen and Harjumaa (2009) brought the 42 persuasive technology principles as identified by Fogg back to 28 persuasion principles. The 28 remaining persuasion principles can be used to develop and/or evaluate persuasive information systems as website designs (Oinas-Kukkonen & Harjumaa, 2009). Other motivator factors might be the seven principles identified by Cialdini: reciprocity, commitment and consistency, social proof, liking, authority, scarcity, and unity. According to Ibrahim et al. (2014) the six traditional principles, i.e., reciprocity, commitment and

consistency, social proof, liking, authority, and scarcity, are motivator factors, since evidence is found that these principles are effective in persuading people in a human-computer environment (e.g., Amblee & Bui, 2012; Holzwarth, Janiszkeski & Neumann, 2006; Ibrahim et al., 2015; Kim & Fesenmaier, 2008; Sundar, Xu & Oeldorf-Hirsch, 2009). They stated that the presence of one of these six principles will enhance the persuasiveness of a website design, while the absence of these principles will not necessary reduce the persuasiveness of a website design. In 2015 and 2016, Ibrahim et al. (2015; 2016) found empirical evidence for this. To our knowledge no experimental research has been done regarding the persuasiveness of unity, a recently discovered principle by Cialdini, in a human-computer environment. However, evidence is found that this principle is effective in persuading people in an offline environment (Cialdini, 2016). From this, it can be argued that the unity principle is also a motivator factor.

The PSD model and the Cialdini principles differ from each other in that the PSD model focuses on principles that can be used to enhance the persuasiveness of an information system, while the Cialdini principles are the different principles through which a person might be persuaded. Most of the time, even when the principles are applied separately, they guide us toward the correct choice (Cialdini, 2007; 2016). Since, in addition to this, we live in an increasingly complex world in which it is not always possible to analyse all the aspects we encounter in it, we tend to respond mindlessly when one of these seven identified principles is present (Cialdini, 2007; 2016). It might therefore be the case that the different underlying factors of the PSD model are persuasive in that they persuade customers by means of a Cialdini principle. Because of this, and because it can be argued that the Cialdini principles are motivator factors, this study focuses on the seven principles identified by Cialdini.

1.2. Research Goal and Research Question

To gain insight in which way Dutch' online shops can enhance the persuasiveness of their website design by applying motivator factors to a different extent and/or in different manners, this study aims to understand to what extent and in which manner successful online shops in the Netherlands make use of the seven principles identified by Cialdini (i.e., reciprocity, commitment, liking, social proof, authority, scarcity and unity) in their website design. The main research question during this research is therefore:

To what extent and in which manner do the ten successful online retail shops and the ten successful online travel shops in the Netherlands make use of the seven principles identified by Cialdini in their website design?

1.3. Relevance of this study

1.3.1. Practical Relevance

By determining the extent and identifying the different manners in which the seven principles of Cialdini are applied in the website design of the ten successful online retail shops and the ten successful online travel shops used in the Netherlands, opportunities for less successful online retail and travel shops used in the Netherlands and the analysed online shops itself might be found to enhance their persuasiveness (further). Less successful online retail and travel shops used in the Netherlands might enhance their persuasiveness by applying the Cialdini principles in the same way and to the same extent as the analysed online shops do. Since the analysed online shops are successful, it can be argued that the way and the extent they apply the Cialdini principles have contributed to this success. Other reasons why applying Cialdini principles might increase the persuasiveness of less successful online retail and travel shops used in the Netherlands are (1) that evidence is found that applying some Cialdini principles is effective in a human-computer environment (e.g., Amblee & Bui, 2012; Holzwarth et al., 2006; Ibrahim et al., 2015; Kim & Fesenmaier, 2008; Sundar et al., 2009) and (2) that this study focuses on motivator factors when identifying techniques underlying to the Cialdini principles. Based on this and because not all the analysed online shops might have applied the identified techniques underlying to the Cialdini principles in their website design, new opportunities for the analysed successful online shops itself might also be found to enhance their persuasiveness further.

1.3.2. Scientific Relevance

Although Ibrahim, Shiratuddin and Wong already conducted the same kind of research in 2013, this study is of scientific relevance. Specifically, Ibrahim et al. (2013) identified to what extent and in which manner the four most visited travel websites used in Australia made use of reciprocity, commitment and consistency, social proof, liking, authority, and scarcity in their website design. In their study, they did not define the principles in order to identify the availability of these six principles in the website design. The current study makes therefore use of definitions in order to identify to what extent and in which manner the ten successful online retail shops and online travel shops in the Netherlands apply the seven Cialdini principles. Moreover, Ibrahim et al. (2013) appointed only the different manners in which the four most visited online travel shops applied the six principles in their website design (e.g., interactive design and instant personalisation features). No explanation and/or definitions of these different manners were given. Therefore, it is not shown, in which manner the four most visited travel websites made use of the six principles in their website design. The

current study tries to overcome this by defining the different manners in which the ten successful online retail shops and the ten successful online travel shops in the Netherlands make use of Cialdini's principles. At the same time, the current study makes a distinction between hygiene and motivator factors in that the current study focuses only on motivator factors and not on hygiene factors at identifying underlying techniques of the Cialdini principles in the website design, something that the study of Ibrahim et al. (2013) did not do. The current study extends the study of Ibrahim et al. (2013) in that it also focuses on the recently discovered principle: unity. Moreover, it focuses on both online travel shops and online retail shops. It might be the case that online retail shops make to a different extent and in a different manner use of the principles identified by Cialdini in comparison to the online travel shops. Furthermore, the current study focuses on ten successful online retail shops and travel shops used in the Netherlands and not on the four most successful online travel shops used in Australia. Therefore, the results of this study are especially applicable in the Dutch online environment.

2. Theoretical Framework

2.1. Defining a Persuasive Website Design

Fogg (1998) defines persuasion as “an attempt to shape, reinforce, or change behaviors, feelings, or thoughts about an issue, object or action” (p. 225). More recently, Fogg (2003) defines persuasion as “an attempt to change attitudes or behaviors or both (without using coercion or deception)” (p. 15). By combining these definitions, persuasion is defined as an attempt to shape, reinforce or change attitudes or behaviours or both (without using coercion or deception). Persuasion differs from coercion or deception in that it is about achieving voluntary attitude and/or behaviour outcomes at the recipients rather than forcing the recipients (Fogg, 2003). Specifically, it is about achieving the following voluntary attitude and/or behaviour outcomes: (1) a *shaped outcome*, which refers to the formulation of particular response patterns to new stimuli; (2) a *reinforced outcome*, which refers to the reinforcement of existing response patterns to stimuli; and (3) a *changed outcome*, which refers to the change of existing response patterns to stimuli (Dillard & Pfau, 2002). Since the aim of an organization is generating profit by selling products from their online shop, organizations want to shape, reinforce and change behaviours of (potential) customers in that these (potential) customers buy the products from their online shop.

However, organizations also want to shape, reinforce and change attitudes in that (potential) customers hold favourable attitudes (i.e., favourite evaluations (Simons & Jones, 2011)) toward buying products from their online shops. An individual's attitude can be under specific conditions a predictor of the buying behaviour of that individual. The Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1973), the Theory of Planned Behaviour (TPB) (Ajzen, 1991) and the Technology Acceptance Model (TAM) (Davis, Bagozzi & Warshaw, 1989), which all aim to explain the behaviour of people, assume that attitudes under specific conditions can be a predictor of behaviour. The TRA assumes that the strongest predictor underlying to behaviour is one's behaviour intention. Underlying to one's behaviour intention are one's attitudes toward performing the behaviour and one's subjective norm related to performing the behaviour (Ajzen & Fishbein, 1973). The TPB (Ajzen, 1991) extends the TRA by adding perceived behavioural control as another underlying dimension of behavioural intention. Moreover, TAM (Davis et al., 1989) aims to explain the underlying conditions of the acceptance of technology. The TAM assumes that the strongest predictor underlying to the acceptance of technology is one's behavioural intention to use. Underlying to one's behavioural intention to use are one's attitudes toward using and one's perceived usefulness (Davis et al., 1989).

Since this study focuses on (1) how website design of an online shop is used to persuade and (2) the website design itself does not have the intention to persuade, this study focuses on human-computer persuasion. Human-computer persuasion is one of the three types of persuasion, as identified by Harjumaa and Oinas-Kukkonen (2007). Specifically, they identified the following types of persuasion: interpersonal persuasion, computer-mediated persuasion and human-computer persuasion. *Interpersonal persuasion* is a type of persuasion whereby a human being persuades another human being without using any form of technology (Briñol & Petty; Wilson, as cited in Harjumaa & Oinas-Kukkonen, 2007). *Computer-mediated persuasion* refers to a type of persuasion whereby people persuade others through computer technologies (e.g., e-mail, instant messages and blogs) (Harjumaa & Oinas-Kukkonen, 2007). Finally, *human-computer persuasion*, also termed persuasive technology, is defined as a type of persuasion whereby computer technology persuades people (Fogg, as cited in Harjumaa & Oinas-Kukkonen, 2007). Computers themselves do not have the intentions to change someone's attitudes or behaviours. The people who create, distribute or adopt the technology do. Since it is not clear who the persuader is, it differs from computer-mediated persuasion (Fogg, as cited in Harjumaa & Oinas-Kukkonen, 2007). From this, it can be argued that persuading by means of a website design, i.e., "the interface channel and environment through which the user and the computer exchange information" (Fan & Tsai, 2010, p. 1144) is a form of human-computer persuasion.

Based on the previous three paragraphs, a persuasive website design of an online shop is defined as *a website design designed to reinforce, change or shape attitudes in that (potential) customers hold favourable attitudes toward buying products from their online shop and/or behaviour in that (potential) customers purchase products from their online shop.*

2.2. Underlying Factors of a Persuasive Website Design

In line with different scholars (e.g., Kim & Fesenmaier, 2008; Ibrahim et al., 2014; 2015; 2016) who made a distinction between two factors, hygiene and motivator factors, that differently contribute to the persuasiveness of a website design, this study also makes a distinction between those two factors. In 1968, Herzberg made already a distinction between hygiene and motivator factors in his Herzberg's motivation-hygiene theory. However, in this case, these two factors played different roles in job satisfaction or dissatisfaction. According to Herzberg (1968) job satisfaction and dissatisfaction are not two ends of the same continuum; job satisfaction and dissatisfaction are two dimensions. He proposed that factors leading to job dissatisfaction are different from the factors leading to job satisfaction. The absence of certain factors is related to job dissatisfaction and the presence of certain other factors is related to job satisfaction. The factors that without their presence lead to job

dissatisfaction are called 'hygiene factors' and the factors that lead to job satisfaction are called 'motivator factors'. The presence of hygiene factors does not necessary lead to job satisfaction and the absence of motivator factors does not necessary lead to job dissatisfaction. However, depending on the individual and the situation, it might be the case that some factors are identified as both a hygiene and motivator factors (Herzberg, 1968).

In 1999, scholars argued that the distinction between hygiene and motivator factors not only exists in the work environment but also in the web environment. Specifically, Zhang, Small, von Dran and Barcellos (1999) proposed that the absence of hygiene factors on a website design would lead to dissatisfaction regarding this website design and that the presence of motivator factors on a website design would lead to satisfaction regarding this website design among the users. Zhang, Small, Von Dran and Barcellos (2000), and Zhang and Von Dran (2000) found empirical evidence that different website design functions can be identified according to these two factors. In 2005, 2006 and 2007, Kim and Fesenmaier argued that the same distinction between hygiene and motivator factors apply to the persuasiveness of a website design (Kim & Fesenmaier, 2008). They argued that although the presence of hygiene factors does not contribute to the persuasiveness of a website, the absence of these factors will counteract the persuasiveness of a website. On the other hand, they argued that the presence of motivator factors contributes to the persuasiveness of a website. However, like the presence of hygiene factors does not contribute to the persuasiveness of a website, the absence of motivator factors does not counteract the persuasiveness of a website (Kim & Fesenmaier, 2008).

Based on a literature review, Kim and Fesenmaier identified usability and informativeness as hygiene factors, and credibility, inspiration, involvement and reciprocity as motivator factors (Kim & Fesenmaier, 2008). In 2008, Kim and Fesenmaier studied the influence of these six factors on visitors' first-impression toward the homepage of travel websites. They found that among the six dimensions, inspiration-related design factors (also: visual aesthetics) had the greatest impact on forming first-impressions, respectively followed by: usability, credibility and informativeness. No significant relationships were found for the two other factors, reciprocity and involvement, and the persuasiveness of a website (Kim & Fesenmaier, 2008). Based on these findings, Ibrahim et al. (2014) argued that visual aesthetics is a third hygiene factor. Like Kim and Fesenmaier (2008), they identified credibility, engagement (another word for involvement) and reciprocity as motivator factors. However, they defined reciprocity no longer as "the extent to which a Web site is perceived to provide or support two-way information exchange between the destination and users" (Huang & Trifts, as cited in Kim & Fesenmaier, 2008, p. 5) as is the case with the study of Kim and Fesenmaier but as Cialdini's reciprocity principle (see Paragraph 2.4.1. for more

information). Moreover, they extended the motivator factors with the other five persuasion principles as is identified by Cialdini in 2007: consistency and commitment, liking, social proof, authority, and scarcity. In 2015, Ibrahim et al. (2015) found evidence that visual aesthetics and engagement are not two different factors. These two factors can be combined in one hygiene factor: visual engagement.

2.3. Hygiene Factors of a Persuasive Website Design

Based on this literature review, the following hygiene factors are identified: informativeness, usability and visual engagement. All these hygiene factors are described in more detail below.

2.3.1. Informativeness

Different definitions of informativeness are given (e.g., Díaz, Martín-Consuegra & Estelami, 2016; Luo, 2002). Specifically, Luo (2002) defines informativeness as “the extent to which the Web provides users with resourceful and helpful information” (p. 35) and Díaz et al. (2016) define informativeness as “the quality and comprehensiveness of organizational information provided by the website” (p. 410). According to Rieh (2002) information quality can be assessed using the following criteria: goodness, accuracy, currency, usefulness, and importance. Zhang and Von Dran (2001), and Zhang, Von Dran, Blake and Pipithsuksunt (2001) identified among the top five web design functions of an e-commerce website the following informativeness functions: completeness, currency, accuracy, and clarity. Based on these findings and the definitions given by Luo (2002) and Díaz et al. (2016), informativeness of an online shop is defined as the extent to which an online shop provides visitors with useful, complete, current, accurate, and clear information.

2.3.2. Usability

Based on the International Standards Organization (ISO), which defines usability as “the effectiveness, efficiency and satisfaction with which specified users achieve specified goals in particular environments”, Powell defines web usability as “the extent to which a site can be used by a specified group of users to achieve specified goals with effectiveness, efficiency, and satisfaction in a specified context of use” (as cited in Safavi, 2009, p. 277). In other words, web usability is the ease of use of the website (Ibrahim et al., 2014). According to Díaz et al. (2016), Goodwin (1987), and Loiacono, Watson and Goodhue (2002) the ease of use of the website consists of two different features: (1) ease of understanding and (2) ease of navigation (Kim & Fesenmaier, 2008). In line with the first feature, Kim and Fesenmaier (2008) state that websites should be designed in such a way that visitors can easily

understand what the goal of a site is and what they can achieve on a website. In line with the second feature, websites should be designed in such a way that visitors can easily find what they are searching for and know where they are in the website (Sindhuja & Dastidar, 2009).

2.3.3. Visual Engagement

According to Ibrahim et al. (2015), as is mentioned before, visual engagement is a combination of visual aesthetics and engagement. Ibrahim et al. (2014) define visual aesthetics of a website as “the art or beauty of the web” (p. 5). According to Ellahi and Bokhari (2013) it is the overall appearance of a website. Lavie and Tractinsky (2004) found two underlying dimensions of visual aesthetics in human-computer interaction: classical aesthetics and expressive aesthetics. Classical aesthetics refers to aesthetic notions that emphasize orderly and clear design, while expressive aesthetics refers to the creativity and originality of the designers and by the ability of the designers to break design agreements. Engagement, also termed involvement, is defined as “a consumer’s ongoing attention to an object of consumption such as a website or brand” (Abdul-Ghani, Hyde & Marshall, 2011, p. 1060). In other words, it is a visitor’s ongoing attention to an online shop. According to Ibrahim et al. (2014) engagement requires “focused attention and (or) several mouse clicks during the interaction process” (p. 6). By combining these terms, visual engagement of an online shop is defined as the general nature and appreciation of beauty that leads to a visitor’s ongoing attention to an online shop.

2.4. Motivator Factors of a Persuasive Website Design

Since, as is mentioned in the introduction section, it is believed that the presence of the seven principles identified by Cialdini contributes to the persuasiveness of a website design and that the absence of these principles does not counteract the persuasiveness of a website, this study focuses on the seven principles identified by Cialdini. These seven principles are described in more detail below:

2.4.1. Reciprocity Principle

The reciprocity principle states that “we should try to repay, in kind, what another person has provided us” (Cialdini, 2007, p. 17). By obligating the receiver to repay, the reciprocity principle makes it possible that one person can give something to another with the confidence that it is not lost. It makes the development of reciprocal relationships between individuals possible, which is beneficial to the society (Cialdini, 2007). There is however not only an obligation to repay but also an obligation to give and receive according to Mauss (as cited in Cialdini, 2007, p. 31). The obligation to receive (even unwanted favours) makes the

principle easy to utilize. Giving a favour without expecting anything in return urges the receiver to reciprocate (Cialdini, 2007). Moreover, the one who gives may also determine the repayment. Violating the reciprocity principle by accepting without returning the requested repayment creates an unpleasant feeling of indebtedness by the ones who violates and a feeling of disliking by others. Because of this internal discomfort and the possibility of external shame, we often give back the requested repayment, which is sometimes a larger return than is received (Cialdini, 2007).

The principle of reciprocity also results in mutual concessions. Instead of being the first to grant a favour that urges to reciprocity, one can make a first concession by making the request seems smaller. This, in turn, might encourage a concession of the receiver (Cialdini, 2007). Mutual concessions are in the interests of any group of people working together to achieve common goals. In many social interactions, people start with requirements and desires that are not compatible. These initial, incompatible requirements and desires should be put aside in favour of socially beneficial cooperation. This is achieved by means of processes that promote compromises: mutual concessions (Cialdini, 2007). Moreover, this 'first time a large request, then a smaller' strategy, also door-in-the-face technique (Kardes, Cline & Cronley, 2011) is effective through the contrast principle. The ultimate request looks meaningless in comparison to the first large request (Cialdini, 2007). However, the initial request should not be entirely unreasonable; otherwise the requester will not be taken seriously (Cialdini, 2007).

Organizations can take advantage of this principle by means of two ways. Firstly, by offering (potential) customers a favour without expecting anything in return, a feeling of obligation to repay among these customers can be created. This feeling of obligation to repay might result in that the (potential) customers ultimately start to buy products from the organization (e.g., Bawa & Shoemaker, 2004; Cialdini, 2007; Friedman & Herskovitz, 1990). The feeling can be strengthened when the (potential) customers perceive the favour as meaningful, unexpected and/or customized. According to Cialdini (2016) receivers of favours are more likely to repay, when the receivers experience the favour as *meaningful*, *unexpected* and *customized*. A meaningful favour is not the same as an expensive favour. A meaningful favour does not have to be expensive and an expensive favour does not have to be meaningful (Cialdini, 2016). Secondly, by making use of the 'first time a large request, then a smaller' strategy (i.e., door-in-the-face technique), the organization can cause that the (potential) customers accept the smaller request of the organization (e.g., Cialdini, Vincent et al., 1975). Therefore, reciprocity techniques are defined as the different manners in which an organization offers (potential) customers a meaningful, unexpected and customized favour

without expecting anything in return and the different manners in which an organization makes use of the door-in-the-face technique.

An organization can make use of reciprocity techniques in their website design (e.g., Schumann, von Wangenheim & Groene, 2014; Tu & Lu, 2009). An organization can for example offer free tools for visitors of their online shop without expecting anything in return. Moreover, an online shop can apply the door-in-the-face technique in their website design by asking (potential) customers for an initial big request. Once this initial big request is refused by the (potential) customers, a smaller request will be asked. In order to identify the extent and the different manners in which successful online retail shops and online travel shops make use of such reciprocity techniques in their website design, this study tries to answer the following research question:

RQ1: To what extent and in which manner do the ten successful online retail shops and the top successful online travel shops that are used in the Netherlands make use of persuasive reciprocity techniques in their website design?

2.4.2. Commitment and Consistency Principle

The consistency principle states that we have a “nearly obsessive desire to be (and to appear) consistent with what we have already done” (Cialdini, 2007, p. 57). This tendency to behave and to appear consistent can be explained by means of three underlying motives (Cialdini, 2007). Firstly, in most cases, we are better off when we approach the things with consistency. We do not have to process all the relevant information of prospective, similar situations. Instead, we need the earlier decision only to remember and behave accordingly with it. Secondly, the principle is highly valued in our culture. Consistency is commonly thought to be a desirable trait. Thirdly, sometimes behaving consistent might serve as a safe hiding place from the unpleasant consequences of thinking. It might be the case that we realize something that we do not want to realize. In order to avoid this, we are more likely to avoid straight thinking and therefore more likely to behave consistent (Cialdini, 2007). The consistency principle is engaged through commitment (that is, made a choice or taken a stand). A commitment shapes our self-image, and with that self-image we behave consistently. In other words, once we have made a commitment, we will behave consistently with that commitment (Cialdini, 2007). However, not all commitments will cause us to respond in ways that are consistent with it (Cialdini, 2007). The commitment should be entered actively, openly and with a lot of effort. More important than the other three conditions combined is the belief that the commitment comes from our inner choice. We act in line with a commitment when we believe that we have chosen to form this commitment it in

the absence of strong outside pressures (Cialdini, 2007). Commitments that do not originate from our inner choice can, though, cause our inner choice to change. The pressure of being consistent ensures that we will generate additional reasons to justify the commitment. Hence, some commitments remain effectively even when the commitments at first place did not originate from our inner choice (Cialdini, 2007).

Organizations can take advantage of this principle by means of two ways. Firstly, by letting the (potential) customers make a commitment (e.g., they need products), the (potential) customers are more likely to act in line with this commitment (e.g., buy the products they need). In the case, the (potential) customers believe that they made this commitment voluntarily (e.g., they need products to achieve some personal goals), the chance that these (potential) customers act in line with this commitment will increase. Other ways in which organizations can enhance (potential) customers' desire to act consistent with the commitment is by letting them make the commitment actively (e.g., letting them write down that they need products to achieve some personal goals), openly (e.g., letting them announce that they need products to achieve some personal goals), and with a lot of effort (e.g., letting them do a lot of effort to conclude that they need products to achieve some personal goals). Secondly, organizations can take advantage of this principle without letting the (potential) customers make a commitment. In this case, all that is necessary is to remind the (potential) customers of a commitment that they have made earlier (e.g., reminding them that they need the products to achieve some personal goals). This, in turn, would enhance the likelihood that (potential) customers act in line with this commitment (e.g., buy the product that they need). Commitment and consistency techniques refer, therefore, to the different manners in which an organization lets (potential) customers make a commitment (voluntary, actively, openly and/or with a lot of effort) and/or reminds the (potential) customers of an existing commitment that fits with the goals of the organization.

From this, it can be argued that an organization can apply such commitment and consistency techniques in their website design. An organization can for example apply the commitment and consistency technique in their website design by reminding (potential) customers of their last visited products. In order to identify the extent and the different manners in which successful online retail shops and online travel shops make use of such commitment and consistency techniques in their website design, this study tries to answer the following research question:

RQ2: To what extent and in which manner do the ten successful online retail shops and the ten successful online travel shops that are used in the Netherlands make use of commitment and consistency techniques in their website design?

2.4.3. Social Proof Principle

The *social proof principle* states that “one means we use to determine what is correct is to find out what other people think is correct” (Cialdini, 2007, p. 116). In other words, “people think it is appropriate for them to believe, feel, or do something to the extent that others [...] are believing, feeling or doing it” (Cialdini, 2016, p. 160). In most cases, we are better off when we approach the things with this principle. We do not have to investigate the detailed pros and cons of each decision. Moreover, we make in general fewer mistakes (Cialdini, 2007). According to Cialdini (2016) there are two components that drive this principle. The first component is *validity*. When we receive information that multiple, comparable others have responded in a certain way, the response seems more valid. In other words, the response seems more morally and pragmatically right to us. The second component is *feasibility*. When we perceive many others like us performing a certain behaviour, the action comes to seem realistic and therefore more implementable (Cialdini, 2016). From the second component, it can be inferred that this principle is more often applied when we are uncertain. In line with this, Cialdini (2007) states that uncertainty and similarity are the two underlying conditions that increase the chance that this principle is followed. The behaviour of similar people gives us insight into of the correct behaviour for ourselves (Cialdini, 2007).

Organizations can take advantage of this principle (e.g., Cialdini, 2007). By providing evidence to (potential) customers of what (similar) others are believing, feeling or doing, organizations can create the same beliefs, feelings and behaviours among these (potential) customers. When an organization provides, for example, evidence to (potential) customers that similar others buy products from their organization, it is more likely that the (potential) customers buy those products from the organization. Based on this, social proof techniques are defined as the different manners in which an organization provides information among the (potential) customers of what (similar) others are believing, feeling and/or doing that fits with the goals of the organization.

An organization can apply such social proof techniques in their website design (e.g., Sundar et al., 2009). An organization can, for example, show reviews about a product from other customers in their online shop. In order to identify the extent and the different manners in which successful online retail shops and online travel shops make use of such social proof techniques in their website design, this study tries to answer the following research question:

RQ3: To what extent and in which manner do the ten successful online retail shops and the ten successful online travel shops that are used in the Netherlands make use of social proof techniques in their website design?

2.4.4. Liking Principle

The *liking principle* states that “we most prefer to say yes to the requests of someone we know and like” (Cialdini, 2007, p. 167). There are five different factors that cause us to like another person: physical attractiveness, similarity, flattery, familiarity and association (Cialdini, 2007). Physical attractiveness can lead to ‘halo effects’. A halo effect happens when we automatically (without our awareness) assign positive characteristics to a person with a dominant positive characteristic. One such dominated positive characteristic is physical attractiveness. Therefore, we like people who are physical attractive. In addition, “we like people who are similar to us” (Cialdini, 2007, p. 173). It does not matter of these similarities are in clothes, opinions, life-styles, personality traits, backgrounds and so on. We also like people from whom we receive compliments. Furthermore, we like persons who are familiar to us. In other words, we like people with whom we have repeatedly contact. This is especially the case, when the contact takes place under positive circumstances (like cooperation). Another factor that is related to liking is association. There is a natural tendency of people in that the association with either bad things or good things will influence the liking of that particularly person. This happens even in the case when the negative association or positive association is not related to that person (Cialdini, 2007). According to Cialdini (2016) two of these five factors got the most attention: compliments and similarities. “They cause people to feel that you like them, and once they come to recognize that you like them, they’ll want to do business with you. That’s because people trust that those who like them will try to steer them correctly” (p. 160).

Organizations can take advantage of this principle (e.g., Cialdini, 2007). By using the five identified causes of liking in their sales pitch, salesmen can enhance their perceived likeability among (potential) customers. This, in turn, might enhance the likelihood that (potential) customers comply with the request of this salesman (e.g., buy the product). Although the liking principle focuses on someone we know and like, the principle also applies for other cues (e.g., products) (e.g., Nguyen, Choudhury & Melewar, 2015). The identified causes of liking can, therefore, also be used to enhance the likeability of other cues. Research shows, for example, that an association with either bad things or good things will influence the perceived likeability of a product (e.g., Ares & Deliza, 2010; Cialdini, 2007; Strick, Van Baaren, Holland & Van Knippenberg, 2009). An organization can, therefore, not only take advantage of this principle by means of applying the five causes of liking in their sales pitch but also by applying the five causes of liking to other cues. Based on this, liking techniques are defined as the different manners in which an organization makes use of likeable persons and/or likeable cues through association, similarity, familiarity, flattery and/or attractiveness.

Organizations can apply these techniques in their website design (e.g., Holzwarth et al., 2006). An organization can, for example, make use of attractiveness, familiarity and association techniques by showing attractive pictures of models using one of their offered products. Liking techniques applied in an online shop differ, however, from visual engagement, which is defined as the general nature and appreciation of beauty that leads to visitors' ongoing attention to an online shop. Visual engagement is about the overall appearance of a website (e.g., Ellahi & Bokhari, 2013; Zhang et al., 2000; Zhang & Von Dran, 2000; 2001). According to Díaz et al. (2016) it is about the lay-out, which is defined as "logical structure, type and size of font" (p. 410) and visual features, i.e., "photos, images and graphics within the context of websites" (p. 410). An organization makes use of liking techniques when the organization wants to enhance the likeability of their offered products, organization and/or employees. In order to identify the extent and the different manners in which successful online retail shops and online travel shops make use of such liking techniques in their website design, this study tries to answer the following research question:

RQ4: To what extent and in which manner do the ten successful online retail shops and the ten successful online travel shops that are used in the Netherlands make use of the liking techniques in their website design?

2.4.5. Authority Principle

The *authority principle* states that there is "a deep-seated sense of duty to authority within us all" (Cialdini, 2007, p. 213). From birth, we are trained that obedience to authority is right and disobedience is wrong. Following the guidelines of genuine authorities is often beneficial in that these individuals usually have a lot of knowledge, wisdom and power (Cialdini, 2007). By using this principle, we, therefore, do not have to process all the relevant information. Moreover, being obedient to authority contributes to the development of sophisticated structures (e.g., trade and social control). Hence, it is advantageous for the society (Cialdini, 2007). Because of these benefits, we often obey an authority automatically (without thinking). We tend to obey an authority in response to symbols of the authority instead substantive reasons (Cialdini, 2007). Research has shown that three kinds of symbols are effective in this respect: titles, clothes and trappings (e.g., jewellery and cars). These three symbols do not have to be present all together. The presence of one of these symbols is sufficient to obey (Cialdini, 2007).

According to Cialdini (2007; 2016) an authority should not only be an expert but also be reliable. In other words, an authority should be credible. Credibility is also termed *believability* (Fogg, 2003; Fogg & Tseng, 1999). It is a perceived quality that is based on multiple

dimensions. The two major identified dimensions are trustworthiness and expertise (Fogg, 2003; Fogg & Tseng, 1999; Hovland, Janis & Kelley, as cited in Ohanian, 1990). *Trustworthiness* is defined as “the degree of confidence in the communicator’s intent to communicate the assertions he considers most valid” (Ohanian, 1990, p. 41). According to Fogg (2003) and Fogg and Tseng (1999) trustworthiness includes the perceived morality or goodness of the source. It is about well-intentioned, truthful and unbiased information of the source (Fogg & Tseng, 1999). According to Cialdini (2016) it is about “attempting to depict reality accurately rather than to serve self-interest” (p. 165). On the other hand, *expertise* is defined as “the extent to which a communicator is perceived to be a source of valid assertions” (Hovland et al., as cited in Ohanian, 1990, p. 41). According to Fogg (2003) and Fogg and Tseng (1999) expertise includes the perceived knowledge and skills of the source. It is about the knowledge, experience and competence of the source.

Organizations can take advantage of this principle (e.g., Cialdini, 2007). Specifically, by means of using the three kinds of symbols in their sales pitch, salesmen can enhance their perceived authority. This, in turn, might enhance the likelihood that (potential) customers comply with the request of this salesman (e.g., buy the offered products) (e.g., Cialdini, 2007). Although the authority principle focuses on authority of individuals, this principle also applies for other authoritative cues (e.g., organization) (Cialdini, 2016). Information might, for example, also enhance the willingness of the (potential) customers to buy the offered products from the organization. “Sometimes information becomes persuasive only because an authority is its source” (Cialdini, 2016, p. 164). Authority techniques are, therefore, defined as the different manners in which an organization makes use of authoritative persons and/or authoritative cues that imply expertise and trustworthiness.

Organizations can apply such techniques in their website design (e.g., Holzwarth et al., 2006). An organization can make use of positive media expressions, awards and so on. In order to identify the extent and the different manners in which successful online retail shops and online travel shops make use of such authority techniques in their website design, this study tries to answer the following research question:

RQ5: To what extent and in which manner do the ten successful online retail shops and the ten successful online travel shops that are used in the Netherlands make use of authority techniques in their website design?

2.4.6. Scarcity Principle

The scarcity principle states that “we want more of what we can have less of” (Cialdini, 2016, p. 167). There are several underlying reasons why we follow this scarcity principle

(Cialdini, 2007). Firstly, it appeals to our weakness for shortcuts (like all other principles). Since it is often the case that things that are difficult to possess have a better quality than those that are not difficult to possess, we can follow this principle to make a quick and correct decision. Secondly, as opportunities become less available, we are losing our freedoms (Cialdini, 2007). The psychological reactance theory of Brehm assumes that whenever our freedom is threatened, the desire to preserve our established freedoms makes us want those freedoms even more than before (as cited in Cialdini, 2007). In other words, in the case the quantity of an opportunity declines, the desire to preserve this opportunity makes us want the opportunity even more than before (Cialdini, 2007). Since we want this opportunity more, we automatically assign positive qualities to this opportunity in order to justify this desire (see also the commitment and consistency principle) (Cialdini, 2007).

Organizations can take advantage of this principle. Since the scarcity principle is more effective under two conditions (Cialdini, 2007), organizations can make use of these two conditions to increase the perceived scarcity among their (potential) customers. This, in turn, increases the chance that these (potential) customers buy the offered products from the organization. The first condition is that the desire to possess an opportunity increases when this opportunity has recently become scarce than when the opportunity has always been scarce (Cialdini, 2007). The second condition is that the desire to possess a scarce opportunity increases when this opportunity has become scarce through demand than when the product has become scarce by mistake. In other words, the desire to possess a scarce product increases as we have to compete for it (Cialdini, 2007). An organization can make use of these conditions by telling that their offered products are almost sold out because of the high demand for it. Based on this, scarcity techniques are defined as the different manners in which an organization limits their supply in resources.

Organizations may take advantage of such techniques in their website design. An organization can, for example, limit the number of available products and limit the time of a certain action. In order to identify the extent and the different manners in which successful online retail shops and online travel shops make use of such scarcity techniques in their website design, this study tries to answer the following research question:

RQ6: To what extent and in which do the ten successful online retail shops and the ten successful online travel shops that are used in the Netherlands make use of scarcity techniques in their website design?

2.4.7. Unity Principle

The *unity principle* states that the more we perceive people as part of us, the more we are influenced by them. The principle is about shared identities (Cialdini, 2016). Cialdini (2016) speaks of shared identities when individuals use the same categories (e.g., race, ethnicity, nationality, political and religious affiliations) in order to define themselves and others. This principle appears to be the same as the liking principle mentioned before. The *liking principle* states that “we most prefer to say yes to the requests of someone we know and like” (Cialdini, 2007, p. 167). One of the five identified factors that cause us to like another person is similarity. The unity principle also assumes that we are more influenced by people, we perceive similar to us in terms of categories. There is however one major difference between the two principles. In the case of the liking principle, it is about liking the person. In the case of the unity principle, it is not about liking the person; “it is about shared identity” (Cialdini, 2016, p. 175). As long you share the same identity with a person, you can be influenced by this person even when you do not like this person.

Organizations can take advantage of this principle (e.g., Cialdini, 2016). When a salesman of an organization forms a shared identity with its (potential) customer, it is more likely that this (potential) customer will buy the offered products from the organization. Since Cialdini (2016) identifies two manners in which shared identities can be formed, an organization can make use of these two manners in order to form a shared identity with its (potential) customers. The first way, which Cialdini (2016) identified, is being together in the same family. Since we are not able to determine who may or may not be part of our family, we make use of cues to determine who part of our family is. Examples of certain cues are geography and similarly. People who live in the same home are more likely to be family from each other. Moreover, people who look more similar in terms of personal characteristics or appearance are also more likely to be perceived as being part of our family (Cialdini, 2016). The second way in which shared identities are formed is by means of acting together commonly or synchronously (Cialdini, 2016). Based on this, unity techniques are defined as the different manners in which an organization makes use of cues related to being part of the same family and/or acting together.

As with the other principles, organizations may take advantage of such techniques in their website design. They can, for example, make use of collaboration platforms in which an organization asks (potential) customers to co-create a new improvement of an existing product. In order to identify the extent and the different manners in which successful online retail shops and online travel shops make use of such unity techniques in their website design, this study tries to answer the following research question:

RQ7: To which manner and to what extent do the ten successful online retail shops and the ten successful online travel shops that are used in the Netherlands make use of unity techniques in their website design?

3. Method

3.1. Research Design

To find out to what extent and in which manner successful online retail and travel shops used in the Netherlands apply the seven persuasion Cialdini principles in their website design, the website design of the online shops can be analysed or the website designers of these online shops can be interviewed. For this first option is chosen. It is chosen to perform a content analysis by means of a coding scheme. By means of a content analysis, the meaning, purpose or effect of any type of the website design can be determined without being dependent on the website designers. It might, for example, be the case that website designers are not aware of the Cialdini principles. A content analysis enables researchers to easily examine large volumes of data in a systematic fashion (Stemler, 2001).

3.2. Database

3.2.1. Ten successful Online Retail and Travel Shops

Based on Twinkle100 (2016) that ranked ‘the top 100 biggest online retail organizations used in the Netherlands in 2015’ and ‘the top 30 biggest online travel organizations used in the Netherlands in 2015’ by means of the total turnover received per organization, different online shops are included in the current study (see Table 1).

Table 1| Ten Successful Online Retail Shops and Travel Shops

	Online Retail Shops		Online Travel Shops	
	<i>Twinkle100 Top Ten</i>	<i>Current Study Top Ten</i>	<i>Twinkle100 Top Ten</i>	<i>Current Study Top Ten</i>
1.	Bol.com	Bol.com	Travix (BudgetAir, CheapTickets, Vliegwinkel, Vayama and Fluglanden)	Vliegwinkel
2.	Wehkamp	Wehkamp	KLM	KLM
3.	Zalando	Zalando	TUI	TUI
4.	CoolBlue	CoolBlue	Sundio Group (Sunweb, Elize Was Here, GoGo, SurfBlend, BeachMasters, Husk, Skistuds, Bizztravel, Skikot, Snowblend, Écart and Odyssee)	Sunweb
5.	Amazon	Amazon	Transavia	Elize Was Here
6.	Albert Heijn Online	Albert Heijn Online	Otravo (vliegtickets.nl, vliegtickets.be, wtc.nl, schipholtickets.nl, schipholtickets.com)	Transavia
7.	Van Dijk	Van Dijk	Thomas Cook Nederland (Neckermann and Vrijuit)	Vliegtickets.nl
8.	H&M	H&M	Corendon	Neckermann
9.	MediaMarkt	MediaMarkt	Landal Greenparks	Corendon
10.	Nextail (Blokker, Xenos, Leen Bakker, Bart Smit, Cook & Co and Intertoys	Intertoys	Tix.nl	Landal Greenparks

As Twinkle100 focuses on the total turnover of the mother holdings independent of their underlying online shops, the number of online shops in the top ten successful online retail shops and in the top ten successful online travel shops of Twinkle100 are in both cases more than ten. Due to the fact that this study focuses on ten successful online retail shops and ten successful online travel shops used in the Netherlands, the number of online shops should be reduced. Therefore, the mother holdings identified by Twinkle100 with more than one underlying online shop used in the Netherlands has been sent an e-mail with the question whether they were willing to provide information about the turnover per online shop used in the Netherlands in 2015. In the case they were not willing to answer this question, they were asked to rank these online shops by means of the turnover in 2015 without having to provide any further information (see Appendix 1). Except for Sundio Group, no organization provided any information. In order to reduce the number of the identified online retail shops of Twinkle100 nevertheless back to ten successful online retail shops, an online shop of Nextail is randomly included: Intertoys. Bart Smit was not considered, since it was announced that Bart Smit would be taken over by Intertoys, and, therefore, it can be inferred that Bart Smit is a less successful online retail shop in comparison to Intertoys.

Regarding the underlying online travel shops of the travel mother holdings only Vliegwinkel, Sunweb, Elize Was Here, Vliegtickets.nl and Neckermann are included. Sunweb and Elize Was Here are included from the Sundio Group. According to the Sundio Group they are ranked number one and number two respectively in the top three of their most successful online shops used in the Netherlands in 2015. GoGo is number three. It is chosen to include only two of these three online shops, because the total turnover of the Sundio Group is divided among different online shops. Therefore, it is more likely that the turnover of GoGo is lower than the turnover the mother holding ranked below Sundio Group: Transavia. Moreover, two online travel shops of one mother holding are included instead of one, since the website design of these online shops do not appear similar to each other. Since, the online shops underlying to the same mother holding of Travix, Otravo and Thomas Cook Nederland appear similar to each other, it is chosen to randomly include one such online shop per mother holding. Specifically, the following subsidiaries are included: Vliegwinkel (Travix), Vliegtickets.nl (Otravo) and Neckermann (Thomas Cook Nederland).

3.2.2. The Content of the Ten Successful Online Retail and Travel Shops

Since it is not possible to analyse all the different pages from the identified online shops, it is chosen to not include all the pages of the website design. Instead, a procedure is followed that is described in more detail in Appendix 2. In this way, the same kind of pages of

the different online shops are included. Following the procedure resulted in a total of 1521 pages. In Table 2, the included numbers of pages per online shop are shown.

Table 2| Number of Pages per Online Shop

Online Retail Shops	Number of Pages	Online Travel Shops	Number of Pages
Bol.com	108	Vliegwinkel	77
Wehkamp	84	KLM	98
Zalando	73	TUI	96
CoolBlue	73	Sunweb	146
Amazon	32	Elize Was Here	48
Albert Heijn Online	85	Transavia	49
Van Dijk	33	Vliegtickets.nl	81
H&M	53	Neckermann	125
MediaMarkt	66	Corendon	63
Intertoys	51	Landal Greenparks	80
Total	658	Total	863

3.3. Procedure

To perform a content analysis, a coding scheme has been developed (see Appendix 3) by means of a literature analysis, different analyses of the database, and analyses of some content by different coders and (see Appendix 4 for an overview). Specifically, the first draft was created by means of existing literature (see Appendix 5). In order to control whether this first coding scheme was applicable for analysing the content of the online shops, a global content analysis was conducted. This resulted in adjustments of the first coding scheme (see Appendix 6). For the same reason, a second coder studied the obtained coding scheme and coded the same pre-selected elements of the website design of an online shop as the researcher by means of this second coding scheme. This resulted in a Cohen's *Kappa* of 0.74 regarding the assigned principles and a Cohen's *Kappa* of 0.56 regarding the assigned codes. There was a substantial agreement and a moderate agreement for the assigned principles and assigned codes between the coders, respectively (e.g., Lantz & Nebenzahl, 1996). The obtained insights resulted in adjustments of the coding scheme (see Appendix 7) and the development of coding instructions (see Appendix 8).

To control whether the intercoder reliability of this third coding scheme had been improved, the researcher and another second coder, who also has knowledge of the Cialdini principles coded the same pre-selected elements of the website design of the online shop as before. This resulted in a Cohen's *kappa* of 0.58 regarding the assigned principles and a Cohen's *Kappa* of 0.43 regarding the assigned codes. There was moderate agreement regarding the assigned principles and the assigned codes between the two coders (e.g., Lantz & Nebenzahl, 1996). This decline can be explained by the fact that this second coder was not involved in the development of the coding scheme as the first coder was. Moreover, the difference between a rating, review and recommendation was for the second coder not clear. Furthermore, the second coder did not always assign a code to the pre-selected

elements. Based on these insights, the third coding scheme and the first coding instructions were further modified (see Appendixes 9 and 10 respectively).

By means of the fourth obtained coding scheme, the content of the website design of different online shops had been thoroughly analysed. During this first in-depth analysis, many new Cialdini techniques were found that resulted in a whole new fifth coding scheme (see Appendix 11) and adjustments of the second coding instructions (see Appendix 12). Since this fifth coding scheme was very different from the coding schemes of which the intercoder reliability has already been determined, it was decided to calculate the Cohen's *Kappa* again. In this way, it could be controlled whether this coding scheme was more applicable for analysing the content of the online shops than the third coding scheme was. The same second coder as the last time and the researcher coded the same pre-selected elements of a different website design of an online shop as the last time. An increase of the intercoder reliability was found. A Cohen's *kappa* of 0.72 regarding the assigned principles and a Cohen's *kappa* of 0.54 regarding the assigned codes were found. There was substantial agreement regarding the assigned principles and moderate agreement between the assigned codes of the two coders (e.g., Lantz & Nebenzahl, 1996). Again, the coding scheme and the instructions were modified, see Appendixes 13 and 14 respectively.

With this sixth coding scheme, a second in-depth analysis of the data has been conducted. During the first in-depth analysis, the fourth coding scheme was adjusted per online shop. Therefore, it might be the case that the coding scheme was suitable for the last analysed online shop but no longer for the first analysed online shop. In order to control this, a second analysis was conducted. Moreover, during the first in-depth analysis, the structure of the different online shops became clearer. Therefore, the procedure that determines the included content of the online shops can be tightened (see Section 3.2.2.). As a result, that some content of the online shop is added and/or deleted later. In order to control whether the sixth coding scheme was also suitable for this later added content, it is also chosen to conduct a second analysis. Based on this second analysis, the coding scheme and coding instructions were again adjusted (see Appendixes 15 and 16 respectively).

Before the final analysis should be conducted, it was chosen to let another coder, who did not have any knowledge about the Cialdini principles, analyse pre-selected elements of the website design of an online retail shop (7.1% of the total analysis) by means of the seventh coding scheme. In this case, possible difficulties prior to the final analysis of the online retail shops can be detected in front. Repetitions of the same elements in the online retail shop were excluded from this analysis. When the online shop offered for example the opportunity to follow the online shop on social media and this element is repeated within the online shop, the second coder needed only to code this element once. Since the researcher

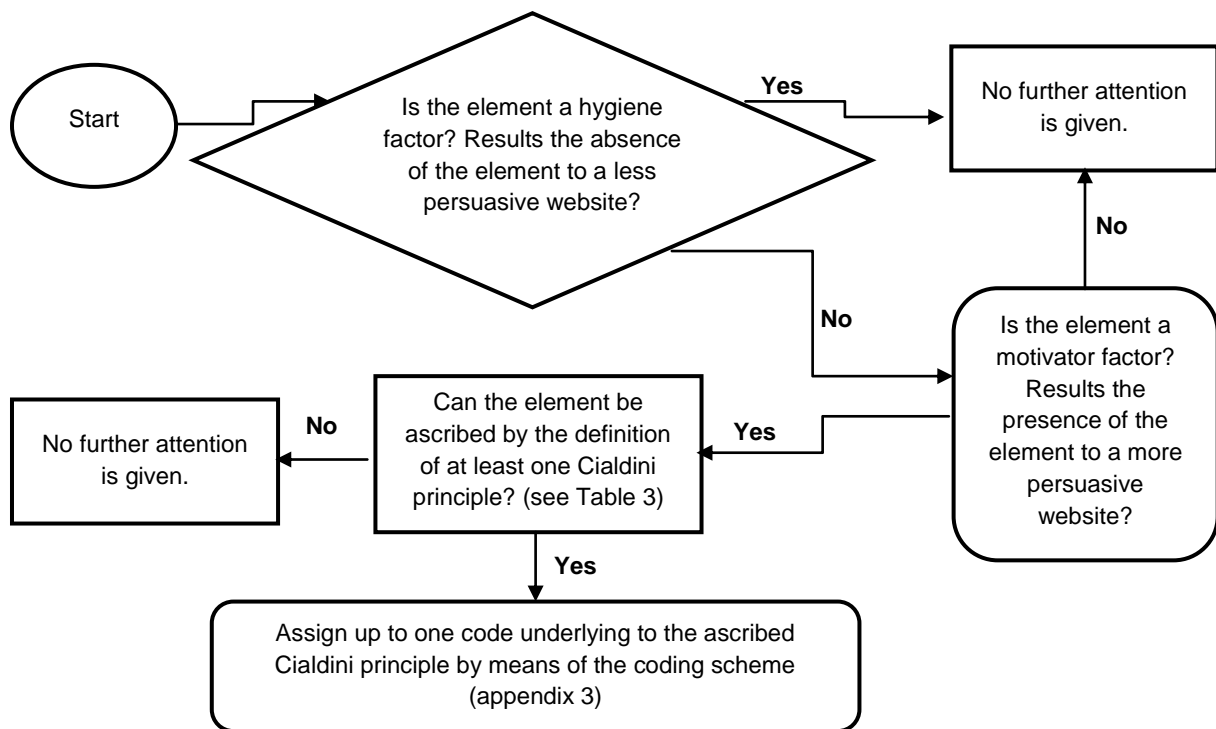
also coded the same elements as this second coder by means of the seventh coding scheme, the intercoder reliability can be calculated. Specifically, a Cohen's *kappa* of 0.81 regarding the assigned principles and a Cohen's *Kappa* of 0.68 regarding the assigned codes were found. There was almost perfect agreement regarding the assigned principles and substantial agreement regarding the assigned codes between the two coders (e.g., Lantz & Nebenzahl, 1996). Again, the obtained insights resulted in adjustments of the coding scheme (see Appendix 17).

With this eighth obtained coding scheme, the remaining online retail shops should be coded for the last time. However, during this 'final' analysis it became clear that another analysis was needed before the final analysis can be conducted. The reason for this was that the procedure that determines to what extent the different online shops make use of the Cialdini principles should be complemented (see Section 3.4.2). Nevertheless, improvements for the eight coding scheme were found (see Appendix 18). With this adjusted coding scheme, the online shops have been analysed twice subsequently. This resulted in the final coding scheme consisting of 224 different techniques divided among 50 categories (see Appendix 3). It was chosen to analyse the online shops two times in order to control for possible mistakes and/or missed Cialdini techniques. To control whether the intercoder reliability for the online travel shops was also sufficient, the same second coder as above, coded the pre-selected elements of an online travel shop (5.1% of the total analysis). Again, repetitions of the same elements in the online retail shop were excluded from this analysis. Since the researcher also coded the same elements as this second coder by means of the tenth coding scheme, the Cohen's *kappas* can be calculated. Specifically, a Cohen's *Kappa* of 0.91 regarding the assigned principles and a Cohen's *Kappa* of 0.72 regarding the assigned codes were found. There was almost perfect agreement regarding the assigned principles and substantial agreement regarding the assigned codes between the two coders (e.g., Lantz & Nebenzahl, 1996).

3.4. Coding Procedure

3.4.1. Determining in Which Manner

To determine in which manner the ten successful online retail and travel shops used in the Netherlands apply Cialdini principles in their website design, the road map that is shown in Figure 1 is followed.



During the coding process, two questions were asked about the elements that are identified as motivator factors. Specifically, what does the organization wants to achieve with these elements, and how might visitors be affected by these elements? The answers on these questions were used to determine whether an element can be ascribed to a Cialdini principle and/or through which underlying code of a Cialdini principle the element could be assigned. In the case, an organization makes use of elements in that the visitor has to perform a particular activity, the activity itself is coded. When, for example, the opportunity is given to follow the online shop by means of a newsletter, not the newsletter itself is coded but the activity to follow the online shop by means of a newsletter is coded. Moreover, when the website design of an online shop contains written articles, the content of these articles is coded and not the shape of these articles. However, press releases that are derived from an overview page of different press releases are an exception. In that case, not the content of such press releases is coded but the shape (see Section 3.2.2 for more information).

3.4.2. Determining to What Extent

To determine to what extent the successful online retail and travel shops used in the Netherlands applied Cialdini principles in their website design, it is not relevant to count each time the online shop made use of the same element (i.e., to count how many times the same code can be attributed to more elements within the website design of the online shop). Some techniques of Cialdini principles might only persuade if a visitor makes use of the technique.

For example, it is not likely that the opportunity to subscribe to a newsletter persuades (potential) customers to buy a product. It is more likely that the visitors are persuaded when they make use of the opportunity. The same applies for techniques of Cialdini principles whereby a favour is offered. It is less likely that visitors will be persuaded by receiving the same favour repeatedly. Instead, it is more likely that they will be persuaded each time a different favour is offered. Each time the code can be attributed to the same element of the online shop is, therefore, not relevant. Counting the different manners in which an online shop makes use of these techniques is more relevant. Hence, the different manners in which an online shop made use of such techniques were counted.

In contrast, there are Cialdini techniques that might influence the (potential) customer by simply showing the technique no matter whether the technique is already shown previously. For example, showing the number of recommendations of a product at an overview page might persuade the customer to select the product. When the number of recommendations of this product is shown again at a product page, the (potential) customer might be persuaded to buy the product. In this case, it is more relevant to count each time the online shop makes use of such techniques. However, simply counting each time such Cialdini technique is used might result in biased outcomes. The size of the online shop can affect the number of times such technique is repeated. The same techniques might be applied more often in a bigger online shop than in a smaller online shop. In order to prevent this, repetitions of the same techniques were not counted at pre-defined type of pages.

A distinction is made between different types of pages. Specifically, the following page types are identified: (1) main page, (2) category page (i.e., a page about information regarding one or more product categories prior to an overview page), (3) sub-category page, (4) search page, (5) overview page (i.e., a page consisting of an overview of the offered products), (6) product page, (7) shopping bag and/or wishing list, (8) article(s) page, (9) external review page and/or (10) other page. Sometimes the footer is identified as another type of page. When the same Cialdini techniques have been applied at the footer of a (sub-) category page, overview page, product page and/or one of the other pre-defined page types, the footer is identified as a different page type of the prior defined page types. When, for example, the year of foundation of the online shop is shown in the footer of a (sub-) category page, overview page, product page and a search page, this element was counted as one Cialdini technique applied in the footer. When the technique is only used in the footer of a (sub-) category page and not in any of the other page types, the technique was treated as a technique applied at the concerned page type. In this case, the year of foundation of the online shop had been identified as a technique used by a (sub-) category page. When the year of foundation was already identified as one technique used by a (sub-) category page,

the second time this technique is used was not counted. As is mentioned before, repetitions at the same type of page were not included.

Sometimes the online shop makes use of pop-up windows. Cialdini techniques at such pop-up windows were treated as a technique applied by the underlying page type. Here it also applies that repetitions of certain techniques within the page type were not counted. An exception is the pop-up window that appears when a selected product is put in a shopping bag and/or wishing list. In this case, repetitions of the same Cialdini techniques were counted. Another exception is the repetitions of the Cialdini techniques that apply to the selected product. When the repetitions are located at different locations on the product page and/or overview pages, they were also counted. For these exceptions are chosen, because the elements are consistently applied among these pages. Moreover, when (1) there is referred to a product at other pages than the overview pages, (2) the product is not a part of a whole and/or (3) cannot be attributed to a Cialdini principle as a whole, Cialdini techniques were only included when these techniques differ from the Cialdini techniques applied at the overview pages. The reason for this is that they had the same role as the Cialdini techniques applied at the overview pages.

Table 3| Cialdini Principles Defined

Principle	Definition
1. Reciprocity Techniques	The different manners in which the online shop offers (potential) customers a favour that is meaningful (when the product(s) offered by the online shop is/(are) not purchased from that organization), unexpected and/or customized <u>without expecting something in return</u> .
2. Commitment and Consistency Techniques	The different manners in which (potential) customers are given the opportunity to make (voluntary, actively, openly and/or with a lot of effort) a commitment (<i>see part 1</i>), consistency programs are used (<i>see part 2</i>), (potential) customers are reminded of an existing commitment (<i>see part 3</i>) and/or suggestions based on a previous commitment of the (potential) customers are shown (<i>see part 4</i>). All these activities should result in consistent beliefs, feelings and behaviour of the (potential) customers.
3. Social proof Techniques	The different manners in which information about the belief(s), feeling(s) and/or behaviour(s) of (an)other customer(s) are provided and/or the different manners in which (an) indication(s) of the belief(s), feeling(s) and/or behaviour(s) of (an)other customer(s) is/are used.
4. Liking Techniques	The different manners in which one or more persons with whom (potential) customers does not necessary have to identify with (i.e., celebrities and/or attractive people) and/or likeable cues are used in order to create positive associations with one or more product(s) (categories) offered by the online shop.
5. Authority Techniques	The different manners in which authoritative sources that are not customers (by means of authoritative cues that imply trustworthiness, goodness and/or expertise) are used and/or authoritative cues that imply trustworthiness, goodness and/or expertise of the online shop are used.
6. Scarcity techniques	The different manners in which the (possible) loses of (an) advantage(s) and/or action(s) (related to gaining certain product(s)) and/or the (possible) loses of certain product(s) is emphasized and/or the limitedness and/or exclusiveness of (an) advantage(s) and/or action(s) (related to gaining certain product(s)) and/or certain product(s) is emphasized.
7. Unity Techniques	The different manners in which one or more (similar) persons with whom (potential) customer(s) might identify with (e.g., friends, family and customers with personal information) are used and/or cues that might indicate at and/or result in unity and/or similarity with the online shop are used.

4. Results

4.1. General Results

Of the 224 identified techniques, the online shops make use of 188 different Cialdini techniques. On average, the twenty analysed online shops make use of 54.85 unique Cialdini techniques ($SD = 18.41$) and of a total of 88.35 Cialdini techniques ($SD = 35.09$). Unique Cialdini techniques are the different techniques of which an online shop makes use of. Repetitions among the different page types of the same techniques within the same online shop are not counted. When an online shop makes for example three times use of a review among different types of pages, these repetitions are not counted. Unique Cialdini techniques are the number of different techniques applied without counting the repetitions in an online shop. In the total Cialdini techniques, repetitions of the same techniques per different type of page of the online shop are, however, included (in the way that is described in section 3.4.2).

4.1.1. Differences between the Online Shops in Applying Cialdini Principles

The online shops differ from each other in applying unique and total Cialdini techniques. Of all different online shops TUI makes use of the most unique and total Cialdini techniques with 84 unique Cialdini techniques and of a total of 143 Cialdini techniques, while Van Dijk makes to the lowest extent use of unique and total Cialdini techniques with ten unique Cialdini techniques and a total of fourteen Cialdini techniques (see Table 4).

Table 4| The Number of Techniques applied regarding the different Cialdini Principles per Online Shop

		Reciprocity	Consistency & Commitment	Social Proof	Liking	Authority	Scarcity	Unity	Total
Bol.com	<i>Unique</i>	6	25	17	4	19	7	5	83
	<i>Total</i>	7	31	22	15	27	13	9	124
Wehkamp	<i>Unique</i>	3	16	10	6	13	8	4	60
	<i>Total</i>	4	20	16	14	21	15	4	94
Zalando	<i>Unique</i>	4	17	6	4	15	2	6	54
	<i>Total</i>	9	25	10	11	25	2	10	92
Coolblue	<i>Unique</i>	7	19	18	4	22	4	3	77
	<i>Total</i>	7	26	29	9	40	5	4	120
Amazon	<i>Unique</i>	3	13	6	3	5	1	4	35
	<i>Total</i>	3	18	10	4	6	1	6	48
AH	<i>Unique</i>	7	20	10	6	20	8	2	73
	<i>Total</i>	12	29	13	21	31	17	4	127
Van Dijk	<i>Unique</i>	0	2	2	2	3	1	0	10
	<i>Total</i>	0	2	2	3	5	2	0	14
H&M	<i>Unique</i>	2	13	3	7	10	6	3	44
	<i>Total</i>	2	13	4	14	13	10	4	60
Mediamarkt	<i>Unique</i>	3	17	6	4	17	7	1	55
	<i>Total</i>	3	19	10	10	21	10	1	74
Intertoys	<i>Unique</i>	1	16	10	2	11	5	1	46
	<i>Total</i>	1	17	13	5	18	7	1	62
Vliegwinkel	<i>Unique</i>	5	18	12	4	13	6	5	63
	<i>Total</i>	5	22	22	9	39	12	9	118

Table 4 Continued| The Number of Techniques applied regarding the different Cialdini Principles per Online Shop

		Reciprocity	Consistency & Commitment	Social Proof	Liking	Authority	Scarcity	Unity	Total
KLM	<i>Unique</i>	3	14	10	2	17	3	4	53
	<i>Total</i>	7	27	11	3	27	3	10	88
TUI	<i>Unique</i>	5	21	17	4	21	10	6	84
	<i>Total</i>	5	34	27	18	34	14	11	143
Sunweb	<i>Unique</i>	0	20	20	4	13	6	7	70
	<i>Total</i>	0	29	33	15	23	9	11	120
EWH	<i>Unique</i>	0	11	2	3	12	4	7	39
	<i>Total</i>	0	14	3	5	18	4	11	55
Transavia	<i>Unique</i>	2	9	0	2	12	1	2	28
	<i>Total</i>	2	10	0	3	15	1	2	33
Vliegtickets	<i>Unique</i>	3	13	17	4	13	5	2	57
	<i>Total</i>	3	15	30	8	49	7	3	115
Neckermann	<i>Unique</i>	3	18	15	4	13	4	5	62
	<i>Total</i>	3	29	23	11	36	6	9	117
Corendon	<i>Unique</i>	3	14	10	3	15	4	4	53
	<i>Total</i>	3	15	15	9	21	7	6	76
Landal	<i>Unique</i>	0	13	8	4	18	3	5	51
	<i>Total</i>	0	23	9	10	31	3	11	87
Total	<i>Unique</i>	60	309	199	76	282	95	76	1097
	<i>Total</i>	76	418	302	197	500	148	126	1767

The consistency and commitment, liking, authority, and scarcity principles are applied by all twenty online shops. Nineteen online shops apply at least one social proof and unity technique, and the reciprocity principle is used by sixteen online shops. Nine online retail shops and nine online travel shops make use of the unity principle and social proof principle, respectively. The reciprocity principle is applied by nine online retail shops and seven online travel shops (see also Table 4).

4.1.2. Differences between Cialdini Principles

Friedman tests have been conducted to test for differences between the average number of unique and total techniques applied and the principle used. Evidence is found that there are significant differences in the average number of unique techniques applied depending on the principle used ($X^2(6) = 57.75, p = .00$) and in the average number of total techniques applied depending on the principle used ($X^2(6) = 59.52, p = .00$). In order to determine which principles differ from each other, post hoc analysis with Wilcoxon signed-rank tests have been conducted (see Appendix 19) with a Bonferroni correction applied, resulting in a significance level set at $p < .0024$. Significant differences between the average number of unique techniques applied of the liking principle versus the reciprocity ($Z = -3.93, p = .000$), consistency and commitment ($Z = -3.83, p = .000$), social proof ($Z = -3.92, p = .000$), unity ($Z = -3.92, p = .000$), authority ($Z = -3.61, p = .000$), and scarcity ($Z = -3.73, p = .000$) principles are found. The same results are found regarding the average number of total techniques applied of the liking principle versus the reciprocity ($Z = -3.89, p = .000$),

consistency and commitment ($Z = -3.88, p = .000$), social proof ($Z = -3.92, p = .000$), unity ($Z = -3.85, p = .000$), authority ($Z = -3.77, p = .000$), and scarcity ($Z = -3.92, p = .000$) principles. The average number of unique and total techniques applied is higher for the liking principle than for the reciprocity, consistency and commitment, social proof, unity, authority, and scarcity principles (see Table 5).

Table 5| Mean and Median regarding the different Cialdini Principles

	Mean		Median	
	Unique	Total	Unique	Total
Reciprocity	0.19	0.24	0.19	0.19
Consistency & Commitment	0.24	0.33	0.25	0.33
Social Proof	0.20	0.31	0.20	0.27
Liking	0.48	1.23	0.50	1.19
Authority	0.29	0.52	0.27	0.50
Scarcity	0.24	0.37	0.23	0.35
Unity	0.20	0.33	0.21	0.32

Moreover, a significance difference between the average number of unique techniques applied of the authority versus reciprocity principle ($Z = -3.37, p = .001$) is found. The average number of unique techniques is higher for the authority principle than for the reciprocity principle (see Table 5). The average number of total techniques applied differ significantly between the authority versus reciprocity ($Z = -3.68, p = .000$), consistency and commitment ($Z = -3.51, p = .000$), and social proof ($Z = -3.51, p = .000$) principles. The average number of total techniques applied is higher for the authority principle than for the reciprocity, consistency and commitment, and social proof principles (see also Table 5).

4.2. Results per Cialdini Principle

Below the results regarding the different Cialdini techniques used by the most successful online retail and travel shops in the Netherlands are shown (see Appendix 20 for more detailed information about the underlying Cialdini techniques per online shop).

4.2.1. Reciprocity Techniques

Of the sixteen identified reciprocity techniques, fifteen are at least used by one online shop (see Table 6). With ten of the twenty online shops offering visitors the opportunity to compare the products with each other is this technique the most applied reciprocity technique (code 1.6c). Following is the technique of offering free entertainment and/or information by means of the content on a website (code 1.1a) with eight online shops making use of this technique. Another picture emerges regarding the total number of times the online shops make use of the same reciprocity techniques. In this case, offering free entertainment and/or information by means of the content on a website is the most used reciprocity

technique ($X = 12$), followed by offering general information about a product (category) and offering the opportunity to compare the products with each other (see Table 6).

Table 6| Unique and Total Reciprocity Techniques applied per Type of Online Shop

No.	Code:		Unique			Total		
			Retail	Travel	Total	Retail	Travel	Total
1.1	<u>Free Entertainment and/or Information</u>	a. Website	5	3	8	7	5	12
		b. Social Channel	1	0	1	1	0	1
		c. App	3	2	5	4	4	8
1.2	<u>Product Information</u>	a. General Product Information	6	1	7	10	1	11
		b. Specific Product Information	1	1	2	1	1	2
1.3	<u>(Customized) Personal Advice</u>		3	1	4	6	1	7
1.4	<u>Third-Parties</u>	a. Comparison With	2	0	2	2	0	2
		b. Buying From	2	0	2	2	0	2
1.5	<u>Contact Possibilities</u>	a. Chat	2	5	7	2	5	7
		b. Call	2	0	2	2	0	2
		c. App	2	3	5	3	3	6
		d. Appointment	0	1	1	0	1	1
1.6	<u>Free Product(s)</u>	a. Voucher	0	0	0	0	0	0
		b. Sample	1	0	1	1	0	1
		c. Comparison Possibility	5	5	10	5	5	10
		d. Other	1	2	3	2	2	4
Total			36	24	60	48	28	76

To determine whether the different types of online shops make to the same extent use of the unique and total techniques underlying to the different Cialdini principles, Chi-Square Goodness-of-Fit Tests are performed (see Appendix 21). These tests found evidence that the number of total techniques applied of the reciprocity principle is not equally distributed among the different types of online shops ($X^2(1) = 5.26, p = .02$). More online retail shops ($N = 48$) than online travel shops ($N = 28$) make use of repetitions among the techniques underlying to the reciprocity principle. When looking to the different reciprocity techniques themselves (see Table 6 and Appendix 21), offering general information about a product category without asking for personal information (code 1.2a) is more often totally applied by online retail shops ($N = 10$) than by online travel shops ($N = 1$). In line with this, this technique is more often applied by different online retail shops ($N = 6$) than by different online travel shops ($N = 1$).

4.2.2. Consistency and Commitment Techniques

Of the 64 identified consistency and commitment techniques, 48 are at least used by one online shop (see Table 7). Ten techniques are applied by more than half of the analysed online shops. Specifically, all online travel shops and almost all online retail shops offer visitors the opportunity to follow the online shop and/or action(s) by means of a newsletter

(code 2.5ac) and by means of social media (code 2.5aa). Showing one or more similar product(s) (categories) offered by the online shop that the visitor may like based on their previous search interest (code 2.12a), offering visitors the opportunity to share an element other than (information about) one or more product(s) (categories) by means of social media (code 2.2bb), offering visitors the opportunity to give feedback (code 2.7b) and providing a reminder of saved product(s) (code 2.11a) are other techniques that many of the online shops make use of. To a somewhat lesser extent but still many different online shops are using the following techniques: (1) offering visitors the opportunity to save a product offered by the online shop (code 2.4a), (2) offering visitors the opportunity to publish comment(s) about other elements than product(s) (categories) (e.g., blog) (code 2.6a2b), (3) offering visitors the opportunity to like other elements than (information about) product(s) (categories) and/or the online shop on Facebook (e.g., blog) (code 2.1c) and (4) showing (a) similar element(s) other than one or more similar product(s) (categories) that the visitor may like based on their previous search interest (e.g., blogs) (code 2.12b) (see Table 7).

Table 7| Unique and Total Consistency and Commitment Techniques applied per Type of Online Shop

No.	Code:		Unique			Total		
			Retail	Travel	Total	Retail	Travel	Total
2.1	<u>(FB) Liking</u>	a. (Information about) Product(s) (Categories)	0	3	3	0	3	3
		b. Online Shop	1	5	6	1	5	6
		c. Other Element(s)	5	6	11	7	8	15
2.2	<u>Sharing</u>	a. (Information about) Product(s) (Categories)						
		a. E-mail	3	4	7	3	6	9
		b. Social Media	2	2	4	2	2	4
	c. Both	1	7	8	1	16	17	
	b. Other Element(s)	a. E-mail	1	0	1	1	0	1
		b. Social Media	6	9	15	9	15	24
c. Both		6	3	9	8	5	13	
2.3	<u>Printing/ Downloading/ Ordering Information</u>	a1. One Product (Category)	2	4	6	2	7	9
		a2. More Product(s) (Categories)	3	4	7	3	5	8
		b. Other than Product(s) (Categories)	4	4	8	6	10	16
2.4	<u>Saving</u>	a. Product	8	5	13	8	5	13
		b. Other than Product	1	0	1	1	0	1
2.5	<u>Following (Stay Informed)</u>	a. Online Shop/Action(s)						
		a. Social Media	8	10	18	8	11	19
		b. App	5	3	8	5	3	8
	c. Newsletter	9	10	19	10	17	27	
	b. Product(s) (Categories)	a. Price Alert	0	1	1	0	1	1
		b. Stock Alert	4	1	5	5	1	6
	c. Brand(s)/ Person(s)	2	0	2	2	0	2	
	d. Other	0	0	0	0	0	0	

Table 7 Continued| Unique and Total Consistency and Commitment Techniques applied per Type of Online Shop

No.	Code:		Unique			Total		
			Retail	Travel	Total	Retail	Travel	Total
2.6	<u>Publishing</u>							
	a1. Product(s) (Categories)	a. Question(s)	1	0	1	1	0	1
		b. Comment(s)	0	0	0	0	0	0
		c. Both	0	1	1	0	2	2
	a2. Other Elements than Product(s) (categories)	a. Question(s)	0	0	0	0	0	0
		b. Comment(s)	4	8	12	5	8	13
		c. Both	0	0	0	0	0	0
	b1. Publish Product Review	a. Without anything	0	1	1	0	1	1
		b. With Recommendation	0	0	0	0	0	0
		c. With Rating	4	3	7	4	4	8
		d. With Recommendation and Rating	3	0	3	3	0	3
	b2. Publish an Online Shop Review	a. Without anything	0	0	0	0	0	0
		b. With Recommendation	0	0	0	0	0	0
		c. With Rating	1	1	2	1	1	2
		d. With Recommendation and Rating	0	1	1	0	1	1
	c. Publish a Recommendation	a. Product (Category)	0	0	0	0	0	0
		b. Online Shop	0	0	0	0	0	0
		c. Other than Product(s) (Categories) and/or the Online Shop	6	2	8	7	2	9
	d. Publish a Rating	a. Product (Category)	0	0	0	0	0	0
		b. Online Shop	0	0	0	0	0	0
		c. Other than Product(s) (Categories) and/or the Online Shop	0	0	0	0	0	0
2.7	<u>Participate</u>	a. Petition	0	0	0	0	0	0
		b. Feedback	6	9	15	8	15	23
		c. Win Promotions	3	0	3	3	0	3
		d. Membership	2	1	3	2	1	3
		e. Tool	1	2	3	1	2	3
2.8	<u>Customize Suggestions</u>	a. Sign up/ Register	3	0	3	3	0	3
		b. Customize	1	0	1	1	0	1
2.9	<u>Other</u>	a. Full Information	0	0	0	0	0	0
		b. Appointment	0	1	1	0	1	1
		c. Free Sample	1	0	1	1	0	1
		d. Check Store Inventory / Make a reservation	3	0	3	3	0	3
		e. Find a Store	4	1	5	4	1	5
		f. Selecting/Excluding	3	7	10	9	11	20
2.10	<u>Loyalty Programs</u>		3	3	6	6	4	10
2.11	<u>Reminder</u>							
	a. Product(s)	a. Saved	9	5	14	9	7	16
		b. Recently Viewed	4	6	10	10	18	28
	b. Other than Product(s)	a. Saved	0	0	0	0	0	0
		b. Search Request	0	2	2	0	2	2
		c. Recently Viewed	0	0	0	0	0	0
2.12	<u>Suggestion of Similar</u>	a. Product(s) (Categories)	9	7	16	16	8	24
		b. Other than Product(s) (Categories)	5	6	11	5	6	11

Table 7 Continued| Unique and Total Consistency and Commitment Techniques applied per Type of Online Shop

No.	Code:		Unique			Total			
			Retail	Travel	Total	Retail	Travel	Total	
2.13	Complementary Product(s) (Categories)	a.	Without Favourable Conditions	7	3	10	11	3	14
		b.	With Favourable Conditions	4	0	4	5	0	5
Total				158	151	309	200	218	418

A somewhat different picture emerges regarding the number of times the online shops make use of the same consistency and commitment techniques. In this case, reminding the visitors of recently viewed product(s) (code 2.11ab) and offering visitors the opportunity to follow the online shop and/or action(s) by means of a newsletter (code 2.5ac) are the techniques that are to the greatest extent applied. The techniques whereby the online shop offers visitors the opportunity to share an element other than (information about) one or more product(s) (categories) by means of social media (code 2.2.bb) and show one or more similar product(s) (categories) offered by the online shop that the visitor may like based on their previous search interest (code 2.12a) follows.

The number of unique and total techniques underlying to the consistency and commitment principle are equally distributed among the different types of online shops ($X^2(1) = 0.16, p = .69$; $X^2(1) = 0.78, p = .38$). The online retail shops and online travel shops differ not in the extent they make uniquely and totally use of the consistency and commitment principle. Nevertheless, the total number of times that visitors are given the opportunity to share (information about) one or more product(s) (categories) by means of both e-mail and social media (code 2.2ac) is higher for online travel shops ($N = 16$) than for online retail shops ($N = 1$), while the total number of times that one or more product(s) (categories) without favourable conditions in obtaining (e.g., shoelaces) related to the selected product (e.g., shoes) is shown (code 2.13a) higher is for online retail shops ($N = 11$) than for online travel shops ($N = 3$). In line with this, there are more online travel shops ($N = 7$) than online retail shops ($N = 1$) and more online retail shops ($N = 7$) than online travel shops ($N = 3$) that make use of the first and second technique, respectively (see Table 7 and Appendix 21). Since these results are opposite, they will not cause differences between the types of online shops regarding the consistency and commitment principle uniquely and totally applied.

4.2.3. Social Proof Techniques

Of the 49 identified social proof techniques, 42 are at least used by one online shop (see Table 8). Three techniques are applied by more than ten online shops. Specifically, fifteen online shops show the average rating of other customers regarding a product they offer (code 3.3aa1) and make use of an additional element that implies that more than one

product (category) is popular and/or likeable (code 3.7b), and eleven online shops show the average rating of other customers about a product (category) they offer per item (code 3.3ba). The same picture emerges regarding the total number of times the online shops make use of the same social proof techniques. Showing the average rating of other customers about a product offered by the online shop (code 3.3aa1) and making use of an additional element that implies that more than one product (category) offered by the online shop is popular and/or likeable (code 3.7b) are also the most used social proof techniques (see Table 8).

Table 8| Unique and Total Social Proof Techniques applied per Type of Online Shop

No.	Code:	Unique			Total					
		Retail	Travel	Total	Retail	Travel	Total			
3.1	<u>Individually Written Reviews</u>									
	a.	Product (Category)	a.	Without anything	0	4	4	0	6	6
			b.	With Recommendations	0	0	0	0	0	0
			c.	With Ratings	4	6	10	5	8	13
			d.	With Recommendations and Ratings	3	1	4	4	1	5
	b.	Online Shop	a.	Without anything	0	1	1	0	1	1
			b.	With Recommendations	0	1	1	0	1	1
			c.	With Ratings	1	2	3	1	2	3
			d.	With Recommendations and Ratings	1	1	2	1	1	2
3.2	<u>Summary of the Written Reviews</u>		a.	Product (Category)	1	0	1	1	0	1
			b.	Online Shop	0	0	0	0	0	0
3.3	<u>Average Rating</u>									
	a.	In General	a1.	Product	7	8	15	21	25	46
			a2.	Product Category/Categories	1	2	3	1	3	4
			b.	Online Shop	2	2	4	6	9	15
			c.	Other than Product (Categories) and Online Shop	1	0	1	1	0	1
	b.	Per Item	a.	Product (Category)	3	8	11	3	11	14
			b.	Online Shop	1	1	2	1	1	2
3.4	<u>Number/Percentages</u>									
	a.	Reviews			0	0	0	0	0	0
	b.	Recommendations	a.	Product (Category)	2	2	4	3	2	5
			b.	Online Shop	0	1	1	0	5	5
			c.	Other than Product (Category) and Online Shop	1	0	1	1	0	1
	c.	Ratings	a.	Product (Category)	5	2	7	5	2	7
			b.	Online Shop	2	1	3	2	1	3
	d.	Helpful Reviews/Comments			5	1	6	6	1	7
	e.	Shares	a.	Product (Category)	1	3	4	1	3	4
			b.	Other than Product (Categories)	5	5	10	5	5	10
	f.	Likes	a.	Product (Category)	0	2	2	0	2	2
			b.	Online Shop	2	6	8	3	6	9

Table 8 Continued| Unique and Total Social Proof Techniques applied per Type of Online Shop

No.	Code:		Unique			Total		
			Retail	Travel	Total	Retail	Travel	Total
		c. Other than Product (Categories) and Online Shop	5	4	9	6	4	10
	g.	Social Media Followers	0	1	1	0	1	1
	h.	Newsletter Subscribers	0	0	0	0	0	0
	i.	Readers	0	1	1	0	1	1
	j.	Written Reactions	3	7	10	4	8	12
	k.	Customers	0	3	3	0	3	3
3.5	<u>(Information about) Search and/or Buying Behaviour of Other(s)</u>							
	a.	Search Behaviour						
		a1. One Selected Product	0	1	1	0	1	1
		a2. Unselected Product(s)	4	2	6	5	4	9
		b. Other than Product(s)	0	0	0	0	0	0
	b.	Buying Behaviour						
		a. One Selected Product	0	5	5	0	9	9
		b. Unselected Product(s)	6	0	6	6	0	6
	c.	Search & Buying Combined						
		a. One Selected Product	0	0	0	0	0	0
		b. Unselected Product(s)	1	0	1	3	0	3
3.6	<u>Other Behaviour of Other(s)</u>							
		a. Making Use	2	2	4	3	2	5
		b. Giving Advice	0	0	0	0	0	0
		c1. Product(s) Reaction(s)	0	1	1	0	1	1
		c2. Other than Product(s) Reaction(s)	2	3	5	3	3	6
3.7	<u>Popularity and/or Likeable Indications</u>							
		a. One Product (Category)	2	6	8	2	12	14
		b. More Product(s) (Categories)	9	6	15	17	18	35
		c. Other than Product(s) (Categories) and Rankings	1	5	6	1	5	6
3.8	<u>Best Reviewed Products</u>							
		a. One Product (Category)	3	1	4	6	1	7
		b. More Product(s) (Categories)	2	3	5	2	4	6
Total			88	111	199	129	173	302

Regarding the extent to which the social proof principle totally is applied, Chi-Square Goodness-of-Fit Test (see Appendix 21) found evidence that the principle is not equally distributed among the different types of online shops ($X^2(1) = 6.41, p = .01$). The social proof principle is more often totally applied by online travel shops ($N = 173$) than by online retail shops ($N = 129$). When looking to the different social proof techniques themselves (see Table 8 and Appendix 21), the total number of times that online shops show the average rating of a product (category) offered by the online shop per item (code 3.3ba), (information about) the buying behaviour of (an)other customer(s) regarding one (selected) product (category) (code 3.5ba), and the total number of times an additional element that implies that a product (category) offered by the online shop is popular and/or likeable is shown (code 3.7a) is higher for online travel shops than for online retail shops. In line with this, there are more online travel shops than online retail shops that make use of these techniques. The

opposite is however the case when (information about) the buying behaviour of (an)other customer(s) regarding unselected product(s) (categories) is shown (code 3.5bb).

4.2.4. Liking Techniques

Of the eight identified liking techniques, seven are at least used by one online shop (see Table 9). Four of the techniques are used by more than half of the analysed online shops. Specifically, all online retail shops and almost all online travel shops make use of an additional element that implies that one or more product(s) (categories) they offer can be obtained under more favourable conditions (code 4.2aa and code 4.2ab, respectively). However, many online shops make also use of additional elements indicating (good price-) quality (ratio) of one or more than one product (category) they offer (code 4.2ca and code 4.2cb, respectively). The liking technique that has been applied to the greatest extent is making use of an additional element that implies that one product (category) can be obtained under more favourable conditions (code 4.2aa). Making use of an additional element indicating (good price-) quality (ratio) of one product (category) (code 4.2ca) follows (see Table 9).

Table 9| Unique and Total Liking Techniques applied per Type of Online Shop

No.	Code:		Unique			Total			
			Retail	Travel	Total	Retail	Travel	Total	
4.1	<u>People Using the Product(s)</u>	a.	Attractive People	3	0	3	7	0	7
		b.	Celebrities	0	0	0	0	0	0
4.2	<u>Additional Elements Indicating</u>								
a.	Favourable Conditions for Obtaining	a.	One Product (Category)	10	8	18	46	37	83
		b.	More Product(s) (Categories)	10	9	19	17	15	32
b.	(Environmentally) Responsibility	a.	One Product (Category)	3	1	4	8	2	10
		b.	More Product(s) (Categories)	3	1	4	3	1	4
c.	(Good Price-) Quality (Ratio)	a.	One Product (Category)	6	7	13	15	20	35
		b.	More Product(s) (Categories)	7	8	15	10	16	26
Total				42	34	76	106	91	197

Chi-Square Goodness-of-Fit Tests show that the unique and total techniques underlying to the liking principle are equally applied among the different types of online shops ($X^2(1) = 0.84, p = .36$; $X^2(1) = 1.14, p = .29$, respectively). In other words, the online retail shops and online travel shops differ not in the extent they make uniquely and totally use of the liking principle. In line with this (see Table 9 and Appendix 21), no big differences between the unique and total techniques applied themselves are found.

4.2.5. Authority Techniques

Of the 48 identified authority techniques, 43 are at least used by one online shop (see Table 10). Ten of the techniques are used by more than half of the analysed online shops. Seventeen of the twenty online shops show their external partnerships with one or more well-known, trusted parties other than associations, charities, external review partners and sponsors (e.g., payment parties) (code 5.2a6), show one or more unique selling points (i.e., USP; characteristics why (an) visitor(s) should choose for this organization instead of another) (code 5.8aa), and provide general information about the online shops (code 5.8bh). Moreover, many online shops show their year of foundation or the number of years in which the online shop is active (code 5.8bb), provide detailed information about one or more unique selling points (code 5.8ab), provide general advice about one or more product(s) (categories) they offer without using authority attributes (e.g., pictures and titles) (code 5.6bb) and make use of press releases (code 5.9d). Furthermore, eleven online shops show the obtained award(s) of (a) (category of) product(s) they offer (code 5.1aba), show the brand(s) of the products they offer (code 5.2a5) and introduce (an) employee(s) of the online shop by making use of pictures with authority information (code 5.7b). The same picture emerges regarding the total number of times the online shops make use of the same authority techniques. One or more unique selling points (code 5.8aa) are in total 60 times used by the online shops. Showing external partnerships with one or more well-known, trusted parties other than associations, charities, external review partners and sponsors (code 5.2a6) is the technique that follows (see Table 10).

Table 10| Unique and Total Authority Techniques applied per Type of Online Shop

No.	Code:	Unique			Total			
		Retail	Travel	Total	Retail	Travel	Total	
5.1	Test Results							
a.	Without Explanations							
a.	Labels							
	a.	Product(s)	2	1	8	4	2	24
	b.	Online Shop	8	6	8	12	20	12
	c.	Employees	0	0	0	0	0	0
	d.	Security	0	0	1	0	0	2
b.	Awards							
	a.	Product(s)	6	1	11	12	2	26
	b.	Online Shop	3	5	3	6	14	6
	c.	Employees	0	0	5	0	0	9
b.	With Explanations		3	5	3	5	9	5
5.2	Collaboration							
	a1.	Associations	0	9	9	0	28	28
	a2.	Charities	2	3	5	2	3	5
	a3.	Review Partners	2	5	7	2	17	19
	a4.	Sponsors	0	1	1	0	1	1
	a5.	Brands	7	4	11	11	9	20
	a6.	Other External Partners	8	9	17	11	27	38
	b.	Internal Partners	1	9	10	1	14	15
5.3	Evidence							
	a.	Winner(s)	1	0	1	1	0	1
	b.	Customer(s)	0	3	3	0	3	3

Table 10 Continued| Unique and Total Authority Techniques applied per Type of Online Shop

No.	Code:		Unique			Total		
			Retail	Travel	Total	Retail	Travel	Total
5.4	<u>Media Presence</u>		1	2	3	1	4	5
5.5	<u>Identifiable Independent Experts</u>							
	a. Recommending	a1. One Product (Category)	2	0	2	3	0	3
		a2. More Product(s) (Categories)	0	0	0	0	0	0
		b. Online Shop	0	0	0	0	0	0
	b. Giving General Advice		1	0	1	1	0	1
5.6	<u>Employee(s)/ Organization</u>							
	a. Recommending	a. One Product	1	2	3	1	2	3
		b. More Product(s) (Categories)	3	1	4	5	3	8
	b. Giving General Advice	a. With Authority Attributes	3	1	4	4	1	5
		b. Without Authority Attributes	7	6	13	13	6	19
	c. Making Use		0	2	2	0	3	3
5.7	<u>Introducing Employees</u>	a. Without Authority Information	2	4	6	5	4	9
		b. With Authority Information	6	5	11	7	5	12
5.8	<u>Information about the Online Shop</u>							
	a. USP	a. Numeration	8	9	17	24	36	60
		b. Explained	6	9	15	10	14	24
	b. General Information	a. Physical Stores	5	1	6	5	1	6
		b. Foundation	7	9	16	7	18	25
		c. CSR	4	5	9	5	5	10
		d. Innovation	0	2	2	0	2	2
		e. Warnings	2	0	2	2	0	2
		f. Security	1	1	2	1	1	2
		g. Financial Info	1	1	2	1	1	2
		h. General Info	8	9	17	14	18	32
5.9	<u>Publication(s)</u>	a. Brochure	0	0	0	0	0	0
		b. Picture(s)	1	1	2	1	1	2
		c. Video(s)	3	2	5	4	3	7
		d. Press Release(s)	8	4	12	8	6	14
5.10	<u>Recent Offerings</u>							
	a. New	a. One Product (Category)	4	2	6	8	2	10
		b. More Product(s) (Categories)	5	5	10	7	5	12
	b. Soon Available	a. One Product Category	1	0	1	1	0	1
		b. More Product(s) (Categories)	0	0	0	0	0	0
5.11	<u>Verified Reviewer(s)</u>		2	3	5	2	3	5
	Total		135	147	282	207	293	500

Regarding the extent to which the total techniques underlying to the authority principle is applied, Chi-Square Goodness-of-Fit Test found evidence that the principle is not equally distributed among the different types of online shops ($X^2(1) = 14.79, p = .00$). The authority principle is more often totally applied by online travel shops ($N = 293$) than by online retail shops ($N = 207$). When looking to the different authority techniques themselves (see Table

10 and Appendix 21), the total number of times that the associations(s) where the online shop is/are member of and that represent(s) the interests of the customers is/are shown (code 5.2a1), external review partner that collects the reviews, ratings and/or recommendations about (a) (category of) product(s) offered by the online shop and about the online shop itself is shown (code 5.2a3) and the external partnership(s) with one or more well-known, trusted parties other than associations, charities, external review partners, sponsors and safety partners is shown (code 5.2a6) are higher for online travel shops than for online retail shops. Moreover, online travel shops show more often their internal partnership(s) (code 5.2b) and their year of foundation and/or the number of years that the online shop is active (code 5.8bb) than online retail shops. There are also more online travel shops than online retail shops that make use of these techniques, especially for code 5.2b. In contrast, the total number of times that the obtained award(s) of (a) (category of) product(s) offered by the online shop is shown (code 5.1ba) is higher for online retail shops than for online travel shops. In line with this, there are more online retail shops than online travel shops that make use of this technique.

4.2.6. Scarcity Techniques

Of the twenty identified authority techniques, sixteen are at least used by one online shop (see Table 11). Two of the techniques are used by more than half of the analysed online shops, namely, making use of loss language in that the online shop emphasizes that advantages and/or actions a visitor will lose and/or has lost by not performing a certain performance (code 6.4a) and scarcity word(s) (e.g., gone=gone) that applies to more than one product (category) (code 6.4b2). Loss language (code 6.4a) is also the most applied scarcity technique in general.

Table 11| Unique and Total Scarcity Techniques applied per Type of Online Shop

No.	Code:			Unique			Total		
				Retail	Travel	Total	Retail	Travel	Total
6.1	Deadline/Period								
	a.	Without Countdown	a. One Product (Category)	4	2	6	7	3	10
			b. More Product(s) (Categories)	5	1	6	15	1	16
	b.	With Countdown	a. One Product (Category)	2	1	3	4	1	5
			b. More Product(s) (Categories)	0	2	2	0	2	2
6.2	Stock Information								
	a1.	Limited Stock – Without Urgency	a. One Product (Category)	3	7	10	3	12	15
			b. More Product(s) (Categories)	1	1	2	1	1	2
	a2.	Limited Stock – With Urgency	a. One Product (Category)	0	1	1	0	1	1

Table 11 Continued| Unique and Total Scarcity Techniques applied per Type of Online Shop

No.	Code:		Unique			Total				
			Retail	Travel	Total	Retail	Travel	Total		
6.2	Stock Information									
	a2.	Limited Stock – With Urgency	b.	More Product(s) (Categories)	0	0	0	0	0	
	b.	Unavailable Stock			7	5	12	10	5	15
6.3	Exclusive									
	a.	Product(s)	a.	One Product (Category)	4	2	6	10	5	15
			b.	More Product(s) (Categories)	3	1	4	3	1	4
	b.	Edition	a.	One Product (Category)	0	0	0	0	0	0
			b.	More Product(s) (Categories)	0	0	0	0	0	0
	c.	Actions	a.	One Product (Category)	2	1	3	4	2	6
			b.	More Product(s) (Categories)	1	1	2	1	1	2
	d.	Advantages			5	3	8	8	4	12
6.4	Scarcity Language		a.	Loss Language	6	7	13	8	11	19
			b1.	One Product (Category)	3	2	5	5	4	9
			b2.	More Product(s) (Categories)	3	9	12	3	12	15
			b3.	Other than Product(s)	0	0	0	0	0	0
	Total				49	46	95	82	66	148

Chi-Square Goodness-of-Fit Tests show that the scarcity principle is uniquely and totally equally applied among the different types of online shops ($X^2(1) = 0.10$, $p = .76$; $X^2(1) = 1.73$, $p = .19$, respectively). In other words, the online retail shops and online travel shops differ not in the extent they make uniquely and totally use of the scarcity principle. Nevertheless, the total number of times that an additional element that implies than one product (category) offered by the online shop is limited in stock is shown (code 6.2a1a) and scarcity word(s) that applies to more than one product (category) offered by the online shop is shown (code 6.4b2), is higher for online travel shops than for online retail shops. There are also more online travel shops than online retail shops that make use of these techniques (see Table 11 and Appendix 21).

4.2.7. Unity Techniques

Of the nineteen identified unity techniques, seventeen are at least used by one online shop (see Table 12). Two of the techniques are used by more than half of the analysed online shops, namely, offering visitors the opportunity to share an element of the website other than (information about) one or more product(s) (categories) with others (code 7.2b) and offering visitors the opportunity to share (information about) one or more product(s) (categories) with others (code 7.2a). The number of total techniques used is also the highest for these two techniques.

Table 12| Unique and Total Unity Techniques applied per Type of Online Shop

No.	Code:		Unique			Total		
			Retail	Travel	Total	Retail	Travel	Total
7.1	<u>Giveaway Actions for Friends</u>	a. Promotion Tool	0	0	0	0	0	0
		b. Nominating	0	1	1	0	1	1
		c. Presents	2	0	2	2	0	2
7.2	<u>Sharing Information with Friends</u>	a. Product(s) (Categories)	4	9	13	6	23	29
		b. Other than Product(s) (Categories)	9	9	18	19	20	39
7.3	<u>Collaboration</u>	a. Organization	0	1	1	0	1	1
		b. Friends	0	1	1	0	1	1
7.4	<u>Supporting Visitors</u>		1	0	1	1	0	1
7.5	<u>Similar Other(s)</u>							
	a. Making Use		3	5	8	3	6	9
	b. Recommending	a. One Product (Category)	2	6	8	2	7	9
		b. More Product(s) (Categories)	1	1	2	1	3	4
	c. Giving Advice	a. One Product (Category)	0	1	1	0	1	1
		b. More Product(s) (Categories)	1	1	2	1	1	2
	d. Search Behaviour		2	1	3	2	3	5
	e. Buying Behaviour		1	2	3	1	3	4
	f. Other	a. One Product (Category)	0	4	4	0	7	7
		b. More Product(s) (Categories)	0	0	0	0	0	0
7.6	<u>Terms</u>	a. Identification	1	3	4	2	4	6
		b. Unity	2	2	4	3	2	5
Total			29	47	76	43	83	126

Chi-Square Goodness-of-Fit Tests show that the unity principle is uniquely and totally unequally applied among the different types of online shops ($X^2(1) = 4.26, p = .04$; $X^2(1) = 12.70, p = .00$, respectively). The online retail shops and online travel shops differ in the extent they make uniquely and totally use of the scarcity principle. When looking to the different unity techniques themselves (see Table 12 and Appendix 21), the total number of times that visitors are given the opportunity to share (information about) one or more product(s) (categories) offered by the online shop with others (code 7.2a) and information about (a) similar person(s) regarding one product (category) without that the person(s) make(s) use, recommend(s) and/or give(s) advice about the product (category) is given (e.g., personal information about a person that wrote a blog), is higher for online travel shops than for online retail shops. In line with this, there are more online travel shops than online retail shops that make use of these techniques.

5. Discussion and Conclusion

5.1. General Discussion

Most successful online shops make, in general, use of the seven Cialdini principles. Applying all the seven Cialdini principles might have contributed to the success of the online shops. Ibrahim et al. (2015) found evidence that the intention to buy a service from an online shop travel shop is higher when the website design contains a combination of different persuasive factors including among others reciprocity, commitment and consistency, liking, social proof, authority, and scarcity than when the website design does not apply these different factors. An explanation that applying all the seven Cialdini principles will contribute to the success of the online shops might be that different people are sensitive for different Cialdini principles (e.g., Kaptein, Markopoulos, de Ruyter & Aarts, 2009). Some people will, for example, more easily be persuaded by means of a scarcity principle than by a liking principle. By applying more different Cialdini principles, it is more likely that a technique underlying to a Cialdini principle is applied to which (potential) customers are sensitive. However, future research should verify this.

Based on this, it can be argued that although some of the principles are not used by all the successful online shops, this not mean that these principles are less persuasive. That four of the twenty analysed online shops nevertheless do not make use of the reciprocity principle can be explained in that the website designers of these online shops are less willing to invest in this principle. A favour that is meaningful, unexpected and/or customized, costs probably more money than applying one of the other principles. Moreover, it is not directly clear what an online shop will earn by applying this principle. That one online shop does not make use of the social proof principle and another online shop of the unity principle can be explained by the fact that these online shops do not want to rely on other people, similar people or customers, in order to be persuasive as online shops. When these people are negative about their online shop, the online shop will be less persuasive. However, it might also be the case that the website designers of the one online shop that does not make use of the unity principle are not aware of this principle. It is a recently discovered principle by Cialdini. However, this might be the case for all the applied Cialdini principles. Therefore, an overall explanation might be that the website designers are not aware of Cialdini principles. These explanations should be controlled in future studies.

Nevertheless, it is more likely that a customer will be persuaded by liking than by any other principle. The liking principle is significantly more often uniquely and totally applied than the other Cialdini principles. Since, in addition, most of the (potential) customers focus on the

products where the liking techniques most of the time are located, the chance is greater that a customer will notice the liking technique, and therefore will be persuaded by it. Future research should control for this. However, it might also be the case that the liking principle is no longer persuasive but necessary. Research has found evidence that over the years some motivator factors have become hygiene factors (e.g., Ibrahim et al., 2014). The authority principle is the second most used principle by all online shops. The results show that the authority principle is significantly more often uniquely applied than the reciprocity principle and significantly more often totally applied than the reciprocity, consistency and commitment, and social proof principles. Therefore, it might also be the case that some of the authority techniques are no longer persuasive but necessary. Future studies should investigate this.

The successful online shops make, in general, use of many Cialdini techniques and of many different techniques underlying to the seven Cialdini techniques. On average, the twenty analysed online shops make use of 54.85 unique Cialdini techniques and of a total of 88.35 Cialdini techniques. With only ten unique techniques and a total of only fourteen techniques used, Van Dijk is an exception. Van Dijk is the only analysed online shop that focuses solely on school attributes for students. Therefore, it might be that Van Dijk is recommended by different schools. Since evidence is found that positive worth-of-mouth communication contributes to the turnover of an organization (e.g., Foster & Rosenzweig, 1995), it might be the case that this instead of the Cialdini principles have contributed to the turnover. However, a more likely explanation is that not many Cialdini techniques are needed to be persuasive. Cialdini (2007; 2016) shows that encountering one technique mindlessly might be enough to be persuaded. Moreover, it is less likely that a customer will observe all the different techniques on the website design. We live in an increasingly complex world in which it is not always possible to analyse all the aspects we encounter (Cialdini, 2007; 2016). And therefore, it is less likely that a customer will be persuaded by all the applied techniques. By applying more Cialdini techniques at the website design, the chance is, however, greater that a visitor will (unconsciously) encounter such technique. And because of this, it is more likely that the visitor will be persuaded by it. Future research should verify this.

Since 31 of the 188 used techniques have been applied by more than half of the analysed online shops (see Appendix 22), these techniques might be especially persuasive and/or easily to add. Future studies should control this. Since all analysed online travel shops offer visitors the opportunity to follow the online shop and/or action(s) by means of a newsletter and by means of social media and all analysed online retail shops make use of an additional element that implies that one or more product(s) (categories) can be obtained under more favourable conditions, these techniques might, however, be no longer persuasive but necessary for online travel shops and online retail shops, respectively. This

should also be investigated in future studies. In contrast, there are also techniques that are not used by the successful online shops despite they are derived from literature. Specifically, the techniques whereby celebrities (Cialdini, 2007; 2016) and petitions (Chu et al., 2014; Cialdini, 2007; 2016) that are derived from literature focusing on traditional media (e.g., Cialdini, 2007; 2016) and from research done in an offline environment (e.g., Cialdini, 2007; 2016) respectively are not used. Since this research took place in an online environment, it can be argued that these techniques are applicable for traditional media and/or for an offline environment, respectively. However, future research should verify this.

Online retail shops and online travel shops differ in the extent and the way in which they apply the seven Cialdini principles. Evidence is found that social proof, unity and authority principles are totally more often applied and that the unity principle is uniquely more often applied by online travel shops than by online retail shops. Since Elize Was Here made to a much greater extent use of the unity principle in comparison to the other online shops, it might be that this has contributed to the difference in that the unity principle is both uniquely and totally more often applied by online travel shops than online retail shops. However, the results section shows that, in general, the underlying techniques of the unity principle are more often applied by different online travel shops than online retail shops and that this difference is more than one. Therefore, another explanation is more likely. Although it is argued above that all the principles are persuasive, it can be argued that some principles are more persuasive for online travel shops than for online retail shops. Since online travel shops sell services that are not tangible while online retail shops sell goods that are tangible, (potential) customers might rely to a greater extent on the social proof, unity and authority principle when making a deciding to buy a service. However, it might also be that the website designers of online travel shops expect this to be the case and therefore make to a greater extent use of these principles. Future studies should verify these explanations.

Despite most of the social proof, unity and authority techniques are more often uniquely and totally applied by online travel shops than by online retail shops, the opposite is the case for the social proof technique whereby (information) about the buying behaviour of (an)other customer(s) regarding unselected product(s) (categories) (e.g., others also bought) is shown and the authority technique whereby obtained award(s) of (a) (category of) product(s) (e.g., Tweakers Award) is/are shown. An explanation why these techniques deviate from the results explained above might be that it is harder to make use of these techniques for the website designers of online travel shops than for the designers of online retail shops, since online travel shops sell services that are not tangible and online retail shops sell goods that are tangible. Future studies should verify this. The same explanation might apply for the consistency and commitment technique in which showing one or more product(s)

(categories) without favourable conditions in obtaining (e.g., shoelaces) related to the selected product (e.g., shoes) more often uniquely and totally is applied by online retail shops than by online travel shops.

The total number of reciprocity techniques applied is, however, more for online retail shops than for online travel shops. For online travel shops it might be harder to offer a favour that is meaningful, unexpected and/or customized without expecting something in return. In line with this, this study has found evidence that online retail shops offer more often general product information than online travel shops do. Since online travel shops sell services that are not tangible and online retail shops sell goods that are tangible, offering certain information might be a hygiene factor for online travel shops while for online retail shops such information might be a motivator factor. Based on this, it can be reasoned that online travel shops contains more information than online retail shops. This, in turn, can explain why it is for online travel shops more easily to make use of the consistency and commitment technique where visitors are given the opportunity to share (information about) one or more product(s) (categories) by means of both e-mail and social media than for online retail shops. Both explanations should be controlled in future studies.

Although there is no evidence found that the scarcity principle differs uniquely and totally between online retail and online travel shops, the results section shows that the following two scarcity techniques are uniquely and totally more often applied by online travel shops than by online retail shops: showing an additional element that implies that one product (category) offered by the online shop is limited in stock (e.g., only two items left) and making use of scarcity word(s) that applies to more than one product (category) (e.g., gone = gone). These techniques might be more persuasive for online travel shops than for online retail shops and/or website designers of online travel shops might expect that these techniques are more persuasive in their website design. A reason for this might be that (it is believed that) when travel opportunities become less available this threatens our freedom more than when goods are becoming less and less available. However future studies should verify this.

5.2. Practical Contributions and Implications

The current study is of practical relevance. The 224 identified techniques might be used by both successful and less successful online shops used in the Netherlands to enhance the persuasiveness of their website design (further). Applying more techniques of all different Cialdini principles might increase the persuasiveness of a website design, as is argued in section 5.1. The increased persuasiveness might, in turn, enhance the number of products sold and, therewith, the total turnover. Since applying Cialdini techniques might only increase the persuasiveness of a website design when an online shop has made use of hygiene

factors (i.e., informativeness, usability and visual engagement), it is for less successful online shops recommended to make use of hygiene factors before applying Cialdini techniques. In turn, the online shops used in the Netherlands should at least make use of the 31 techniques (see Appendix 22). Because the 31 techniques have been applied by more than the half of the twenty successful online shops used in the Netherlands, these techniques might be more persuasive than the other identified techniques that have been applied by the half or less of the analysed online shops. Moreover, it is highly recommended to focus especially on the liking and authority principles. These principles are extensively applied by the analysed online shops and, therefore, they might have played an important role in the success of these online shops. Since the reciprocity principle is the least used principle of the analysed online shops, opportunities for the analysed successful online shops are found to enhance the persuasiveness of their online shop further, especially, for Van Dijk, Sunweb, Elize Was Here and Landal Greenparks because they make no use of this principle. Based on the evidence that the reciprocity principle is more often applied by successful online retail shops than online travel shops used in the Netherlands, it can, however, be argued that less successful online retail shops used in the Netherlands should to a greater extent focus on this principle than online travel shops. Less successful online travel shops used in the Netherlands should, in contrast, to a greater extent focus on the social proof, unity and authority principle. This is because evidence is found that successful online travel shops used in the Netherlands make to a greater extent use of these principles than the online retail shops. Nevertheless, there are regarding the social proof principle and the unity principle opportunities for Transavia and Van Dijk respectively, since they make no use of the social proof principle and the unity principle, respectively.

5.3. Theoretical Contribution and Implications

This study contributes in different manners to the academic literature. Firstly, the developed conceptual framework consisting of the different persuasive techniques underlying to the seven Cialdini principles can be used by follow-up studies in order to determine whether the techniques are actually persuasive in a website design (see Section 5.5). Secondly, this study shows that some of the identified techniques derived from the PSD can be divided among one of the seven Cialdini principles. Therefore, it can be argued that the different underlying factors of the PSD model are persuasive in that they persuade customers by means of Cialdini principle. The underlying factors of the PSD model can be brought back to the seven Cialdini principles. Thirdly, there are, however, some motivator factors found that cannot be attributed to one of these seven principles (e.g., checkout bargains and sponsored products). Since all these techniques have in common that the

location persuades, there is identified an eighth principle: the location principle. The location determines whether these items are persuasive or not. Since, for example, sponsored products are located at a prominent place of an overview page, more attention will be paid to these products than to the other products. Since “anything that draws focused attention to itself can lead observers to overestimate its importance” (Cialdini, 2016, p. 32), it is more likely that a (potential) customer will buy one of these sponsored products than the other products. This can be explained in that something we are paying attention on is most of the time important to us and, therefore, we might be mistakenly believe that something is important merely because we are giving attention to it (Cialdini, 2016). Fourthly, this study has sharpened existing definitions of the Cialdini principles in that they are valid in an online environment, specifically, for website design. Moreover, this study has extended the study of Ibrahim et al. (2013) by means of not only focusing on online travel shops but also on online retail shops and not only focusing on reciprocity, consistency and commitment, social proof, liking, scarcity and, authority but also on the recently discovered principle, the unity principle. In addition, by identifying the underlying techniques of the Cialdini principles, this study focuses only on motivator factors, while the study of Ibrahim et al. (2013) also identified hygiene factors as underlying techniques of the Cialdini principles. Finally, the current study focuses on the ten most used online retail shops and online travel shops in the Netherlands and not on the four most used online travel shops in Australia. Therefore, the results of this study are especially applicable in the Dutch online environment.

5.4. Limitations

Unfortunately, this study is not without limitations. Firstly, the techniques applied at the analysed version of the website design of an online shop might differ from another version of the website design of the same online shop that has not been analysed, since the online shops might have made use of A/B tests. A/B testing is a method in which the behaviour of different groups with different website designs are compared with each other in order to determine which website design version performs the best. And because of this, it might be the case that the techniques applied at the non-analysed versions have contributed to the success of the online shops instead of the techniques applied at the analysed version. However, since it is likely to assume that the online shops make use of the techniques that performs the best, this influence will not have a huge impact on this study. Nevertheless, this possible influence should be excluded in future studies. Secondly, since this study makes use of different procedures in order to determine the extent in which the different principles are applied by the different successful online shops (see Section 3.4.2.), these different procedures might have resulted in biased outcomes. By not counting the repetitions of the

Cialdini techniques that only persuades when a visitor makes use of them and/or receives them the first time, while the repetitions of the Cialdini techniques that are persuasive even when a visitor has received them before are counted per page type as identified in section 3.4.2. the results might be biased. Future studies should control for this.

5.5. Suggestions for Future Research

Since many suggestions for future studies are already mentioned in section 5.1, not all these suggestions are repeated. However, the most important suggestions are mentioned below. Firstly, although the current study focuses only on motivator factors in identifying Cialdini techniques, future research should investigate whether the identified techniques are actually persuasive in a website design. By means of a quantitative research and/or comparing the used techniques of the successful online shops with unsuccessful online shops, it can be determined whether the techniques are actually persuasive in a website design. Secondly, when the identified techniques are persuasive, future studies should be performed in order to investigate whether these techniques are persuasive by means of the attributed Cialdini principles. In other words, future studies should verify whether the identified techniques are actually techniques underlying to the Cialdini principles. In this way, it could also be determined whether the unity principle is persuasive in an online environment, since no research is done regarding the persuasiveness of the unity principle in an online environment. Thirdly, when this is the case, future research should determine in which way the Cialdini principles are persuasive in an online environment.

5.6. Conclusion

It is believed that this study has provided insight to what extent and in which manner successful online travel and retail shops used in the Netherlands apply the seven principles identified by Cialdini (i.e., reciprocity, consistency and commitment, liking, social proof, authority, scarcity, and unity) in their website design. The successful online shops make, in general, use of many Cialdini techniques and of many different techniques underlying to the seven Cialdini principles. Of the 224 identified Cialdini techniques, there are 188 different techniques that are at least used once. Thirty-one techniques have been used by more than the half of the analysed online shops. Although the successful online shops make, in general, use of the seven Cialdini principles, there are online shops that make no use of all the seven principles. Specifically, sixteen online shops make use of the reciprocity principle and nineteen online shops the social proof and unity principle. When looking to the extent in which the Cialdini principles are used, liking is the most used principle followed by authority. Reciprocity is the least used principle. Furthermore, online retail shops and online travel

shops differ in applying Cialdini principles. Specifically, the unity principle is more often uniquely applied and the social proof, unity and authority principles more often totally applied by online travel shops than by online retail shops, while the opposite is the case with the number of times that the reciprocity principle is totally applied. Generally, the successful online shops make use of many Cialdini techniques and of many different techniques underlying to the seven Cialdini techniques.

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Appendix 1| Asking for Data

Dear Sir or Madam,

On the basis of the research of Twinkle100 (<http://twinkle100.nl/>), I noticed that (*the concerned mother holding*) ended in the top ten of the most successful online *retail/travel* shops used in the Netherlands in 2015. Specifically, you ended with you company as number (*the number of the concerned mother holding in the top ten of Twinkle100*). Congratulations.

For this reason, I would like to include one of the online shops (*subsidiaries of the concerned mother holding*) in my research. For my master's degree at the University of Twente I investigate:

To what extent and in which manner make the top ten most successful online retail shops and the top ten most successful online travel shops used in the Netherlands, use of the seven principles identified by Cialdini in their website design?

In order to answer this research question, I should analyse the ten most successful online retail and travel shops used in the Netherlands. On the basis of the data of Twinkle100, I can however not determine which the most successful online retail and/or travel shops are in 2015. Twinkle100 focuses on the total turnover of the mother holding and not on subsidiary companies. Therefore, I would like to ask you whether it is possible to rank your subsidiary companies by means of their realized turnover in 2015.

Although I can imagine that you do not want to disclose the turnover of the shops in this ranking, I would like to ask you to mention the turnover of your brands in the ranking. In this way, I can determine which online *retail/travel* shops should be in the top ten. Since the turnover is confidential information, I would also be fine when you do not include the turnover of your brands in this ranking. With a ranking alone, I could also continue my investigation.

Last but not least, I would like to note that since this study focuses on the most successful online retail and travel shops used in the Netherlands. Therefore, I do not need any information about (*the online shops in other languages than Dutch*).

I am looking forward to your reply.

With best regards,
Carina Halbesma

Beste heer/mevrouw,

Aan de hand van de onderzoeksgegevens van Twinkle100 heb ik opgemerkt dat (*het desbetreffende bedrijf*) in de top tien terecht zijn gekomen van de meest succesvolle retail en/of reis webshops die door Nederlands.

Aan de hand van de onderzoeksgegevens van Twinkle100 heb ik opgemerkt dat (*het desbetreffende bedrijf*) in de top tien terecht is gekomen van de meest succesvolle *retail/reis* webshops die door Nederlands worden gebruikt in 2015. Namelijk op nummer (*nummer waarop het desbetreffende bedrijf gepositioneerd is in de top tien van Twinkle100*). Gefeliciteerd daarmee!

Om deze reden zou ik graag één van jullie webshops mee willen nemen in mijn onderzoek. Voor mijn master aan de Universiteit Twente doe ik namelijk onderzoek naar:

In welke mate en op welke manier maken de tien meest succesvolle retail en reis webshops gebruik van de zeven principes van Cialdini in hun website design?

Om deze onderzoeksvraag te beantwoorden zou ik dus graag de tien meest succesvolle Nederlandse online retail shops en travel shops willen analyseren. Omdat ik aan de hand van de gegevens van Twinkle100 niet kan nagaan welke merken (webshops) nou daadwerkelijk het meest succesvol zijn (de meeste omzet hebben behaald) over 2015, zou ik jullie willen vragen of jullie misschien jullie webshops op volgorde willen zetten? Dat de webshop met de grootste omzet bovenaan staat?

Ik kan me echter voorstellen dat jullie de omzet van jullie webshops zelf niet willen vermelden. Toch zou ik jullie wel willen vragen om de omzet toch te benoemen in de analyse. Op deze manier kan ik namelijk op een betere manier bepalen welke webshops wel in de top tien succesvolste webshops van 2015 terechtkomen en welke niet. Als jullie deze informatie niet willen verstrekken, dan snap ik dit ook.

In ieder geval alvast bedankt voor uw antwoord!

Met vriendelijke groeten,

Carina Halbesma

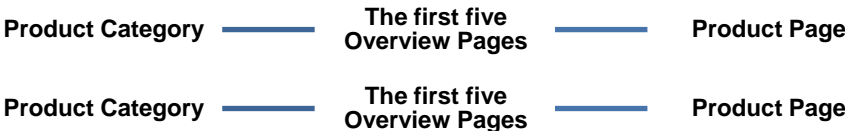
Appendix 2| Procedure to Determine the included Pages

Since it is, however, not possible to analyse all the different pages from the online shop, it is chosen to include not all the pages of the website. Specifically, it is chosen to focus on the website design prior to buying. The goal of persuasion for organizations online is to reinforce, change or shape attitudes and/or behaviours in that (potential) customers buy products from their online shop without using coercion or deception. And therefore, it is not relevant to analyse the website design after buying. Moreover, it is chosen to include: (1) the main page of the online shop (when the main page changes through cookies, the main page is included two times: with and without cookies); the referring pages at the different navigation bars (except when these pages focuses on other targets than consumers (e.g., companies), when the pages are category and/or overview pages of the products offered by the organization, and/or when the pages are offered by other brands and/or partners (e.g., booking.com and cartrawler)); and (3) the referring pages at the sitemap (except when these pages focuses on other targets than consumers, when the pages are about conditions and/or privacy policies, when the pages are category and/or overview pages of products, and/or when the pages are offered by other brands and/or partners).

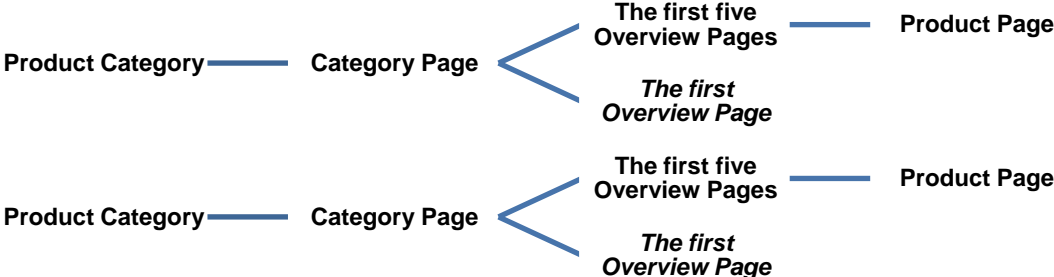
By including the pages at the manner that is described above, the current study contains external pages (i.e., pages that refer to another URL than the internal pages but are also offered by the online shop) that are no category and/or overview pages of the products offered by the online shop. For this is chosen, since there is referred to at the website design of the online shop, which is central in this study. However, since the pages are external pages, only the first page of such external page is included. This is not the case when at the first page of an external site there is referred to written articles. In this case, (if it is possible) two of such written articles are randomly included. The same applies when internal pages are included that refer to different written articles. It is chosen to focus only on two written articles and not on all written articles, since it is not possible to analyse all the written articles. Moreover, it is chosen to focus on two written articles and not on one, since it might be the case that different Cialdini principles apply to the different written articles. Press releases are however an exception to this rule. When at an overview page consisting of different press releases, only one press release is included. This is because only the shape of such press release is analysed and not the content, as is the case with the other articles.

Since it is not possible to analyse the whole online shop, it is chosen to focus to a limited extent on internal pages (i.e., pages derived from the internal website). When at the (overview page of all product categories from the) navigation bar at the main page there is referred to an page with all the products offered by the organization on it, the first five

underlying pages (if it is possible) and two random included product pages derived from these underlying pages are included. Most online shops refer however not to such page at the (overview page of all product categories from the) navigation bar at the main page. Instead, there is referred to a product category. In this case, two random product categories that not focus solely on products that are in sale and/or discounted, on brands of the products, and/or on new and/or premium products are selected. In the case, the selected product categories give an overview of the offered products (from now on termed an overview page) and do not provide information about the selected product category prior to an overview page (from now on termed an category page), it is chosen to analyse the first five underlying overview pages of the two randomly selected product categories (if it is possible). In addition, there is chosen to include random one product page per included product category:



When there is, however, referred to a category page or to a category and overview page at the same time, there is chosen to randomly select two category pages. As long it is possible to select a subcategory of the previous selected category page, two of such subcategories are randomly included in this study. Once this is not possible (anymore), an overview page with all the offered products of that selected (sub)category is captured. However, in some cases, there are only overview pages of a certain underlying product category available. In this case, two of such overview pages are randomly selected. From the first random selected overview page underlying to a (sub)category page, the first five underlying pages (if it is possible) and one random product page where is referred to at one of these underlying overview pages are included. From the other included overview page of the same (sub)category page, only the first underlying page is included. An example, of a possible structure is given below:



It might be still the case that there is referred to internal overview and/or category pages about the offered products (other than brands and/or sales) at the (overview page of all categories from the) navigation bar and/or main page. If these overview and/or category pages differ significantly from the already included overview and/or category pages (in style, structure, layout etc.), such pages are also included in the current study. Different Cialdini principles might be applied at such pages. Since overview and/or category pages are already included in this study (see above), these pages are to a lesser extent included in the current study. The first five underlying overview pages of a random product category (if it is possible) and the first underlying overview page of another random category are included. When there are different subcategories underlying to the categories only one per main category is random included. From the first random chosen category, a product page is random included.

Nevertheless, it might be still the case that there is referred to internal overview pages (other than pages about brands and/or sales) that differ not significantly from the already included overview pages but that refer prior to selecting the page to a (possible) technique of a Cialdini principle. Since this study focuses on the extent and manner in which the successful online shops used in the Netherlands apply the seven persuasion techniques identified by Cialdini in their website design, such internal overview pages are also included. However, only the first underlying page of such overview page is included, since most of the time these pages do not differ much from the already included internal overview pages. A product page is only included if the reference to the product at the overview page indicates that a Cialdini principle is differently applied than references of already included product pages. The latter applies to all references at the included overview pages.

External overview and/or category pages that complement the existing online shop are under certain conditions included in the current study. Specifically, the external overview and/or category pages should not be derived from single functioning online shops. And the external overview and/or category pages should be located at the (overview page of all categories from the) navigation bar at the main page, since the online shop explicitly focuses on these external pages. Because this study focuses, however, especially on the website design of the online shop the external overview and/or category pages are included to a lesser extent than the internal overview and/or category pages in this study. The first five underlying overview pages of a random category and the first underlying overview page of another random category are included. When there are different subcategories underlying to the main categories only one subcategory per main category is random included. From the first random chosen category, one product page is random included.

Regarding pages about sales, the first underlying overview page of a 'sales' page is included if there is referred to a page about 'sales' at the (overview page of all categories from the) navigation bar and/or main page. Sometimes there is, however, not immediately referred to such an overview page. In this case, the first underlying overview page of two random categories is included. For this is chosen, since it is more likely that different Cialdini principles are applied at different categories. Besides this, (the first underlying page of a) page with different available brands on it plus one random selected brand are included. In the case, the random selected brand shows different overview pages, the first underlying overview page is included. Although, most of the time, this overview page do not differ much from the already included overview pages, it is chosen to include the first underlying overview page in order to control for this in that not certain techniques of Cialdini are missed. Finally, pages that refer to (possible) techniques of the Cialdini principles are also included in this study.

Appendix 3| Final Coding Scheme

1. Reciprocity techniques are defined as the different manners in which the online shop offers (potential) customers a favour that is meaningful (when the product(s) offered by the online shop is(/are) not purchased from that organization), unexpected and/or customized without expecting something in return.

Table 13| Reciprocity techniques

No.	Code:		Definition:
1.1	<u>Free Entertainment and/or Information</u>	a. Website	The online shop offers visitors entertainment and/or information by means of content on a website without asking for personal information (e.g., blog, article and recipe). <i>When information about (a) product(s) offered by the online shop is given, code 1.2 should be added.</i>
		b. Social Channel	The online shop offers visitors entertainment and/or information by means of a social channel without asking for irrelevant personal information (e.g., Appie Today).
		c. App	The online shop offers visitors entertainment and/or information by means of (a) free app(s) without asking for irrelevant personal information (e.g., free kindle app).
1.2	<u>Product(s) Information</u> <i>Sometimes it can be combined with code 6.5b or 6.6b.</i>	a. General Product Information	The online shop offers visitors general information about a product category without asking for personal information (e.g., hints and advice).
		b. Specific Product Information	The online shop offers visitors specific information about a product without asking for personal information (e.g., plus/minus points).
1.3	<u>(Customized) Personal Advice</u>		The online shop offers visitors (customized) personal advice regarding (a) product(s) (category) without asking for irrelevant personal information (e.g., size guide).
1.4	<u>Third-Parties</u>	a. Comparison With	The online shop offers visitors the opportunity to compare (a) product(s) offered by the online shop with the same product(s) offered by third-parties.
		b. Buying From	The online shop offers visitors the opportunity to buy (a) product(s) not only from the online shop itself but also from third-parties.
1.5	<u>Contact Possibilities</u>		
a.	Organization	a. Chat	The online shop allows visitors to contact the organization by means of chat.
		b. Call	The online shop allows visitors to call the customer service for free.
		c. App	The online shop allows visitors to app with the organization.
		d. Appointment	The online shop gives visitors the opportunity to make a non-binding appointment with the organization.
b.	Other Customers		The online shop gives visitors the opportunity to get in touch with other visitors (e.g., forum).
1.6	<u>Free Product(s)</u>	a. Voucher	The online shop offers visitors free gift vouchers without sale conditions and without asking for irrelevant personal information.
		b. Sample	The online shop offers visitors one or more free products offered by the online shop for an underdetermined time without asking for irrelevant personal information.
		c. Comparison Products	The online shop offers visitors the opportunity to compare the offered products with each other.
		d. Other	The online shop offers visitors (a) free product(s) that is/are not sold by the online shop and that is not a comparison opportunity without asking for irrelevant personal information.

2. Commitment and consistency techniques refer to the different manners in which (potential) customers are given the opportunity to make (voluntary, actively, openly and/or with a lot of effort) a commitment (see part 1), consistency programs are used (see part 2), (potential) customers are reminded of an existing commitment (see part 3) and/or suggestions based on a previous commitment of the (potential) customers are shown (see part 4). All these activities should result in consistent beliefs, feelings and behaviour of the (potential) customers.

Table 14| Consistency and Commitment Techniques

No.	Code:		Definition:
2.1	<u>(FB) Liking</u>	a. (Information about Product(s) (Categories)	Visitors are given the opportunity to like (information about) one or more product(s) (categories) offered by the online shop.
		b. Online Shop	Visitors are given the opportunity to like the online shop.
		c. Other Element(s)	Visitors are given the opportunity to like an element other than (information about) one or more product(s) (categories) and the online shop itself.
2.2	<u>Sharing</u>	<i>Most of the time, code 2.2 can be combined with code 4.2.</i>	
a.	(Information about) Product(s) (Categories)	a. E-mail	Visitors are given the opportunity to share (information about) one or more product(s) (categories) offered by the online shop by means of an e-mail.
		b. Social Media	Visitors are given the opportunity to share (information about) one or more product(s) (categories) offered by the online shop by means of social media.
		c. Both	Visitors are given the opportunity to share (information about) one or more product(s) (categories) offered by the online shop by means of both e-mail and social media.
	b. Other Element(s) (e.g., articles, blogs and pages)	a. E-mail	Visitors are given the opportunity to share an element other than (information about) one or more product(s) (categories) offered by the online shop by means of e-mail.
		b. Social Media	Visitors are given the opportunity to share an element other than (information about) one or more product(s) (categories) offered by the online shop by means of social media.
		c. Both	Visitors are given the opportunity to share an element other than (information about) one or more product(s) (categories) offered by the online shop by means of both e-mail and social media.
2.3	<u>Printing/ Downloading/ Ordering Information</u>	a1. One Product (Category)	Visitors are given the opportunity to print, download and/or order information about a specific product (category) offered by the online shop.
		a2. More Product(s) (Categories)	Visitors are given the opportunity to print, download and/or order information about more than one product (category) offered by the online shop at the same time (e.g., brochure and wishing list).
		b. Other than Product(s) (Categories)	Visitors are given the opportunity to print, download and/or order information other than information about one or more product(s) (categories) offered by the online shop.
2.4	<u>Saving</u>	<i>This code is about saving and not about reminding on something that is saved.</i>	
		a. Product	Visitors are given the opportunity to save a product offered by the online shop (e.g., wishing list).
		b. Other than Product	Visitors are given the opportunity to save an element other than a product offered by the online shop.

Table 14 Continued| Consistency and Commitment Techniques

No.	Code:	Definition:
2.5	Following (Stay Informed)	
a.	Online Shop and/or Action(s)	<p>a. Social Media Visitors are given the opportunity to follow ((an) action(s) of) the online shop on social media.</p> <p>b. App Visitors are given the opportunity to follow ((an) action(s) of) the online shop by means of one or more apps.</p> <p>c. Newsletter Visitors are given the opportunity to follow ((an) action(s) of) the online shop by means of a newsletter.</p>
b.	Product(s) (Categories)	<p>a. Price Alert Visitors are given the opportunity to follow price changes of one or more product(s) (categories) offered by the online shop by means of receiving an e-mail.</p> <p>b. Stock Alert Visitors are given the opportunity to follow the availability one or more product(s) (categories) offered by the online shop by means of receiving an e-mail.</p>
	<i>In the case, the price of one or more product(s) (categories) are available, code 2.5bb should be assigned.</i>	
c.	Brand(s)/ Person(s)	Visitors are given the opportunity to follow (the products of) (a) brand(s) and/or of (a) person(s).
d.	Other	Visitors are given the opportunity to follow other elements of the online shop than described above.
2.6	Publishing	<i>Previous reviews written by other customers should be checked before a code of 2.6b can be added.</i>
a1.	Publish Question(s)/Comment(s) about Product(s) (Categories)	<p>a. Question(s) Visitors are given the opportunity to publish (a) question about one or more product(s) (categories) offered by the online shop.</p> <p>b. Comment(s) Visitors are given the opportunity to publish (a) comment(s), which is not a review, about one or more product(s) (categories) offered by the online shop.</p> <p>c. Both Visitors are given the opportunity to publish (a) question(s) and/or comment(s), which is not a review, about one or more product(s) (categories) offered by the online shop.</p>
	<i>Note this code differs from 2.7b. In the case, the online shop asks for feedback 2.7b should be assigned.</i>	
a2.	Publish Question(s)/Comment(s) about other Elements than Product(s) (categories)	<p>a. Question(s) Visitors are given the opportunity to publish (a) question(s) about an element other than about one or more product(s) (categories) offered by the online shop.</p> <p>b. Comment(s) Visitors are given the opportunity to publish (a) comment(s), which is not a review, about an element other than about one or more product(s) (categories) offered by the online shop.</p> <p>c. Both Visitors are given the opportunity to publish (a) question(s) and/or comment(s), which is not a review, about an element other than about one or more product(s) (categories) offered by the online shop.</p>
b1.	Publish Product Review	<p>a. Without anything Visitors are given the opportunity to publish a positive review about a product offered by the online shop.</p> <p>b. With Recommendation Visitors are given the opportunity to publish a positive review and to give a positive recommendation about a product (category) offered by the online shop.</p> <p>c. With Rating Visitors are given the opportunity to publish a positive review and to give a positive rating about a product (category) offered by the online shop.</p>

Table 14 Continued| Consistency and Commitment Techniques

No.	Code:	Definition:
b1.	Publish Product Review	d. With Recommendation and Rating Visitors are given the opportunity to publish a positive review, to give a positive recommendation and to give a positive rating about a product (category) offered by the online shop.
b2.	Publish an Online Shop Review	a. Without anything Visitors are given the opportunity to publish a positive review about the online shop.
		b. With Recommendation Visitors are given the opportunity to publish a positive review and to give a positive recommendation about the online shop.
		c. With Rating Visitors are given the opportunity to publish a positive review and to give a positive rating about the online shop.
		d. With Recommendation and Rating Visitors are given the opportunity to publish a positive review, to give a positive recommendation and to give a positive rating about the online shop or of the online shop.
c.	Publish a Recommendation	a. Product (Category) Visitors are given the opportunity to recommend a product (category) offered by the online shop.
		b. Online Shop Visitors are given the opportunity to recommend the online shop.
	(also about reviews)	c. Other than Product(s) (Categories) and/or the Online Shop (e.g., helpful review) Visitors are given the opportunity to recommend an element other than one or more product(s) (categories) offered by the online shop and/or the online shop itself (e.g., helpful review).
d.	Publish a Rating	a. Product (Category) Visitors are given the opportunity to rate (by means of stars and/or grade etc.) a product (category) offered by the online shop positively.
		b. Online Shop Visitors are given the opportunity to rate the online shop positively.
		c. Other than Product(s) (Categories) and/or the Online Shop Visitors are given the opportunity to rate an element other than one or more product(s) (categories) offered by the online shop and the online shop.
2.7	<u>Participate</u> <i>The codes 2.7b and 2.7c differ from each other in that in code 2.7b participating in a research is central and in code 2.7c winning prizes.</i>	a. Petition Visitors are given the opportunity to participate with a petition.
		b. Feedback Visitors are given the opportunity to give feedback about the online shop (e.g., survey and Zoover awards).
		c. Win Promotions Visitors are given the opportunity to win prizes by means of participating with win promotions.
		d. Membership Visitors are given the opportunity to become a member of a membership other than a panel (e.g., HMClub).
		e. Tool Visitors are given the opportunity to make use of a tool in order to find the most suitable (category of) product(s) (e.g., last minute wizard).
2.8	<u>Customize Suggestions</u>	a. Sign up/ Register Visitors are given the opportunity to sign up and/or register in that personal suggestions are shown.
		b. Customize Visitors are given the opportunity to customize their offered suggestions (e.g., more of this).

Table 14 Continued| Consistency and Commitment Techniques

No.	Code:		Definition:	
2.9	<u>Other</u>	a. Full Information	Visitors are given the opportunity to contact the organization, to register and/or to sign up in order to receive the full information.	
		b. Appointment	Visitors are given the opportunity to make an online appointment with the organisation.	
		c. Free Sample	Visitors are given the opportunity to request for a free sample.	
		d. Check Store Inventory / Make a reservation	Visitors are given the opportunity to check the store inventory of a product offered by the online shop and/or to reserve a product offered by the online shop.	
		e. Find a Store	Visitors are given the opportunity to find a store nearby. <i>This code can sometimes be combined with 6.8ba.</i>	
		f. Selecting/Excluding	Visitors are given the opportunity to exclude (a) certain characteristic(s) and/or to select (a) certain characteristic(s) that excludes other characteristics (e.g., styles and holiday themes).	
2.10	<u>Loyalty Programs</u>		Visitors are given the opportunity to participate in loyalty programs that promotes buying from the organization (e.g., KLM Houses).	
2.11	<u>Reminder</u>	a. Product(s)	a. Saved A reminder of the saved product(s) is/are shown. b. Recently Viewed The recently viewed product(s) of the visitor is/are shown.	
		b. Other than Product(s)	a. Saved A reminder of the saved element(s) other than saved product(s) is/are shown. b. Search Request The recently search request(s) of the visitor is/are shown. c. Recently Viewed The recently viewed element(s) other than the recently viewed product(s) is/are shown.	
	2.12	<u>Suggestion of Similar</u>		<i>In the case code 2.12 and 2.13 applies to the same element of the online shop, code 2.12 should be assigned. In the case suggestions are given without using cookies, no code should be assigned.</i>
			a. Product(s) (Categories)	One or more similar product(s) (categories) that the visitor may like based on their previous search interest are shown.
	2.13	<u>Complementary Product(s) (Categories)</u> <i>In the case there are shown products with and without favourable conditions, code 2.13a should be assigned. Sometimes it can be combined with 6.6a.</i>	a. Without Favourable Conditions	One or more product(s) (categories) without favourable conditions in obtaining (e.g., shoelaces) related to the selected product (e.g. shoes) are shown.
			b. With Favourable Conditions	One or more product(s) (categories) with favourable conditions in obtaining related to the selected product are shown.

3. Social proof techniques are defined as the different manners in which information about the belief(s), feeling(s) and/or behaviour(s) of (an)other customer(s) are provided and/or the different manners in which (an) indication(s) of the belief(s), feeling(s) and/or behaviour(s) of (an)other customer(s) is/are used.

Table 15| Social Proof Techniques

No.	Code:		Definition:
3.1	<u>Individually Written Reviews</u>	<i>This code can sometimes be combined with 6.8 if the source is intern verified.</i>	
	a. Product (Category)	a. Without anything	An individually written reviews (without recommendations and ratings) about a product (category) offered by the online shop is shown.
		b. With Recommendations	An individually written review (with recommendations and without ratings) about a product (category) offered by the online shop is shown.
		c. With Ratings	An individually written review (with ratings and without recommendations) about a product (category) offered by the online shop is shown.
		d. With Recommendations and Ratings	An individually written review (with recommendations and with ratings) about a product (category) offered by the online shop is shown.
	b. Online Shop	a. Without anything	An individually review (without recommendations and ratings) about the online shop is shown.
		b. With Recommendations	An individually review (with recommendations and without ratings) about the online shop is shown.
		c. With Ratings	An individually review (with ratings and without recommendations) about the online shop is shown.
		d. With Recommendations and Ratings	An individually review (with recommendations and with ratings) about the online shop is shown.
3.2	<u>Summary of the Written Reviews</u>	a. Product (Category)	A summary of all the written reviews about a product (category) offered by the online shop is shown.
		b. Online Shop	A summary of all the written reviews about the online shop is shown.
3.3	<u>Average Rating</u>		
	a. In General	a1. Product	The average rating about a product offered by the online shop is shown.
		a2. Product Category/Categories	The average rating about a product category and/or categories offered by the online shop is shown.
		b. Online Shop	The average rating about the online shop is shown.
		c. Other than Product (Category) and Online Shop	The average rating about an element other than about a product (category) offered by the online shop and the online shop is shown.
	b. Per Item	a. Product (Category)	The average rating of a product (category) offered by the online shop is shown per item.
		b. Online Shop	The average rating about items related to the online shop is shown.
3.4	<u>Number/Percentages</u>		
	a. Written Reviews		The number of written reviews is shown.
	b. Recommendations	a. Product (Category)	The number of other customers who recommend a product (category) offered by the online shop is shown.
		b. Online Shop	The number of other customers who recommend the online shop are shown.

Table 15 Continued| Social Proof Techniques

No.	Code:	Definition:
3.4	<u>Number/Percentages</u>	
	b. Recommendations	c. Other than Product (Category) and Online Shop The number of other customers who recommend an element other than a product (category) offered by the online shop and/or the online shop is shown. <i>It should be noted that 3.4c should be assigned when reviews and/or comments are labelled as helpful.</i>
	c. Ratings	a. Product (Category) The number of raters per rating of a product (category) offered by the online shop is shown.
		b. Online Shop The number of raters per rating of the online shop is shown.
	d. Helpful Reviews/ Comments	The number of other customers who believe that a positive review and/or comment is helpfully is shown.
	e. Shares	a. Product (Category) The number of shares of (information about) a product (category) offered by the online shop is shown.
		b. Other than Product (Category) The number of shares of an element other than (information about) a product (category) offered by the online shop is shown.
	f. Likes	a. Product (Category) The number of likes of (information about) a product (category) offered by the online shop is shown.
		b. Online Shop The number of likes of the online shop is shown.
		c. Other than Product (Category) and Online Shop The number of likes of an element other than (information about) a product (category) offered by the online shop and/or the online shop is shown.
	g. Social Media Followers	The number of social media followers is shown.
	h. Newsletter Subscribers	The number of newsletter subscribers is shown.
	i. Readers	The number of times an article has been read is shown.
	j. Written Reactions	The number of written reactions is shown.
	k. Customers	The number of customers (of one or more products) is shown.
3.5	<u>(Information about) Search and/or Buying Behaviour of Other(s)</u>	<i>This code is about actual behaviour of others instead of indications of behaviour (e.g., bestseller). When this Cialdini technique can only apply to one product, it should be attributed to one selected product. Sometimes this code can be combined with code 4.5.</i>
	a. Search Behaviour	a1. One (Selected) Product (Information about) the search behaviour of (an)other customer(s) regarding one (selected) product (category) offered by the online shop is shown.
		a2. Unselected Product(s) (Information about) the search behaviour of (an)other customer(s) regarding one or more unselected product(s) (categories) offered by the online shop is shown.
		b. Other than Product(s) (Information about) the search behaviour of (an)other customer(s) regarding an element other than one or more product(s) (categories) offered by the online shop is shown.
	b. Buying Behaviour	a. One (Selected) Product (Information about) the buying behaviour of (an)other customer(s) regarding one (selected) product (category) offered by the online shop is shown.
		b. Unselected Product(s) (Information about) the buying behaviour of (an)other customer(s) regarding one or more unselected product(s) (categories) offered by the online shop is shown.
	c. Search & Buying Combined	a. One (Selected) Product (Information about) the search and buying behaviour of (an)other customer(s) regarding one (selected) product (category) offered by the online shop is shown.

Table 15 Continued| Social Proof Techniques

No.	Code:	Definition:	
3.5	<u>(Information about) Search and/or Buying Behaviour of Other(s)</u>	<i>This code is about actual behaviour of others instead of indications of behaviour (e.g., bestseller). When this Cialdini technique can only apply to one product, it should be attributed to one selected product. Sometimes this code can be combined with code 4.5.</i>	
	c. Search & Buying Combined	b. Unselected Product(s)	(Information about) the search and buying behaviour of (an)other customer(s) regarding one or more unselected product(s) (categories) offered by the online shop is shown.
3.6	<u>Other Behaviour of Other(s)</u>	a. Making Use	(An)other customer(s) making use of (the same kind of) one or more products that the online shop offers is/are shown. <i>This code can sometimes be combined with 5.1.</i>
	<i>3.6a and 3.6b can sometimes be combined with a code from 4.5.</i>	b. Giving Advice	(An)other customer(s) giving advice about (the same kind of) the product(s) that the online shop offers is/are shown.
		c1. Product(s) Reaction(s)	(A) Written reaction(s) about one or more product(s) (categories) of (an)other customer(s) is/are shown.
		c2. Other than Product(s) Reaction(s)	(A) Written reaction(s) other than about (a) one or more product(s) (categories) of (an)other customer(s) is/are shown.
3.7	<u>Popularity and/or Likeable Indications</u>	a. One Product (Category)	An additional element that implies that a product (category) offered by the online shop is popular and/or likeable is shown.
		b. More Product(s) (Categories)	An additional element that implies that more than one product (category) offered by the online shop is popular and/or likeable is shown.
	<i>This code can sometimes be combined with 4.5f.</i>	c. Other than Product(s) (Categories) and Rankings	An additional element that implies that an element other than one or more product(s) (categories) are popular and/or likeable is shown.
3.8	<u>Best Reviewed Products</u>	a. One Product (Category)	An additional element that shows that a product (category) offered by the online shop is best reviewed by others is shown.
	<i>This code differs from 3.8 in that it is not an indication.</i>	b. More Product(s) (Categories)	An additional element that shows that more than one product (category) offered by the online shop is best reviewed by others is shown.

4. Unity techniques can be defined as the different manners in which one or more (similar) persons with which (potential) customer(s) might identify with (e.g., friends, family and customers with personal information) are used and/or cues that might indicate at and/or result in unity and/or similarity with the online shop are used.

Table 16| Unity Techniques

No.	Code:	Definition:	
4.1	<u>Giveaway Actions for Friends</u>	a. Promotion Tool	Visitors are given the opportunity to make use of (an) giveaway (action). When visitors buy (a) product(s) from the online shop, they receive a favour that is intended for their friends.
		b. Nominating	Visitors are given the opportunity to nominate friends for receiving (a) product(s) offered by the online shop.
		c. Presents	Visitors are given the opportunity to buy (a) product(s) for their friends.

Table 16 Continued| Unity Techniques

No.	Code:		Definition:
4.2	<u>Sharing Information with Friends</u>	a. Product(s) (Categories)	Visitors are given the opportunity to share (information about) one or more product(s) (categories) offered by the online shop with others (e.g., brochure).
		b. Other than Product(s)	Visitors are given opportunity to share an element other than (information about) one or more product(s) (categories) offered by the online shop with others.
<i>Code 2.2 might also be ascribed to this element. This code differs from 4.3b in that it is about the behaviour, while 4.3b is about the opportunity.</i>			
4.3	<u>Collaboration</u>	a. Organization	Visitors are given the opportunity to work together with the organization.
		b. Friends	Visitors are given the opportunity to work together with one or more friends (e.g., flight planner).
4.4	<u>Supporting Visitors</u>		Visitors are supported by the online shop.
4.5	<u>Similar Other(s)</u>		<i>Sometimes the code can be combined with an authority code.</i>
a.	Making Use		(A) Similar person(s) with which (an) visitor(s) might identify with make(s) use of one or more product(s) (categories) offered by the online shop (e.g., vlog).
			(A) Similar person(s) with which (an) visitor(s) might identify recommend(s) one product (category) offered by the online shop.
b.	Recommending	a. One Product (Category)	(A) Similar person(s) with which (an) visitor(s) might identify recommend(s) more than one product (category) offered by the online shop.
		b. More Product(s) (Categories)	(A) Similar person(s) with which (an) visitor(s) might identify give(s) advice about the possibilities of one product (category) offered by the online shop.
c.	Giving Advice	a. One Product (Category)	(A) Similar person(s) with which (an) visitor(s) might identify give(s) advice about the possibilities of more than one product (category) offered by the online shop.
		b. More Product(s) (Categories)	Information about and/or (an) indication(s) of the search behaviour of (a) similar person(s) regarding one or more product(s) (categories) offered by the online shop is/are shown. <i>Note that this code sometimes can be combined with 3.5a.</i>
e.	Buying Behaviour		Information about and/or (an) indication(s) of the buying behaviour of (a) similar person(s) regarding one or more product(s) (categories) offered by the online shop is/are shown. <i>Note that this code sometimes can be combined with 3.5b.</i>
f.	Other	a. One Product (Category)	Information is given about (a) similar person(s) regarding one product (category) offered by the online shop without that the person(s) make(s) use, recommend(s) and/or give(s) advice about the product (category). Moreover, no information about the search behaviour and/or buying behaviour of this/these person(s) is given (e.g., family favour).
		b. More Product(s) (Categories)	Information is given about (a) similar person(s) regarding more than one product (category) offered by the online shop without that the person(s) make(s) use, recommend(s) and/or give(s) advice about these product(s) (categories). Moreover, no information about the search behaviour and/or buying behaviour of this/these person(s) is given.
4.6	<u>(Personal) Information/Terms</u>	a. Identification	The online shop makes use of (personal) information (of other(s)) with which (a) customer(s) might identify with.
		b. Unity	The online shop makes use of unity terms (e.g., family, everybody and all).

5. Liking techniques refer to the different manners in which one or more persons with whom (potential) customers does not necessary have to identify with (i.e., celebrities and/or attractive people) and/or likeable cues are used in order to create positive associations with one or more product(s) (categories) offered by the online shop.

Table 17| Liking Techniques

No.	Code:		Definition:
5.1	<u>People Using the Product(s)</u>	a.	Attractive People Attractive person(s) who make(s) use of (the same kind of) (a) product(s) offered by the online shop is/are shown (e.g., models).
		b.	Celebrities (A) celebrity and/or celebrities who make(s) use of (a) product(s) offered by the online shop is/are shown.
5.2	<u>Additional Elements Indicating</u>		
	a. Favourable Conditions for Obtaining	<i>The current code is more about favourable conditions that indicate temporality instead of fixedness.</i>	
		a.	One Product (Category) An additional element that implies that one product (category) offered by the online shop can be obtained under more favourable conditions is shown.
		b.	More Product(s) (Categories) An additional element that implies that more than one product (category) offered by the online shop can be obtained under more favourable conditions is shown.
	b. (Environmentally) Responsibility	a.	One Product (Category) An additional element that implies that a product (category) offered by the online shop is (environmentally) responsible is shown.
		b.	More Product(s) (Categories) An additional element that implies that more than one product (category) offered by the online shop is (environmentally) responsible is shown.
	c. (Good Price-) Quality (Ratio)	<i>The labels and awards are provided by internal sources instead of external authoritative sources (as 6.1a). When however authority attributes of these internal sources are used, code 6.5b should be assigned.</i>	
		a.	One Product (Category) An additional element that implies that a product category offered by the online shop is qualitative and/or has a good price-quality ratio is shown.
		b.	More Product(s) (Categories) An additional element that implies that more than one product (category) offered by the online shop is qualitative and/or have a good price-quality ratio is shown.

6. Authority techniques are defined as the different manners in which authoritative sources that are not customers (by means of authoritative cues that imply trustworthiness, goodness and/or expertise) are used and/or authoritative cues that imply trustworthiness, goodness and/or expertise of the online shop are used.

Table 18| Authority Techniques

No.	Code:	Definition:
6.1	<u>Test Results</u>	<i>Note that the difference between awards and labels is that every organization is in the possession to obtain a label (e.g., Thuiswinkel Waarborg), while not every organization is in the possession to obtain awards (e.g., Best Webshop). The same applies for products.</i>
a.	Without Explanations	
a.	Labels	<ul style="list-style-type: none"> a. Product(s) The requested label(s) of (a) (category of) product(s) offered by the online shop is/are shown. b. Online Shop The requested label(s) of the online shop is/are shown (e.g., Thuiswinkel Waarborg). c. Employees The requested label(s) of the employees of the online shop is/are shown. d. Security The requested label(s) provided by safety partners is/are shown (e.g., Norton Secured).
b.	Awards	<ul style="list-style-type: none"> a. Product(s) The obtained award(s) of (a) (category of) product(s) offered by the online shop is/are shown (e.g., hardware.info and best tested). b. Online Shop The obtained award(s) of the online shop is/are shown (e.g., best webshop). c. Employees The obtained awards(s) of the employees of the online shop is/are shown (e.g. IATA qualified).
b.	With Explanations	Explanations about the obtained results are given.
6.2	<u>Collaboration</u>	<i>Code 6.2a can be attributed when only a collaboration between one or more partners is mentioned. When explanations about this collaboration are added, code 6.2b should be assigned.</i>
a1.	Associations	The association(s) where the online shop is/are member of and that represent(s) the interests of the customers is/are shown (e.g., SGR, ANVR).
a2.	Charities	The charity/charities with which the online shop works together is/are shown (e.g., right 2 pay).
a3.	Review Partners	The external review partner that collects the reviews, ratings and/or recommendations about (a) (category of) product(s) offered by the online shop and the online shop is shown.
a4.	Sponsors	The organization(s) that the online shop sponsor(s) and/or the organization(s) sponsoring the online shop is/are shown.
a5.	Brands	The brand(s) of the products offered by the online shop is/are shown.
a6.	Other External Partners	The external partnerships with one or more well-known, trusted parties other than associations, charities, external review partners and sponsors are shown (e.g., Airbnb, payment parties, package deliverers and I-did). <i>Safety labels are excluded from this code. They should be added to 6.1aad.</i>
b.	Internal Partners	The internal partnership(s) of the online shop is/are shown (e.g., holdings and subsidiaries).
6.3	<u>Evidence</u>	<ul style="list-style-type: none"> a. Winner(s) The winner(s) of the win promotions is/are shown. b. Customer(s) Evidence of (an)other customer(s) making use of a product is shown (e.g., tips of another customer).
6.4	<u>Media Presence</u>	The media source in which the online shop and/or the product(s) offered by the online shop is shown.
6.5	<u>Identifiable Independent Experts</u>	<i>Note that when personal information about the source is given, code 4.5b might also be ascribed.</i>
a.	Recommending	<ul style="list-style-type: none"> a1. One Product (Category) (An) Identifiable independent expert(s) who recommend(s) one product (category) offered by the online shop is/are shown. a2. More Product(s) (Categories) (An) Identifiable independent expert(s) who recommend(s) more than one product (category) offered by the online shop at the same time is/are shown.
b.	Online Shop	(An) Identifiable independent expert(s) who recommend(s) the online shop is/are shown.
b.	Giving General Advice <i>This code can sometimes be combined with 1.2.</i>	(An) Identifiable independent expert(s) who give(s) general advice about one or more product(s) (categories) is/are shown.

Table 18 Continued| Authority Techniques

No.	Code:	Definition:
6.6	<u>Employee(s)/ Organization</u>	<i>Note that when personal information about the source is given, code 4.5b might also be ascribed.</i>
a.	Recommending <i>When the employees are not authoritative, 5.2c might be added.</i>	a. One Product ((An) authoritative employee(s) of the online shop recommend(s) one product (category) offered by the online shop is/are shown.
		b. More Product(s) (Categories) ((An) authoritative employee(s) of the online shop recommend(s) more than one product (category) offered by the online shop.
b.	Giving General Advice	a. With Authority Attributes ((An) employee(s) of the online shop give(s) general advice about one or more product(s) (categories) by making use of authority attributes (e.g., pictures and titles).
	<i>Sometimes this code can be combined with 1.2.</i>	b. Without Authority Attributes ((An) employee(s) of the online shop give(s) general advice about one or more product(s) (categories) without making use of authority attributes.
c.	Making Use	((An) authoritative employee(s) of the online shop make(s) use of one product (category) offered by the online shop.
6.7	<u>Introducing Employees</u>	a. Without Authority Information (An) Employee(s) of the online shop is/are introduced by making use of pictures without authority information.
	<i>This code should only be added when 6.6 can not be attributed.</i>	b. With Authority Information (An) Employee(s) of the online shop is/are introduced by making use of pictures with authority information.
6.8	<u>Information about the Online Shop</u>	
a.	USP	a. Numeration One or more unique selling points (i.e., USP; characteristics why (an) visitor(s) should choose for this organization and not for another) of the online shop are shown.
		b. Explained Detailed information about one or more unique selling points is given. <i>This code differs from 6.7bg in that it is not general information about the online shop. It is information about the USP(s).</i>
b.	General Information	a. Physical Stores Information about the physical stores of the online shop is given. <i>This code can sometimes be combined with 2.9e.</i>
		b. Foundation The year of foundation and/or the number of years that the online shop is active is/are shown.
		c. CSR Information about the corporate social responsibility (i.e., CSR) of the online shop is shown. <i>Code 6.2a2 should be attributed when information is given about a charity with which an organization works together.</i>
		d. Innovation Information about the innovation of the online shop is shown.
		e. Warnings Warning(s) for fraud, spam and/or phishing is/are shown.
		f. Security Security information of the online shop is shown (ssl-protection).
		g. Financial Info Financial information about the performance of the online shop is shown.
		h. General Info General information about the online shop like its history, offerings, culture and/or philosophy is shown.
6.9	<u>Publication(s)</u>	a. Brochure A brochure about the online shop itself is shown.
		b. Picture(s) One or more pictures about the online shop are shown.
		c. Video(s) One or more videos about the online shop are shown.
		d. Press Release(s) One or more press releases about the online shop are shown.
6.10	<u>Recent Offerings</u>	
a.	New	a. One Product (Category) An additional element that implies that one product (category) offered by the online shop is new is shown.

Table 18 Continued| Authority Techniques

No.	Code:	Definition:
6.10	<u>Recent Offerings</u>	
a.	New	b. More Product(s) (Categories) An additional element that implies that more than one product (category) offered by the online shop is new is shown.
b.	Soon Available	a. One Product Category An additional element that implies that one product (category) will be soon offered by the online shop is shown.
		b. More Product(s) (Categories) An additional element that implies that more than one product (category) will be soon offered by the online shop is shown.
6.11	<u>Verified Reviewer(s)</u>	The reviewers are verified by the online shop self (e.g., certified purchaser).

7. Scarcity techniques are the different manners in which the (possible) loses of (an) advantage(s) and/or action(s) (related to gaining certain product(s)) and/or the (possible) loses of certain product(s) is emphasized and/or the limitedness and/or exclusiveness of (an) advantage(s) and/or action(s) (related to gaining certain product(s)) and/or certain product(s) is emphasized.

Table 19| Scarcity Techniques

No.	Code:	Definition:
7.1	<u>Deadline/Period</u>	
a.	Without Countdown	a. One Product (Category) An deadline and/or period without countdown that applies to ((an) advantage(s) and/or action(s) related to gaining) one product (category) is shown. After this deadline and/or period, (the advantage(s) and/or action(s) related to gaining) the product (category) is (temporarily) unavailable or only available under less favourable conditions (e.g., higher prices and a shorter warranty period).
		b. More Product(s) (Categories) An deadline and/or period without countdown that applies to ((an) advantage(s) and/or action(s) related to gaining) more than one product (category) at the same time is shown. After this deadline, (the advantage(s) and/or action(s) related to gaining) the products are (temporarily) unavailable or only available under less favourable conditions.
b.	With Countdown	a. One Product (Category) An deadline with countdown that applies to ((an) advantage(s) and/or action(s) related to gaining) one product (category) is shown. After this deadline, (the advantage(s) and/or action(s) related to gaining) the product is (temporarily) unavailable or only available under less favourable conditions.
		b. More Product(s) (Categories) An deadline with countdown that applies to ((an) advantage(s) and/or action(s) related to gaining) more than one product (category) at the same time is shown. After this deadline, (the advantage(s) and/or action(s) related to gaining) the products are (temporarily) unavailable or only available under less favourable conditions.
7.2	<u>Stock Information</u>	
a1.	Limited Stock – Without Urgency	a. One Product (Category) An additional element that implies that one product (category) offered by the online shop is limited in stock is shown.
		b. More Product(s) (Categories) An additional element that implies that more than one product (category) offered by the online shop is limited in stock is shown.

Table 19 Continued| Scarcity Techniques

No.	Code:	Definition:	
7.2	<u>Stock Information</u>		
a2.	Limited Stock – With Urgency	a. One Product (Category)	Both an additional element that implies that one product (category) offered by the online shop is limited in stock and an urgency element are shown.
		b. More Product(s) (Categories)	Both an additional element that implies that more than one product (category) offered by the online shop is limited in stock and an urgency element are shown.
b.	Unavailable Stock		An additional element that implies that a product (category) offered by the online shop is (temporary) sold out or (temporally) unavailable online is shown.
7.3	<u>Exclusive</u>	<i>Note that 7.3c and 7.3d differ from each other in that 7.3c is about temporary advantages, while 7.3d is about permanent advantages. Moreover, 7.3c is about actual actions.</i>	
a.	Product(s)	a. One Product (Category)	An additional element that implies that one product (category) offered by the online shop is only (1) online available, (2) available in/at their online shop and/or (3) available for certain visitors is shown.
		b. More Product(s) (Categories)	An additional element that implies that more than one product (category) offered by the online shop is only (1) online available, (2) available in/at their online shop and/or (3) available for certain visitors at the same time is shown.
b.	Edition	a. One Product (Category)	An additional element that implies that one product (category) offered by the online shop is a limited edition is shown.
		b. More Product(s) (Categories)	An additional element that implies that more than one product (category) is limited edited at the same time is shown.
c.	Actions	a. One Product (Category)	An additional element that implies that an action that applies to one product (category) offered by the online shop is only (1) online available, (2) available in/at their online shop and/or (3) available for certain visitors is shown.
		b. More Product(s) (Categories)	An additional element that implies that an action that applies to more than one product (category) offered by the online shop is only (1) online available, (2) available in/at their online shop and/or (3) available for certain visitors is shown.
d.	Advantages		One or more advantages offered by the online shop that are only (1) online available, (2) available in/at their online shop and/or (3) available for certain visitors are shown.
7.4	<u>Scarcity Language</u>	<i>When no other scarcity code can be attributed, this code should be assigned.</i>	
		a. Loss Language	The online shop emphasizes which advantages and/or actions a visitor will lose and/or has lost if the visitor does not perform a particular performance (without making use of a deadline and/or period).
		b1. One Product (Category)	Scarcity word(s) (e.g., “gone=gone” and “last minute”) that applies to one product (category) offered by the online shop is/are shown.
		b2. More Product(s) (Categories)	(An) Scarcity word(s) that applies to more than one product (category) offered by the online shop is/are shown.
		b3. Other than Product(s)	(An) Scarcity word(s) that applies to elements other than one or more product(s) (categories) offered by the online shop is/are shown.

It should be noted that product(s) refer to both tangible (e.g., goods) and intangible product(s) (e.g., services).

Appendix 4| Overview of the Procedure Followed

Table 20| Overview of the Procedure Followed

	Activity	Reason	Resulting	Appendix
1.	Analysing the literature	Creating a coding scheme supported by literature.	1 st Coding Scheme	5
2.	Analysing globally the content of the online shops	Control whether the 1 st coding scheme was applicable for analysing the content of the online shops.	2 nd Coding Scheme	6
3.	A second coder, who has knowledge of the Cialdini principles, studied the 2 nd coding scheme and coded the same pre-selected elements of the website design as the researcher by means of the 2 nd coding schema.	Control whether the 2 nd coding scheme was applicable for analysing the content of the online shops.	3 rd Coding Scheme	7
			1 st Coding Instructions	8
4.	Another second coder, who has knowledge of the Cialdini principles, studied the 3 rd coding scheme and coded the same pre-selected elements of the website design as the researcher by means of the 3 rd coding schema.	Control whether the intercoder reliability actual of the 3 rd coding scheme is actually improved.	4 th Coding Scheme	9
			2 nd Coding Instructions	10
5.	Analysing the content of the different online shops in-depth by means of the 4 th coding scheme.		5 th Coding Scheme	11
			3 rd Coding Instructions	12
6.	The same second coder as the last time, studied the 5 th coding scheme and coded the same pre-selected elements of the website design as the researcher by means of the 5 th coding schema.	Controlling whether the 5 th coding scheme was more applicable for analysing the content of the online shops than the 3 rd coding scheme.	6 th Coding Scheme	13
			4 th Coding Instructions	14
7.	Analysing the content of the different online shops in-depth by means of the 6 th coding scheme.	Controlling whether the 6 th coding scheme is suitable for the first analysed online shop and whether the 6 th coding scheme is suitable for the later added content.	7 th Coding Scheme	15
			5 th Coding Instructions	16
8.	Another second coder, who did not knowledge of the Cialdini principles, studied the 7 th coding scheme and coded the same pre-selected elements of the website design as the researcher by means of the 7 th coding schema.	Detecting possible difficulties of the 7 th coding scheme prior to the final analysis of the online retail shops.	8 th Coding Scheme	17
9.	Analysing the content of the different online shops in-depth by means of the 8 th coding scheme.	Complementing the procedure which determines to what extent the different online shops makes use of the Cialdini principles.	9 th Coding Scheme	18
10.	Analysing two times the content of the different online shops with the 9 th coding scheme.	Controlling for possible mistakes and/or missed Cialdini techniques.	10 th Coding Scheme	3
11.	The same second coder as the last time, coded the same pre-selected elements of the website design as the researcher by means of the 10 th coding schema.	Determining the inter-reliability.		

Appendix 5| Coding Scheme 1.0

1. Reciprocity techniques are defined as the different manners in which an organization offer (potential) customers a meaningful, unexpected and customized favour without expecting anything in return.

Table 21| *Reciprocity Techniques*

Code:	Definition:	Derived from:	Label:	Cited As:	Item:
Online Brochure	The online shop offers an online brochure without asking for personal information.	Díaz et al. (2016)	Reciprocity	“Benefits offered to the users of luxury brand websites in the hope of building a reciprocal relationship” (p. 406)	Online Brochure → “Online catalogues offered to the users of websites in the hope of building a reciprocal relationship” (p. 411)
Offline Brochure	The online shop offers an offline brochure without asking for irrelevant personal information.	Díaz et al. (2016)	Reciprocity		Online Brochure
Free News	The online shop offers free news without asking for personal information.	Díaz et al. (2016)	Reciprocity		News → “Events about the organisation, its products/services constituting benefits offered to the users of luxury brand websites in the hope of building user fidelity” (p. 411).
Gift voucher	The online shop offers gift vouchers without sale conditions.				
Free tool	The online shop offers an unexpected free tool without asking for a compensation (e.g., personal information and money) while for the same tool at other sites a compensation will be asked.	Cialdini (2007; 2016)	Reciprocity	“We should try to repay, in kind, what another person has provided us” (Cialdini, 2007, p. 17)	Free samples
Free Samples	The online shop offers free samples for an underdetermined time without asking for irrelevant personal information.	Ibrahim et al. (2013; 2014)	Reciprocity	“Giving something or doing a favour to a customer without expecting anything in return” (p. 176)	Free samples
		Cialdini (2007; 2016)	Reciprocity		Free samples
Free Advice	The online shop provides free advice without asking for irrelevant personal information.				
Free Webinar	The online shop offers a free webinar without asking for personal information.				

Table 21 Continued| Reciprocity Techniques

Code:	Definition:	Derived from:	Label:	Cited As:	Item:
Free Chat	The online shop allows visitors to ask questions through free chat.	Alhammad & Gulliver (2014) Ibrahim et al. (2013)	Social Role Reciprocity	"Website adopts a role of social actor" (p. 266).	Embedded conversational agent Chat room

2. Commitment and consistency techniques refer to the different manners in which an organization let (potential) customers make a commitment (voluntary, actively, openly and/or with a lot of effort) that fits with the goals of the organization or remind the (potential) customers of an existing commitment that fits also with the goals of the organization.

Table 22| Consistency and Commitment Techniques

Code:	Definition:	Derived from:	Label:	Cited As:	Item:
Bring Down	The online shop adjust the attractive conditions of the offered product(s) during the purchase process.	Cialdini (2007; 2016)	Consistency & Commitment	"Nearly obsessive desire to be (and to appear) consistent with what we have already done" (Cialdini, 2007, p. 57)	Adjusting Conditions
Insignificant Permission	The online shop asks visitors for an insignificant permission followed by a significant permission.	Alhammad & Gulliver (2014) Cialdini (2007; 2016)	Tunneling Consistency & Commitment	"Guides users in the attitude change process by bringing them closer to the target behaviour" (p. 266).	Insignificant question followed by significant question
Competition	A prize is offered by the online shop for the winner of a competition (e.g., sharing content).	Alhammad & Gulliver (2014) Cialdini (2007; 2016)	Competition Consistency & Commitment	"Provides means of competing with other customer" (p. 267).	Competition
Petition	The online shop offers the opportunity to sign a petition.	Chu et al. (2014) Cialdini (2007; 2016)	Similarity Consistency & Commitment	"Remind users of themselves in some meaningful ways" (p. 485).	Petition
Survey	The online shop offers the opportunity to fill in a survey.	Cialdini (2007; 2016)	Consistency & Commitment		Survey
More information	The online shop asks visitors to contact for more information.				
Opinion	The online shop offers the opportunity to publish an opinion regarding (a) bought product(s) online.				

Table 22 Continued| Consistency and Commitment Techniques

Code:	Definition:	Derived from:	Label:	Cited As:	Item:
Opinion in Blogs	The online shop offers the opportunity to publish an opinion about a blog online.				
Social Media	The online shop offers the opportunity to be followed on social media.				
User Groups	The online shop has the option to show its offered products divided among different user groups (e.g., altro and hiphop).	Alhammad & Gulliver (2014)	Tailoring	"Tailors information based on users potential interests, usage context, or other factors relevant to a user group" (p. 266).	Categorizing the products based on users' characteristics
		Chu et al. (2014)	Tailoring	"Provide particular information for different users groups" (p. 484)	
Search History	The online shop shows the recently viewed product(s) of the visitor.	Alhammad & Gulliver (2014)	Self-Monitoring + Personalization	"Allows customers to keep track of their performance or status" (p. 266) "Offers personalised content" (p. 266)	Review previous history
		Chu et al. (2014)	Similarity + Personalization	"Provide information or services for specific individual" (p. 484)	'Recently viewed Items'
Suggestion	The online shop suggests other products that the visitor may like based on their previous search interest.	Alhammad & Gulliver (2014)	Personalization + Suggestion	"Suggests products or services at the opportune moment" (p. 266)	Recommender systems
		Chu et al. (2014)	Personalization + Suggestion	"Present message to guide the thoughts or behaviors of the users"	'People Who Bought This Item Also Bought'
Price Alert	The online shop offers the opportunity to send an e-mail when certain products are priced low (e.g., discounts).	Alhammad & Gulliver (2014)	Suggestion + Personalization + Reminders	"Reminds the user about the target behaviour during the use of the website" (p. 266). "Remind user of or call user's attention to certain target behavior" (p. 484).	Remainder email about sale event
		Chu et al. (2014)	Suggestion + Personalization + Reminder		
Customize	The online shop offers the opportunity to customize its offered products.	Alhammad & Gulliver (2014)	Tunnelling		
		Chu et al. (2014)	Personalization		
Rewards	The online shop offers a little reward when visitors perform a voluntary performance.	Alhammad & Gulliver (2014)	Rewards	"Offers users some reward for performing the target behaviour" (p. 266)	
		Chu et al. (2014)	Rewards	"Motivate users to register or to buy by offering gifts or price preference" (p. 484)	
		Cialdini, 2007; 2016)	Consistency & Commitment		

Table 22 Continued| Consistency and Commitment Techniques

Code:	Definition:	Derived from:	Label:	Cited As:	Item:
Recognition	The online shop provides public recognition for visitors who perform their target behaviour.	Alhammad & Gulliver (2014)	Recognition	“Provides public recognition for users who perform their target behaviour” (p. 267)	
Newsletter	The online shop offers the opportunity to subscribe to a newsletter in order to receive information, news and events about the organization.	Díaz et al. (2016) Chu et al. (2014)	Reciprocity Reminder		Repeatedly display certain information.
Additional Items	The online shop shows how many extra items visitors should purchase in order to receive a compensation (e.g., discount and extra product(s)).	Alhammad & Gulliver (2014) Chu et al. (2014)	Self-Monitoring + Personalization + Tunnelling + Suggestion + Reminders Personalization + Suggestion + Reminder		How much more the user should spend to get a membership upgrade.
Sold-Out	The online shop offers the opportunity to send an e-mail when a sold-out product is available again.	Alhammad & Gulliver (2014) Chu et al. (2014)	Reminders Reminder		
Automatically Saved Item(s)	The online shop offers the opportunity to save the offered product(s) in a wishlist/shopping basket (without having an account).	Alhammad & Gulliver (2014) Chu et al. (2014)	Self-Monitoring + Reminders Similarity + Reminder		
Non-Automatically Saved Item(s)	The online shop offers the opportunity to save the offered product(s) in a wishlist/shopping basket by means of an account.	Alhammad & Gulliver (2014) Chu et al. (2014)	Self-Monitoring + Reminders Similarity + Reminder		
Shopping Basket/Wishlist Reminder	The online shop reminds visitors of the product(s) they putted in their wishlist/shopping basket (without having an account) when they come back.	Alhammad & Gulliver (2014) Chu et al. (2014)	Self-Monitoring + Reminders Similarity + Reminder		
Delayed Purchase incentive	The online shop offers the opportunity to send a notification in order to remind visitors of their purchase intention.	Alhammad & Gulliver (2014) Chu et al. (2014)	Self-Monitoring + Reminders Similarity + Reminder		

Table 22 Continued| Consistency and Commitment Techniques

Code:	Definition:	Derived from:	Label:	Cited As:	Item:
Tunnelling	The online shop guides visitors through a predefined sections of actions when buying a product.	Chu et al. (2014)	Tunnelling	"Guiding the user by leading him/her through a predefined sequence of actions" (p. 485).	
Sample	The online shop offers free samples for a certain period of time.	Alhammad & Gulliver (2014)	Tunnelling		Free trial signup

3. Social proof techniques can be defined as the different manners in which an organization provides information among the (potential) customers of what (similar) others are believing, feeling or doing that fits with the goals of the organization.

Table 23| Social Proof Techniques

Code:	Definition:	Derived from:	Label:	Cited As:	Item:
Reviews without Personal Information	The online shop shows reviews written by different visitors without their personal information.	Alhammad & Gulliver (2014)	Social Learning	"Allows users to observe other customers' behaviour and outcomes" (p. 267).	Customer Review Board
		Chu et al. (2014)	Social Proof	"Persuade by showing the user what other people are doing on their Web sites" (p. 485)	Customer Feedback
Reviews with Personal Information	The online shop shows reviews written by different visitors with their personal information.	Alhammad & Gulliver (2014) Chu et al. (2014)	Social Learning Social Proof		Customer Review Board Customer Feedback
Popular Product(s)	The online shop provides information about the most popular product(s) sold (e.g., blog about top ten popular products).	Alhammad & Gulliver (2014) Chu et al. (2014)	Social Learning Social Proof		
Newsletter Subscribers	The online shop provides information about the amount or number of newsletter subscribers.	Alhammad & Gulliver (2014) Chu et al. (2014)	Social Learning Social Proof		
Customers	The online shop provides information about the amount or number of customers.	Alhammad & Gulliver (2014) Chu et al. (2014)	Social Learning Social Proof		
Downloads	The online shop provides information about the amount or number of downloads.	Alhammad & Gulliver (2014) Chu et al. (2014)	Social Learning Social Proof		

Table 23 Continued| Social Proof Techniques

Code:	Definition:	Derived from:	Label:	Cited As:	Item:
Reviews	The online shop provides information about the amount or number of written reviews.	Alhammad & Gulliver (2014) Chu et al. (2014)	Social Learning Social Proof		Customer Review Board Customer Feedback
Social Media Followers	The online shop provides information about the amount or number of social media followers.	Alhammad & Gulliver (2014) Chu et al. (2014) Ibrahim et al. (2013; 2015)	Social Learning Social Proof Social Proof		Social Media
Similar Customers	The online shop provides information about the buying behaviour of similar customers.	Alhammad & Gulliver (2014) Chu et al. (2014)	Social Learning Social Proof		
Similar Downloads	The online shop provides information about the download behaviour of similar others.	Alhammad & Gulliver (2014) Chu et al. (2014)	Social Learning Social Proof		
Similar Reviews	The online shop provides reviews written by similar others.	Alhammad & Gulliver (2014) Chu et al. (2014)	Social Learning Social Proof		Customer Review Board Customer Feedback
Similar Social Media Followers	The online shop provides information about similar social media followers.	Alhammad & Gulliver (2014) Chu et al. (2014) Ibrahim et al. (2013; 2015)	Social Learning Social Proof Social Proof		Social Media
Products Sold	The online shop provides information about the amount or number of products sold.	Chu et al. (2014)	Social Proof		The 'Number of items Sold'
Reviews of User Groups	The online shop has the option to show reviews that certain user groups wrote.	Alhammad and Gulliver (2014) Chu et al. (2014)	Tailoring + Social learning Tailoring + Social Proof		Customer Review Board Customer Feedback
Rating Organization	The online shop shows the mean rating of its customers for its organization.				
Rating Product(s)	The online shop shows the rating of its customers for the offered product(s).				
Mean Rating Product(s)	The online shop shows the mean ratings of its customers for the offered product(s).				

Table 23 Continued| Social Proof Techniques

Code:	Definition:	Derived from:	Label:	Cited As:	Item:
Social Facilitation	The online shop makes it possible to watch the behaviour of other visitors at the same time.	Alhammad & Gulliver (2014)	Social Learning + Social facilitation	"Allows users to discern other users performing the same behaviour along with them" (p. 267)	What others watch and buy right now.
		Chu et al. (2014)	Social Proof		

4. Liking techniques can be defined as the different manners in which an organization makes use likeable persons and/or likeable cues through association, familiarity, flattery or attractiveness.

Table 24| Liking Techniques

Code:	Definition:	Derived from:	Label:	Cited As:	Item:
Recommended by Friends	The online shop offers visitors the opportunity to recommend the offered product(s) or organization to others.	Alhammad & Gulliver (2014)	Normative influence + Third-Party Endorsements	"Provides means for gathering together customers who share the same goal or leverage, normative influence or peer pressure to increase the likelihood that a person will adopt target behaviour" (p. 267). "Provides endorsements from respected sources" (p. 266).	
		Cialdini (2007; 2016)	Liking	"We most prefer to say yes to the requests of someone we know and like" (Cialdini, 2007, p. 167).	Tupperware Parties
Giveaway Action Friends	The online shop makes use of giveaway actions (when visitors buy a certain product(s)) that the receivers can give to their friends.	Alhammad & Gulliver (2014)	Normative influence + Rewards + Cooperation Rewards	"Allows customers to cooperate" (p. 267).	
		Chu et al. (2014)			
Attractive People	The online shop shows pictures of attractive people.	Cialdini (2007; 2016)	Liking		Physical Attractiveness
Celebrities	The online shop shows pictures of celebrities that are using the offered product(s).	Cialdini (2007; 2016)	Liking		Celebrities

Table 24 Continued| Liking Techniques

Code:	Definition:	Derived from:	Label:	Cited As:	Item:
Recommended by Celebrities	The online shop makes use of celebrities who recommend the offered product(s).	Alhammad & Gulliver (2014) Chu et al. (2014) Cialdini (2007; 2016)	Third-Party Endorsements Third-Party Endorsements Liking	"Solicit recommendation or testimonial from an entity other than the manufacturer and seller of a product" (p. 485).	Celebrities
Good Choice	The online shop confirms that the visitor has made a good choice when selecting its product(s).	Alhammad & Gulliver (2014) Cialdini (2007; 2016)	Social Role Praise Liking	"Uses words, images, or sounds to give the user positive feedback" (p. 266)	Flattery
Feedback	The online shop thanks visitors for providing reactions.	Alhammad & Gulliver (2014) Cialdini (2007; 2016)	Social Role + Praise Liking		Flattery
Sending Newsletter	The online shop sends several newsletters in a year.	Chu et al. (2014) Cialdini (2007; 2016) Diaz et al. (2016)	Reminder Liking Reciprocity		Repeatedly display certain information Familiarity
Logo	The online shop repeats its logo on different pages.	Chu et al. (2014) Cialdini (2007; 2016)	Reminder Liking		Repeatedly display certain information Familiarity
Sale Terms	The online shop makes use of terms as 'sales' and 'bargain sale'.	Cialdini (2007; 2016)	Liking		Sales

5. Authority techniques are defined as the different manners in which an organization makes use of trustable and/or experienced persons and/or cues.

Table 25| Authority Techniques

Code:	Definition:	Derived from:	Label:	Cited As:	Item:
Experts	The online shop shows pictures of experts that are using the offered product(s).	Alhammad & Gulliver (2014) Cialdini (2007; 2016)	Authority Authority	“Website refers to organisation or people in the role of authority” (p. 266) “A deep-seated sense of duty to authority within us all” (Cialdini, 2007, p. 213).	Experts
Recommended by Experts	The online shop makes use of experts who recommend the offered product(s).	Alhammad & Gulliver (2014) Chu et al. (2014)	Third-Party Endorsements + Authority Third-Party Endorsements		Experts
Authority Attributes	The online shop applies authority attributes (e.g., clothes, accessories and cars) in its pictures.	Cialdini (2007; 2016)	Authority		Titles, clothes and trappings.
Unique Selling Point	The online shop provides information about its unique selling points (i.e., characteristics that differentiates the offered product(s) from its competitors).	Alhammad & Gulliver (2014)	Expertise	“Offers information showing knowledge, experience, and competence” (p. 266).	
News	The online shop offers news related to its expertise.	Alhammad & Gulliver (2014)	Expertise		
Webinar	The online shop offers a webinar related to its expertise.	Alhammad & Gulliver (2014) Chu et al. (2014)	Expertise Real-World Feel	“Increase the site’s credibility by showing the people or organization behind the site” (p. 485).	
Awards	The online shop is in the possession of awards (e.g., Webshops Awards Nederland and Nationale Thuiswinkel Awards).	Alhammad & Gulliver (2014) Chu et al. (2014)	Third-Party Endorsements Third-Party Endorsements		Seals
Labels	The online shop is in the possession of labels that are provided by independent parties (e.g., online store labels)	Alhammad & Gulliver (2014) Chu et al. (2014)	Third-Party Endorsements Third-Party Endorsements		Seals
Partners	The online shop contains content about partnerships with well-known, trusted parties (e.g., payment parties	Chu et al. (2014)	Trustworthiness		

and package deliverers).

Table 25 Continued| Authority Techniques

Code:	Definition:	Derived from:	Label:	Cited As:	Item:
Test results	The online shop provides information about test results of its offered product(s) obtained by independent parties (e.g., Tweakers and Consumentenbond).	Alhammad & Gulliver (2014) Chu et al. (2014)	Third-Party Endorsements Third-Party Endorsements		
Media	The online shop provides information about its presence in the media (e.g., interviews).	Alhammad & Gulliver (2014) Chu et al. (2014)	Third-Party Endorsements + Real-World Feel Third-Party Endorsements Real-World Feel	“Provides information about organisation providing the services” (p. 266).	
Sponsorship	The online shop shows the organizations they sponsor.	Alhammad & Gulliver (2014) Chu et al. (2014)	Real-World Feel Trustworthiness	“Capture the perceived goodness or morality of the vendor or Web site” (p. 485).	
Corporate Social Responsibility	The online shop provides information about its corporate social responsibility.	Alhammad & Gulliver (2014) Chu et al. (2014)	Real-World Feel Real-World Feel +Trustworthiness		
Organizational Information	The online shop gives information about its mission, vision and/or philosophy.	Alhammad & Gulliver (2014) Chu et al. (2014)	Real-World Feel Real-World Feel +Trustworthiness		
Pictures of Employees	The online shop provides pictures of its employees.	Alhammad & Gulliver (2014) Chu et al. (2014)	Real-World Feel Real-World Feel		

6. Scarcity techniques can be defined as the different manners in which an organization limits its supply in resources and/or creates a feeling of scarcity.

Table 26| Scarcity Techniques

Code:	Definition:	Derived from:	Label:	Cited As:	Item:
Deadline	The online shop provides a deadline. After this deadline, the product(s) are (temporarily) unavailable or only available under less favourable conditions (e.g., higher prices and a shorter warranty period).	Chu et al. (2014)	Scarcity	“Create shopper urgency” (p. 485) “We want more of what we can have less of” (Cialdini, 2016, p. 167)	Expiration date
		Cialdini (2007; 2016);	Scarcity		Deadlines
		Ibrahim et al. (2013; 2014; 2015)	Scarcity		Limited time only
Countdown clock	The online shop shows how many hours and minutes the visitor has left to buy certain products before these products are (temporarily) unavailable or only available under less favourable conditions (e.g., higher prices and a shorter warranty period).	Chu et al. (2014)	Scarcity		Expiration date
		Cialdini (2007; 2016);	Scarcity		Deadlines
		Ibrahim et al. (2013; 2014; 2015)	Scarcity		Limited time only
Expectation	The online shop provides information about when it is expected that certain products are sold out.	Chu et al. (2014)	Scarcity		Limited quantities
		Cialdini (2007; 2016)	Scarcity		Limited numbers
		Ibrahim et al. (2013; 2014)	Scarcity		Limited stock only
Stock availability	The online shop provides information about the (un)available stock (e.g., “limited in stock”).	Chu et al. (2014)	Scarcity		Limited quantities
		Cialdini (2007; 2016)	Scarcity		Limited numbers
		Ibrahim et al. (2013; 2014)	Scarcity		Limited stock only
Colours	The online shop applies colour in its information regarding stock availability (red when there is a limited stock, orange when you have to be aware of a limited stock in the near future etc.).	Chu et al. (2014)	Scarcity		Limited quantities
		Cialdini (2007; 2016)	Scarcity		Limited numbers
		Ibrahim et al. (2013; 2014)	Scarcity		Limited stock only
Scarce information	The online shop makes use of scarce information (e.g., free blogs and additional scarce information for newsletter subscribers).	Chu et al. (2014)	Scarcity		
		Cialdini (2007; 2016)	Scarcity		
		Ibrahim et al. (2013; 2014)	Scarcity		

Table 26 Continued| Scarcity Techniques

Code:	Definition:	Derived from:	Label:	Cited As:	Item:
Sold out	The online shop shows the product(s) that are sold out.	Chu et al. (2014) Cialdini (2007; 2016) Ibrahim et al. (2013; 2014)	Scarcity Scarcity Scarcity		Limited quantities Limited numbers Limited stock only
Set limit	The online shop sets a limit to the amount of product(s) and/or actions (e.g., discounts) that they offer in a certain period.	Alhammad & Gulliver (2014) Chu et al. (2014) Cialdini (2007; 2016) Ibrahim et al. (2013; 2014)	Competition Scarcity Scarcity Scarcity		Limited quantities Limited numbers Limited stock only
Exclusivity	The online shop offers (an) exclusive product(s) or actions that are only (1) available for certain visitors (e.g., newsletter subscribers and members of their loyalty program), (2) online available or (3) available in their online shop.	Chu et al. (2014) Cialdini (2007; 2016) Ibrahim et al. (2013; 2014)	Scarcity Scarcity Scarcity		Limited quantities Limited numbers Limited stock only
Limited edition	The online shop offers limited edition product(s) (e.g., product(s) with a different colour and product(s) with something extra).	Alhammad & Gulliver (2014) Chu et al. (2014) Cialdini (2007; 2016) Ibrahim et al. (2013; 2014)	Competition Scarcity Scarcity Scarcity		Limited quantities Limited numbers Limited stock only
Loss language	The online shop emphasize what a visitor will lose if the visitor does not perform a particular performance (e.g., buy the product(s) and subscribe to their newsletter).	Cialdini (2007; 2016)	Scarcity		
Scarcity words	The online shop makes use of urgency words like 'now', 'fast', 'immediately', 'limited' and 'gone=gone'.	Cialdini (2007; 2016)	Scarcity		
Auction	The online shop makes use of an auction.	Alhammad & Gulliver (2014) Cialdini (2007; 2016)	Competition + Social facilitation Scarcity		Online auction
Facilitation	The online shop makes it possible to watch the behaviour of other visitors regarding scarce products.	Alhammad & Gulliver (2014)	Competition + Social facilitation		

7. Unity techniques can be defined as the different manners in which an organization makes use of cues related to unity.

Table 27| Unity Techniques

Code:	Definition:	Derived from:	Label:	Cited As:	Item:
Family	The online shop identifies itself with a family relative of the visitor (e.g., I would recommend my family).	Alhammad & Gulliver (2014) Cialdini (2016)	Social Role Unity	The more we perceive people as part of us, the more we are influenced by them.	Family
Giveaway Action Family	The online shop makes use of giveaway actions (when visitors buy a certain product(s)) that the receivers can give to their family relatives.	Alhammad & Gulliver (2014) Chu et al. (2014) Cialdini (2016)	Cooperation + Normative influence + Rewards Rewards Unity		Family
Unity Pictures	The online shop makes use of pictures of people who form an unity.	Cialdini (2016)	Unity		
Personal Information	The online shop provides personal information about its employees (e.g., their hobby and interests).	Alhammad & Gulliver (2014) Chu et al. (2014)	Social Role + Real-World Feel Real-World Feel		
User Groups	The online shop has the option to show its offered products divided among different user groups (e.g., altro and hiphop).	Alhammad & Gulliver (2014) Chu et al. (2014)	Tailoring Tailoring		
Distance out-Group	The online shop distances itself from the out-group of the visitor.				
Collaboration	The online shop offers visitors the opportunity to work together with the organization.	Alhammad & Gulliver (2014) Cialdini (2007) Cialdini (2016)	Cooperation + Social Role Liking Unity		
Ask Advice	The online shop asks for advice instead for an opinion or expectation.	Alhammad & Gulliver (2014) Cialdini (2016)	Cooperation + Social Role Unity		Ask Advice
Music	The online shop makes use of music.	Cialdini (2016)	Unity		Music

It should be noted that product(s) refer to both tangible (e.g., goods) and intangible product(s) (e.g., services).

Appendix 6| Coding Scheme 2.0

1. Reciprocity techniques are defined as the different manners in which an organization offer (potential) customers a meaningful, unexpected, and/or customized favour without expecting anything in return.

Table 28| Reciprocity Techniques

No.	Code:	Definition:
1.1	Online Brochure	The online shop offers an online brochure without asking for personal information.
1.2	Offline Brochure	The online shop offers an offline brochure without asking for irrelevant personal information.
1.3	Free News	The online shop offers free news without asking for personal information.
1.4	Gift voucher	The online shop offers gift vouchers without sale conditions.
1.5	Free tool	The online shop offers an unexpected free tool without asking for a compensation (e.g., personal information and money).
1.6	Free Samples	The online shop offers free samples for an underdetermined time without asking for irrelevant personal information.
1.7	Free Advice	The online shop provides free advice without asking for irrelevant personal information.
1.8	Free Webinar	The online shop offers a free webinar without asking for personal information.
1.9	Free Chat	The online shop allows visitors to ask questions through free chat.
1.10	Free Call	The online shop allows visitors to call the customer service for free.
1.11	Comparison Possibility	The online shop provides visitors the opportunity to compare offered products with the same products offered by other third-parties.

2. Commitment and consistency techniques refer to the different manners in which an organization let (potential) customers make a commitment (voluntary, actively, openly and/or with a lot of effort) that fits with the goals of the organization and/or remind the (potential) customers of an existing commitment that fits also with the goals of the organization.

Table 29| Consistency and Commitment Techniques

No.	Code:	Definition:
2.1	Bring Down	The online shop adjust the attractive conditions of the offered product(s) during the purchase process.
2.2	Insignificant Permission	The online shop asks visitors for an insignificant small permission followed by a significant permission.
2.3	More information	The online shop asks visitors to contact for more information when no full information is given.
2.4	Petition	The online shop asks visitors to sign a petition.
2.5	Survey	The online shop asks visitors to fill in a survey.
2.6	Question	The online shop asks visitors a question.
2.7	Sign-up	The online shop asks the visitors to sign up for a certain action.
2.8	Newsletter	The online shop offers the opportunity to subscribe to a newsletter.
2.9	Social Media	The online shop offers the opportunity to be followed on social media.
2.10	Follow Brands	The online shop offers the opportunity to follow brands.

Table 29 Continued| Consistency and Commitment Techniques

No.	Code:	Definition:
2.11	Apps	The online shop offers the opportunity to download its app.
2.12	User Groups	The online shop has the option to show its offered products divided among different user groups (e.g., altro and hiphop).
2.13	Brands	The online shop has the option to show its offered products divided among different brands.
2.14	Styles	The online shop has the option to show its offered products divided among different styles.
2.15	Opinion	The online shop offers the opportunity to publish an opinion regarding (a) bought product(s) online.
2.16	Opinion in Blogs	The online shop offers the opportunity to publish an opinion about a blog online.
2.17	Recommendation	The online shop offers visitors the opportunity to recommend the online shop's products.
2.18	Returning	The online shop offers free samples for a certain period of time.
2.19	Rewards	The online shop offers a little reward when visitors perform a voluntary performance.
2.20	Competition	A prize is offered by the online shop for the winner of a competition (e.g., sharing content).
2.21	Additional Items	The online shop shows how many (extra) items visitors should purchase or how much (extra) visitors should pay in order to receive a compensation (e.g., discounts and extra product(s)).
2.22	Search History	The online shop shows the recently viewed product(s) of the visitor.
2.23	Suggestion 1.0	The online shop suggests other products that the visitor may like based on their previous search interest.
2.24	Suggestion 2.0	The online shop suggests products (e.g., shoelaces) related to the selected items (e.g., shoes) of the visitor.
2.25	Suggestion 3.0	The online shop suggests related products based on the behaviour of others.
2.26	Price Alert	The online shop offers the opportunity to send an e-mail when certain products are priced low (e.g., discounts).
2.27	Sold-Out	The online shop offers the opportunity to send an e-mail when a sold-out product is available again.
2.28	Reminders	The online shop makes use of verbal language to remind visitors of their previous commitments.
2.29	Automatically Saved Item(s)	The online shop offers the opportunity to save the offered product(s) in a wishlist/shopping basket (without having an account).
2.30	Non-Automatically Saved Item(s)	The online shop offers the opportunity to save the offered product(s) in a wishlist/shopping basket by means of an account.
2.31	Shopping Basket/ Wishlist Reminder	The online shop reminds visitors of the product(s) they putted in their wishlist/shopping basket (without having an account) when they come back.
2.32	Delayed Purchase incentive	The online shop offers the opportunity to send a notification in order to remind visitors of their purchase intention.

3. Social proof techniques can be defined as the different manners in which an organization provides information among the (potential) customers of what (similar) others are believing, feeling or doing.

Table 30| Social Proof Techniques

No.	Code:	Definition:
3.1	Amount of Recommendations	The online shop shows the amount of recommendations provided by others.
3.2	Similar Recommendations	The online shop shows the amount of recommendations provided by similar others (e.g., Facebook friends).
3.3	Reviews	The online shop provides information about the amount or number of written reviews.
3.4	Similar Reviews	The online shop provides reviews written by similar others.
3.5	Reviews of User Groups	The online shop has the option to show reviews that certain user groups wrote.
3.6	Personal Reviews	The online shop shows reviews written by different visitors with their personal information (e.g., names and pictures).

Table 30 Continued| Social Proof Techniques

No.	Code:	Definition:
3.7	Impersonal Reviews	The online shop shows reviews written by different visitors without their personal information.
3.8	Ratings	The online shop provides information about the amount or number of given ratings.
3.9	Rating Product(s)	The online shop shows the rating of its customers for the offered product(s).
3.10	Mean Rating Product(s)	The online shop shows the mean ratings of its customers for the offered product(s).
3.11	Products Sold	The online shop provides information about the amount or number of products sold.
3.12	Popular Product(s)	The online shop provides information about the popularity of its product(s).
3.13	Ranking in Popularity	The online shop has the option to rank its products in popularity.
3.14	Opinions	The online shop provides information about the opinion of others.
3.15	Similar Opinions	The online shop provides information about the opinion of similar others.
3.16	Customers	The online shop provides information about the amount or number of customers.
3.17	Similar Customers	The online shop provides information about the buying behaviour of similar customers.
3.18	Social Media Followers	The online shop provides information about the amount or number of social media followers.
3.19	Similar Social Media Followers	The online shop provides information about similar social media followers.
3.20	Downloads	The online shop provides information about the amount or number of downloads.
3.21	Similar Downloads	The online shop provides information about the download behaviour of similar others.
3.22	Newsletter Subscribers	The online shop provides information about the amount or number of newsletter subscribers.
3.23	Social Facilitation	The online shop makes it possible to watch the behaviour of other visitors at the same time.

4. Liking techniques can be defined as the different manners in which an organization makes use likeable persons and/or likeable cues through association, familiarity, flattery or attractiveness.

Table 31| Liking Techniques

No.	Code:	Definition:
4.1	Recommended by Friends	The online shop offers visitors the opportunity to recommend the offered product(s) or organization to others.
4.2	Giveaway Action Friends	The online shop makes use of giveaway actions (when visitors buy product(s)) that the receivers can give to their friends.
4.3	Giveaway Friends	The online shop offers products that the visitors can buy for their friends.
4.4	Attractive People	The online shop shows pictures of attractive people.
4.5	Celebrities	The online shop shows pictures of celebrities that are using the offered product(s).
4.6	Recommended by Celebrities	The online shop makes use of celebrities who recommend the offered product(s).
4.7	Good Choice	The online shop confirms that the visitor has made a good choice when selecting its product(s).
4.8	Feedback	The online shop thanks visitors for providing reactions.
4.9	Sending Newsletter	The online shop sends several newsletters in a year.

5. Authority techniques are defined as the different manners in which an organization makes use of trustable and/or experienced persons and/or cues.

Table 32| Authority Techniques

No.	Code:	Definition:
5.1	Experts	The online shop shows pictures of experts that are using the offered product(s).
5.2	Recommended by Experts	The online shop makes use of experts who recommend the offered product(s).
5.3	Authority Attributes	The online shop applies authority attributes (e.g., clothes, accessories and cars) in pictures of its employees.
5.4	Unique Selling Point	The online shop provides information about its unique selling points (i.e., characteristics that differentiates the offered product(s) from its competitors).
5.5	News	The online shop offers news related to its expertise.
5.6	Webinar	The online shop offers a webinar related to its expertise.
5.7	Awards	The online shop is in the possession of awards (e.g., Webshops Awards Nederland and Nationale Thuiswinkel Awards).
5.8	Labels	The online shop is in the possession of labels that are provided by independent parties (e.g., online store labels)
5.9	Partners	The online shop contains content about partnerships with well-known, trusted parties (e.g., payment parties and package deliverers).
5.10	Test results	The online shop provides information about test results of its offered product(s) obtained (by independent parties (e.g., Tweakers and Consumentenbond)).
5.11	Media	The online shop provides information about its positive presence in the media (e.g., interviews).
5.12	Authenticate	The online shop provides information about the authenticate of its sources.
5.13	Sponsorship	The online shop shows the organizations they sponsor.
5.14	Corporate Social Responsibility	The online shop provides information about its corporate social responsibility.
5.15	Pictures of Employees	The online shop provides pictures of its employees.

6. Scarcity techniques can be defined as the different manners in which an organization limits its supply in resources and/or creates a feeling of scarcity.

Table 33| Scarcity Techniques

No.	Code:	Definition:
6.1	Deadline	The online shop provides a deadline. After this deadline, the product(s) are (temporarily) unavailable or only available under less favourable conditions (e.g., higher prices and a shorter warranty period).
6.2	Countdown clock	The online shop shows how many hours and minutes the visitor has left to buy certain products before these products are (temporarily) unavailable or only available under less favourable conditions (e.g., higher prices and a shorter warranty period).
6.3	Expectation	The online shop provides information about when it is expected that certain products are sold out.
6.4	Stock availability	The online shop provides information about the (un)available stock (e.g., "limited in stock").
6.5	Sold out	The online shop shows the product(s) that are sold out.
6.6	Set limit	The online shop sets a limit to the amount of product(s) and/or actions (e.g., discounts) that they offer in a certain period.
6.7	Exclusivity	The online shop offers (an) exclusive product(s) or actions that are only (1) online available, (2) available in their online shop or (3) available for certain users.
6.8	Limited edition	The online shop offers limited edition product(s) (e.g., product(s) with a different colour and product(s) with something extra).
6.9	Loss language	The online shop emphasize what a visitor will lose if the visitor does not perform a particular performance (e.g., buy the product(s) and subscribe to their newsletter).
6.10	Scarcity words	The online shop makes use of urgency words like 'now', 'fast', 'immediately', 'limited' and 'gone=gone'.

Table 33 Continued| Scarcity Techniques

No.	Code:	Definition:
6.11	Sale Terms	The online shop makes use of terms as 'sales' and 'bargain sale'.
6.12	Auction	The online shop makes use of an auction.
6.13	Facilitation	The online shop makes it possible to watch the behaviour of other visitors regarding scarce products.

7. Unity techniques can be defined as the different manners in which an organization makes use of cues related to unity.

Table 34| Unity Techniques

No.	Code:	Definition:
7.1	Unity	The online shop identifies itself as one with the visitor.
7.2	Giveaway Action Family	The online shop makes use of giveaway actions (when visitors buy a certain product(s)) that the receivers can give to their family relatives.
7.3.	Giveaway Family	The online shop offers products that the buyers can give to their family relatives.
7.4	Unity Pictures	The online shop makes use of pictures of people who form an unity.
7.5	Employee Information	The online shop provides information about its employees (e.g., hobby and interests).
7.6	Ordinary People	The online shop makes use of ordinary people.
7.7	User Groups	The online shop has the option to show its offered products divided among different user groups (e.g., altro and hiphop).
7.8	Distance out-Group	The online shop distances itself from the out-group of the visitor.
7.9	Collaboration	The online shop offers visitors the opportunity to work together with the organization.
7.10	Ask Advice	The online shop asks for advice instead for an opinion or expectation.

It should be noted that product(s) refer to both tangible (e.g., goods) and intangible product(s) (e.g., services).

Appendix 7| Coding Scheme 3.0

1. Reciprocity techniques are defined as the different manners in which an organization offer (potential) customers a meaningful, unexpected, and/or customized favour without expecting anything in return.

Table 35| Reciprocity Techniques

No.	Code:	Definition:
1.1	E-Book	The online shop offers an e-book without asking for personal information.
1.2	Booklet	The online shop offers a booklet without asking for irrelevant personal information.
1.3	Blogs	The online shop offers blogs without asking for personal information.
1.4	Gift voucher	The online shop offers gift vouchers without sale conditions.
1.5	Free tool	The online shop offers a free tool without asking for a compensation (e.g., personal information and money).
1.6	Free Samples	The online shop offers free samples for an underdetermined time without asking for irrelevant personal information.
1.7	Free Advice	The online shop provides free advice by mean of an employee without asking for irrelevant personal information.
1.8	Free Webinar	The online shop offers a free webinar without asking for irrelevant personal information.
1.9	Chat	The online shop allows visitors to ask questions through free chat.
1.10	Free Call	The online shop allows visitors to call the customer service for free.
1.11	Comparison Possibility	The online shop provides visitors the opportunity to compare its offered products with the same products offered by other third-parties.

2. Commitment and consistency techniques refer to the different manners in which an organization let (potential) customers make a commitment (voluntary, actively, openly and/or with a lot of effort) that fits with the goals of the organization or remind the (potential) customers of an existing commitment that fits also with the goals of the organization.

Table 36| Consistency and Commitment Techniques

No.	Code:	Definition:
2.1	Bring Down	The online shop adjust the attractive conditions of the offered product(s) during the purchase process.
2.2	Adjusting Request	The online shop asks visitors for an insignificant small request followed by a significant request.
2.3	More information	The online shop asks visitors to contact them for more information in order to receive the full information.
2.4	Petition	The online shop asks visitors to sign a petition.
2.5	Survey	The online shop asks visitors to fill in a survey.
2.6	Question	The online shop asks visitors to answer a certain question.
2.7	Membership	The online shop offers visitors the opportunity to register in order to become a member of a certain community (other than a purchase account).
2.8	Newsletter	The online shop offers visitors the opportunity to subscribe to a newsletter.
2.9	Social Media	The online shop offers visitors the opportunity to follow the online shop on social media.

Table 36 Continued| Consistency and Commitment Techniques

No.	Code:	Definition:
2.10	Follow Brands	The online shop offers visitors the opportunity to follow certain brands.
2.11	Apps	The online shop offers visitors the opportunity to download its app.
2.12	User Groups	The online shop has the option to show its offered products divided among different user groups (e.g., altro and hiphop).
2.13	Brands	The online shop has the option to show its offered products divided among different brands.
2.14	Styles	The online shop has the option to show its offered products divided among different styles.
2.15	Opinion	The online shop offers the opportunity to publish a written opinion regarding (a) bought product(s) online.
2.16	Opinion in Blogs	The online shop offers the opportunity to publish a written opinion about a blog online.
2.17	Recommendation	The online shop offers the opportunity to recommend the bought product(s) online.
2.18	Rating	The online shop offers the opportunity to provide a rating about the bought product(s) online.
2.19	Returning	The online shop offers free samples for a certain period of time.
2.20	Rewards	The online shop offers a little reward when visitors perform a voluntary performance (e.g., buying a product and subscribing to a newsletter).
2.21	Competition	A prize is offered by the online shop for the winner of a competition (e.g., sharing content).
2.22	Search History	The online shop shows the recently viewed product(s) of the visitor.
2.23	Suggestion 1.0	The online shop suggests other products that the visitor may like based on their previous search interest.
2.24	Suggestion 2.0	The online shop suggests products (e.g., shoelaces) related to the selected items (e.g. shoes) of the visitor.
2.25	Suggestion 3.0	The online shop suggests related products based on the behaviour of others.
2.26	Price Alert	The online shop offers the opportunity to send an e-mail when certain products are priced low (e.g., discounts).
2.27	Sold-Out	The online shop offers the opportunity to send an e-mail when a sold-out product is available again.
2.28	Reminders	The online shop makes use of verbal language to remind visitors of their previous commitments.
2.29	Automatically Saved Item(s)	The online shop offers the opportunity to save the offered product(s) in a wishlist/shopping basket (without having an account).
2.30	Non-Automatically Saved Item(s)	The online shop offers the opportunity to save the offered product(s) in a wishlist/shopping basket by means of an account.
2.31	Shopping Basket/ Wishlist Reminder	The online shop reminds visitors of the product(s) they putted in their wishlist/shopping basket (without having an account) when they come back.
2.32	Delayed Purchase incentive	The online shop offers the opportunity to send a notification in order to remind visitors of their purchase intention.

3. Social proof techniques can be defined as the different manners in which an organization provides information among the (potential) customers of what (similar) others are believing, feeling or doing that fits with the goals of the organization.

Table 37| Social Proof Techniques

No.	Code:	Definition:
3.1	Recommendation	The online shop shows the amount of recommendations provided by others.
3.2	Similar Recommendations	The online shop shows the amount of recommendations provided by similar others (e.g., Facebook friends).
3.3	Recommendation Product(s)	The online shop shows if its product(s) is recommended by others.
3.4	Reviews	The online shop provides information about the amount or number of written reviews.
3.5	Similar Reviews	The online shop provides reviews written by similar others.
3.6	Reviews of User Groups	The online shop has the option to show reviews that certain user groups wrote.

Table 37 Continued| Social Proof Techniques

No.	Code:	Definition:
3.7	Personal Reviews	The online shop shows reviews written by different visitors with their personal information (e.g., names and pictures).
3.8	Impersonal Reviews	The online shop shows reviews written by different visitors without their personal information.
3.9	Ratings	The online shop provides information about the amount or number of given ratings.
3.10	Rating Product(s)	The online shop shows the rating of its customers for the offered product(s).
3.11	Mean Rating Product(s)	The online shop shows the mean ratings of its customers for the offered product(s).
3.12	Products Sold	The online shop provides information about the amount or number of products sold.
3.13	Popular Product(s)	The online shop provides information about the popularity of its product(s).
3.14	Ranking in Popularity	The online shop has the option to rank its products in popularity.
3.15	Opinions	The online shop shows the opinion of others (with the exception of reviews, recommendations or rankings).
3.16	Similar Opinions	The online shop provides information about the opinion of similar others (e.g., Facebook friends) (with the exception of reviews, recommendations or rankings).
3.17	Customers	The online shop provides information about the amount or number of customers.
3.18	Similar Customers	The online shop provides information about the buying behaviour of similar customers.
3.19	Social Media Followers	The online shop provides information about the amount or number of social media followers.
3.20	Similar Social Media Followers	The online shop provides information about similar social media followers.
3.21	Downloads	The online shop provides information about the amount or number of downloads.
3.22	Similar Downloads	The online shop provides information about the download behaviour of similar others.
3.23	Newsletter Subscribers	The online shop provides information about the amount or number of newsletter subscribers.
3.24	Social Facilitation	The online shop provides information about the behaviour or other visitors.
3.25	Suggestion 3.0	The online shop suggests related products based on the behaviour of others.

4. Liking techniques can be defined as the different manners in which an organization makes use of likeable persons and/or likeable cues through association, familiarity, flattery or attractiveness.

Table 38| Liking Techniques

No.	Code:	Definition:
4.1	Recommended by Friends	The online shop offers visitors the opportunity to recommend the offered product(s) or organization to others.
4.2	Giveaway Action Friends	The online shop makes use of giveaway actions (when visitors buy a certain product(s)) that the receivers can give to their friends.
4.3	Giveaway Friends	The online shop offers products that the visitors can buy for their friends.
4.4	Attractive People	The online shop shows pictures of attractive people that are using its offered product(s).
4.5	Celebrities	The online shop shows pictures of celebrities that are using its offered product(s).
4.6	Recommended by Celebrities	The online shop makes use of celebrities who recommend its offered product(s).
4.7	Good Choice	The online shop confirms that the visitor has made a good choice when selecting its product(s).
4.8	Feedback	The online shop thanks visitors for providing reactions.

Table 38 Continued| Liking Techniques

No.	Code:	Definition:
4.9	Sending Newsletter	The online shop sends several newsletters in a year.
4.10	Sale Terms	The online shop makes use of terms as 'sales' and 'bargain sale' at the same time that the product(s) is shown.

5. Authority techniques are defined as the different manners in which an organization makes use of trustable and/or experienced persons and/or cues.

Table 39| Authority Techniques

No.	Code:	Definition:
5.1	Experts	The online shop shows pictures of experts that are using the offered product(s).
5.2	Recommended by Experts	The online shop makes use of experts who recommend the offered product(s).
5.3	Authority Attributes	The online shop applies authority attributes (e.g., clothes, accessories and cars) in pictures of its employees.
5.4	Unique Selling Point	The online shop provides information about its unique selling points (i.e., characteristics that differentiates the offered product(s) from its competitors).
5.5	News	The online shop offers news related to its expertise.
5.6	Webinar	The online shop offers a webinar related to its expertise.
5.7	Awards	The online shop is in the possession of awards (e.g., Webshops Awards Nederland and Nationale Thuiswinkel Awards).
5.8	Labels	The online shop is in the possession of labels that are provided by independent parties (e.g., online store labels)
5.9	Partners	The online shop contains content about partnerships with well-known, trusted parties (e.g., payment parties and package deliverers).
5.10	Test results	The online shop provides information about test results of its offered product(s) obtained (by independent parties (e.g., Tweakers and Consumentenbond)).
5.11	Media	The online shop provides information about its positive presence in the media (e.g., interviews).
5.12	Authenticate	The online shop provides information about the authenticate of its sources.
5.13	Sponsorship	The online shop shows the organizations they sponsor.
5.14	Corporate Social Responsibility	The online shop provides information about its corporate social responsibility.
5.15	Pictures of Employees	The online shop provides pictures of its employees.

6. Scarcity techniques can be defined as the different manners in which an organization limits its supply in resources and/or creates a feeling of scarcity.

Table 40| Scarcity Techniques

No.	Code:	Definition:
6.1	Deadline	The online shop provides a deadline. After this deadline, the product(s) are (temporarily) unavailable or only available under less favourable conditions (e.g., higher prices and a shorter warranty period).
6.2	Countdown clock	The online shop shows how many hours and minutes the visitor has left to buy certain products before these products are (temporarily) unavailable or only available under less favourable conditions (e.g., higher prices and a shorter warranty period).
6.3	Expectation	The online shop provides information about when it is expected that certain products are sold out.

Table 40 Continued| Scarcity Techniques

No.	Code:	Definition:
6.4	Stock availability	The online shop provides information about the (un)available stock (e.g., "limited in stock").
6.5	Sold out	The online shop shows the product(s) that are sold out.
6.6	Set limit	The online shop sets a limit to the amount of product(s) and/or actions (e.g., discounts) that they offer in a certain period.
6.7	Minimum spending	The online shop shows how many (extra) items visitors should purchase or how much (extra) visitors should pay in order to receive a compensation (e.g., discount and extra product(s)).
6.8	Exclusivity	The online shop offers (an) exclusive product(s) or actions that are only (1) online available, (2) available in their online shop or (3) available for certain visitors.
6.9	Limited edition	The online shop offers limited edition product(s) (e.g., product(s) with a different colour and product(s) with something extra).
6.10	Loss language	The online shop emphasize what a visitor will lose if the visitor does not perform a particular performance (e.g., buy the product(s) and subscribe to their newsletter).
6.11	Scarcity words	The online shop makes use of urgency words like 'now', 'fast', 'immediately', 'limited' and 'gone=gone'.
6.12	Auction	The online shop makes use of an auction.
6.13	Facilitation	The online shop makes it possible to watch the behaviour of other visitors regarding scarce products.

7. Unity techniques can be defined as the different manners in which an organization makes use of cues related to unity.

Table 41| Unity Techniques

No.	Code:	Definition:
7.1	Unity	The online shop identifies itself as one with the visitor.
7.2	Giveaway Action Family	The online shop makes use of giveaway actions (when visitors buy a certain product(s)) that the receivers can give to their family relatives.
7.3.	Giveaway Family	The online shop offers products that the buyers can give to their family relatives.
7.4	Unity Pictures	The online shop makes use of pictures of people who form an unity.
7.5	Employee Information	The online shop provides information about its employees (e.g., hobby and interests.).
7.6	Ordinary People	The online shop makes use of ordinary people.
7.7	User Groups	The online shop has the option to show its offered products divided among different user groups (e.g., altro and hiphop).
7.8	Distance out-Group	The online shop distances itself from the out-group of the visitor.
7.9	Collaboration	The online shop offers visitors the opportunity to work together with the organization.
7.10	Ask Advice	The online shop asks for advice instead for an opinion or expectation.

It should be noted that product(s) refer to both tangible (e.g., goods) and intangible product(s) (e.g., services).

Appendix 8| Coding Instructions 1.0

Hierbij de instructies van het coderen aan de hand van mijn codeerschema. Voordat ik met mijn instructies begin, wil ik eerst even een korte introductie van mijn onderzoek geven.

Mijn onderzoeksvraag

Aan de hand van dit onderzoek wil ik de volgende onderzoeksvraag proberen te beantwoorden:

To what extent and in which manner make the top ten most used online retail shops and the top ten most used online travel shops in the Netherlands use of the seven principles identified by Cialdini in their website design?

Mijn onderzoeksmethode

Om deze vraag te beantwoorden ben ik van plan om verschillende items op een website te analyseren. Om dit op een zo wetenschappelijke manier mogelijk te doen, wil ik als volgt te werk gaan:

Stap 1:

Ik vraag me bij elk element van een website af of het een *hygiene* of een *motivator factor* is.

- Een *hygiene factor* is een element op een website waarmee niet per sé de overtuigingskracht van een website wordt vergroot. Als een *hygiene factor* echter afwezig is dan vermindert de overtuigingskracht wel.
 - Voorbeeld: een navigatiebaar. Een dergelijke element op de website vergroot de overtuigingskracht van een website niet. Is het element echter afwezig, dan is de website echter wel een stuk minder overtuigender.
 - Hygiene factoren: gebruiksvriendelijkheid (knoppen en verwijzingen vallen hier ook onder), informatievoorziening en visuele betrokkenheid (lay-out etc.).
- Een *motivator factor* is een element op een website waarmee de overtuigingskracht van een website wordt vergroot. Als een *motivator factor* echter afwezig is dan leidt dit niet gelijk tot een minder overtuigende website.
 - Voorbeeld: toepassingen van de zeven principes van Cialdini.

Als het een *hygiene factor* is, dan besteed ik hier geen verdere aandacht meer aan. Als het daarentegen een *motivator factor* is, dan ga ik naar stap 2.

Stap 2:

Ik kijk naar de definities van mijn Cialdini principes, en kijk onder welke definitie het element van de website zou kunnen vallen. Hieronder een overzicht van mijn definities:

- Reciprocity techniques → The different manners in which an organization offers (potential) customers a meaningful, unexpected, and/or customized favour without expecting anything in return.
- Commitment & Consistency techniques → The different manners in which an organization let (potential) customers make a commitment (voluntary, actively, openly and/or with a lot of effort) or remind the (potential) customers of an existing commitment.
- Social Proof Techniques → The different manners in which an organization provides information among the (potential) customers of what (similar) others are believing, feeling or doing.
- Liking techniques → The different manners in which an organization makes use of likeable persons and/or likeable products through association, familiarity, flattery or attractiveness.
- Authority techniques → The different manners in which an organization makes use of persons that are trustable or have expertise and/or cues that are trustable or that implies expertise.
- Scarcity techniques → The different manners in which an organization limits its supply in resources and/or creates a feeling of scarcity.
- Unity techniques → The different manners in which an organization makes use of cues related to unity.

Als de item onder geen van deze definities valt, dan concludeer ik dat het geen Cialdini principe is. Als het item van de website daarentegen onder één (en in beperkte gevallen onder een tweede) definitie valt, dan ga ik door naar stap 3.

Stap 3

Nu ga ik kijken onder welk code van het codeerschema het desbetreffende element van de website valt. Deze codes staan op mijn codeerschema. Ik kijk dan naar de definities van de codes. Als het element onder één van deze definities valt, dan zet ik het bijbehorende nummer van de code bij het element van de website. Kan ik hem aan geen van mijn codes van mijn codeerschema toeschrijven, dan maak ik een nieuwe code aan.

Let op! Als er over producten worden gesproken, gaat het om zowel tastbare (e.g., goederen) als ontastbare (e.g., diensten) producten.

Instructies van het vooronderzoek

Je krijgt een aantal printscreens van websites te zien. Bij bepaalde elementen staat een oranje cirkel en om andere een paarse cirkel. Eerder had ik de oranje cirkels gedefinieerd als toepassingen van één van de Cialdini principes. Later bedacht ik me dat alle knoppen of verwijzingen een onderdeel zijn van de gebruiksvriendelijkheid van een website, en daardoor dus een *hygiene factor*. De toepassing van het Cialdini principe krijg ik dan wel te zien wanneer ik op de knop of verwijzing zelf klik. Daarom heb ik deze elementen in mijn tweede analyse er uit gehaald. Ik kon echter geen nieuwe printscreens maken, omdat de website ondertussen alweer aangepast is. Daarom heb ik toen gebruik gemaakt van allerlei paarse cirkels om aan te geven wat volgens mij dan wel toepassingen van een Cialdini principe zouden zijn (zonder dus de knoppen en verwijzingen mee te nemen).

Het is eigenlijk de bedoeling dat je precies hetzelfde als mij doet (zoals ik dat hierboven heb gedaan). Het kan dus zijn dat jij bepaalde items van een website wel of niet identificeert als een toepassing van het Cialdini principe. Dit zou je moeten aangeven. Als je echter wel denkt dat het een toepassing is van het Cialdini principe, zou je aan de hand van mijn codeerschema een code moeten geven. Met als uiteindelijke doel dat dit overeenkomt met de codes die ik deze elementen heb gegeven.

Appendix 9| Coding Scheme 4.0

1. Reciprocity techniques are defined as the different manners in which an organization offers (potential) customers a meaningful, unexpected, and/or customized favour without expecting anything in return and/or the different manners in which an organization makes use of the door-in-the-face technique.

Table 42| Reciprocity Techniques

No.	Code:	Definition:
1.1	E-Book	The online shop offers an e-book without asking for personal information.
1.2	Booklet	The online shop offers a booklet without asking for irrelevant personal information.
1.3	Blogs	The online shop offers blogs without asking for personal information.
1.4	Gift voucher	The online shop offers gift vouchers without sale conditions.
1.5	Free tool	The online shop offers a free tool without asking for a compensation (e.g., personal information and money).
1.6	Free Samples	The online shop offers free samples for an underdetermined time without asking for irrelevant personal information.
1.7	Free Advice	The online shop provides free advice by mean of an employee without asking for irrelevant personal information.
1.8	Free Webinar	The online shop offers a free webinar without asking for irrelevant personal information.
1.9	Chat	The online shop allows visitors to ask questions through chat.
1.10	Free Call	The online shop allows visitors to call the customer service for free.
1.11	Comparison Possibility	The online shop provides visitors the opportunity to compare offered products with the same products offered by other third-parties.

2. Commitment and consistency techniques refer to the different manners in which an organization let (potential) customers make a commitment (voluntary, actively, openly and/or with a lot of effort) that fits with the goals of the organization, and/or reminds the (potential) customers of an existing commitment that fits also with the goals of the organization.

Table 43| Consistency and Commitment Techniques

No.	Code:	Definition:
2.1	Bring Down	The online shop adjust the attractive conditions of the product(s) of the organization during the purchase process.
2.2	Adjusting Request	The online shop asks visitors for an insignificant small request followed by a significant request.
2.3	More information	The online shop gives no full information and asks visitors to contact the organization in order to receive the full information.
2.4	Petition	The online shop asks visitors to sign a petition.
2.5	Survey	The online shop asks visitors to fill in a survey.
2.6	Comments on Blogs	The online shop offers visitors the opportunity to publish a positive comment about a blog online.
2.7	Question	The online shop provides visitors the opportunity to answer a certain question positively (e.g., Do you think this review is helpful? Yes/no?). Asking for reviews, recommendations or ratings about product(s) of the organization or about the organization itself are excluded (see 2.8, 2.9 and 2.10).

Table 43 Continued| Consistency and Commitment Techniques

No.	Code:	Definition:
2.8	Writing Review	The online shop offers visitors the opportunity to publish a positive review about the product(s) of the organization or of the organization itself.
2.9	Recommending	The online shop offers visitors the opportunity to recommend the product(s) of the organization or of the organization itself (e.g., Would you recommend our product(s)?).
2.10	Rating	The online shop offers visitors the opportunity to give a positive rating (by means of stars and grade etc.) of the product(s) of the organization or of the organization itself.
2.11	Become a Member	The online shop offers visitors the opportunity to become a member of a certain community. Purchase accounts are excluded (see 2.24 till 2.26).
2.12	Newsletter	The online shop offers visitors the opportunity to subscribe to a newsletter.
2.13	Social Media	The online shop offers visitors the opportunity to follow them on social media.
2.14	Follow Brands	The online shop offers visitors the opportunity to follow certain brands.
2.15	Apps	The online shop offers visitors the opportunity to download their app.
2.16	Sort by: Brands	The online shop has the option to show its offered products divided among different brands.
2.17	Sort by: Styles	The online shop has the option to show its offered products divided among different styles.
2.18	Competition	A prize is offered by the online shop for the winner of a competition (e.g., sharing content).
2.19	Search History	The online shop shows the recently viewed product(s) of the visitor.
2.20	Suggestion 1.0	The online shop suggests other products that the visitor may like based on their previous search interest.
2.21	Suggestion 2.0	The online shop suggests products (e.g., shoelaces) related to the selected items (e.g. shoes) of the visitor.
2.22	Price Alert	The online shop offers visitors the opportunity to send an e-mail when (a) certain product(s) is/are priced low (e.g., discounts).
2.23	Stock Alert	The online shop offers visitors the opportunity to send an e-mail when a sold-out product is available again.
2.24	Automatically Saved Item(s)	The online shop offers visitors the opportunity to save the offered product(s) in a wishlist/shopping basket (without having an account).
2.25	Non-Automatically Saved Item(s)	The online shop offers visitors the opportunity to save the offered product(s) in a wishlist/shopping basket by means of an account.
2.26	Shopping Basket/Wishlist Reminder	The online shop reminds visitors of the product(s) they putted in their wishlist/shopping basket (without having an account) when they come back.
2.27	Delayed Purchase incentive	The online shop offers visitors the opportunity to send a notification in order to remind visitors of their purchase intention.

3. Social proof techniques can be defined as the different manners in which an organization provides information among the (potential) customers of what (similar) others are believing, feeling or doing that fits with the goals of the organization.

Table 44| Social Proof Techniques

No.	Code:	Definition:
3.1	Number of Recommendations	The online shop shows the number of visitors that recommends the product(s) of the organization or the organization itself (e.g., this product is recommended by ... customers).
3.2	Similar Recommendations	The online shop shows the recommendations about the product(s) of the organization or about the organization itself that are given by similar others (e.g., Facebook friends).

Table 44 Continued| Social Proof Techniques

No.	Code:	Definition:
3.3	Recommendation per individual	The online shop shows recommendations about the product(s) of the organization or about the organization itself per individual recommender.
3.4	Number of Reviews	The online shop shows the number of written reviews about the product(s) of the organization or about the organization itself.
3.5	Similar Reviews	The online shop shows positive reviews about the product(s) of the organization or about the organization itself written by similar others.
3.6	Reviews per individual	The online shop shows positive reviews about the product(s) of the organization or about the organization itself written by an individual reviewer.
3.7	Reviews per User Group	The online shop has the option to sort reviews about the product(s) of the organization or about the organization itself by user groups (e.g., sea lovers and culture lovers).
3.8	Number of Ratings	The online shop shows the number of ratings about the product(s) of the organization or of the organization itself.
3.9	Similar Ratings	The online shop shows the positive ratings about the product(s) of the organization or about the organization itself given by similar others.
3.10	Rating per Individual	The online shop shows the positive rating about the product(s) of the organization or about the organization itself given by an individual rater.
3.11	Average Rating	The online shop shows the positive average rating about the product(s) of the organization or about the organization itself of all raters.
3.12	Opinions	The online shop shows the opinion of others that fits with the goals of the organization (e.g., ... customers like this review). Reviews, recommendations or rankings about the product(s) of the organization or about the organization itself are excluded.
3.13	Similar Opinions	The online shop provides information about the opinion of similar others (e.g., Facebook friends) that fits with the goal of the organization. Reviews, recommendations or rankings about the product(s) of the organization or about the organization itself of similar others are excluded.
3.14	Opinion per Individual	The online shop shows the opinion by an individual that fits with the goals of the organization. Reviews, recommendations or rankings about the product(s) of the organization or about the organization itself are excluded.
3.15	Customers	The online shop shows the number of customers.
3.16	Similar Customers	The online shop shows information about similar customers (e.g., Facebook friends).
3.17	Social Media Followers	The online shop provides shows the number of social media followers.
3.18	Similar Social Media Followers	The online shop shows information about similar social media followers (e.g., Facebook friends).
3.19	Downloads	The online shop shows the number of downloads.
3.20	Similar Downloads	The online shop shows information about the downloads by similar others.
3.21	Newsletter Subscribers	The online shop shows the number of newsletter subscribers.
3.22	Similar Newsletter Subscribers	The online shop shows information about the similar newsletter subscribers (e.g., Facebook friends).
3.23	Popularity	The online shop provides information about the popularity of the product(s), organization etc.
3.24	Sort by: Popularity	The online shop has the option to sort the products by popularity.
3.25	Social Facilitation	The online shop provides information about the behaviour or other visitors (e.g., ... visitors watching this product right now and ... times reserved).
3.26	Suggestion 3.0	The online shop suggests products based on the behaviour of others.
3.27	Sold Product(s)	The online shop shows the number of the product(s) sold.

4. Liking techniques can be defined as the different manners in which an organization makes use of likeable persons and/or likeable cues through association, familiarity, flattery or attractiveness.

Table 45| Liking Techniques

No.	Code:	Definition:
4.1	Recommended by Friends	The online shop offers visitors the opportunity to recommend the product(s) of the organization or the organization itself to others.
4.2	Giveaway Action Friends	The online shop makes use of giveaway actions. When visitors buy (a) certain product(s), the visitors receive a favour that they should give to their friends. <u>Pay attention! It is not uncommon that when this item could be ascribed to an element of the online shop, the code 7.2 could also be ascribed to this element.</u>
4.3	Giveaway Friends	The online shop offers products that the visitors should buy for their friends. <u>Pay attention! It is not uncommon that when this item could be ascribed to an element of the online shop, the code 7.3 could also be ascribed to this element.</u>
4.4	Attractive People	The online shop shows pictures of attractive people that are using the product(s) of the organization.
4.5	Celebrities	The online shop shows pictures of celebrities that are using the product(s) of the organization.
4.6	Recommended by Celebrities	The online shop makes use of celebrities who recommend the product(s) of the organization.
4.7	Good Choice	The online shop confirms that the visitor has made a good choice after selecting (a) product(s) of the organization.
4.8	Feedback	The online shop thanks visitors for performing a certain behaviour.
4.9	Sale Terms	The online shop makes use of sales terms (e.g., sales, from our brochure, mega deal and cashback) at the same time that the product(s) of the organization is/are shown. <u>Pay attention! It is not uncommon that this code and another code could be ascribed to the same element of an online shop. In order to avoid that every element of an online shop is identified by this code, the preference is to ascribe only the other code to this element. If no other codes than the current code could be given, than you should ascribe the current code to the element of the online shop.</u>

5. Authority techniques are defined as the different manners in which an organization makes use of authoritative persons and/or authoritative cues that have expertise and are trustable.

Table 46| Authority Techniques

No.	Code:	Definition:
5.1	Experts	The online shop shows pictures of experts that are using the product(s) of the organization.
5.2	Recommended by Experts	The online shop makes use of experts who recommend the product(s) of the organization.
5.3	Authority Attributes	The online shop makes use of authority attributes (e.g., clothes, titles, accessories and cars) by persons.
5.4	Unique Selling Point	The online shop provides information about its unique selling points (i.e., characteristics that differentiates the offered product(s) from its competitors). <u>Pay attention! It is only an USP when the element of the online shop could be ascribed by the definition of authority. It is not uncommon that this code and another code could be ascribed to the same element of an online shop.</u>
5.5	News	The online shop offers news related to its expertise.
5.6	Webinar	The online shop offers a webinar related to its expertise.

Table 46 Continued| Authority Techniques

No.	Code:	Definition:
5.7	Awards	The online shop is in the possession of awards (e.g., Webshops Awards Nederland and Nationale Thuiswinkel Awards).
5.8	Labels	The online shop is in the possession of labels that are provided by independent parties (e.g., online store labels)
5.9	Partners	The online shop contains content about partnerships with well-known, trusted parties (e.g., payment parties and package deliverers).
5.10	Test results	The online shop provides information about test results of the product(s) of the organization. These test results might be obtained by independent parties (e.g., Tweakers and Consumentenbond).
5.11	Media	The online shop provides information about its positive presence in the media (e.g., interviews).
5.12	Authenticate	The online shop provides information about the authenticate of its sources (e.g., certified purchaser).
5.13	Sponsorship	The online shop shows the organizations they sponsor.
5.14	Corporate Social Responsibility	The online shop provides information about its corporate social responsibility.
5.15	Pictures of Employees	The online shop provides pictures of its employees.

6. Scarcity techniques can be defined as the different manners in which an organization limits its supply in resources and/or creates a feeling of scarcity.

Table 47| Scarcity Techniques

No.	Code:	Definition:
6.1	Deadline	The online shop provides a deadline. After this deadline, the product(s) of the organization are (temporarily) unavailable or only available under less favourable conditions (e.g., higher prices and a shorter warranty period).
6.2	Countdown clock	The online shop shows how many hours and minutes the visitor has left to buy (a) certain product(s) before this/these product(s) is/are (temporarily) unavailable or only available under less favourable conditions (e.g., higher prices and a shorter warranty period).
6.3	Expectation	The online shop provides information about the expectation that (a) certain product(s) is/are sold out.
6.4	Stock availability	The online shop provides information about the limited stock (e.g., "limited in stock").
6.5	Sold out	The online shop shows the product(s) that are sold out.
6.6	Set limit	The online shop sets a limit to the amount of product(s) and/or actions (e.g., discounts) that they offer in a certain period.
6.7	Minimum spending	The online shop shows how many (extra) items visitors should purchase or how much (extra) visitors should pay in order to receive a compensation (e.g., discount and extra product(s)).
6.8	Exclusivity	The online shop offers (an) exclusive product(s) or actions that are only (1) online available, (2) available in their online shop or (3) available for certain visitors.
6.9	Limited edition	The online shop offers limited edition product(s) (e.g., product(s) with a different colour and product(s) with something extra).
6.10	Loss language	The online shop emphasize what a visitor will lose if the visitor does not perform a particular performance (e.g., never miss the latest news).
6.11	Scarcity words	The online shop makes use of urgency words like 'now', 'fast', 'immediately', 'limited' and 'gone=gone'.
6.12	Auction	The online shop makes use of an auction.
6.13	Facilitation	The online shop makes it possible to watch the behaviour of other visitors regarding scarce products.

7. Unity techniques can be defined as the different manners in which an organization makes use of cues related to unity.

Table 48| Unity Techniques

No.	Code:	Definition:
7.1	Unity	The online shop identifies itself as one with the visitor.
7.2	Giveaway Action Family	The online shop makes use of giveaway actions. When visitors buy (a) certain product(s), the visitors receive a favour that they should give to their family relatives. <u>Pay attention! It is not common that when this item could be ascribed to an element of an online shop, the code 4.2 could also be ascribed.</u>
7.3.	Giveaway Family	The online shop offers products that the visitors should buy for their family relatives. <u>Pay attention! It is not common that when this item could be ascribed to an element of an online shop, the code 4.3 could also be ascribed.</u>
7.4	Unity Pictures	The online shop makes use of pictures of people who form an unity.
7.5	Employee Information	The online shop provides personal information about its employees (e.g., hobby and interests).
7.6	Ordinary People	The online shop makes use of ordinary people.
7.7	User Groups	The online shop has the option to show its offered products divided among different user groups (e.g. altro and hiphop).
7.8	Distance out-Group	The online shop distances itself from their out-group (e.g., we do not like all artificial nutrients in the products of the Jumbo).
7.9	Collaboration	The online shop offers visitors the opportunity to work together with the organization.
7.10	Ask Advice	The online shop asks for advice instead for an opinion or expectation.

It should be noted that product(s) refer to both tangible (e.g., goods) and intangible product(s) (e.g., services).

Appendix 10| Coding Instructions 2.0

Hierbij de instructies van het coderen aan de hand van mijn codeerschema. Voordat ik met mijn instructies begin, wil ik eerst even een korte introductie van mijn onderzoek geven.

Mijn onderzoeksvraag

Aan de hand van dit onderzoek wil ik de volgende onderzoeksvraag proberen te beantwoorden:

To what extent and in which manner make the top ten most used online retail shops and the top ten most used online travel shops in the Netherlands use of the seven principles identified by Cialdini in their website design?

Instructies van het vooronderzoek

Jij krijgt nu een aantal printscreens van een aantal websites te zien. Op deze printscreens staan een aantal rechthoeken. Dit zijn de elementen waaraan ik één code (of in beperkte gevallen twee codes) heb toegeschreven. Het is de bedoeling dat jij dezelfde code(s) als ik aan deze elementen toeschrijft. Om er voor te zorgen dat dit op dezelfde manier als bij mij gebeurt, zou ik je nog wel even op het volgende willen attenderen:

- Lees voordat je begint met coderen de definities van Cialdini van goed door! Deze definities hoeven namelijk niet geheel overeen te komen met het beeld dat je van de principe hebt. Om het overlap tussen bepaalde Cialdini principes zoveel mogelijk in te perken, heb ik gebruik gemaakt van aangescherpte definities van Cialdini.
- Lees voordat je begint met coderen de codes met bijbehorende definities ook goed door. Als je hier nog vragen over hebt, dan kun je voordat je begint met coderen nog even bij mij terecht. Ook weet je op deze manier welke codes er allemaal zijn.

Ik heb dan ook nog wel een paar opmerkingen over het codeerschema zelf.

- Als er over producten worden gesproken, dan gaat het om zowel tastbare (e.g., goederen) als ontastbare (e.g., diensten) producten.
- De codes die bij commitment & consistency staan, heb ik in drie delen verdeeld.
 - Deel 1 zijn de items die onder de gehele definitie van consistency & commitment valt.
 - Deel 2 zijn de items die onder het eerste deel van de definitie van consistency & commitment vallen (the different manners in which an organization let (potential) customers make a commitment (voluntary, actively, openly, and/or with a lot of effort) that fits with the goals of the organization.
 - Deel drie zijn de items die onder het tweede deel van de definitie van consistency & commitment vallen (the different manners in which an organization remind the (potential) customers of an existing commitment that fits also with the goals of the organization.
- De items bij social proof zijn onderverdeeld in heel veel delen. Ik wil hiermee het onderscheid tussen verschillende items duidelijker maken. Als je namelijk weet dat het element op een website over een recommendation, review of iets dergelijks gaat, dan hoef je alleen naar dit onderdeel van het coderingsschema te kijken.
- Maar wat is nou het precieze verschil tussen recommendation, review, rating of een opinion?
 - Recommendation → Hierbij gaat het om een aanbeveling van een product van de organisatie. Dit element staat los van een review.
 - Review → Een review is een geschreven mening (recensie) over de product of dienst of over de organisatie zelf. Het kan zijn dat er in deze recensie een aanbeveling staat. Dit betekent dan niet dat het om een recommendation gaat. Een recommendation is namelijk niet geschreven door de persoon zelf, maar is een antwoord op een vraag. Terwijl een review wel geschreven is door de recensent zelf.
 - Rating → Hierbij is een beoordeling van een product/dienst of organisatie aan de hand van sterren, een cijfer enzovoort.
 - Opinion → Waar de voorgaande drie items zich richten op de producten/diensten van de organisatie of over de organisatie zelf, gaat het bij opinion om alle overige meningen die geen betrekking hebben op de producten/diensten van de organisatie of op de organisatie zelf.

Als je het bovenstaande hebt doorgenomen en je hebt geen vragen meer, dan kun je beginnen met het coderen aan de hand van de volgende stappen:

- Stap 1 → Bekijk het element van de website met een rechthoek er om heen.
- Stap 2 → Bepaal bij welk principe van Cialdini aan de hand van mijn definities op het codeerschema dit element het beste past. Lees de definities van Cialdini hierbij goed door.
- Stap 3 → Zoek in het bijpassende codeerschema van de definitie een item die het element het beste omschrijft. Lees de definities hierbij goed door.
- Stap 4 → Lees uit het codeerschema het bijpassende code van het item af, en voeg deze toe aan het element.

Let wel op dat het bij het coderen om het nu gaat. Het gaat er om wat er staat. Als je bijvoorbeeld een review ziet, dan gaat het er niet om dat diegene eerder de mogelijkheid heeft gekregen om een dergelijke review te schrijven. Het gaat om de review zelf.

Appendix 11| Coding Scheme 5.0

1. Reciprocity techniques are defined as the different manners in which an organization offers (potential) customers a favour that is meaningful (even when the product(s) is/(are) not purchased from that organization), unexpected, and/or customized without expecting something in return.

Table 49| Reciprocity Techniques

No.	Code:		Definition:
1.1	<u>Free Entertainment and/or Information</u>	a. Website	The online shop offers visitors free entertainment and/or information by means of a website without asking for personal information (e.g., blog, article, recipe and magazine). <i>When information about (a) product(s) offered by the organization is given, code 1.2 should be added.</i>
		b. Social Channel	The online shop offers visitors a social channel without asking for irrelevant personal information (e.g., Appie Today).
		c. App	The online shop offers visitors (a) free app(s) without asking for irrelevant personal information (e.g., free kindle app).
		d. Product	The online shop offers visitors without asking for irrelevant personal information (a) free product(s) that is not related to the products offered by the organization (e.g., paper).
1.2	<u>Product(s) Information</u> <i>Sometimes it could be combined with code 5.6.</i>	a. General Product Information	The online shop offers general information about products that the organization offers without asking for personal information (e.g., hints and advice).
		b. Specific Product Information	The online shop offers specific information about a product that the organization offers without asking for personal information (e.g., plus/minus points).
1.3	<u>(Customized) Personal Advice</u>		The online shop offers (customized) personal advice regarding (a) product(s) without asking for irrelevant personal information (e.g., size guide).
1.4	<u>Comparison Possibility</u>	a. Own Products	The online shop offers visitors the opportunity to compare products with each other.
		b. Third-Parties	The online shop offers visitors the opportunity to compare the products offered by the organization with the same products offered by other third-parties.
		c. Data	The online shop offers visitors the opportunity to compare the prizes of different data with each other (e.g., +/- 3 days).
1.5	<u>Opportunity to Buy from Third-Parties</u>		The online shop offers visitors the opportunity to buy (a) product(s) not only from the online shop itself but also from other third-parties.
1.6	<u>Contact Possibilities</u>	a. Organization	a. Chat The online shop allows visitors to contact the organization by means of chat. b. Call The online shop allows visitors to call the customer service for free. c. App The online shop allows visitors to app with the organization.
		b. Other Customers	The online shop gives visitors the opportunity to get in touch with other visitors (e.g., forum).
		1.7	<u>Free Samples</u>

2. Commitment and consistency techniques refer to the different manners in which an organization let (potential) customers make a commitment (voluntary, actively, openly and/or with a lot of effort) (see part 1), reminds the (potential) customers of an existing commitment (see part 2) and/or does suggestions based on previous commitments of the (potential) customers (see part 3). All these activities should result in consistent beliefs, feelings and behaviour of the (potential) customers that fits with the goals of the organization.

Table 50| Consistency and Commitment Techniques

No.	Code:		Definition:
2.1	<u>Liking</u>	a. Product(s)	The online shop offers visitors the opportunity to like a product offered by the organization.
		b. Online Shop	The online shop offers visitors the opportunity to like the organization.
		c. Other than Product(s) and/or Online Shop	The online shop offers visitors the opportunity to like elements of the website other than (a) product(s) and the online shop itself.
2.2	<u>Sharing Existing Information About</u>	<i>Most of the time, code 2.2 could be combined with code 7.2.</i>	
a.	Product(s)	a. E-mail	The online shop offers visitors the opportunity to share a product offered by the organization with others by means of an e-mail.
		b. Social Media	The online shop offers visitors the opportunity to share a product offered by the organization with others by means of social media.
		c. Both	The online shop offers visitors the opportunity to share a product offered by the organization with others by means of both e-mail and social media.
b.	Other Elements of the Website	a. E-mail	The online shop offers visitors the opportunity to share elements of the website other than (a) product(s) with others by means of e-mail.
		b. Social Media	The online shop offers visitors the opportunity to share elements of the website other than (a) product(s) others by means of social media.
		c. Both	The online shop offers visitors the opportunity to share elements of the website other than (a) product(s) with others by means of both e-mail and social media.
2.3	<u>Printing/ Downloading/ Ordering Information</u>	a1. One Product	The online shop offers visitors the opportunity to print, download and/or order information about a selected product offered by the organization.
		a2. More Products	The online shop offers visitors the opportunity to print, download and/or order information about more than one product offered by the organization (e.g., brochure).
		b. Other than Product(s)	The online shop offers visitors the opportunity to print, download and/or order certain elements of the website other than information about (a) product(s) offered by the organization.
2.4	<u>Saving</u>	<i>This code is about saving and not about reminding on something that is saved (like code 2.9).</i>	
		a. Product(s)	The online shop offers visitors the opportunity to save a product offered by the organization.
		b. Other than Product(s)	The online shop offers visitors the opportunity to save certain elements of the website other than (a) product(s).

Table 50 Continued| Consistency and Commitment Techniques

No.	Code:	Definition:
2.5	<u>Following (Stay Informed)</u>	
a.	Online Shop and/or Action(s)	
a.	Social Media	The online shop offers visitors the opportunity to follow the online shop by means of social media.
b.	App	The online shop offers visitors the opportunity to follow the (actions of) the online by means of an app.
c.	Newsletter	The online shop offers visitors the opportunity to receive a newsletter (e.g., Allerhande Box).
b.	Product	
a.	Price Alert	The online shop sends visitors an e-mail when a product is priced low (e.g., discounts).
b.	Stock Alert	The online shop sends visitors an e-mail when a sold-out product is available again.
c.	Brand(s)	The online shop offers visitors the opportunity to follow (a) brand(s).
d.	Person(s)	The online shop offers visitors the opportunity to follow (a) person(s).
2.6	<u>Publishing</u>	<i>Previous reviews written by other customers should be checked before a code of 2.6b could be added.</i>
a.	Publish Questions	The online shop offers visitors the opportunity to publish a question about a product offered by the organization.
b1.	Publish Product Review	
a.	Without anything	The online shop offers visitors the opportunity to publish a positive review about a product offered by the organization.
b.	With Recommendation	The online shop offers visitors the opportunity to publish a positive review and to give a positive recommendation about a product offered by the organization.
c.	With Rating	The online shop offers visitors the opportunity to publish a positive review and to give a positive rating about a product offered by the organization.
d.	With Recommendation and Rating	The online shop offers visitors the opportunity to publish a positive review, to give a positive recommendation and to give a positive rating about a product offered by the organization.
b2.	Publish an Online Shop Review	
a.	Without anything	The online shop offers visitors the opportunity to publish a positive review about the online shop itself.
b.	With Recommendation	The online shop offers visitors the opportunity to publish a positive review and to give a positive recommendation about the online shop itself.
c.	With Rating	The online shop offers visitors the opportunity to publish a positive review and to give a positive rating about the online shop itself.
d.	With Recommendation and Rating	The online shop offers visitors the opportunity to publish a positive review, to give a positive recommendation and to give a positive rating about the online shop or of the online shop itself.
c.	Publish a Recommendation	
a.	Product(s)	The online shop offers visitors the opportunity to recommend a product offered by the organization.
b.	Online Shop	The online shop offers visitors the opportunity to recommend the online shop itself.
c.	Other than Product(s) and/or the Online Shop (e.g., helpful review)	The online shop offers visitors the opportunity to recommend elements of the website other than the product(s) offered by the organization and/or the online shop itself (e.g., helpful review).

Table 50 Continued| Consistency and Commitment Techniques

No.	Code:		Definition:
2.6	<u>Publishing</u>		<i>Previous reviews written by other customers should be checked before a code of 2.6b could be added.</i>
	d. Publish a Rating	a. Product(s)	The online shop offers visitors the opportunity to give a positive rating (by means of stars, grade etc.) of a product offered by the organization.
		b. Online Shop	The online shop offers visitors the opportunity to give a positive rating of the online shop itself.
		c. Other than Product(s) and/or the Online Shop	The online shop offers visitors the opportunity to give a positive rating on elements of the website other than the product(s) offered by the organization and the online shop itself.
	e. Publish Written Reactions	a. Open Questions of the Online Shop	The online shop offers visitors the opportunity to publish an online reaction on an open question given by the organization.
		b. Other than Open Questions, Product(s) and/or the Online Shop	The online shop offers visitors the opportunity to publish online a positive comment about elements of the website other than on open questions, about (a) product(s), and the online shop itself.
2.7	<u>Other</u>	a. Research (Survey, Voting and/or Panel)	The online shop asks visitors to give their option about the online shop by means of filling in a survey, voting and/or becoming member of a panel. <i>The difference between 2.7a and 2.7c is that giving an opinion about the online shop is central instead of winning the prices.</i>
		b. Petition	The online shop asks visitors to sign a petition.
	<i>Sometimes an unity code could be added to 2.7a till 2.7d.</i>	c. Win Promotions	The online shop offers visitors the opportunity to participate with win promotions (e.g., survey). <i>Winning the prices is central instead of giving an opinion about the online shop.</i>
		d. Membership	The online shop offers visitors the opportunity to become a member of a membership other than a panel (e.g., customer card, Join the Club and HMClub).
		e. Selecting	The online shop offers visitors the opportunity to select (a) certain characteristic(s) that excludes other characteristics (e.g., styles, holiday themes and last minute wizard).
		f. Full Information	The online shop offers visitors the opportunity to request for more information in the case no full information is given.
		g. Free Sample	The online shop offers visitors the opportunity to request for a free sample.
		h1. Customized Suggestions	The online shop offers visitors the opportunity to customize the offered suggestions (e.g., more of this).
		h2. Personal Suggestions	The online shop offers visitors the opportunity to sign up in order to receive personal suggestions.
		i. Collectibles	The online shop offers visitors the opportunity to keep track of their collectibles (e.g., KLM houses).
2.8	<u>Reminder</u>		
	a. Product(s)	a. Saved	The online shop reminds visitors of the product(s) they saved.
		b. Recently Viewed	The online shop shows the recently viewed product(s) of the visitor.
	b. Other than Product(s)	a. Searches	The online shop reminds visitors of their searches at the website.
		b. Recently Viewed	The online shop shows the recently viewed elements of the website other than the recently viewed product(s).

Table 50 Continued| Consistency and Commitment Techniques

No.	Code:		Definition:
2.9	<u>Suggestion of Similar</u>	a. Product(s)	The online shop suggests (a) similar product(s) that the visitor may like based on their previous search interest.
		b. Other than Product(s)	The online shop suggests similar elements of the website (other than products) that the visitor may like based on their previous search interest.
2.10	<u>Related Product(s)</u>	a. Without Favourable Conditions	The online shop shows products (e.g., shoelaces) related to the selected product (e.g. shoes) without offering favourable conditions for these additional products.
		b. With Favourable Conditions	The online shop offers favourable conditions for additional products related to the selected items on the product page.

3. Social proof techniques are defined as the different manners in which an organization provides information about the beliefs, feelings and/or behaviour of (an)other customer(s). *Be aware that when indications of social proof without explicit mentioning other(s) (e.g., popular products, bestseller and best ranked.) should be attributed to liking (4.2c and/or 4.2e) instead of social proof, and that a social proof code sometimes could be combined with authority if the source is verified (5.3a2 or 5.8aa) and with an unity code if more information about the customer is given (e.g., 7.5).*

Table 51| Social Proof Techniques

No.	Code:		Definition:
3.1	<u>Individually Written Reviews</u>	a. Product(s)	
		a. Without anything	The online shop shows a positive individually written review (without recommendations and ratings) about a product offered by the organization.
		b. With Recommendations	The online shop shows a positive individually written review (with recommendations and without ratings) about a product offered by the organization.
		c. With Ratings	The online shop shows a positive individually written review (with ratings and without recommendations) about a product offered by the organization.
	d. With Recommendations and Ratings	The online shop shows a positive individually written review (with recommendations and with ratings) about a product offered by the organization.	
	b. Online Shop	a. Without anything	The online shop shows a positive individually review (without recommendations and ratings) about the online shop itself.
		b. With Recommendations	The online shop shows a positive individually review (with recommendations and without ratings) about the online shop itself.
		c. With Ratings	The online shop shows a positive individually review (with ratings and without recommendations) about the online shop itself.
d. With Recommendations and Ratings		The online shop shows a positive individually review (with recommendations and with ratings) about the online shop itself.	
3.2	<u>Summary of the Written Reviews</u>	a. Product(s)	The online shows a summary of all the written reviews about a product offered by the organization.
		b. Online Shop	The online shows a summary of all the written reviews about the online shop itself.

Table 51 Continued| Social Proof Techniques

No.	Code:	Definition:
3.3	<u>Average Rating</u>	
a.	In General	a. Product(s) The online shop shows the positive average rating about (a) product(s) offered by the organization.
		b. Online Shop The online shop shows the positive average rating about the online shop itself.
		c. Other than Product(s) and Online Shop The online shop shows the positive average rating about other elements of the website than about (a) product(s) and the online shop itself.
b.	Per Item	a. Product(s) The online shop shows per item the positive average rating of a product offered by the organization.
		b. Online Shop The online shop shows per item the positive average rating of the online shop itself.
3.4	<u>Number/Percentages</u>	
a.	Recommendations	a. Product(s) The online shop shows the number of other customers who recommend a product offered by the organization.
		b. Online Shop The online shop shows the number of other customers who recommend the organization itself.
		c. Other than Product(s) and Online Shop The online shop shows the number of other customers who recommend other elements of the website than (a) product(s) and/or the organization itself.
b.	Raters	The online shop shows the number of raters without showing the average.
c.	Helpful Reviews	The online shop shows the number of other customers who believe that a positive review is helpfully.
d.	Shares	a. Product(s) The online shop shows the number of shares of (information about) (a) product(s) offered by the organization.
		b. Online Shop The online shop shows the number of shares of (information about) the online shop.
		c. Other than Product(s) and Online Shop The online shop shows the number of shares of other elements than of (information about) (a) product(s) offered by the organization and/or the online shop itself.
e.	Likes	a. Product(s) The online shop shows the number of likes of (information about) (a) product(s) offered by the organization.
		b. Online Shop The online shop shows the number of likes of (information about) the online shop.
		c. Other than Product(s) and Online Shop The online shop shows the number of likes of other elements than of (information about) (a) product(s) offered by the organization and/or the online shop itself.
f.	Social Media Followers	The online shop shows the number of social media followers.
g.	Newsletter Subscribers	The online shop shows the number of newsletter subscribers.
h.	Downloads	The online shop shows the number of downloads.
3.5	<u>(Search and/or Buying) Behaviour of Other(s)</u>	<i>Sometimes this code could be combined with code 6.4.</i>
a1.	Previous Search Behaviour	a1. One Product The online shop provides information about the previous search behaviour of (an)other customer(s) regarding a product offered by the organization.
		a2. More Products The online shop provides information about the previous search behaviour of (an)other customer(s) regarding more than one product offered by the organization (e.g., others also viewed).

Table 51 Continued| Social Proof Techniques

No.	Code:	Definition:	
3.5	<u>(Search and/or Buying) Behaviour of Other(s)</u>	<i>Sometimes this code could be combined with code 6.4.</i>	
		b.	Other than Product(s) The online shop provides information about the previous search behaviour of (an)other customer(s) regarding another element of the website than product(s) offered by the organization.
a2.	<i>Current Search Behaviour</i>	a1.	One Product The online shop provides information about the current search behaviour of (an)other customer(s) regarding a product offered by the organization.
		a2.	More Products The online shop provides information about the previous search behaviour of (an)other customer(s) regarding more than one product offered by the organization.
		b.	Other than Product(s) The online shop provides information about the previous search behaviour of (an)other customer(s) regarding another element of the website than product(s) offered by the organization.
b1.	<i>Previous Buying Behaviour</i>	a.	One Product The online shop provides information about the previous buying behaviour of (an)other customer(s) regarding a product offered by the organization.
		b.	More Products The online shop provides information about the previous buying behaviour of (an)other customer(s) regarding more than one product offered by the organization.
b2.	<i>Current Buying Behaviour</i>	a.	One Product The online shop provides information about the current buying behaviour of (an)other customer(s) regarding a product offered by the organization.
		b.	More Products The online shop provides information about the current buying behaviour of (an)other customer(s) regarding more than one product offered by the organization.
c.	<i>Previous Search & Buying Combined</i>	a.	One Product The online shop provides information about the previous search and buying behaviour of (an)other customer(s) regarding a product offered by the organization.
		b.	More Products The online shop provides information about the previous search and buying behaviour of (an)other customer(s) regarding more than one product offered by the organization.
3.6	<u>Other Opinion</u>	<i>Sometimes this code could be combined with code 2.9 and 2.10.</i>	
		a.	Product(s) The online shop shows the products that according to customers are likeable.
		b.	Other than Product(s) The online shop shows the elements of the website other than products that according to visitors are likeable (e.g., blogs and articles).

4. Liking techniques refer to the different manners in which an organization makes use of one or more persons with which (a) visitor(s) does not necessary have to identify with (i.e., celebrities and/or attractive people) and/or likeable cues in order to create positive associations with product(s) offered by the organization.

Table 52| Liking Techniques

No.	Code:	Definition:
4.1	People Using the Product(s)	a. Attractive People The online shop shows attractive people who are using (a) product(s) offered by the organization (e.g., models).
		b. Celebrities The online shop shows celebrities who are using (a) product(s) offered by the organization.
4.2	Additional Elements (e.g., text and colour) Indicating	<i>Note that sometimes two codes could be added to the same element. Look in this case to the noun and not to the adjective (e.g., popular deals should in this case be added to 4.2a). If however authority attributes are used, 5.5b should be assigned.</i>
a.	Favourable Conditions for Obtaining	<i>Sometimes it is possible that an element of the website could be ascribed by both 4.2a and 4.2c. In this case, the current code is more about favourable conditions that are temporary instead of fixed. When an element of the website could however be ascribed to both liking and scarcity (e.g., dagdeal and lastminute), the element should be ascribed to a scarcity code.</i>
		a. One Product The online shop makes use of an additional element and/or a colour that implies that one product could be obtained under more favourable conditions (e.g., last minute and free rebooking).
b.	(Environmentally) Responsibility	b. More Products The online shop makes use of an additional element and/or a colour that implies that more than one product could be obtained under more favourable conditions.
		a. One Product The online shop makes use of an additional element that implies that a product is (environmentally) responsible.
b.	(Environmentally) Responsibility	b. More Products The online shop makes use of an additional element that implies that more than one product is (environmentally) responsible.
		c. Quality <i>This code differs from code 5.1 in that by the current code the labels and awards are provided by internal sources instead of external authoritative sources, and from 5.8da in that the labels generally apply to a product and not to the online shop itself.</i>
a.	Quality	a. One Product The online shop makes use of an additional element that implies that a product is qualitative (e.g., tophotel and recommended by the organization).
		b. More Products The online shop makes use of an additional element that implies that more one product is qualitative.
d.	Reliability	The online shop makes use of an additional element that implies that a product is reliable (e.g., pictures of customers and product videos).
e.	Popularity	<i>This code should be attributed when a product is for example recommended because of the popularity of this product.</i>
		a. One Product The online shop makes use of an additional element that implies that a product is popular (e.g., bestseller).
		b. More Products The online shop makes use of an additional element that implies that more than one product is popular.

5. Authority techniques are defined as the different manners in which an organization makes use of authoritative sources that are not customers (by means of authoritative cues that imply trustworthiness, goodness and/or expertise) and/or authoritative cues that imply trustworthiness, goodness and/or expertise of (a) source.

Table 53| Authority Techniques

No.	Code:	Definition:
5.1	<u>Obtained Attributions</u>	<i>Note that the difference between awards and labels is that every organization is in the possession to obtain a label (e.g., Thuiswinkel Waarborg), while not every organization is in the possession to obtain awards (e.g., Best Webshop). The same applies for products.</i>
	a. Labels	a. Product(s) The online shop shows the requested labels of the product(s) that the organization offers.
		b. Online Shop The online shop shows the requested labels of their online shop (e.g., thuiswinkel waarborg).
		c. Employees The online shop shows the requested labels of their employees (e.g., IATA qualified).
		d. Security The online shop is in the possession of labels provided by safety partners (e.g., Norton Secured).
	b. Awards	a. Product(s) The online shop shows the obtained awards of the product(s) that the organization offers (e.g., hardware.info and best tested).
		b. Online Shop The online shop shows the obtained awards of their organization (e.g., best webshop).
		c. Employees The online shop shows the obtained awards of their employees.
5.2	<u>Test Results</u>	The online shop shows independent test results of the product(s) the organization offers. <i>Note that this code differs from 5.1 in that it is no award and/or label.</i>
5.3	<u>Collaboration</u>	a1. Associations The online shop is member from associations that represents the interests of the customers (e.g., SGR and ANVR).
		a2. Charities The online shop works together with charities (e.g., right 2 pay).
		a3. External Review Partners The online shop is in the possession of reviews that are acquired by means of external review partners.
		a4. Sponsors The online shop shows the organizations they sponsor and/or the organizations sponsoring the online shop.
		a5. Other External Partners The online shop shows the external partnerships with well-known, trusted parties (e.g., payment parties and package deliverers) other than associations, charities, external review partners and sponsors. <i>Safety labels are excluded from this code. They should be added to 5.1ad.</i>
		b. Internal Partners The online shop provides information about its internal partnerships (e.g., holding and subsidiaries).
5.4	<u>Presence in the Media</u>	The online shop provides information about its positive presence in the media.
5.5	<u>Recommending</u>	
	a. By Independent Experts	a1. One Product The online shop makes use of (an) independent expert(s) who recommend(s) a product offered by the organization.
		a2. More Products The online shop makes use of (an) independent expert(s) who recommend(s) more than one product offered by the organization at the same time.
		b. Online Shop The online shop makes use of (an) independent expert(s) who recommend(s) the online shop itself.
	b. By Employees/ Organization	a. One Product The online shop recommends a product offered by the organization by making use of authority attributes (e.g., titles and clothes).
		b. More Products The online shop recommends more than one product offered by the organization at the same time by making use of authority attributes.
	<i>When no authority cues are used, code 4.2 should be assigned.</i>	
5.6	<u>Advice from the Employees/ Organization</u>	a. With Authority Attributes The online shop gives advice about the product(s) they offer by making use of authority attributes (e.g., titles and clothes).

Table 53 Continued| Authority Techniques

No.	Code:	Definition:
5.6	<u>Advice from the Employees/Organization</u>	<i>Sometimes this code could be combined with 1.2.</i>
	b. Without Authority Attributes	The online shop gives advice about the product(s) they offer without making use of authority attributes.
5.7	<u>New/Newest Developments regarding Offered Product(s)</u>	
a.	New Product(s)	
	a. One Product	The online shop shows that one specific product offered by the organization is new.
	b. More Products	The online shop shows that more than one product offered by the organization is new.
	b. Newest Offered Product Developments	
	a. One Product	The online shop provides information about the latest developments regarding one specific product offered by the organization.
	b. More Products	The online shop provides general information about the latest developments that applies to more than one product offered by the organization (e.g., new destinations).
5.8	<u>(Other than Product(s)) Information</u>	
a.	Reviewer(s)	
	a. Authenticates	The online shop itself authenticates its reviewers (e.g., certified purchaser).
	b. Deleting	The online shop deletes 'old' reviews.
b.	Winner(s)	The online shop shows information about the winner(s) of the win promotions the visitor(s) performed.
c.	Employee(s)	
	a. With Authority Attributes	The online shop introduces (an) employee(s) by making use of authority attributes (e.g., product specialist).
	b. Without Authority Attributes	The online shop introduces (an) employee(s) without making use of authority attributes.
d.	Organizational	
	a. USP	The online shop provides information about its unique selling points (i.e., USP; characteristics why (an) visitor(s) should choose for this organization and not for another). <i>When the labels generally apply to one product offered by the organization, code 4.2c should be added.</i>
	b. Active Years/Foundation	The online shop shows how many years the company is already active and/or the year of foundation.
	c. Physical Stores	The online shop provides information about its physical stores.
	d. CSR	The online shop provides information about its corporate social responsibility (i.e., CSR).
	e. Innovation	The online shop provides information about its innovation that is not direct related to the offered products (e.g., engineering of an airplane).
	f. General Information	The online shop provides general information among others about its history, culture and/or philosophy. <i>This code differs from the other codes of 5.8d in that more information than only the code from above is given.</i>
5.9	<u>Publications</u>	
	a. Folder	The online shop is in the possession of a folder.
	b. Press Releases	The online shop is in the possession of press releases.
	c. Commercials	The online shop is in the possession of commercials.

6. Scarcity techniques are the different manners in which an organization emphasizes the (possible) loses of ((an) advantage(s) related to gaining) certain product(s) and/or emphasizes that ((an) advantage(s) related to gaining) certain product(s) is/are limited and/or exclusive.

Table 54| Scarcity Techniques

No.	Code:	Definition:	
6.1	<u>Deadline/Period</u>		
a.	Without Countdown Clock	a1. One Product	The online shop makes use of a deadline and/or period without countdown that applies to ((an) advantage(s) related to gaining) one specific product. After this deadline and/or period, (the advantage(s) related to gaining) the product is (temporarily) unavailable or only available under less favourable conditions (e.g., higher prices and a shorter warranty period).
		a2. More Products	The online shop shows a deadline and/or period without countdown that applies to (gaining an advantage by) more than one product at the same time. After this deadline, (the advantage(s) related to gaining) the products are (temporarily) unavailable or only available under less favourable conditions.
b.	With Countdown	a1. One Product	The online shop makes use of a deadline with countdown that applies to ((an) advantage(s) related to gaining) one specific product. After this deadline, (the advantage(s) related to gaining) the product is (temporarily) unavailable or only available under less favourable conditions.
		a2. More Products	The online shop makes use of a deadline with countdown that applies to (gaining an advantage by) more than one product at the same time. After this deadline, (the advantage(s) related to gaining) the products are (temporarily) unavailable or only available under less favourable conditions.
6.2	<u>Stock Information</u>		
a1.	Limited Stock Through Demand	a. One Product	The online shop shows that a product offered by the organization is limited in stock with explicit mentioning that this is caused by demand.
		b. More Products	The online shop shows that more than one product offered by the organization is limited in stock with explicit mentioning that this is caused by demand.
a2.	Limited Stock Not Through Demand	a. One Product	The online shop shows that a product offered by the organization is limited in stock without explicit mentioning that this is caused by demand.
		b. More Products	The online shop shows that more than one product offered by the organization is limited in stock without explicit mentioning that this is caused by demand.
b.	Unavailable Stock	a. Through Demand	The online shop shows a product offered by the organization that sold out or (temporally) unavailable online with explicit mentioning that this is caused by demand.
		b. Not through Demand	The online shop shows a product offered by the organization that sold out or (temporally) unavailable online without explicit mentioning that this is caused by demand.
c.	Expectation	a. Through Demand	The online shop expects that a product offered by the organization will be sold out in the near future with explicit mentioning that this is caused by demand.
		b. Not Through Demand	The online shop expects that a product offered by the organization will be sold out in the near future without explicit mentioning that this is caused by demand.
6.3	<u>Exclusive Product(s) and/or Actions</u>		
a1.	Exclusive Product(s)	a. One Product	The online shop shows a product offered by the organization that is only (1) online available, (2) available in their online shop and/or (3) available for certain visitors.

Table 54 Continued| Scarcity Techniques

No.	Code:	Definition:
6.3	<u>Exclusive Product(s) and/or Actions</u>	
	b. More Products	The online shop shows more than one product offered by the organization that are only (1) online available, (2) available in their online shop and/or (3) available for certain visitors at the same time.
a2.	<u>Exclusive Actions</u>	The online shop offers an exclusive action that is only (1) online available, (2) available in their online shop and/or (3) available for certain visitors.
	b. Exclusive Edition	a. One Product The online shop shows if a product offered by the organization is a limited edition.
		b. More Products The online shop shows if more than one product is limited edited at the same time.
6.4	<u>Behaviour of Others</u>	a. Behaviour of Others The online shop makes it possible for visitors to watch the search and/or buying behaviour of other visitors regarding scarce products. <i>This code could sometimes be combined with code 3.5.</i>
		b. Auction The online shop makes use of an auction.
6.5	<u>Scarcity Language</u>	a1. Loss Language The online shop emphasizes what a visitor will lose if the visitor does not perform a particular performance (e.g., never miss the latest news and an additional discount when not buying another product).
		a2. Loss Language The online shop emphasizes what a visitor has lost by not performing a particular performance.
		b. Scarcity Words The online shop makes use of urgency words like 'now', 'fast', 'immediately', 'limited', "while stock lasts", 'gone=gone' and 'last minute'.

7. Unity techniques can be defined as the different manners in which an organization makes use of people with which (an) visitor(s) should identify with and/or perceive themselves to be similar with in order to be persuaded ((an)other customer(s) is/are excluded from this definition (see social proof), except when additional information about the customer(s) is/are given (e.g., a customer visited a city with friends)) and/or cues that might indicate unity and/or similarity.

Table 55| Unity Techniques

No.	Code:	Definition:
7.1	<u>Giveaway Actions for Friends</u>	a. Promotion Tool The online shop makes use of giveaway actions. When visitors buy (a) product(s) from the online shop, they receive a favour that is intended for their friends.
		b. Nominating The online shop gives visitors the opportunity to nominate friends for receiving (a) product(s) offered by the organization.
7.2	<u>Recommending to Friends</u>	a. Product(s) The online shop offers visitors the opportunity to recommend a product offered by the organization to others.
		b. Online Shop The online shop offers visitors the opportunity to recommend the online shop itself to others.
	<i>It is not uncommon that when this code could be ascribed to an element of the online shop, code 2.2 could also be ascribed to the same element.</i>	

Table 55 Continued| Unity Techniques

No.	Code:	Definition:
	c. Other than Product(s) and Online Shop	The online shop offers visitors the opportunity to recommend elements of the website other than (a) product(s) and/or the online shop itself to others.
7.3	<u>Collaboration</u>	a. Organization The online shop offers visitors the opportunity to work together with the organization (without asking).
	b. Customers	The online shop offers visitors the opportunity to work together with other customers (e.g., online forum).
	c. Friends	The online shop offers visitors the opportunity to work together with their friends (e.g., flight planner).
7.4	<u>Supporting Visitors</u>	The online shop supports its visitors.
7.5	<u>Identifiable Others</u>	a. Making Use The online shop shows one or more persons with which (an) visitor(s) might identify making at that time use of (the) product(s) offered by the organization.
	b. Recommending	The online shop makes use of one or more persons with which (an) visitor(s) might identify who recommends the product(s) offered by the organization (e.g., reviews).
	c. Giving Advice	The online shop makes use of one or more persons with which (an) visitor(s) might identify who gives advice about (the) possibilities of the product(s) (e.g., experience of a traveller).
7.6	<u>Identification Terms</u>	The online shop makes use of terms that indicates unity (e.g., family, everybody and all).

Sometimes this code could be combined with a social proof code.

It should be noted that product(s) refer to both tangible (e.g., goods) and intangible product(s) (e.g., services).

Appendix 12| Coding Instructions 3.0

Hierbij de instructies van het coderen aan de hand van mijn codeerschema. Voordat ik met mijn instructies begin, wil ik eerst even een korte introductie van mijn onderzoek geven.

Mijn onderzoeksvraag

Aan de hand van dit onderzoek wil ik de volgende onderzoeksvraag proberen te beantwoorden:

To what extent and in which manner make the top ten most used online retail shops and the top ten most used online travel shops in the Netherlands use of the seven principles identified by Cialdini in their website design?

Instructies van het vooronderzoek

Jij krijgt nu een aantal printscreens van een aantal websites te zien. Op deze printscreens staan ofwel rechthoeken, afgeronde rechthoeken ofwel ovaal. De rechthoeken zijn de elementen waaraan ik één code van het codeerschema heb toegeschreven. Bij afgeronde rechthoeken zijn dit er twee, en bij een ovaal drie. Er moet hierbij worden opgemerkt dat er altijd maar één code per Cialdini principe geldig is. Als er dus een element van een website van een ovaal staat, dan weet je dus dat er één code van drie verschillende Cialdini principes geldig is.

Nu is het de bedoeling dat jij dezelfde code(s) als ik aan deze elementen toeschrijft. Om er voor te zorgen dat dit op dezelfde manier als bij mij gebeurt, zou ik je nog wel even op het volgende willen attenderen:

- Lees voordat je begint met coderen de definities van Cialdini van goed door! Deze definities hoeven namelijk niet geheel overeen te komen met het beeld dat je van de principe hebt. Om het overlap tussen bepaalde Cialdini principes zoveel mogelijk in te perken, heb ik namelijk gebruik gemaakt van aangescherpte definities van Cialdini.
- Lees voordat je begint met coderen de codes met bijbehorende definities ook goed door. Als je hier nog vragen over hebt, dan kun je voordat je begint met coderen nog even bij mij terecht. Ook weet je op deze manier welke codes er allemaal zijn.

Verder heb ik nog een aantal opmerkingen over het codeerschema zelf:

- Om het codeerschema overzichtelijk te maken heb ik specifieke codes onder algemene codes geplaatst. Als een bepaald element van de website onder één van de algemene codes valt, hoef je alleen nog naar de specifieke codes te kijken.
- Als er over producten worden gesproken, dan gaat het om zowel tastbare (e.g., goederen) als ontastbare (e.g., diensten) producten.
- De codes die bij commitment & consistency staan, heb ik in drie delen verdeeld.
 - Deel 1 zijn de items waarin een webshop een (potentiële) klant een commitment (vrijwillig, actief, openlijk en/of met veel inspanning) laat maken.
 - Deel 2 zijn de items waarin een webshop een (potentiële) klant herinnerd aan zijn/haar eerder gemaakte commitments.
 - Deel 3 zijn de items waarin een webshop suggesties geeft aan de hand van eerdere commitments van de (potentiële) klant.
- In het codeerschema wordt er soms gesproken over een recommendation, review en rating. Wat is het verschil tussen deze items?
 - Recommendation → Hierbij gaat het om een aanbeveling van een product/service of organisatie. Dit element staat los van een review.
 - Review → Een review is een geschreven mening (recensie) over de product of dienst of over de organisatie zelf. Het kan zijn dat er in deze recensie een aanbeveling staat. Dit betekent dan niet dat het om een recommendation gaat. Een recommendation is namelijk niet geschreven door de persoon zelf, maar is een antwoord op een vraag. Terwijl een review wel geschreven is door de recensent zelf.
 - Rating → Hierbij is een beoordeling van een product/dienst of organisatie aan de hand van sterren, een cijfer enzovoort.

- De codes die bij authority staat, heb ik twee delen verdeeld.
 - Deel 1 zijn de items die te maken hebben met externe partijen. Deze items zijn vaak controleerbaar.
 - Deel 2 zijn de items die intern verkregen zijn.

Als je het bovenstaande hebt doorgenomen en je hebt geen vragen meer, dan kun je beginnen met het coderen aan de hand van de volgende stappen:

- Stap 1 → Bekijk het element van de website met een rechthoek, afgeronde rechthoek of ovaal er om heen.
- Stap 2 → Bepaal bij welk principe van Cialdini aan de hand van mijn definities op het codeerschema dit element het beste past. Lees de definities van Cialdini hierbij goed door.
- Stap 3 → Zoek in het bijpassende codeerschema van de definitie een item die het element het beste omschrijft. Lees de definities hierbij goed door.
- Stap 4 → Lees uit het codeerschema het bijpassende code van het item af, en voeg deze toe aan het element.

Let wel op dat het bij het coderen om het nu gaat. Het gaat er om wat er staat. Als je bijvoorbeeld een review ziet, dan gaat het er niet om dat diegene eerder de mogelijkheid heeft gekregen om een dergelijke review te schrijven. Het gaat om de review zelf.

Appendix 13| Coding Scheme 6.0

1. Reciprocity techniques are defined as the different manners in which an organization offers (potential) customers a favour that is meaningful (even when the product(s) is(/are) not purchased from that organization), unexpected, and/or customized without expecting something in return. *Note that suggestions related to a commitment should not be attributed to a reciprocity code but to a consistency and commitment code.*

Table 56| Reciprocity Techniques

No.	Code:		Definition:
1.1	<u>Free Entertainment and/or Information</u>	a. Website	The online shop offers visitors free entertainment and/or information by means of a website without asking for personal information (e.g., blog, article, recipe and magazine). <i>When information about (a) product(s) offered by the organization is given, code 1.2 should be added.</i>
		b. Social Channel	The online shop offers visitors a social channel without asking for irrelevant personal information (e.g., Appie Today).
		c. App	The online shop offers visitors (a) free app(s) without asking for irrelevant personal information (e.g., free kindle app).
		d. Product	The online shop offers visitors without asking for irrelevant personal information (a) free product(s) that is not related to the products offered by the organization (e.g., paper).
1.2	<u>Product(s) Information</u> <i>Sometimes it could be combined with code 5.6.</i>	a. General Product Information	The online shop offers general information about products that the organization offers without asking for personal information (e.g., hints and advice).
		b. Specific Product Information	The online shop offers specific information about a product that the organization offers without asking for personal information (e.g., plus/minus points).
1.3	<u>(Customized) Personal Advice</u>		The online shop offers (customized) personal advice regarding (a) product(s) without asking for irrelevant personal information (e.g., size guide).
1.4	<u>Comparison Possibility</u>	a. Own Products	The online shop offers visitors the opportunity to compare products with each other.
		b. Third-Parties	The online shop offers visitors the opportunity to compare the products offered by the organization with the same products offered by other third-parties.
		c. Data	The online shop offers visitors the opportunity to compare the prices of different data with each other (e.g., +/- 3 days).
1.5	<u>Opportunity to Buy from Third-Parties</u>		The online shop offers visitors the opportunity to buy (a) product(s) not only from the online shop itself but also from other third-parties.
1.6	<u>Contact Possibilities</u> a. Organization	a. Chat	The online shop allows visitors to contact the organization by means of chat.
		b. Call	The online shop allows visitors to call the customer service for free.
		c. App	The online shop allows visitors to app with the organization.
	b. Other Customers		The online shop gives visitors the opportunity to get in touch with other visitors (e.g., forum).
1.7	<u>Free Samples</u>	a. Voucher	The online shop offers visitors free gift vouchers without sale conditions and asking for irrelevant personal information.
		b. Sample	The online shop offers visitors free sample of a product for an underdetermined time without asking for irrelevant personal information.

2. Commitment and consistency techniques refer to the different manners in which an organization let (potential) customers make a commitment (voluntary, actively, openly and/or with a lot of effort) (see part 1), reminds the (potential) customers of an existing commitment (see part 2) and/or does suggestions based on previous commitments of the (potential) customers (see part 3). All these activities should result in consistent beliefs, feelings and behaviour of the (potential) customers that fits with the goals of the organization.

Table 57| Consistency & Commitment Techniques

No.	Code:		Definition:
2.1	<u>(FB) Liking</u>	a. Product(s)	The online shop offers visitors the opportunity to like a product offered by the organization.
		b. Online Shop	The online shop offers visitors the opportunity to like the organization.
		c. Other than Product(s) and/or Online Shop	The online shop offers visitors the opportunity to like elements of the website other than (a) product(s) and the online shop itself.
2.2	<u>Sharing Existing Information About</u>	<i>Most of the time, code 2.2 could be combined with code 7.2.</i>	
a.	Product(s)	a. E-mail	The online shop offers visitors the opportunity to share a product offered by the organization with others by means of an e-mail.
		b. Social Media	The online shop offers visitors the opportunity to share a product offered by the organization with others by means of social media.
		c. Both	The online shop offers visitors the opportunity to share a product offered by the organization with others by means of both e-mail and social media.
b.	Other Elements of the Website	a. E-mail	The online shop offers visitors the opportunity to share elements of the website other than (a) product(s) with others by means of e-mail.
		b. Social Media	The online shop offers visitors the opportunity to share elements of the website other than (a) product(s) others by means of social media.
		c. Both	The online shop offers visitors the opportunity to share elements of the website other than (a) product(s) with others by means of both e-mail and social media.
2.3	<u>Printing/ Downloading/ Ordering Information</u>	a1. One Product	The online shop offers visitors the opportunity to print, download and/or order information about a selected product offered by the organization.
		a2. More Products	The online shop offers visitors the opportunity to print, download and/or order information about more than one product offered by the organization (e.g., brochure).
		b. Other than Product(s)	The online shop offers visitors the opportunity to print, download and/or order certain elements of the website other than information about (a) product(s) offered by the organization.
2.4	<u>Saving</u>	<i>This code is about saving and not about reminding on something that is saved (like code 2.9).</i>	
		a. Product(s)	The online shop offers visitors the opportunity to save a product by the organization (e.g., wishing list).
		b. Other than Product(s)	The online shop offers visitors the opportunity to save certain elements of the website other than (a) product(s).

Table 57 Continued| Consistency & Commitment Techniques

No.	Code:	Definition:
2.5	Following (Stay Informed)	
a.	Online Shop and/or Action(s)	
a.	Social Media	The online shop offers visitors the opportunity to follow the online shop by means of social media.
b.	App	The online shop offers visitors the opportunity to follow the (actions of) the online by means of an app.
c.	Newsletter	The online shop offers visitors the opportunity to receive a newsletter (e.g., Allerhande Box).
b.	Product	
a.	Price Alert	The online shop sends visitors an e-mail when a product is priced low (e.g., discounts).
b.	Stock Alert	The online shop sends visitors an e-mail when a sold-out product is available again.
c.	Brand(s)	The online shop offers visitors the opportunity to follow (a) brand(s).
d.	Person(s)	The online shop offers visitors the opportunity to follow (a) person(s).
2.6	Publishing	<i>Previous reviews written by other customers should be checked before a code of 2.6b could be added.</i>
a.	Publish Questions	The online shop offers visitors the opportunity to publish a question about a product offered by the organization.
b1.	Publish Product Review	
a.	Without anything	The online shop offers visitors the opportunity to publish a positive review about a product offered by the organization.
b.	With Recommendation	The online shop offers visitors the opportunity to publish a positive review and to give a positive recommendation about a product offered by the organization.
c.	With Rating	The online shop offers visitors the opportunity to publish a positive review and to give a positive rating about a product offered by the organization.
d.	With Recommendation and Rating	The online shop offers visitors the opportunity to publish a positive review, to give a positive recommendation and to give a positive rating about a product offered by the organization.
b2.	Publish an Online Shop Review	
a.	Without anything	The online shop offers visitors the opportunity to publish a positive review about the online shop itself.
b.	With Recommendation	The online shop offers visitors the opportunity to publish a positive review and to give a positive recommendation about the online shop itself.
c.	With Rating	The online shop offers visitors the opportunity to publish a positive review and to give a positive rating about the online shop itself.
d.	With Recommendation and Rating	The online shop offers visitors the opportunity to publish a positive review, to give a positive recommendation and to give a positive rating about the online shop or of the online shop itself.
c.	Publish a Recommendation	
a.	Product(s)	The online shop offers visitors the opportunity to recommend a product offered by the organization.
b.	Online Shop	The online shop offers visitors the opportunity to recommend the online shop itself.
(also about reviews)	c. Other than Product and/or the Online Shop (e.g., helpful review)	The online shop offers visitors the opportunity to recommend elements of the website other than the product(s) offered by the organization and/or the online shop itself (e.g., helpful review).

Table 57 Continued| Consistency & Commitment Techniques

No.	Code:		Definition:
2.6	Publishing		<i>Previous reviews written by other customers should be checked before a code of 2.6b could be added.</i>
	d. Publish a Rating	a. Product(s)	The online shop offers visitors the opportunity to give a positive rating (by means of stars, grade etc.) of a product offered by the organization.
		b. Online Shop	The online shop offers visitors the opportunity to give a positive rating of the online shop itself.
		c. Other than Product(s) and/or the Online Shop	The online shop offers visitors the opportunity to give a positive rating on elements of the website other than the product(s) offered by the organization and the online shop itself.
	e. Publish Written Reactions	a. About Product(s) and/or the Online Shop	The online shop offers visitors the opportunity to publish an online reaction on an open question about (a) product(s) and/or the online shop itself.
		b. Not about Product(s) and/or the Online Shop	The online shop offers visitors the opportunity to publish online a positive comment about elements of the website other than on open questions about (a) product(s), and the online shop itself.
2.7	<u>Other</u>	a. Research (Survey, Voting and/or Panel)	The online shop asks visitors to give their opinion about the online shop by means of filling in a survey, voting and/or becoming member of a panel. <i>The difference between 2.7a and 2.7c is that giving an opinion about the online shop is central instead of winning prizes.</i>
		b. Petition	The online shop asks visitors to sign a petition.
	<i>Sometimes an unity code could be added to 2.7a till 2.7d.</i>	c. Win Promotions	The online shop offers visitors the opportunity to participate with win promotions (e.g., survey). <i>Winning prizes are central instead of giving an opinion about the online shop.</i>
		d. Membership	The online shop offers visitors the opportunity to become a member of a membership other than a panel (e.g., customer card, Join the Club and HMClub).
		e. Selecting/Excluding	The online shop offers visitors the opportunity to exclude (a) certain characteristic(s) and/or to select (a) certain characteristic(s) that excludes other characteristics (e.g., styles, holiday themes and last minute wizard).
		f. Full Information	The online shop offers visitors the opportunity to request for more information in the case no full information is given.
		g. Free Sample	The online shop offers visitors the opportunity to request for a free sample.
		h1. Customized Suggestions	The online shop offers visitors the opportunity to customize the offered suggestions (e.g., more of this).
		h2. Personal Suggestions	The online shop offers visitors the opportunity to sign up in order to receive personal suggestions.
		i. Collectibles	The online shop offers visitors the opportunity to keep track of their collectibles (e.g., KLM houses).
2.8	Reminder		
	a. Product(s)	a. Saved	The online shop reminds visitors of the product(s) they saved.
		b. Recently Viewed	The online shop shows the recently viewed product(s) of the visitor.
	b. Other than Product(s)	a. Searches	The online shop reminds visitors of their searches at the website.
		b. Recently Viewed	The online shop shows the recently viewed elements of the website other than the recently viewed product(s).

Table 57 Continued| Consistency & Commitment Techniques

No.	Code:		Definition:
2.9	<u>Suggestion of Similar</u>	a. Product(s)	The online shop suggests (a) similar product(s) that the visitor may like based on their previous search interest.
		b. Other than Product(s)	The online shop suggests similar elements of the website (other than products) that the visitor may like based on their previous search interest.
	<i>Note that this code sometimes could be combined with code 3.6.</i>		
2.10	<u>Related Product(s)</u>	a. Without Favourable Conditions	The online shop shows products (e.g., shoelaces) related to the selected product (e.g. shoes) without offering favourable conditions for these additional products.
		b. With Favourable Conditions	The online shop offers favourable conditions for additional products related to the selected items on the product page.
	<i>This code sometimes could be combined with social proof code</i>		

3. Social proof techniques are defined as the different manners in which an organization provides information about the beliefs, feelings and/or behaviour of (an)other customer(s). Indications of social proof are also ascribed to this code (e.g., favourite products). A social proof code sometimes could be combined with authority if the source is verified (5.2a3 or 5.8aa) and with an unity code if more information about the customer is given (e.g., 7.5).

Table 58| Social Proof Techniques

No.	Code:		Definition:
3.1	<u>Individually Written Reviews</u>	a. Product(s)	
		a. Without anything	The online shop shows a positive individually written review (without recommendations and ratings) about a product offered by the organization.
		b. With Recommendations	The online shop shows a positive individually written review (with recommendations and without ratings) about a product offered by the organization.
		c. With Ratings	The online shop shows a positive individually written review (with ratings and without recommendations) about a product offered by the organization.
		d. With Recommendations and Ratings	The online shop shows a positive individually written review (with recommendations and with ratings) about a product offered by the organization.
	b. Online Shop	a. Without anything	The online shop shows a positive individually review (without recommendations and ratings) about the online shop itself.
		b. With Recommendations	The online shop shows a positive individually review (with recommendations and without ratings) about the online shop itself.
		c. With Ratings	The online shop shows a positive individually review (with ratings and without recommendations) about the online shop itself.
d. With Recommendations and Ratings		The online shop shows a positive individually review (with recommendations and with ratings) about the online shop itself.	
3.2	<u>Summary of the Written Reviews</u>	a. Product(s)	The online shows a summary of all the written reviews about a product offered by the organization.
		b. Online Shop	The online shows a summary of all the written reviews about the online shop itself.

Table 58 Continued| Social Proof Techniques

No.	Code:	Definition:
3.3	<u>Average Rating</u>	
a.	In General	a. Product(s) The online shop shows the positive average rating about (a) product(s) offered by the organization.
		b. Online Shop The online shop shows the positive average rating about the online shop itself.
		c. Other than Product(s) and Online Shop The online shop shows the positive average rating about other elements of the website than about (a) product(s) and the online shop itself.
b.	Per Item	a. Product(s) The online shop shows per item the positive average rating of a product offered by the organization.
		b. Online Shop The online shop shows per item the positive average rating of the online shop itself.
3.4	<u>Number/Percentages</u>	
a.	Recommendations	a. Product(s) The online shop shows the number of other customers who recommend a product offered by the organization.
		b. Online Shop The online shop shows the number of other customers who recommend the organization itself.
	(Also about Reviews)	c. Other than Product(s) and Online Shop The online shop shows the number of other customers who recommend other elements of the website than (a) product(s) and/or the organization itself (e.g., number of people who recommend a review).
b.	Positive Ratings	a. Product(s) The online shop shows the number of positive ratings about (a) product(s) offered by the organization without showing the average.
		b. Online Shop The online shop shows the number of positive ratings about (an) online shop(s) without showing the average.
c.	Helpful Reviews	The online shop shows the number of other customers who believe that a positive review is helpfully.
d.	Shares	a. Product(s) The online shop shows the number of shares of (information about) (a) product(s) offered by the organization.
		b. Online Shop The online shop shows the number of shares of (information about) the online shop.
		c. Other than Product(s) and Online Shop The online shop shows the number of shares of other elements than of (information about) (a) product(s) offered by the organization and/or the online shop itself.
e.	Likes	a. Product(s) The online shop shows the number of likes of (information about) (a) product(s) offered by the organization.
		b. Online Shop The online shop shows the number of likes of (information about) the online shop.
		c. Other than Product(s) and Online Shop The online shop shows the number of likes of other elements than of (information about) (a) product(s) offered by the organization and/or the online shop itself.
f.	Social Media Followers	The online shop shows the number of social media followers.
g.	Newsletter Subscribers	The online shop shows the number of newsletter subscribers.
h.	Downloads	The online shop shows the number of downloads.

Table 58 Continued| Social Proof Techniques

No.	Code:	Definition:	
3.5	<u>(Search and/or Buying) Behaviour of Other(s)</u>	<i>Sometimes this code could be combined with code 6.4.</i>	
a1.	<i>Previous Search Behaviour</i>	a1. One Product	The online shop provides information about the previous search behaviour of (an)other customer(s) regarding one specific product offered by the organization.
		a2. More Products	The online shop provides information about the previous search behaviour of (an)other customer(s) regarding more than one product offered by the organization (e.g., others also viewed).
		b. Other than Product(s)	The online shop provides information about the previous search behaviour of (an)other customer(s) regarding another element of the website than product(s) offered by the organization.
a2.	<i>Current Search Behaviour</i>	a1. One Product	The online shop provides information about the current search behaviour of (an)other customer(s) regarding one specific product offered by the organization.
		a2. More Products	The online shop provides information about the previous search behaviour of (an)other customer(s) regarding more than one product offered by the organization.
		b. Other than Product(s)	The online shop provides information about the previous search behaviour of (an)other customer(s) regarding another element of the website than product(s) offered by the organization.
b1.	<i>Previous Buying Behaviour</i>	a. One Product	The online shop provides information about the previous buying behaviour of (an)other customer(s) regarding one specific product offered by the organization.
		b. More Products	The online shop provides information about the previous buying behaviour of (an)other customer(s) regarding more than one product offered by the organization.
b2.	<i>Current Buying Behaviour</i>	a. One Product	The online shop provides information about the current buying behaviour of (an)other customer(s) regarding one specific product offered by the organization.
		b. More Products	The online shop provides information about the current buying behaviour of (an)other customer(s) regarding more than one product offered by the organization.
c.	<i>Previous Search & Buying Combined</i>	a. One Product	The online shop provides information about the previous search and buying behaviour of (an)other customer(s) regarding of one specific product offered by the organization.
		b. More Products	The online shop provides information about the previous search and buying behaviour of (an)other customer(s) regarding more than one product offered by the organization.
3.6	<u>Indications of Popularity</u>	a. One Product	The online shop makes use of an additional element that implies that a product is popular (e.g., bestseller).
		b. More Products	The online shop makes use of an additional element that implies that more than one product is popular.
3.7	<u>Other Opinion</u>	a. Product(s)	The online shop shows the products that according to customers are likeable.
	<i>Sometimes this code could be combined with code 2.9 and 2.10.</i>	b. Other than Product(s)	The online shop shows the elements of the website other than products that according to visitors are likeable (e.g., blogs and articles).

4. Liking techniques refer to the different manners in which an organization makes use of one or more persons with which (a) visitor(s) does not necessary have to identify with (i.e., celebrities and/or attractive people) and/or likeable cues in order to create positive associations with product(s) offered by the organization. *Be aware that likeable cues that are also indications of social proof should be attributed to a social proof code (e.g., bestseller and favourite products).*

Table 59| Liking Techniques

No.	Code:	Definition:	
4.1	<u>People Using the Product(s)</u>	a. Attractive People	The online shop shows attractive people who are using (a) product(s) offered by the organization (e.g., models).
		b. Celebrities	The online shop shows celebrities who are using (a) product(s) offered by the organization.
4.2	<u>Additional Elements Indicating Favourable Conditions for Obtaining</u>	<i>Note that sometimes two codes could be added to the same element. Look in this case to the noun and not to the adjective (e.g., popular deals should in this case be added to 4.2a). If however authority attributes are used, 5.5b should be assigned.</i>	
		<i>Sometimes it is possible that an element of the website could be ascribed by both 4.2a and 4.2c. In this case, the current code is more about favourable conditions that are temporary instead of fixed. When an element of the website could however be ascribed to both liking and scarcity (e.g., dagdeal, lastminute), the element should be ascribed to a scarcity code.</i>	
		a. One Product	The online shop makes use of an additional element that implies that one product could be obtained under more favourable conditions (e.g., last minute and free rebooking).
		b. More Products	The online shop makes use of an additional element that implies that more than one product could be obtained under more favourable conditions.
b.	(Environmentally) Responsibility	a. One Product	The online shop makes use of an additional element that implies that a product is (environmentally) responsible.
		b. More Products	The online shop makes use of an additional element that implies that more than one product is (environmentally) responsible.
c.	Quality	<i>This code differs from code 5.1a in that by the current code the labels and awards are provided by internal sources instead of external authoritative sources, and from 5.8ca in that the labels generally apply to a product and not to the online shop itself.</i>	
		a. One Product	The online shop makes use of an additional element that implies that a product is qualitative (e.g., tophotel and recommended by the organization).
d.	Reliability	b. More Products	The online shop makes use of an additional element that implies that more one product are qualitative (e.g., sponsored products).
		The online shop makes use of an additional element that implies that a product is reliable (e.g., pictures of customers and product videos).	

5. Authority techniques are defined as the different manners in which an organization makes use of authoritative sources that are not customers (by means of authoritative cues that imply trustworthiness, goodness and/or expertise) and/or authoritative cues that imply trustworthiness, goodness and/or expertise of (a) source.

Table 60| Authority Techniques

No.	Code:	Definition:
5.1a	<u>Obtained Attributions Without Explanations</u>	<i>Note that the difference between awards and labels is that every organization is in the possession to obtain a label (e.g., Thuiswinkel Waarborg), while not every organization is in the possession to obtain awards (e.g., Best Webshop). The same applies for products.</i>
	a. Labels	<p>a. Product(s) The online shop shows the requested labels of the product(s) that the organization offers.</p> <p>b. Online Shop The online shop shows the requested labels of their online shop (e.g., Thuiswinkel Waarborg).</p> <p>c. Employees The online shop shows the requested labels of their employees (e.g., IATA qualified).</p> <p>d. Security The online shop is in the possession of labels provided by safety partners (e.g., Norton Secured).</p>
	b. Awards	<p>a. Product(s) The online shop shows the obtained awards of the product(s) that the organization offers (e.g., hardware.info and best tested).</p> <p>b. Online Shop The online shop shows the obtained awards of their organization (e.g., best webshop).</p> <p>c. Employees The online shop shows the obtained awards of their employees.</p>
5.1b	<u>Obtained Attributions and/or Test Results With Explanations</u>	The online shop shows explanations about the obtained attributions and/or test results.
5.2	<u>Collaboration</u>	<p>a1. Associations The online shop is member from associations that represents the interests of the customers (e.g., SGR and ANVR).</p> <p>a2. Charities The online shop works together with charities (e.g., right 2 pay).</p> <p>a3. External Review Partners The online shop is in the possession of reviews that are acquired by means of external review partners.</p> <p>a4. Sponsors The online shop shows the organizations they sponsor and/or the organizations sponsoring the online shop.</p> <p>a5. Other External Partners The online shop shows the external partnerships with well-known, trusted parties (e.g., payment parties and package deliverers) other than associations, charities, external review partners and sponsors. <i>Safety labels are excluded from this code. They should be added to 5.1aad.</i></p> <p>b. Internal Partners The online shop provides information about its internal partnerships (e.g., holding and subsidiaries).</p>
5.3	<u>Winner(s)</u>	The online shop provides information about the winner(s) of the win promotions.
5.4	<u>Presence in the Media</u>	The online shop provides information about its positive presence in the media.
5.5	<u>Recommending</u>	
	a. By Independent Experts	<p>a1. One Product The online shop makes use of (an) independent expert(s) who recommend(s) a product offered by the organization.</p> <p>a2. More Products The online shop makes use of (an) independent expert(s) who recommend(s) more than one product offered by the organization at the same time.</p>
	b. Online Shop	The online shop makes use of (an) independent expert(s) who recommend(s) the online shop itself.

Table 60 Continued| Authority Techniques

No.	Code:		Definition:
5.5	<u>Recommending</u>		
	b. By Employees/ Organization	a. One Product	The online shop recommends a product offered by the organization by making use of authority attributes (e.g., titles and clothes).
	<i>When no authority cues are used, code 4.2 should be assigned.</i>	b. More Products	The online shop recommends more than one product offered by the organization at the same time by making use of authority attributes.
5.6	<u>General Advice from the Employees/ Organization</u>	a. With Authority Attributes	The online shop gives general advice about the products they offer by making use of authority attributes.
	<i>Sometimes this code could be combined with 1.2.</i>	b. Without Authority Attributes	The online shop gives general advice about the products they offer without making use of authority attributes.
5.7	<u>Up to Date Offerings</u>		
	a. New	a. One Product	The online shop shows that one specific product offered by the organization is new.
		b. More Products	The online shop shows that more than one product offered by the organization is new.
	b. Soon Available	a. One Product	The online shop shows that one specific product offered by the organization will be available soon.
		b. More Products	The online shop provides that more than one product offered by the organization will be available soon.
5.8	<u>Information About</u>		
	a. Reviewer(s)	a. Authenticates	The online shop itself authenticates its reviewers (e.g., certified purchaser).
		b. Deleting	The online shop deletes 'old' reviews.
	b. Employee(s)	a. With Authority Attributes	The online shop introduces (an) employee(s) by making use of authority attributes.
		b. Without Authority Attributes	The online shop introduces (an) employee(s) without making use of authority attributes.
	c. Organizational	a. USP	The online shop provides information about its unique selling points (i.e., USP; characteristics why (an) visitor(s) should choose for this organization and not for another). <i>When the labels generally apply to one product offered by the organization, code 4.2c should be added. Moreover, when another authority code could be added, most of the time that other code should be added.</i>
		b. Active Years/ Foundation	The online shop shows how many years the company is already active and/or the year of foundation.
		c. Physical Stores	The online shop provides information about its physical stores.
		d. CSR	The online shop provides information about its corporate social responsibility (i.e., CSR).
		e. Innovation	The online shop provides information about its innovation that is not direct related to the offered products (e.g., engineering of an airplane).
		f. General Information	The online shop provides general information among others about its history, culture and/or philosophy. <i>This code differs from the other codes of 5.8c in that more information than only the code from above is given.</i>
5.9	<u>Publications</u>		
		a. Folder	The online shop is in the possession of a folder.
		b. Press Releases	The online shop is in the possession of press releases. <i>Note that the press releases that are about external obtained information, code 5.1b should be assigned (e.g., winning an award).</i>
		c. Commercials	The online shop is in the possession of commercials.

6. Scarcity techniques are the different manners in which an organization emphasizes the (possible) loses of ((an) advantage(s) related to gaining) certain product(s) and/or emphasizes that ((an) advantage(s) related to gaining) certain product(s) is/are limited and/or exclusive.

Table 61| Scarcity Techniques

No.	Code:		Definition:
6.1	<u>Deadline/Period</u>		
	a. Without Countdown	a. One Product	The online shop makes use of a deadline and/or period without countdown that applies to ((an) advantage(s) related to gaining) one specific product. After this deadline and/or period, (the advantage(s) related to gaining) the product is (temporarily) unavailable or only available under less favourable conditions (e.g., higher prices and a shorter warranty period).
		b. More Products	The online shop shows a deadline and/or period without countdown that applies to (gaining an advantage by) more than one product at the same time. After this deadline, (the advantage(s) related to gaining) the products are (temporarily) unavailable or only available under less favourable conditions.
	b. With Countdown	a. One Product	The online shop makes use of a deadline with countdown that applies to ((an) advantage(s) related to gaining) one specific product. After this deadline, (the advantage(s) related to gaining) the product is (temporarily) unavailable or only available under less favourable conditions.
		b. More Products	The online shop makes use of a deadline with countdown that applies to (gaining an advantage by) more than one product at the same time. After this deadline, (the advantage(s) related to gaining) the products are (temporarily) unavailable or only available under less favourable conditions.
6.2	<u>Stock Information</u>		
	a1. Limited Stock Through Demand	a. One Product	The online shop shows that a product offered by the organization is limited in stock with explicit mentioning that this is caused by demand.
		b. More Products	The online shop shows that more than one product offered by the organization is limited in stock with explicit mentioning that this is caused by demand.
	a2. Limited Stock Not Through Demand	a. One Product	The online shop shows that a product offered by the organization is limited in stock without explicit mentioning that this is caused by demand.
		b. More Products	The online shop shows that more than one product offered by the organization is limited in stock without explicit mentioning that this is caused by demand.
	b. Unavailable Stock	a. Through Demand	The online shop shows a product offered by the organization that sold out or (temporally) unavailable online with explicit mentioning that this is caused by demand.
		b. Not through Demand	The online shop shows a product offered by the organization that sold out or (temporally) unavailable online without explicit mentioning that this is caused by demand.
	c. Expectation	a. Through Demand	The online shop expects that a product offered by the organization will be sold out in the near future with explicit mentioning that this is caused by demand.
		b. Not Through Demand	The online shop expects that a product offered by the organization will be sold out in the near future without explicit mentioning that this is caused by demand.
6.3	<u>Exclusive Product(s) and/or Actions</u>		
	a1. Exclusive Product(s)	a. One Product	The online shop shows a product offered by the organization that is only (1) online available, (2) available in their online shop and/or (3) available for certain visitors.

Table 61 Continued| Scarcity Techniques

No.	Code:	Definition:
6.3	<u>Exclusive Product(s) and/or Actions</u>	
a1.	Exclusive Product(s)	b. More Products The online shop shows more than one product offered by the organization that are only (1) online available, (2) available in their online shop and/or (3) available for certain visitors at the same time.
a2.	Exclusive Actions	The online shop offers an exclusive action that is only (1) online available, (2) available in their online shop and/or (3) available for certain visitors.
b.	Exclusive Edition	a. One Product The online shop shows if a product offered by the organization is a limited edition.
		b. More Products The online shop shows if more than one product is limited edited at the same time.
6.4	<u>Behaviour of Others</u>	a. Behaviour of Others The online shop makes it possible for visitors to watch the search and/or buying behaviour of other visitors regarding scarce products. <i>This code could sometimes be combined with code 3.5.</i>
		b. Auction The online shop makes use of an auction.
6.5	<u>Scarcity Language</u>	a1. Loss Language The online shop emphasizes what a visitor will lose if the visitor does not perform a particular performance (e.g., never miss the latest news, an additional discount when not buying another product).
		a2. Loss Language The online shop emphasizes what a visitor has lost by not performing a particular performance.
		b. Scarcity Words The online shop makes use of urgency words like 'now', 'fast', 'immediately', 'limited', "while stock lasts", 'gone=gone' and 'last minute'.

7. Unity techniques can be defined as the different manners in which an organization makes use of people with which (an) visitor(s) should identify with and/or perceive themselves to be similar with in order to be persuaded and/or cues that might indicate unity and/or similarity. *Other customer(s) is/are excluded from this definition (see social proof) except when additional information about the customer(s) is/are given (e.g., a customer visited a city with friends).*

Table 62| Unity Techniques

No	Code:	Definition:
7.1	<u>Giveaway Actions for Friends</u>	a. Promotion Tool The online shop makes use of giveaway actions. When visitors buy (a) product(s) from the online shop, they receive a favour that is intended for their friends.
		b. Nominating The online shop gives visitors the opportunity to nominate friends for receiving (a) product(s) offered by the organization.
7.2	<u>Recommending to Friends</u>	<i>It is not uncommon that when this code could be ascribed to an element of the online shop, code 2.2 could also be ascribed to the same element.</i>
		a. Product(s) The online shop offers visitors the opportunity to recommend a product offered by the organization to others.
		b. Online Shop The online shop offers visitors the opportunity to recommend the online shop itself to others.
		c. Other than Product(s) and Online Shop The online shop offers visitors the opportunity to recommend elements of the website other than (a) product(s) and/or the online shop itself to others.

Table 62 Continued| Unity Techniques

No	Code:		Definition:
7. 3	<u>Collaboration</u>	a. Organization	The online shop offers visitors the opportunity to work together with the organization (without asking).
		b. Customers	The online shop offers visitors the opportunity to work together with other customers (e.g., online forum).
		c. Friends	The online shop offers visitors the opportunity to work together with their friends (e.g., flight planner).
7. 4	<u>Supporting Visitors</u>		The online shop supports its visitors.
7. 5	<u>Identifiable Others</u>	a. Making Use	The online shop shows one or more persons with which (an) visitor(s) might identify making at that time use of (the) product(s) offered by the organization.
		b. Recommending	The online shop makes use of one or more persons with which (an) visitor(s) might identify who recommends the product(s) offered by the organization (e.g., reviews).
		c. Giving Advice	The online shop makes use of one or more persons with which (an) visitor(s) might identify who gives advice about (the) possibilities of the product(s) (e.g., experience of a traveller).
		d. Other	The online shop makes use of one or more persons with which (an) visitor(s) should identify in order to be persuaded. This person makes no use, does not recommend and/or gives no advice about the product(s) offered by the organization.
7. 6	<u>Identification Terms</u>		The online shop makes use of terms that indicates unity (e.g., family, everybody and all).

It should be noted that product(s) refer to both tangible (e.g., goods) and intangible product(s) (e.g., services).

Appendix 14| Coding Instructions 4.0

Hierbij de instructies van het coderen aan de hand van mijn codeerschema. Voordat ik met mijn instructies begin, wil ik eerst even een korte introductie van mijn onderzoek geven.

Mijn onderzoeksvraag

Aan de hand van dit onderzoek wil ik de volgende onderzoeksvraag proberen te beantwoorden:

To what extent and in which manner make the top ten most used online retail shops and the top ten most used online travel shops in the Netherlands use of the seven principles identified by Cialdini in their website design?

Instructies van het vooronderzoek

Jij krijgt nu een aantal printscreens van een aantal websites te zien met:

- Oranje Rechthoeken → Dit zijn verwijzingen naar andere pagina's.
- Gele en/of Rode Rechthoeken → Aan dit element heb ik één code toegeschreven.
- Gele en/of Rode Afgeronde Rechthoeken → Aan dit element heb ik twee codes toegeschreven.
- Gele en/of Rode Ovalen → Aan dit element heb ik drie verschillende codes toegeschreven.

Er geldt in alle gevallen dat er maximaal één code van één Cialdini principe aan een element van een website kan worden toegeschreven. Als een element van een website dus omringd is door een ovaal, dan weet je dat er drie Cialdini principes van toepassing zijn. Van elk Cialdini principe één code.

Het verschil in kleur heeft te maken met het feit dat als het element rood omlijnd is, het om het gehele element gaat. In het geval van een gele omlijning moet het element worden gezien als een onderdeel van het geheel.

Nu is het de bedoeling dat jij dezelfde code(s) als ik aan deze elementen toeschrijft. Om er voor te zorgen dat dit op dezelfde manier als bij mij gebeurt, zou ik je nog wel even op het volgende willen attenderen:

- Lees voordat je begint met coderen de definities van Cialdini van goed door! Deze definities hoeven namelijk niet geheel overeen te komen met het beeld dat je van het Cialdini principe hebt. Om overlap tussen bepaalde Cialdini principes zoveel mogelijk in te perken, heb ik namelijk gebruik gemaakt van aangescherpte definities.
- Lees voordat je begint met coderen de codes met bijbehorende definities ook goed door. Als je hier nog vragen over hebt, dan kun je voordat je begint met coderen nog even bij mij terecht. Ook weet je op deze manier welke codes er allemaal zijn.

Verder heb ik nog een aantal opmerkingen over het codeerschema zelf:

- Om het codeerschema overzichtelijk te maken heb ik specifieke codes onder algemene codes geplaatst. Als een bepaald element van de website onder één van de algemene codes valt, hoef je alleen nog naar de specifieke codes te kijken.
- Als er over producten worden gesproken, dan gaat het om zowel tastbare (e.g., goederen) als ontastbare (e.g., diensten) producten.
- De codes die bij commitment & consistency staan, heb ik in drie delen verdeeld.
 - Deel 1 zijn de items waarin een webshop een (potentiële) klant een commitment (vrijwillig, actief, openlijk en/of met veel inspanning) laat maken.
 - Deel 2 zijn de items waarin een webshop een (potentiële) klant herinnert aan zijn/haar eerder gemaakte commitments.
 - Deel 3 zijn de items waarin een webshop suggesties geeft aan de hand van eerdere commitments van de (potentiële) klant.
- In het codeerschema wordt er soms gesproken over een recommendation, review en rating. Wat is het verschil tussen deze items?

- Recommendation → Hierbij gaat het om een aanbeveling van een product/service of organisatie. Dit element staat los van een review.
- Review → Een review is een geschreven mening (recensie) over de product of dienst of over de organisatie zelf. Het kan zijn dat er in deze recensie een aanbeveling staat. Dit betekent dan niet dat het om een recommendation gaat. Een recommendation is namelijk niet geschreven door de persoon zelf, maar is een antwoord op een vraag. Terwijl een review wel geschreven is door de recensent zelf.
- Rating → Hierbij is een beoordeling van een product/dienst of organisatie aan de hand van sterren, een cijfer enzovoort.
- De codes die bij authority staat, heb ik twee delen verdeeld.
 - Deel 1 zijn de items die te maken hebben met externe partijen. Deze items zijn vaak controleerbaar.
 - Deel 2 zijn de items die intern verkregen zijn.

Als je het bovenstaande hebt doorgenomen en je hebt geen vragen meer, dan kun je beginnen met het coderen aan de hand van de volgende stappen:

- Stap 1 → Bekijk het element van de website met een rechthoek, afgeronde rechthoek of ovaal er om heen.
- Stap 2 → Bepaal bij welk principe van Cialdini aan de hand van mijn definities op het codeerschema dit element het beste past. Lees de definities van Cialdini hierbij goed door.
- Stap 3 → Zoek in het bijpassende codeerschema, de algemene code die het element het best omschrijft.
- Stap 4 → Zoek vervolgens in de onderliggende codes naar de code die het element het beste omschrijft. Lees de definities hierbij goed door.
- Stap 5 → Voeg de gevonden code toe aan het element.

Let wel op dat het bij het coderen om het nu gaat. Het gaat er om wat er staat. Als je bijvoorbeeld een review ziet, dan gaat het er niet om dat diegene eerder de mogelijkheid heeft gekregen om een dergelijke review te schrijven. Het gaat om de review zelf.

Appendix 15| Coding Scheme 7.0

1. Reciprocity techniques are defined as the different manners in which an organization offers (potential) customers a favour that is meaningful (even when the product(s) offered by the organization is/(are) not purchased from that organization), unexpected, and/or customized without expecting something in return.

Table 63| Reciprocity Techniques

No.	Code:		Definition:	
1.1	<u>Free Entertainment and/or Information</u>	a. Website	The online shop offers visitors free entertainment and/or information by means of a website without asking for personal information (e.g., blog, article, recipe and magazine). <i>When information about (a) product(s) offered by the organization is given, code 1.2 should be added.</i>	
		b. Social Channel	The online shop offers visitors a social channel without asking for irrelevant personal information (e.g., Appie Today).	
		c. App	The online shop offers visitors (a) free app(s) without asking for irrelevant personal information (e.g., free kindle app).	
		d. Product	The online shop offers visitors without asking for irrelevant personal information (a) free product(s).	
1.2	<u>Product(s) Information</u> <i>Sometimes it could be combined with code 6.6.</i>	a. General Product Information	The online shop offers general information about products that the organization offers without asking for personal information (e.g., hints and advice).	
		b. Specific Product Information	The online shop offers specific information about a product that the organization offers without asking for personal information (e.g., plus/minus points).	
1.3	<u>(Customized) Personal Advice</u>		The online shop offers (customized) personal advice regarding (a) product(s) without asking for irrelevant personal information (e.g., size guide).	
1.4	<u>Comparison Possibility</u>	a. Own Products	The online shop offers visitors the opportunity to compare the offered products with each other.	
		b. Third-Parties	The online shop offers visitors the opportunity to compare the products offered by the organization with the same products offered by other third-parties.	
		c. Data	The online shop offers visitors the opportunity to compare the prices of different data with each other (e.g., +/- 3 days).	
1.5	<u>Opportunity to Buy from Third-Parties</u>		The online shop offers visitors the opportunity to buy (a) product(s) not only from the online shop itself but also from other third-parties.	
1.6	<u>Contact Possibilities</u>	a. Organization	a. Chat	The online shop allows visitors to contact the organization by means of chat.
			b. Call	The online shop allows visitors to call the customer service for free.
			c. App	The online shop allows visitors to app with the organization.
			d. Appointment	The online shop gives visitors the opportunity to make a non-binding appointment with the organization.
		b. Other Customers		The online shop gives visitors the opportunity to get in touch with other visitors (e.g., forum).
1.7	<u>Free Samples</u>	a. Voucher	The online shop offers visitors free gift vouchers without sale conditions and asking for irrelevant personal information.	
		b. Sample	The online shop offers visitors free sample of a product for an underdetermined time without asking for irrelevant personal information.	

2. Commitment and consistency techniques refer to the different manners in which an organization let (potential) customers make a commitment (voluntary, actively, openly and/or with a lot of effort) (see part 1), makes use of programs that promote consistency (see part 2), reminds the (potential) customers of an existing commitment (see part 3) and/or does suggestions based on previous commitments of the (potential) customers (see part 4). All these activities should result in consistent beliefs, feelings and behaviour of the (potential) customers that fits with the goals of the organization.

Table 64| Commitment and Consistency Techniques

No.	Code:		Definition:	
2.1	<u>(FB) Liking</u>	a. (Information about) Product(s)	The online shop offers visitors the opportunity to like (information about) a (category of a) product(s) offered by the organization.	
		b. Online Shop	The online shop offers visitors the opportunity to like the organization.	
		c. Other Elements	The online shop offers visitors the opportunity to like elements of the website other than (information about) a (category of a) product(s) and the online shop itself.	
2.2	<u>Sharing</u>	<i>Most of the time, code 2.2 could be combined with code 4.2.</i>		
a.	(Information about) Product(s)	a. E-mail	The online shop offers visitors the opportunity to share (information about) a (category of a) product(s) offered by the organization with others by means of an e-mail.	
		b. Social Media	The online shop offers visitors the opportunity to share (information about) a (category of a) product(s) offered by the organization with others by means of social media.	
		c. Both	The online shop offers visitors the opportunity to share (information about) a (category of a) product(s) offered by the organization with others by means of both e-mail and social media.	
		b. Other Elements (e.g., articles and blogs)	a. E-mail	The online shop offers visitors the opportunity to share elements of the website other than (information about) a (category of a) product(s) that the organization offers with others by means of e-mail.
			b. Social Media	The online shop offers visitors the opportunity to share elements of the website other than (information about) a (category of a) product(s) offered by the organization with others by means of social media.
			c. Both	The online shop offers visitors the opportunity to share elements of the website other than (information about) a (category of a) product(s) offered by the organization with others by means of both e-mail and social media.
2.3	<u>Printing/ Downloading/ Ordering Information</u>	a1. One Product	The online shop offers visitors the opportunity to print, download and/or order information about a selected product offered by the organization.	
		a2. More Products	The online shop offers visitors the opportunity to print, download and/or order information about more than one product offered by the organization (e.g., brochure and wishing list).	
		b. Other than Product(s)	The online shop offers visitors the opportunity to print, download and/or order certain elements of the website other than information about (a) product(s) offered by the organization.	

Table 64 Continued| Commitment and Consistency Techniques

No.	Code:	Definition:	
2.4	Saving	<i>This code is about saving and not about reminding on something that is saved (like code 2.9).</i>	
		a. Product(s)	The online shop offers visitors the opportunity to save a product offered by the organization (e.g., wishing list).
		b. Other than Product(s)	The online shop offers visitors the opportunity to save certain elements of the website other than (a) product(s).
2.5	Following (Stay Informed)		
a.	Online Shop and/or Action(s)	a. Social Media	The online shop offers visitors the opportunity to follow the online shop and/or action(s) by means of social media.
		b. App	The online shop offers visitors the opportunity to follow the online shop and/or action(s) by means of an app.
		c. Newsletter	The online shop offers visitors the opportunity to receive a newsletter.
b.	Product	a. Price Alert	The online shop sends visitors an e-mail when a product changes from price (e.g., discounts).
		b. Stock Alert	The online shop sends visitors an e-mail when a (sold-out) product is available (again).
	c. Brand(s)	The online shop offers visitors the opportunity to follow (a) brand(s).	
	d. Person(s)	The online shop offers visitors the opportunity to follow (a) person(s).	
2.6	Publishing	<i>Previous reviews written by other customers should be checked before a code of 2.6b could be added.</i>	
a.	Publish Questions	The online shop offers visitors the opportunity to publish a question about a product offered by the organization.	
b1.	Publish Product Review	a. Without anything	The online shop offers visitors the opportunity to publish a positive review about a product offered by the organization.
		b. With Recommendation	The online shop offers visitors the opportunity to publish a positive review and to give a positive recommendation about a product offered by the organization.
		c. With Rating	The online shop offers visitors the opportunity to publish a positive review and to give a positive rating about a product offered by the organization.
		d. With Recommendation and Rating	The online shop offers visitors the opportunity to publish a positive review, to give a positive recommendation and to give a positive rating about a product offered by the organization.
b2.	Publish an Online Shop Review	a. Without anything	The online shop offers visitors the opportunity to publish a positive review about the online shop itself.
		b. With Recommendation	The online shop offers visitors the opportunity to publish a positive review and to give a positive recommendation about the online shop itself.
		c. With Rating	The online shop offers visitors the opportunity to publish a positive review and to give a positive rating about the online shop itself.
		d. With Recommendation and Rating	The online shop offers visitors the opportunity to publish a positive review, to give a positive recommendation and to give a positive rating about the online shop or of the online shop itself.
c.	Publish a Recommendation	a. Product(s)	The online shop offers visitors the opportunity to recommend a product offered by the organization.

Table 64 Continued| Commitment and Consistency Techniques

No.	Code:	Definition:
2.6	<u>Publishing</u>	<i>Previous reviews written by other customers should be checked before a code of 2.6b could be added.</i>
	c. Publish a Recommendation (also about reviews)	b. Online Shop The online shop offers visitors the opportunity to recommend the online shop itself.
		c. Other than Product(s) and/or the Online Shop (e.g., helpful review) The online shop offers visitors the opportunity to recommend elements of the website other than the product(s) offered by the organization and/or the online shop itself (e.g., helpful review).
	d. Publish a Rating	a. Product(s) The online shop offers visitors the opportunity to give a positive rating (by means of stars, grade etc.) of a product offered by the organization.
		b. Online Shop The online shop offers visitors the opportunity to give a positive rating of the online shop itself.
		c. Other than Product(s) and/or the Online Shop The online shop offers visitors the opportunity to give a positive rating on elements of the website other than about the product(s) offered by the organization and the online shop itself.
	e. Publish Written Reactions	a. About Product(s) and/or the Online Shop The online shop offers visitors the opportunity to publish an online reaction on an open question about (a) product(s) and/or the online shop itself.
		b. Not about Product(s) and/or the Online Shop The online shop offers visitors the opportunity to publish online a positive comment about elements of the website other than on open questions about (a) product(s), and the online shop itself.
2.7	<u>Participate</u>	<i>The codes 2.7b and 2.7c differ from each other in that in code 2.7b giving an option about the online shop is central and in code 2.7c winning prizes.</i>
		a. Petition The online shop asks visitors to sign a petition.
		b. Research (Survey, Voting and/or Panel) The online shop asks visitors to give their option about the online shop by means of filling in a survey, voting and/or becoming member of a panel.
		c. Win Promotions The online shop offers visitors the opportunity to participate with win promotions (e.g., survey).
		d. Membership The online shop offers visitors the opportunity to register for a membership other than a panel (e.g., HMClub).
		e. Tool The online shop gives visitors the opportunity to make use of a tool in order to find the most suitable product(s) (e.g., last minute wizard).
2.8	<u>Customize Suggestions</u>	a. Sign up/ Register The online shop offers visitors the opportunity to sign up and/or register in that personal suggestions are shown.
		b. Customize The online shop offers visitors the opportunity to customize the offered suggestions (e.g., more of this).
2.9	<u>Other</u>	a. Full Information The online shop offers visitors the opportunity to contact the organization, to register and/or to sign up in order to receive the full information.
		b. Appointment The online shop offers visitors the opportunity to make an appointment with the organisation.
		c. Free Sample The online shop offers visitors the opportunity to request for a free sample.

Table 64 Continued| Commitment and Consistency Techniques

No.	Code:		Definition:
2.9	<u>Other</u>	d. Check Store Inventory / Make a reservation	The online shop offers visitors the opportunity to check the store inventory and/or to make a reservation.
		e. Find a Store	The online shop offers visitors the opportunity to find a store nearby. <i>Note that this code should be combined with 6.8cc.</i>
		f. Selecting/Excluding	The online shop offers visitors the opportunity to exclude (a) certain characteristic(s) and/or to select (a) certain characteristic(s) that excludes other characteristics (e.g., styles and holiday themes).
2.10	<u>Loyalty Programs</u>		The online shop makes use of programs that promotes buying from the organization (e.g., KLM Houses, Vivo pans and free gifts).
2.11	<u>Reminder</u>	a. Product(s)	a. Saved The online shop reminds visitors of the product(s) they saved.
			b. Recently Viewed The online shop shows the recently viewed product(s) of the visitor.
		b. Other than Product(s)	a. Saved The online shop reminds visitors of the elements of the website other than product(s) they saved.
			b. Search Request The online shop shows the recently search request of the visitor.
			c. Recently Viewed The online shop shows the recently viewed elements of the website other than the recently viewed product(s).
<i>In the case code 2.12 and 2.13 applies to the same element of the online shop, code 2.12 should be assigned. In the case suggestions are given without using cookies, code 5.2d should be assigned.</i>			
2.12	<u>Suggestion of Similar</u>	a. Product(s)	The online shop suggests (a) similar product(s) that the visitor may like based on their previous search interest.
		b. Other than Product(s)	The online shop suggests similar elements of the website (other than products) that the visitor may like based on their previous search interest.
2.13	<u>Complementary Product(s)</u>	<i>In the case there are products with and without favourable conditions, code 2.13a should be assigned.</i>	
		a. Without Favourable Conditions	The online shop shows products (e.g., shoelaces) related to the selected product (e.g. shoes) without offering favourable conditions for these additional products (e.g., bonus koken).
		b. With Favourable Conditions	The online shop offers favourable conditions for additional products related to the selected items on the product page.

3. Social proof techniques are defined as the different manners in which an organization provides information about the beliefs, feelings and/or behaviour of (an)other customer(s) and/or makes use of indications of social proof that fits with the goal of the organization.

Table 65| Social Proof Techniques

No.	Code:	Definition:
3.1	<u>Individually Written Reviews</u>	
	a. Product(s)	a. Without anything The online shop shows a positive individually written review (without recommendations and ratings) about (a) product(s) offered by the organization.
		b. With Recommendations The online shop shows a positive individually written review (with recommendations and without ratings) about (a) product(s) offered by the organization.
		c. With Ratings The online shop shows a positive individually written review (with ratings and without recommendations) about (a) product(s) offered by the organization.
		d. With Recommendations and Ratings The online shop shows a positive individually written review (with recommendations and with ratings) about (a) product(s) offered by the organization.
	b. Online Shop	a. Without anything The online shop shows a positive individually review (without recommendations and ratings) about the online shop itself.
		b. With Recommendations The online shop shows a positive individually review (with recommendations and without ratings) about the online shop itself.
		c. With Ratings The online shop shows a positive individually review (with ratings and without recommendations) about the online shop itself.
		d. With Recommendations and Ratings The online shop shows a positive individually review (with recommendations and with ratings) about the online shop itself.
3.2	<u>Summary of the Written Reviews</u>	a. Product(s) The online shows a summary of all the written reviews about a product offered by the organization.
		b. Online Shop The online shows a summary of all the written reviews about the online shop itself.
3.3	<u>Average Rating</u>	
	a. In General	a1. One Product The online shop shows the positive average rating about one product offered by the organization. <i>This code could sometimes be combined with authority if the source is verified (6.2a2 extern or 6.8aa intern).</i>
		a2. More Products The online shop shows the positive average rating about more than one product offered by the organization (e.g., category).
		b. Online Shop The online shop shows the positive average rating about the online shop itself.
		c. Other than Product(s) and Online Shop The online shop shows the positive average rating about other elements of the website than about (a) product(s) and the online shop itself.
	b. Per Item	a. Product(s) The online shop shows per item the positive average rating of a product offered by the organization.
		b. Online Shop The online shop shows per item the positive average rating of the online shop itself.
3.4	<u>Number/Percentages</u>	
	a. Recommendations	a. Product(s) The online shop shows the number of other customers who recommend a product offered by the organization.
		b. Online Shop The online shop shows the number of other customers who recommend the organization itself.
	(Also about Reviews)	c. Other than Product(s) and Online Shop The online shop shows the number of other customers who recommend other elements of the website than (a) product(s) and/or the organization itself (e.g., number of people who recommend a review).

Table 65 Continued| Social Proof Techniques

No.	Code:	Definition:
3.4	<u>Number/Percentages</u>	
	b. Positive Ratings	a. Product(s) The online shop shows the number of positive ratings about (a) product(s) offered by the organization without showing the average.
		b. Online Shop The online shop shows the number of positive ratings about (an) online shop(s) without showing the average.
	c. Helpful Reviews	The online shop shows the number of other customers who believe that a positive review is helpfully.
	d. Shares	a. Product(s) The online shop shows the number of shares of (information about) (a) product(s) offered by the organization.
		b. Online Shop The online shop shows the number of shares of (information about) the online shop.
		c. Other than Product(s) and Online Shop The online shop shows the number of shares of other elements than of (information about) (a) product(s) offered by the organization and/or the online shop itself.
	e. Likes	a. Product(s) The online shop shows the number of likes of (information about) (a) product(s) offered by the organization.
		b. Online Shop The online shop shows the number of likes of (information about) the online shop.
		c. Other than Product(s) and Online Shop The online shop shows the number of likes of other elements than of (information about) (a) product(s) offered by the organization and/or the online shop itself.
	f. Social Media Followers	The online shop shows the number of social media followers.
	g. Newsletter Subscribers	The online shop shows the number of newsletter subscribers.
	h. Readers	The online shop shows the number of readers of an article.
	i. Customers	The online shop shows the number of customers.
3.5	<u>Search and/or Buying Behaviour of Other(s)</u>	<i>Sometimes this code could be combined with code 7.4. Moreover, 3.5a could sometimes be combined with 4.5d.</i>
	a. Search Behaviour	a1. One Product The online shop provides information about the search behaviour of (an)other customer(s) regarding one product offered by the organization.
		a2. More Products The online shop provides information about the search behaviour of (an)other customer(s) regarding more than one product offered by the organization (e.g., others also viewed).
		b. Other than Product(s) The online shop provides information about the search behaviour of (an)other customer(s) regarding another element of the website than product(s) offered by the organization.
	b. Buying Behaviour	a. One Product The online shop provides information about the buying behaviour of (an)other customer(s) regarding one product offered by the organization.
		b. More Products The online shop provides information about the buying behaviour of (an)other customer(s) regarding more than one product offered by the organization.
	c. Search & Buying Combined	a. One Product The online shop provides information about the search and buying behaviour of (an)other customer(s) regarding one product offered by the organization.
		b. More Products The online shop provides information about the search and buying behaviour of (an)other customer(s) regarding more than one product offered by the organization.

Table 65 Continued| Social Proof Techniques

No.	Code:		Definition:
3.7	<u>Other Behaviour of Other(s)</u>	a. Making Use	The online shop shows evidence of (an)other customer(s) making use of the product offered by the organization.
		b. Giving Advice	The online shops shows (an)other customer(s) giving advice about the offered product(s).
3.8	<u>Popularity Indications</u>	a. One Product	The online shop makes use of (an) additional element(s) that implies that a product e is popular (e.g., bestseller).
		b. More Products	The online shop makes use of (an) additional element(s) that implies that (a category of) more than one product is popular.
		c. Ranking	The online shop ranks the most popular products on top.
		d. Other than Product(s) and Rankings	The online shop makes use of (an) additional element(s) that implies that an element of the website other than a product is popular.
3.9	<u>Likeable Indications</u>	a. Product(s)	The online shop makes use of (an) additional element(s) that implies that others perceive the product(s) offered by the organization as likeable.
		b. Other than Product(s)	The online shop makes use of (an) additional element(s) that implies that others perceive the elements of the website other than product(s) offered by the organization as likeable.

4. Unity techniques can be defined as the different manners in which an organization makes use of people with which (an) visitor(s) should identify with and/or perceive themselves to be similar with in order to be persuaded and/or cues that might indicate and/or might result in unity and/or similarity with the (potential) customer(s).

Table 66| Unity Techniques

No	Code:		Definition:
4.1	<u>Giveaway Actions for Friends</u>	a. Promotion Tool	The online shop makes use of giveaway actions. When visitors buy (a) product(s) from the online shop, they receive a favour that is intended for their friends.
		b. Nominating	The online shop gives visitors the opportunity to nominate friends for receiving (a) product(s) offered by the organization.
		c. Presents	The online shop emphasizes that a customer should buy (a) product(s) for their friends.
4.2	<u>Sharing with Friends</u>	<i>It is not uncommon that when this code could be ascribed to an element of the online shop, code 2.2 could also be ascribed to the same element.</i>	
		a. Product(s)	The online shop offers visitors the opportunity to share (information about) product(s) offered by the organization with others.
		b. Online Shop	The online shop offers visitors the opportunity to share (information about) the online shop itself with others.
4.3	<u>Collaboration</u>	c. Other than Product(s) and Online Shop	The online shop offers visitors the opportunity to share elements of the website other than (information about) the product(s) and/or the online shop itself with others.
		a. Organization	The online shop offers visitors the opportunity to work together with the organization (without asking).
		b. Customers	The online shop offers visitors the opportunity to work together with (an)other customer(s) (e.g., online forum).

Table 66 Continued| Unity Techniques

No	Code:		Definition:
4.3	<u>Collaboration</u>	c. Friends	The online shop offers visitors the opportunity to work together with one or more friends (e.g., flight planner).
4.4	<u>Supporting Visitors</u>		The online shop supports its visitors.
4.5	<u>Identifiable Others</u>	a. Making Use	The online shop shows one or more persons with which (an) visitor(s) might identify making use of (the) product(s) offered by the organization (e.g., vlog).
		b. Recommending	The online shop makes use of one or more persons with which (an) visitor(s) might identify who recommends the product(s) offered by the organization (e.g., reviews). <i>Note that when indications of authority are used, code 6.6 should also be ascribed.</i>
		c. Giving Advice	The online shop makes use of one or more persons with which (an) visitor(s) might identify who gives advice about (the) possibilities of the product(s) (e.g., experience of a traveller).
		d. Search Behaviour	The online shop provides information about the search behaviour of (a) similar customer(s), who watched the same product(s) of the visitor, regarding one or more products offered by the organization (e.g., others, who watched this product, also viewed). <i>Note that this code should be combined with 3.5a.</i>
	<i>Sometimes this code could be combined with a social proof code and/or 6.6.</i>	e. Other	The online shop makes use of one or more persons with which (an) visitor(s) should identify in order to be persuaded. At that time, this person makes no use, does not recommend and/or gives no advice about the product(s) offered by the organization.
4.6	<u>Identification Terms</u>		The online shop makes use of terms which the visitor can identify with (e.g., family, everybody and all).

5. Liking techniques refer to the different manners in which an organization makes use of one or more persons with which (a) visitor(s) does not necessary have to identify with (i.e., celebrities and/or attractive people) and/or likeable cues in order to create positive associations with product(s) offered by the organization.

Table 67| Liking Techniques

No.	Code:		Definition:
5.1	<u>People Using the Product(s)</u>	a. Attractive People	The online shop shows one or more attractive persons who are using (a) product(s) offered by the organization (e.g., models).
		b. Celebrities	The online shop shows one or more celebrities who are using (a) product(s) offered by the organization.
5.2	<u>Additional Elements Indicating</u>		<i>This code differs from 5.3 in that 5.2 focuses on elements (e.g., logo, titles, videos and pictures) while 5.3 focuses on detailed descriptions. This code differs from 5.4 in that 5.4 is not about elements but about written sentences.</i>
	a. Favourable Conditions for Obtaining		<i>The current code is more about favourable conditions that indicate temporality instead of fixedness. However, applications of scarcity should be attributed to 7.5 (e.g., lastminute).</i>
		a. One Product	The online shop makes use of an additional element that implies that one product could be obtained under more favourable conditions.
		b. More Products	The online shop makes use of an additional element that implies that more than one product could be obtained under more favourable conditions.

Table 67 Continued| Liking Techniques

No.	Code:	Definition:
5.2	<u>Additional Elements Indicating</u>	<i>This code differs from 5.3 in that 5.2 focuses on elements (e.g., logo, titles, videos and pictures) while 5.3 focuses on detailed descriptions. This code differs from 5.4 in that 5.4 is not about elements but about written sentences.</i>
	b. (Environmentally) Responsibility	a. One Product The online shop makes use of an additional element that implies that a product is (environmentally) responsible.
		b. More Products The online shop makes use of an additional element that implies that more than one product is (environmentally) responsible.
	c. Quality	<i>The labels and awards are provided by internal sources instead of external authoritative sources (as 6.1a). When however authority attributes are used, code 6.5b should be assigned.</i>
		a. One Product The online shop makes use of an additional element that implies that a product is qualitative and/or has a good price-quality ratio (e.g., recommended, hint and tophotel).
		b. More Products The online shop makes use of an additional element that implies that more than one product is qualitative and/or have a good price-quality ratio.
	d. Importance	<i>Products that are new and/or will be available soon, should be assigned to 6.7. Product suggestions that are not based on cookies, should be assigned to this code.</i>
		a. One Product The online shop makes use of an additional element that implies that a product is of importance (e.g., in the spotlight).
		b. More Products The online shop makes use of an additional element that implies that more than one product is of importance (e.g., sponsored products).
	e. Reliability (e.g., videos and pictures).	a. One Product The online shop makes use of (an) additional element(s) that implies that a product offered by the organization is reliable.
		b. More Products The online shop makes use of (an) additional element(s) that implies that more than one product offered by the organization is reliable.
5.3	<u>USP of Product(s)</u>	a. One Product The online shop emphasizes one or more advantage(s) of one product offered by the organization.
		b. More Products The online shop emphasizes one or more advantage(s) of more than one product offered by the organization.

6. Authority techniques are defined as the different manners in which an organization makes use of authoritative sources, that are not customers, (by means of authoritative cues that imply trustworthiness, goodness and/or expertise) and/or authoritative cues that imply trustworthiness, goodness and/or expertise of the online shop.

Table 68| Authority Techniques

No.	Code:	Definition:
6.1	<u>Obtained Attributions</u>	<i>Note that the difference between awards and labels is that every organization is in the possession to obtain a label (e.g., Thuiswinkel Waarborg), while not every organization is in the possession to obtain awards (e.g., Best Webshop). The same applies for products.</i>
a.	Without Descriptions	
a.	Labels	
a.	Product(s)	The online shop shows the requested labels of the product(s) that the organization offers.
b.	Online Shop/ Employees	The online shop shows the requested labels of their online shop and/or employees (e.g., Thuiswinkel Waarborg).
c.	Employees	The online shop shows the requested labels of their employees (e.g., IATA qualified).
d.	Security	The online shop is in the possession of labels provided by safety partners (e.g., Norton Secured).
b.	Awards	
a.	Product(s)	The online shop shows the obtained awards of the product(s) that the organization offers (e.g., hardware.info and best tested).
b.	Online Shop	The online shop shows the obtained awards of their organization (e.g., best webshop).
c.	Employees	The online shop shows the obtained awards of their employees.
b	With Descriptions	The online shop shows gives detailed descriptions about the obtained attributions.
6.2	<u>Collaboration</u>	
a1.	Associations	The online shop is member from one or more associations that represent(s) the interests of the customers (e.g., SGR and ANVR).
a2.	Charities	The online shop works together with one or more charities (e.g., right 2 pay).
a3.	Review Partners	The online shop works together with one or more external partners that collect the reviews for the organization.
a4.	Sponsors	The online shop shows one or more organizations that they sponsor and/or the organization(s) sponsoring the online shop.
a5.	Attached Brands	The online shop shows the brand(s) of the products that the online shop sells.
a6.	Other External Partners	The online shop shows the external partnership(s) with (a) well-known, trusted party/parties other than associations, charities, external review partners and sponsors (e.g., Airbnb, booking.com, payment parties and package deliverers). <i>Safety labels are excluded from this code. They should be added to 6.1aad.</i>
b.	Internal Partners	The online shop provides information about its internal partnership(s) (e.g., holding and subsidiaries).
6.3	<u>Winner(s)</u>	The online shop provides information about the winner(s) of the win promotions.
6.4	<u>Media Presence</u>	The online shop provides information about its positive presence in the media.
6.5	<u>Recommending</u>	<i>Note that when personal information about the source is given, code 4.5b should also be ascribed.</i>
a.	By Identifiable Independent Experts	
a1.	One Product	The online shop makes use of (an) identifiable independent expert(s) who recommend(s) a product offered by the organization.
a2.	More Products	The online shop makes use of (an) identifiable independent expert(s) who recommend(s) more than one product offered by the organization at the same time.
b.	Online Shop	The online shop makes use of (an) identifiable independent expert(s) who recommend(s) the online shop itself.
b.	By Employees/ Organization	
a.	One Product	The online shop recommends a product offered by the organization by making use of authority attributes (e.g., titles and clothes).
b.	More Products	The online shop recommends more than one product offered by the organization at the same time by making use of authority attributes. <i>When no authority attributes are used, 5.2c or 5.2d should be added.</i>

Table 68 Continued| Authority Techniques

No.	Code:	Definition:	
6.6	<u>General Advice from Employees/ Organization</u>	<i>Sometimes this code could be combined with 1.2 and/or 4.5. Note that code 6.6 differs from code 6.5b in that at code 6.6 general advice about the products is given.</i>	
	a. With Authority Attributes	The online shop gives general advice about the products they offer by making use of authority attributes.	
	b. Without Authority Attributes	The online shop gives general advice about the products they offer without making use of authority attributes.	
6.7	<u>Recent Offerings</u>		
a.	New	a. One Product	The online shop shows that one specific product offered by the organization is new.
		b. More Products	The online shop shows that more than one product offered by the organization is new.
b.	Soon Available	a. One Product	The online shop shows that one specific product offered by the organization will be available soon.
		b. More Products	The online shop provides that more than one product offered by the organization will be available soon.
6.8	<u>Elements About</u>		
a.	Reviewer(s)	a. Authenticates	The online shop itself authenticates its reviewers (e.g., certified purchaser).
		b. Deleting	The online shop deletes 'old' reviews.
b.	Employee(s)	a. With Authority Attributes	The online shop introduces (an) employee(s) by making use of authority attributes.
		b. Without Authority Attributes	The online shop introduces (an) employee(s) without making use of authority attributes.
c.	Organizational	a1. USP list	The online shop sums up its unique selling points (i.e., USP; characteristics why (an) visitor(s) should choose for this organization and not for another).
		a2. USP explained	The online shop provides detailed information about one or more unique selling points.
		b. Foundation	The online shop shows how many years the company is already active and/or the year of foundation.
		c. Physical Stores	The online shop provides information about its physical stores. <i>Note that most of the time this code should be combined with 2.9d.</i>
		d. Pictures/Videos	The online shop provides pictures and/or videos regarding to its organization.
		e. CSR	The online shop provides information about its corporate social responsibility (i.e., CSR). <i>Note that code 6.2a2 should be attributed when information is given about a charity with which the organizations works together.</i>
		f. Developments	The online shop provides information about its developments.
		g. Warnings	The online shop warns customers for fraud, spam and/or phishing.
		h. Financial Info	The online shop shows financial information about their performance.
		i. General Info	The online shop provides general information about the organization like its history, offerings, culture and/or philosophy.
6.9	<u>Publications</u>	a. Folder/Brochure	The online shop is in the possession of a folder and/or brochure.
		b. Press Releases	The online shop is in the possession of press releases.
		c. Commercials	The online shop is in the possession of commercials.

7. Scarcity techniques are the different manners in which an organization emphasizes the (possible) loses of (an) advantage(s) and/or action(s) (related to gaining certain product(s)) and/or the (possible) loses of certain product(s) and/or emphasizes that (an) advantage(s) and/or action(s) (related to gaining certain product(s)) and/or certain product(s) is/are limited and/or exclusive.

Table 69| Scarcity Techniques

No.	Code:		Definition:
7.1	<u>Deadline/Period</u>		
	a. Without Countdown	a. One Product	The online shop makes use of a deadline and/or period without countdown that applies to ((an) advantage(s) related to gaining) one specific product. After this deadline and/or period, (the advantage(s) related to gaining) the product is (temporarily) unavailable or only available under less favourable conditions (e.g., higher prices and a shorter warranty period).
		b. More Products	The online shop shows a deadline and/or period without countdown that applies to (gaining (an) advantage(s) by) more than one product at the same time. After this deadline, (the advantage(s) related to gaining) the products are (temporarily) unavailable or only available under less favourable conditions.
	b. With Countdown	a. One Product	The online shop makes use of a deadline with countdown that applies to ((an) advantage(s) related to gaining) one specific product. After this deadline, (the advantage(s) related to gaining) the product is (temporarily) unavailable or only available under less favourable conditions.
		b. More Products	The online shop makes use of a deadline with countdown that applies to (gaining an advantage by) more than one product at the same time. After this deadline, (the advantage(s) related to gaining) the products are (temporarily) unavailable or only available under less favourable conditions.
7.2	<u>Stock Information</u>		
	a. Limited Stock	a. One Product	The online shop shows that a product offered by the organization is limited in stock.
		b. More Products	The online shop shows that more than one product offered by the organization is limited in stock.
	b. Unavailable Stock		The online shop shows a product offered by the organization that sold out or (temporarily) unavailable online.
	c. Expectation		The online shop expects that a product offered by the organization will be sold out in the near future.
7.3	<u>Exclusive</u>		<i>Note that 7.3c and 7.3d differ from each other in that 7.3c is about temporary advantages, while 7.3d is about permanent advantages.</i>
	a. Product(s)	a. One Product	The online shop shows a product offered by the organization that is only (1) online available, (2) available in their online shop and/or (3) available for certain visitors.
		b. More Products	The online shop shows more than one product offered by the organization that are only (1) online available, (2) available in their online shop and/or (3) available for certain visitors at the same time.
	b. Edition	a. One Product	The online shop shows if a product offered by the organization is a limited edition.
		b. More Products	The online shop shows if more than one product is limited edited at the same time.
	c. Actions	a. One Product	The online shop offers an action that is only (1) online available, (2) available in their online shop and/or (3) available for certain visitors, and that applies to one specific product.

Table 69 Continued| Scarcity Techniques

No.	Code:	Definition:
7.3	<u>Exclusive</u>	<i>Note that 7.3c and 7.3d differ from each other in that 7.3c is about temporary advantages, while 7.3d is about permanent advantages.</i>
	c. Actions	b. More Products The online shop offers an action that is only (1) online available, (2) available in their online shop and/or (3) available for certain visitors, and that at that time applies to more than one product.
	d. Advantages	The online shop makes use of one or more advantages that are only available for certain visitors.
7.4	<u>Behaviour of Others</u>	a. Behaviour of Others The online shop makes it possible for visitors to watch the search and/or buying behaviour of other visitors regarding scarce products. <i>This code could sometimes be combined with code 3.5.</i>
		b. Auction The online shop makes use of an auction.
7.5	<u>Scarcity Language</u>	a. Loss Language The online shop emphasizes what a visitor will lose if the visitor does not perform a particular performance (e.g., never miss the latest news and an additional discount when not buying another product) and/or has lost by not performing a particular performance.
		b1. One Product The online shop makes use of urgency words (e.g., 'now', 'fast', 'immediately', 'limited', "while stock lasts", 'gone=gone' and 'last minute') that applies to one specific product.
		b2. More Products The online shop makes use of urgency words (e.g., 'now', 'fast', 'immediately', 'limited', "while stock lasts", 'gone=gone' and 'last minute') that applies to more than one product at the same time.

It should be noted that product(s) refer to both tangible (e.g., goods) and intangible product(s) (e.g., services).

In order to minimize overlap, you should be aware of the following points:

- Customized suggestions are excluded from the reciprocity principle.
- When an element in its entirety could be ascribed by liking but also by another Cialdini principle, the other Cialdini principle should be assigned.
- Customers in general are excluded from the unity principle, unless additional personal information about the customer(s) is/are given.

Appendix 16| Coding Instructions 5.0

Hierbij de instructies van het coderen aan de hand van mijn codeerschema. Voordat ik met mijn instructies begin, wil ik eerst even een korte introductie van mijn onderzoek geven.

Mijn onderzoeksvraag

Aan de hand van dit onderzoek wil ik de volgende onderzoeksvraag proberen te beantwoorden:

To what extent and in which manner do the top ten most used online retail shops and the top ten most used online travel shops in the Netherlands make use of the seven principled identified by Cialdini in their website design?

Instructies van het vooronderzoek

Jij krijgt nu een aantal printscreens van één of meerdere websites te zien met:

- Oranje Rechthoeken → Dit zijn verwijzingen naar andere pagina's. Hier hoef je niets mee te doen. Binnen de oranje rechthoeken staan soms zwarte en blauwe rechthoeken, hier hoef je ook niets mee te doen.
- Gele en/of Rode Rechthoeken → Aan dit element heb ik één code toegeschreven.
- Gele en/of Rode Afgeronde Rechthoeken → Aan dit element heb ik twee codes toegeschreven.
- Gele en/of Rode Ovalen → Aan dit element heb ik drie verschillende codes toegeschreven.

Er geldt in alle gevallen dat er maximaal één code van één Cialdini principe aan een element van een website kan worden toegeschreven. Als een element van een website dus omringd is door een ovaal, dan weet je dat er drie Cialdini principes van toepassing zijn. Van elk Cialdini principe één code.

Het verschil in kleur heeft te maken met het feit dat als het element rood omlijnd is, het om het gehele element gaat. In het geval van een gele omlijning moet het element worden gezien als een onderdeel van het geheel.

Nu is het de bedoeling dat jij dezelfde code(s) als ik aan deze elementen toeschrijft. Om er voor te zorgen dat dit op dezelfde manier als bij mij gebeurt, zou ik je nog wel even op het volgende willen attenderen:

- Lees voordat je begint met coderen de definities van Cialdini van goed door! Deze definities hoeven namelijk niet geheel overeen te komen met het beeld dat je van het Cialdini principe hebt. Om overlap tussen bepaalde Cialdini principes zoveel mogelijk in te perken, heb ik namelijk gebruik gemaakt van aangescherpte definities.
- Lees voordat je begint met coderen de codes met bijbehorende definities ook goed door. Als je hier nog vragen over hebt, dan kun je voordat je begint met coderen nog even bij mij terecht. Ook weet je op deze manier welke codes er allemaal zijn.

Verder heb ik nog een aantal opmerkingen over het codeerschema zelf:

- Om het codeerschema overzichtelijk te maken heb ik specifieke codes onder algemene codes geplaatst. Als een bepaald element van de website onder één van de algemene codes valt, hoef je alleen nog naar de specifieke codes te kijken.
- Als er over producten worden gesproken, dan gaat het om zowel tastbare (e.g., goederen) als ontastbare (e.g., diensten) producten.
- De codes die bij commitment & consistency staan, heb ik in drie delen verdeeld.
 - Deel 1 zijn de items waarin een webshop een (potentiële) klant een commitment (vrijwillig, actief, openlijk en/of met veel inspanning) laat maken.
 - Deel 2 zijn de items waarin een webshop gebruik maakt van programma's die consistency promoten.
 - Deel 3 zijn de items waarin een webshop een (potentiële) klant herinnert aan zijn/haar eerder gemaakte commitments.
 - Deel 4 zijn de items waarin een webshop suggesties geeft aan de hand van eerdere commitments van de (potentiële) klant.
- De codes die bij authority staat, heb ik twee delen verdeeld.

- Deel 1 richt zich op elementen van de website die afkomstig zijn van externe bronnen en/of over externe bronnen gaan.
- Deel 2 richt zich op elementen van de website die afkomstig zijn van interne bronnen en over de interne bronnen gaan.
- In het codeerschema wordt er soms gesproken over een recommendation, review en rating. Wat is het verschil tussen deze items?
 - Recommendation → Hierbij gaat het om een aanbeveling van een product/service of organisatie. Dit element staat los van een review.
 - Review → Een review is een geschreven mening (recensie) over de product of dienst of over de organisatie zelf. Het kan zijn dat er in deze recensie een aanbeveling staat. Dit betekent dan niet dat het om een recommendation gaat. Een recommendation is namelijk niet geschreven door de persoon zelf, maar is een antwoord op een vraag. Terwijl een review wel geschreven is door de recensent zelf.
 - Rating → Hierbij is een beoordeling van een product/dienst of organisatie aan de hand van sterren, een cijfer enzovoort.
- In het codeerschema wordt er soms gesproken over authority cues en liking cues. Wat is het verschil tussen deze cues?
 - Authority cues worden gebruikt om positieve associaties met de webshop te creëren.
 - Liking cues worden gebruikt om positieve associaties met de producten en/of diensten te creëren.

Als je het bovenstaande hebt doorgenomen en je hebt geen vragen meer, dan kun je beginnen met het coderen aan de hand van de volgende stappen:

- Stap 1 → Bekijk het element van de website met een rechthoek, afgeronde rechthoek of ovaal er om heen.
- Stap 2 → Bepaal bij welk principe van Cialdini aan de hand van mijn definities (zie ander formulier). Lees de definities van Cialdini hierbij goed door.
- Stap 3 → Kijk of er speciale aandachtspunten zijn waarmee rekening moet worden gehouden (zie onderaan codeerschema).
- Stap 4 → Zoek in het bijpassende codeerschema, de algemene code die het element het best omschrijft op.
- Stap 5 → Kijk of er speciale aandachtspunten zijn waarmee rekening moet worden gehouden (zie cursieve letters in het codeerschema).

- Stap 6 → Zoek vervolgens in de onderliggende codes naar de code die het element het beste omschrijft. Lees de definities hierbij goed door.
- Stap 7 → Kijk of er speciale aandachtspunten zijn waarmee rekening moet worden gehouden (zie cursieve letters in codeerschema).
- Stap 6 → Voeg de gevonden code toe aan het element.

Houdt tijdens het volgen van het stappenplan het volgende in je achterhoofd:

- Vraag je tijdens het coderen in alle tijden af wat de organisatie er mee zou willen bereiken en hoe mogelijke bezoekers er door beïnvloed kunnen worden.
- In het geval de organisatie gebruikt maakt van toepassingen waarbij de bezoeker een activiteit zou moeten uitvoeren, dan gaat het om de uitvoering van deze activiteit.
- Soms wordt het aan de hand van de website niet helemaal duidelijk wat er nou met een bepaald element wordt bedoeld in dit geval zou ik je willen vragen om de website en/of een externe website er bij te zoeken.
- Bestemmingen worden over het algemeen gezien als diensten. In de meeste gevallen kan een dergelijk element daarom worden toegeschreven aan code die betrekking heeft op een product en/of dienst. Uitzonderingen zijn de codes die betrekking hebben op een categorie. In dit geval zou het element aan een dergelijke categorie moeten worden toegevoegd.
- Bij de analyse van een artikel gaat het om de inhoud van de artikel (e.g., blogs). Persberichten, waarnaar wordt gerefereerd op een pagina met persberichten, vormen hierbij een uitzondering op. In dit geval gaat het namelijk over de vorm. Behalve wanneer er naar een persbericht wordt gerefereerd op een random pagina. In dit geval wordt de inhoud van het persbericht geanalyseerd.

Appendix 17| Coding Scheme 8.0

1. Reciprocity techniques are defined as the different manners in which the online shop offers (potential) customers a favour that is meaningful (when the product(s) offered by the online shop is/(are) not purchased from that organization), unexpected, and/or customized without expecting something in return.

Table 70| Reciprocity Techniques

No.	Code:		Definition:
1.1	<u>Free Entertainment and/or Information</u>	a. Website	The online shop offers visitors entertainment and/or information by means of content on a website without asking for personal information (e.g., blog, article and recipe). <i>When information about (a) product(s) offered by the online shop is given, code 1.2 should be added.</i>
		b. Social Channel	The online shop offers visitors entertainment and/or information by means of a social channel without asking for irrelevant personal information (e.g., Appie Today).
		c. App	The online shop offers visitors entertainment and/or information by means of (a) free app(s) without asking for irrelevant personal information (e.g., free kindle app).
1.2	<u>Product(s) Information</u>	a. General Product Information	The online shop offers visitors general information about (a category of) products without asking for personal information (e.g., hints and advice).
		<i>Sometimes it could be combined with code 6.6.</i> b. Specific Product Information	The online shop offers visitors specific information about a product without asking for personal information (e.g., plus/minus points).
1.3	<u>(Customized) Personal Advice</u>		The online shop offers visitors (customized) personal advice regarding (a) (category of) product(s) without asking for irrelevant personal information (e.g., size guide).
1.4	<u>Third-Parties</u>	a. Comparison With	The online shop offers visitors the opportunity to compare (a) product(s) offered by the online shop with the same product(s) offered by third-parties.
		b. Buying From	The online shop offers visitors the opportunity to buy (a) product(s) not only from the online shop itself but also from third-parties.
1.5	<u>Contact Possibilities</u>	a. Organization	
		a. Chat	The online shop allows visitors to contact the organization by means of chat.
		b. Call	The online shop allows visitors to call the customer service for free.
		c. App	The online shop allows visitors to app with the organization.
		d. Appointment	The online shop gives visitors the opportunity to make a non-binding appointment with the organization.
		b. Other Customers	The online shop gives visitors the opportunity to get in touch with other visitors (e.g., forum).
1.6	<u>Free Samples</u>	a. Voucher	The online shop offers visitors free gift vouchers without sale conditions and without asking for irrelevant personal information.
		b. Sample	The online shop offers visitors s free sample of a product for an underdetermined time without asking for irrelevant personal information.
1.7	<u>Free Product(s)</u>		The online shop offers visitors (a) free product(s) without asking for irrelevant personal information.

2. Commitment and consistency techniques refer to the different manners in which (potential) customers are given the opportunity to make (voluntary, actively, openly and/or with a lot of effort) a commitment (see part 1), consistency programs are used (see part 2), (potential) customers are reminded of an existing commitment (see part 3) and/or suggestions based on a previous commitment of the (potential) customers are shown (see part 4). All these activities should result in consistent beliefs, feelings and behaviour of the (potential) customers.

Table 71| Commitment and Consistency Techniques

No.	Code:		Definition:
2.1	<u>(FB) Liking</u>	a. (Information about) Product(s)	Visitors are given the opportunity to like (information about) (a) (category of) product(s) offered by the online shop.
		b. Online Shop	Visitors are given the opportunity to like the online shop.
		c. Other Element(s)	Visitors are given the opportunity to like an element other than (information about) (a) (category of a) product(s) and the online shop.
2.2	<u>Sharing</u>	<i>Most of the time, code 2.2 could be combined with code 4.2.</i>	
a.	(Information about) Product(s)	a. E-mail	Visitors are given the opportunity to share (information about) (a) (category of a) product(s) offered by the online shop by means of an e-mail.
		b. Social Media	Visitors are given the opportunity to share (information about) (a) (category of a) product(s) offered by the online shop by means of social media.
		c. Both	Visitors are given the opportunity to share (information about) (a) (category of a) product(s) offered by the online shop by means of both e-mail and social media.
		a. E-mail	Visitors are given the opportunity to share an element other than (information about) (a) (category of a) product(s) offered by the online shop by means of e-mail.
		b. Social Media	Visitors are given the opportunity to share an element other than (information about) (a) (category of a) product(s) offered by the online shop by means of social media.
		c. Both	Visitors are given the opportunity to share an element other than (information about) (a) (category of a) product(s) offered by the online shop by means of both e-mail and social media.
b.	Other Element(s) (e.g., articles, blogs, and pages)	a. E-mail	Visitors are given the opportunity to share an element other than (information about) (a) (category of a) product(s) offered by the online shop by means of e-mail.
		b. Social Media	Visitors are given the opportunity to share an element other than (information about) (a) (category of a) product(s) offered by the online shop by means of social media.
		c. Both	Visitors are given the opportunity to share an element other than (information about) (a) (category of a) product(s) offered by the online shop by means of both e-mail and social media.
2.3	<u>Printing/ Downloading/ Ordering Information</u>	a1. One Product	Visitors are given the opportunity to print, download and/or order information about a specific product offered by the online shop.
		a2. More Products	Visitors are given the opportunity to print, download and/or order information about (a category of) products offered by the online shop at the same time (e.g., brochure and wishing list).

Table 71 Continued| Commitment and Consistency Techniques

No.	Code:		Definition:
2.3	<u>Printing/ Downloading/ Ordering Information</u>	b. Other than Product(s)	Visitors are given the opportunity to print, download and/or order information other than information about (a) (category of) (a) product(s) offered by the online shop.
2.4	<u>Saving</u>	a. Product	Visitors are given the opportunity to save a product offered by the online shop (e.g., wishing list).
	<i>This code is about saving and not about reminding on something that is saved.</i>	b. Other than Product	Visitors are given the opportunity to save an element other than a product offered by the online shop.
2.5	<u>Following (Stay Informed)</u>		
	a. Online Shop and/or Action(s)	a. Social Media	Visitors are given the opportunity to follow ((an) action(s) of) the online shop on social media.
		b. App	Visitors are given the opportunity to follow ((an) action(s) of) the online shop by means of one or more apps.
		c. Newsletter	Visitors are given the opportunity to follow ((an) action(s) of) the online shop by means of a newsletter.
	b. Product(s)	a. Price Alert	Visitors are given the opportunity to follow price changes of (a) (category of) product(s) offered by the online shop.
		b. Stock Alert	Visitors are given the opportunity to follow the availability of (a) product(s) offered by the online shop.
	c. Brand(s)/ Person(s)		Visitors are given the opportunity to follow the products of (a) brand(s) and/or of (a) person(s) that are offered by the online shop.
2.6	<u>Publishing</u>	<i>Previous reviews written by other customers should be checked before a code of 2.6b could be added.</i>	
	a. Publish Questions		Visitors are given the opportunity to publish a question about (a) (category of) product(s) offered by the online shop.
	b1. Publish Product Review	a. Without anything	Visitors are given the opportunity to publish a positive review about a product offered by the online shop.
		b. With Recommendation	Visitors are given the opportunity to publish a positive review and to give a positive recommendation about a product offered by the online shop.
		c. With Rating	Visitors are given the opportunity to publish a positive review and to give a positive rating about a product offered by the online shop.
		d. With Recommendation and Rating	Visitors are given the opportunity to publish a positive review, to give a positive recommendation and to give a positive rating about a product offered by the online shop.
	b2. Publish an Online Shop Review	a. Without anything	Visitors are given the opportunity to publish a positive review about the online shop.
		b. With Recommendation	Visitors are given the opportunity to publish a positive review and to give a positive recommendation about the online shop.
		c. With Rating	Visitors are given the opportunity to publish a positive review and to give a positive rating about the online shop.

Table 71 Continued| Commitment and Consistency Techniques

No.	Code:	Definition:
2.6	<u>Publishing</u>	<i>Previous reviews written by other customers should be checked before a code of 2.6b could be added.</i>
	b2. Publish an Online Shop Review	d. With Recommendation and Rating Visitors are given the opportunity to publish a positive review, to give a positive recommendation and to give a positive rating about the online shop or of the online shop.
	c. Publish a Recommendation	a. Product(s) Visitors are given the opportunity to recommend (a) (category of) product(s) offered by the online shop.
		b. Online Shop Visitors are given the opportunity to recommend the online shop.
	<i>(also about reviews)</i>	c. Other than Product(s) and/or the Online Shop (e.g., helpful review) Visitors are given the opportunity to recommend an element other than (a) (category of) product(s) offered by the online shop and/or the online shop (e.g., helpful review).
	d. Publish a Rating	a. Product(s) Visitors are given the opportunity to rate (by means of stars, grade etc.) (a) (category of) product(s) offered by the online shop positively.
		b. Online Shop Visitors are given the opportunity to rate the online shop positively.
		c. Other than Product(s) and/or the Online Shop Visitors are given the opportunity to rate an element other than (a) (category of) product(s) offered by the online shop and the online shop.
	e. Publish Written Reactions	a. About Product(s) and/or the Online Shop Visitors are given the opportunity to publish an online reaction on an open question about (a) (category of) product(s) and/or the online shop.
		b. Not about Product(s) and/or the Online Shop Visitors are given the opportunity to publish online a positive comment about an element other than on open questions about (a) (category of) product(s) and the online shop.
2.7	<u>Participate</u>	a. Petition Visitors are given the opportunity to participate with a petition.
		b. Research (Survey, Voting and/or Panel) Visitors are given the opportunity to participate in a research by means of filling in a survey, voting and/or becoming a panel member.
		c. Win Promotions Visitors are given the opportunity to win prizes by means of participating with win promotions.
		d. Membership Visitors are given the opportunity to become a member of a membership other than a panel (e.g., HMClub).
	<i>The codes 2.7b and 2.7c differ from each other in that in code 2.7b participating in a research is central and in code 2.7c winning prizes.</i>	e. Tool Visitors are given the opportunity to make use of a tool in order to find the most suitable (category of) product(s) (e.g., last minute wizard).
2.8	<u>Customize Suggestions</u>	a. Sign up/ Register Visitors are given the opportunity to sign up and/or register in that personal suggestions are shown.
		b. Customize Visitors are given the opportunity to customize their offered suggestions (e.g., more of this).

Table 71 Continued| Commitment and Consistency Techniques

No.	Code:		Definition:
2.9	<u>Other</u>	a. Full Information	Visitors are given the opportunity to contact the organization, to register and/or to sign up in order to receive the full information.
		b. Appointment	Visitors are given the opportunity to make an online appointment with the organisation.
		c. Free Sample	Visitors are given the opportunity to request for a free sample.
		d. Check Store Inventory / Make a reservation	Visitors are given the opportunity to check the store inventory of a product offered by the online shop and/or to reserve a product offered by the online shop.
		e. Find a Store	Visitors are given the opportunity to find a store nearby.
		f. Selecting/Excluding	Visitors are given the opportunity to exclude (a) certain characteristic(s) and/or to select (a) certain characteristic(s) that excludes other characteristics (e.g., styles and holiday themes).
2.10	<u>Loyalty Programs</u>		Visitors are given the opportunity to participate in loyalty programs that promotes buying from the organization (e.g., KLM Houses).
2.11	<u>Reminder</u>	a. Product(s)	a. Saved A reminder of the saved product(s) is/are shown.
			b. Recently Viewed The recently viewed product(s) of the visitor is/are shown.
		b. Other than Product(s)	a. Saved A reminder of the saved element(s) other than saved product(s) is/are shown.
			b. Search Request The recently search request(s) of the visitor is/are shown.
			c. Recently Viewed The recently viewed element(s) other than the recently viewed product(s) is/are shown.
<i>In the case code 2.12 and 2.13 applies to the same element of the online shop, code 2.12 should be assigned. In the case suggestions are given without using cookies, no code should be assigned.</i>			
2.12	<u>Suggestion of Similar</u>	a. Product(s)	(A) similar product(s) that the visitor may like based on their previous search interest is/are shown.
		b. Other than Product(s)	(A) similar element(s) other than (a) similar product(s) that the visitor may like based on their previous search interest is/are shown.
2.13	<u>Complementary Product(s)</u>	a. Without Favourable Conditions	(A) product(s) without favourable conditions in obtaining (e.g., shoelaces) related to the selected product (e.g. shoes) is/are shown.
		<i>In the case there are shown products with and without favourable conditions, code 2.13a should be assigned.</i>	b. With Favourable Conditions (A) product(s) with favourable conditions in obtaining related to the selected product is/are shown.

3. Social proof techniques are defined as the different manners in which information about the beliefs, feelings and/or behaviour of (an)other customer(s) are provided and/or indications of social proof is used.

Table 72| Social Proof Techniques

No.	Code:	Definition:	
3.1	<u>Individually Written Reviews</u>	<i>This code could sometimes be combined with 6.8 if the source is intern verified.</i>	
	a. Product(s)	a. Without anything	An individually written reviews (without recommendations and ratings) about (a) (category of) product(s) offered by the online shop is shown.
		b. With Recommendations	An individually written review (with recommendations and without ratings) about (a) (category of) product(s) offered by the online shop is shown.
		c. With Ratings	An individually written review (with ratings and without recommendations) about (a) (category of) product(s) offered by the online shop is shown.
		d. With Recommendations and Ratings	An individually written review (with recommendations and with ratings) about (a) (category of) product(s) offered by the online shop is shown.
	b. Online Shop	a. Without anything	An individually review (without recommendations and ratings) about the online shop is shown.
		b. With Recommendations	An individually review (with recommendations and without ratings) about the online shop is shown.
		c. With Ratings	An individually review (with ratings and without recommendations) about the online shop is shown.
		d. With Recommendations and Ratings	An individually review (with recommendations and with ratings) about the online shop is shown.
3.2	<u>Summary of the Written Reviews</u>	a. Product(s)	A summary of all the written reviews about a product offered by the online shop is shown.
		b. Online Shop	A summary of all the written reviews about the online shop is shown.
3.3	<u>Average Rating</u>		
	a. In General	a1. One Product	The average rating about a specific product offered by the online shop is shown.
		a2. More Products	The average rating about a category of products offered by the online shop is shown.
		b. Online Shop	The average rating about the online shop is shown.
		c. Other than Product(s) and Online Shop	The average rating about an element other than about (a) product(s) offered by the online shop and the online shop is shown.
	b. Per Item	a. Product(s)	Per item, the average rating of (a) (category of) product(s) offered by the online shop is shown.
		b. Online Shop	Per item, the average rating of the online shop is shown.
3.4	<u>Number/Percentages</u>		
	a. Recommendations	a. Product(s)	The number of other customers who recommend (a) (category of) product(s) offered by the online shop is shown.
		b. Online Shop	The number of other customers who recommend the online shop is shown.
	b. Positive Ratings	a. Product(s)	The number of positive ratings about (a) (category of) product(s) offered by the online shop is shown.
		b. Online Shop	The number of positive ratings about the online shop is shown.
	c. Helpful Reviews		The number of other customers who believe that a positive review is helpfully is shown.

Table 72 Continued| Social Proof Techniques

No.	Code:		Definition:
d.	Shares	a. Product(s)	The number of shares of (information about) (a) (category of) product(s) offered by the online shop is shown.
		b. Other than Product(s)	The number of shares of an element other than (information about) (a) (category of) product(s) offered by the online shop is shown.
e.	Likes	a. Product(s)	The number of likes of (information about) (a) (category of) product(s) offered by the online shop is shown.
		b. Online Shop	The number of likes of the online shop is shown.
		c. Other than Product(s) and Online Shop	The number of likes of an element other than (information about) (a) (category of) product(s) offered by the online shop and/or the online shop is shown.
f.	Social Media Followers		The number of social media followers is shown.
g.	Newsletter Subscribers		The number of newsletter subscribers is shown.
h.	Readers		The number of times an article has been read is shown.
i.	Customers		The number of customers is shown.
3.5	<u>Search and/or Buying Behaviour of Other(s)</u>	<i>This code is about actual behaviour of others instead of indications of behaviour (e.g., bestseller). Sometimes this code could be combined with code 4.4d.</i>	
a.	Search Behaviour	a1. One Product	Information about the search behaviour of (an)other customer(s) regarding a specific product offered by the online shop is shown.
		a2. More Products	Information about the search behaviour of (an)other customer(s) regarding (a category of) products offered by the online shop is shown (e.g., others also viewed).
		b. Other than Product(s)	Information about the search behaviour of (an)other customer(s) regarding an element other than (a) (category of) product(s) offered by the online shop is shown.
b.	Buying Behaviour	a. One Product	Information about the buying behaviour of (an)other customer(s) regarding a specific product offered by the online shop is shown.
		b. More Products	Information about the buying behaviour of (an)other customer(s) regarding (a category of) products offered by the online shop is shown.
c.	Search & Buying Combined	a. One Product	Information about the search and buying behaviour of (an)other customer(s) regarding a specific product offered by the online shop is shown.
		b. More Products	Information about the search and buying behaviour of (an)other customer(s) regarding (a category of) products offered by the online shop is shown.
3.6	<u>Other Behaviour of Other(s)</u>	a. Making Use	(An)other customer(s) making use of one or more products offered by the online shop is shown.
		b. Giving Advice	(An)other customer(s) giving advice about the offered product(s) is shown.
3.7	<u>Popularity and/or Likeable Indications</u>	a. One Product	An additional element that implies that a specific product is popular and/or likeable is shown (e.g., bestseller).
		b1. More Products	An additional element that implies that (a category of) products are popular and/or likeable is shown.
		b2. Ranking	The most popular and/or likeable products are ranked from high to low.
		c. Other than Product(s) and Rankings	An additional element that implies that an element other than (a) (category of) product(s) is/are popular and/or likeable is shown.

4. Unity techniques can be defined as the different manners in which one or more persons with which (potential) customer(s) should identify with and/or perceive themselves similar with (e.g., friends and family) in order to be persuaded are used and/or cues that might indicate at and/or might result in unity and/or similarity of the online shop with the (potential) customer(s) are used.

Table 73| Unity Techniques

No	Code:		Definition:
4.1	<u>Giveaway Actions for Friends</u>	a. Promotion Tool	Visitors are given the opportunity to make use of (an) giveaway (action). When visitors buy (a) (category of) product(s) from the online shop, they receive a favour that is intended for their friends.
		b. Nominating	Visitors are given the opportunity to nominate friends for receiving (a) product(s) offered by the online shop.
		c. Presents	Visitors are given the opportunity to buy (a) product(s) for their friends.
4.2	<u>Sharing with Friends</u>	a. Product(s)	Visitors are given the opportunity to share (information about) (a) (category of) product(s) offered by the online shop with others.
		b. Other than Product(s)	Visitors are given opportunity to share an element other than (information about) (a) (category of) product(s) offered by the online shop with others.
4.3	<u>Collaboration</u>	a. Organization	Visitors are given the opportunity to work together with the organization.
		b. Friends	Visitors are given the opportunity to work together with one or more friends (e.g., flight planner).
4.4	<u>Similar Others</u>	a. Making Use	Person(s) with which (an) visitor(s) might identify with who make(s) use of (a) product(s) offered by the online shop is/are shown (e.g., vlog).
		b. Recommending	Person(s) with which (an) visitor(s) might identify who recommend(s) (a) (category of) product(s) offered by the online shop is/are shown (e.g., reviews). <i>Note that when indications of authority are used, code 6.6 should also be ascribed.</i>
		c. Giving Advice	Persons with which (an) visitor(s) might identify with who give(s) advice about (the) possibilities of (a) (category of) product(s) is/are shown (e.g., experience of a traveller).
		d. Search Behaviour	Information about the search behaviour of (a) similar customer(s) who watched the same product(s) of the visitor is shown (e.g., others, who watched this product, also viewed). <i>Note that this code should be combined with 3.5a.</i>
		e. Other	Person(s) with which (an) visitor(s) should identify with in order to be persuaded is/are shown. This/these person(s) make(s) no use, do(es) not recommend and/or give(s) no advice about the product(s) offered by the online shop. Moreover, no information about the search behaviour is given.
4.5	<u>Terms</u>	a. Identification	The online shop makes use of terms with which the visitor can identify with.
		b. Unity	The online shop makes use of unity terms (e.g., family, everybody and all).

5. Liking techniques refer to the different manners in which one or more persons with which (potential) customers does not necessary have to identify with (i.e., celebrities and/or attractive people) are used and/or likeable cues in order to create positive associations with product(s) offered by the online shop are used.

Table 74| Liking Techniques

No.	Code:	Definition:	
5.1	<u>People Using the Product(s)</u>	a. Attractive People	Attractive person(s) who make(s) use of (a) product(s) offered by the online shop is/are shown (e.g., models).
		b. Celebrities	(A) celebrity and/or celebrities who make(s) use of (a) product(s) offered by the online shop is/are shown.
5.2	<u>Additional Elements Indicating</u>		
	a. Favourable Conditions for Obtaining		<i>The current code is more about favourable conditions that indicate temporality instead of fixedness. However, applications of scarcity should be attributed to 7.1 or 7.4.</i>
		a. One Product	An additional element that implies that a specific product offered by the online shop could be obtained under more favourable conditions is shown.
		b. More Products	An additional element that implies that (a category of) more than one product offered by the online shop could be obtained under more favourable conditions is shown.
	b. (Environmentally) Responsibility	a. One Product	An additional element that implies that a specific product offered by the online shop is (environmentally) responsible is shown.
		b. More Products	An additional element that implies that (a category of) more than one product offered by the online shop is (environmentally) responsible is shown.
	c. (Good Price-) Quality (Ratio)		<i>The labels and awards are provided by internal sources instead of external authoritative sources (as 6.1a). When however authority attributes of this internal sources are used, code 6.5b should be assigned.</i>
		a. One Product	An additional element that implies that a specific product offered by the online shop is qualitative and/or has a good price-quality ratio is shown (e.g., tophotel).
		b. More Products	An additional element that implies that (a category of) more than one product offered by the online shop is qualitative and/or have a good price-quality ratio is shown.
5.3	<u>Advantage(s) of Product(s)</u>	a. One Product	One or more advantages of a specific product offered by the online shop is shown.
		b. More Products	One or more advantages of (a category of) more than one product offered by the online shop is shown.

6. Authority techniques are defined as the different manners in which authoritative sources, that are not customers, (by means of authoritative cues that imply trustworthiness, goodness and/or expertise) are used and/or authoritative cues that imply trustworthiness, goodness and/or expertise of the online shop are used.

Table 75| Authority Techniques

No.	Code:	Definition:	
6.1	<u>Test Results</u>		<i>Note that the difference between awards and labels is that every organization is in the possession to obtain a label (e.g., Thuiswinkel Waarborg), while not every organization is in the possession to obtain awards (e.g., Best Webshop). The same applies for products.</i>
	a. Without Descriptions		
	a. Labels	a. Product(s)	The requested label(s) of (a) (category of) product(s) offered by the online shop is/are shown.
		b. Online Shop	The requested label(s) of the online shop is/are shown (e.g., Thuiswinkel Waarborg).

Table 75 Continued| Authority Techniques

No.	Code:	Definition:
	c. Employees	The requested label(s) of the employees of the online shop is/are shown (e.g., IATA qualified).
	d. Security	The requested label(s) provided by safety partners is/are shown (e.g., Norton Secured).
b. Awards	a. Product(s)	The obtained award(s) of (a) (category of) product(s) offered by the online shop is/are shown (e.g., hardware.info and best tested).
	b. Online Shop	The obtained award(s) of the online shop is/are shown (e.g., best webshop).
	c. Employees	The obtained awards(s) of the employees of the online shop is/are shown (e.g. IATA qualified). Detailed descriptions about the obtained results are given.
b. With Descriptions		
6.2	<u>Collaboration</u>	
	a1. Associations	The association(s) where the online shop is/are member of and that represent(s) the interests of the customers is/are shown (e.g., SGR and ANVR).
	a2. Charities	The charity/charities with which the online shop works together is/are shown (e.g., right 2 pay).
	a3. Review Partners	The external review partner that collects the reviews, ratings and/or recommendations about (a) (category of) product(s) offered by the online shop and the online shop is shown.
	a4. Sponsors	The organization(s) that the online shop sponsor(s) and/or the organization(s) sponsoring the online shop is/are shown.
	a5. Attached Brands	The brand(s) where the online shop works together with is/are shown.
	a6. Other External Partners	The external partnerships with one or more well-known, trusted parties other than associations, charities, external review partners and sponsors are shown (e.g., Airbnb, payment parties and package deliverers). <i>Safety labels are excluded from this code. They should be added to 6.1aad.</i>
	b. Internal Partners	The internal partnership(s) of the online shop is/are shown (e.g., holding, subsidiaries).
6.3	<u>Winner(s)</u>	Information about the winner(s) of the win promotions is shown.
6.4	<u>Media Presence</u>	The positive presence of the online shop in the media is shown.
6.5	<u>Recommending</u>	<i>Note that when personal information about the source is given, code 4.4b should also be ascribed.</i>
a. By Identifiable Independent Experts	a1. One Product	((An) identifiable independent expert(s) who recommend(s) a specific product offered by the online shop is/are shown.
	a2. More Products	((An) identifiable independent expert(s) who recommend(s) (a category of) more than one product offered by the online shop at the same time is/are shown.
	b. Online Shop	((An) identifiable independent expert(s) who recommend(s) the online shop is/are shown.
b. By Employee(s)/ Organization	a. One Product	((An) employee(s) of) the online shop recommend(s) a specific product offered by the online shop by making use of authority attributes (e.g., titles and clothes).
	b. More Products	((An) employee(s) of) the online shop recommend(s) (a category of) more than one product offered by the online shop by making use of authority attributes.
		<i>When no authority attributes are used, 5.2c should be added.</i>
6.6	<u>General Advice from Employees/ Organization</u>	<i>Sometimes this code could be combined with 1.2. Note that code 6.6 differs from code 6.5b in that at code 6.6 general advice about the products is given.</i>
	a. With Authority Attributes	((An) employee(s) of) the online shop give(s) general advice about (a) (category of) product(s) offered by the online shop by making use of authority attributes.
	b. Without Authority Attributes	((An) employee(s) of) the online shop give(s) general advice about (a) (category of) product(s) they offer without making use of authority attributes.

Table 75 Continued| Authority Techniques

No.	Code:		Definition:
6.7	<u>Recent Offerings</u>		
	a. New	a. One Product	An additional element that implies that a specific product offered by the online shop is new is shown.
		b. More Products	An additional element that implies that (a category of) more than one product offered by the online shop is new is shown.
	b. Soon Available	a. One Product	An additional element that implies that a specific product will be soon offered by the online shop is shown.
		b. More Products	An additional element that implies that (a category of) more than one product will be soon offered by the online shop is shown.
6.8	<u>Reviewer(s)</u>		The reviewers are verified by the online shop self (e.g., certified purchaser).
6.9	<u>Employee(s)</u>	a. With Authority Attributes	(An) employee(s) of the online shop is/are introduced by making use of authority attributes.
		b. Without Authority Attributes	(An) employee(s) of the online shop is/are introduced without making use of authority attributes.
6.10	<u>Online Shop</u>		
	a. USP	a. Numeration	One or more unique selling points (i.e., USP; characteristics why (an) visitor(s) should choose for this organization and not for another) of the online shop are shown.
		b. Explained	Detailed information about one or more unique selling points is given.
	b. Information	a. Physical Stores	Information about the physical stores of the online shop is given.
		b. Foundation	The year of foundation and/or the number of years that the online shop is active is/are shown.
		c. CSR	Information about the corporate social responsibility (i.e., CSR) of the online shop is shown. <i>Code 6.2a2 should be attributed when information is given about a charity with which the organizations works together.</i>
		d. Innovation	Information about the innovation of the online shop is shown.
		e. Warnings	Warning(s) for fraud, spam and/or phishing is/are shown.
		f. Financial Info	Financial information about the performance of the online shop is shown.
		g. General Info	General information about the online shop like its history, offerings, culture and/or philosophy is shown.
	c. Publication	a. Brochure	A brochure about the online shop itself is offered.
		b. Picture(s)/Video(s)	One or more pictures and/or videos about the online shop are shown.
		c. Press Releases	One or more press releases about the online shop are shown.

7. Scarcity techniques are the different manners in which the (possible) loses of (an) advantage(s) and/or action(s) (related to gaining certain product(s)) and/or the (possible) loses of certain product(s) is emphasized, and/or the limitedness and/or exclusiveness of (an) advantage(s) and/or action(s) (related to gaining certain product(s)) and/or certain product(s) is emphasized.

Table 76| Scarcity Techniques

No.	Code:	Definition:
7.1	<u>Deadline/Period</u>	
a.	Without Countdown	a. One Product An deadline and/or period without countdown that applies to ((an) advantage(s) related to gaining) a specific product is shown. After this deadline and/or period, (the advantage(s) related to gaining) the product is (temporarily) unavailable or only available under less favourable conditions (e.g., higher prices and a shorter warranty period).
		b. More Products An deadline and/or period without countdown that applies to ((an) advantage(s) related to gaining) (a category of) more than one product at the same time is shown. After this deadline, (the advantage(s) related to gaining) the products are (temporarily) unavailable or only available under less favourable conditions.
b.	With Countdown	a. One Product An deadline with countdown that applies to ((an) advantage(s) related to gaining) a specific product is shown. After this deadline, (the advantage(s) related to gaining) the product is (temporarily) unavailable or only available under less favourable conditions.
		b. More Products An deadline with countdown that applies to ((an) advantage(s) related to gaining) (a category of) more than one product at the same time is shown. After this deadline, (the advantage(s) related to gaining) the products are (temporarily) unavailable or only available under less favourable conditions.
7.2	<u>Stock Information</u>	
a.	Limited Stock	a. One Product An additional element that implies that a specific product offered by the online shop is limited in stock is shown.
		b. More Products An additional element that implies that (a category of) more than one product offered by the online shop is limited in stock is shown.
b.	Unavailable Stock	An additional element that implies that a product offered by the online shop is sold out or (temporally) unavailable online is shown.
c.	Expectation	An expectation about the stock (in)availability of one or more products are shown.
7.3	<u>Exclusive</u>	<i>Note that 7.3c and 7.3d differ from each other in that 7.3c is about temporary advantages, while 7.3d is about permanent advantages.</i>
a.	Product(s)	a. One Product An additional element that implies that a specific product offered by the online shop is only (1) online available, (2) available in their online shop and/or (3) available for certain visitors is shown.
		b. More Products An additional element that implies that more than one product (category) offered by the online shop only (1) online available, (2) available in their online shop and/or (3) available for certain visitors at the same time is is shown.
b.	Edition	a. One Product An additional element that implies that a specific product offered by the online shop is a limited edition is shown.
		b. More Products An additional element that implies that (a category of) more than one product is limited edited at the same time is shown.
c.	Actions	a. One Product An additional element that implies that an action that applies to a specific product offered by the online shop is only (1) online available, (2) available in their online shop and/or (3) available for certain visitors is shown.
		b. More Products An additional element that implies that an action that applies to (a category of) more than one product offered by the online shop is only (1) online available, (2) available in their online shop and/or (3) available for certain visitors is shown.
d.	Advantages	One or more advantages that are only available for certain visitors are shown.

Table 76| Scarcity Techniques

No.	Code:	Definition:	
7.4	<u>Scarcity Language</u>	a.	Loss Language The online shop emphasizes what a visitor will lose if the visitor does not perform a particular performance and/or has lost by not performing a particular performance (e.g., never miss the latest news).
		b1.	One Product (An) urgency word(s) (e.g., 'now', 'fast', 'immediately', 'limited', "while stock lasts", 'gone=gone' and 'last minute') that applies to a specific product is/are shown.
		b2.	More Products (An) urgency word(s) that applies to (a category of) more than one product is/are shown.

It should be noted that product(s) refer to both tangible (e.g., goods) and intangible product(s) (e.g., services).

Appendix 18| Coding Scheme 9.0

Reciprocity techniques are defined as the different manners in which the online shop offers (potential) customers a favour that is meaningful (when the product(s) offered by the online shop is(/are) not purchased from that organization), unexpected, and/or customized without expecting something in return.

Table 77| Reciprocity Techniques

No.	Code:		Definition:
1.1	<u>Free Entertainment and/or Information</u>	a. Website	The online shop offers visitors entertainment and/or information by means of content on a website without asking for personal information (e.g., blog, article and recipe). <i>When information about (a) product(s) offered by the online shop is given, code 1.2 should be added.</i>
		b. Social Channel	The online shop offers visitors entertainment and/or information by means of a social channel without asking for irrelevant personal information (e.g., Appie Today).
		c. App	The online shop offers visitors entertainment and/or information by means of (a) free app(s) without asking for irrelevant personal information (e.g., free kindle app).
1.2	<u>Product(s) Information</u> <i>Sometimes it could be combined with code 6.6.</i>	a. General Product Information	The online shop offers visitors general information about a product category without asking for personal information (e.g., hints and advice).
		b. Specific Product Information	The online shop offers visitors specific information about a product without asking for personal information (e.g., plus/minus points).
1.3	<u>(Customized) Personal Advice</u>		The online shop offers visitors (customized) personal advice regarding (a) product(s) (category) without asking for irrelevant personal information (e.g., size guide).
1.4	<u>Third-Parties</u>	a. Comparison With	The online shop offers visitors the opportunity to compare (a) product(s) offered by the online shop with the same product(s) offered by third-parties.
		b. Buying From	The online shop offers visitors the opportunity to buy (a) product(s) not only from the online shop itself but also from third-parties.
1.5	<u>Contact Possibilities</u>		
a.	Organization	a. Chat	The online shop allows visitors to contact the organization by means of chat.
		b. Call	The online shop allows visitors to call the customer service for free.
		c. App	The online shop allows visitors to app with the organization.
		d. Appointment	The online shop gives visitors the opportunity to make a non-binding appointment with the organization.
b.	Other Customers		The online shop gives visitors the opportunity to get in touch with other visitors (e.g., forum).
1.6	<u>Free Samples</u>	a. Voucher	The online shop offers visitors free gift vouchers without sale conditions and without asking for irrelevant personal information.
		b. Sample	The online shop offers visitors s free sample of a product for an underdetermined time without asking for irrelevant personal information.
1.7	<u>Free Product(s)</u>		The online shop offers visitors (a) free product(s) without asking for irrelevant personal information.

2. Commitment and consistency techniques refer to the different manners in which (potential) customers are given the opportunity to make (voluntary, actively, openly and/or with a lot of effort) a commitment (see part 1), consistency programs are used (see part 2), (potential) customers are reminded of an existing commitment (see part 3) and/or suggestions based on a previous commitment of the (potential) customers are shown (see part 4). All these activities should result in consistent beliefs, feelings and behaviour of the (potential) customers.

Table 78| Commitment and Consistency Techniques

No.	Code:		Definition:
2.1	<u>(FB) Liking</u>	a. (Information about) Product(s)	Visitors are given the opportunity to like (information about) (a) product(s) (category) offered by the online shop.
		b. Online Shop	Visitors are given the opportunity to like the online shop.
		c. Other Element(s)	Visitors are given the opportunity to like an element other than (information about) (a) product(s) (category), a review and the online shop itself.
2.2	<u>Sharing</u>	<i>Most of the time, code 2.2 could be combined with code 4.2.</i>	
a.	(Information about) Product(s)	a. E-mail	Visitors are given the opportunity to share (information about) (a) product(s) (category) offered by the online shop by means of an e-mail.
		b. Social Media	Visitors are given the opportunity to share (information about) (a) product(s) (category) offered by the online shop by means of social media.
		c. Both	Visitors are given the opportunity to share (information about) ((a) product(s) (category) offered by the online shop by means of both e-mail and social media.
	b. Other Element(s) (e.g., articles, blogs and pages)	a. E-mail	Visitors are given the opportunity to share an element other than (information about) (a) product(s) (category) offered by the online shop by means of e-mail.
		b. Social Media	Visitors are given the opportunity to share an element other than (information about) (a) product(s) (category) offered by the online shop by means of social media.
		c. Both	Visitors are given the opportunity to share an element other than (information about) (a) product(s) (category) offered by the online shop by means of both e-mail and social media.
2.3	<u>Printing/ Downloading/ Ordering Information</u>	a1. One Product	Visitors are given the opportunity to print, download and/or order information about a specific product offered by the online shop.
		a2. More Products	Visitors are given the opportunity to print, download and/or order information about one or more product categories and/or more than one product offered by the online shop at the same time (e.g., brochure and wishing list).
		b. Other than Product(s)	Visitors are given the opportunity to print, download and/or order information other than information about (a) (category of) (a) product(s) offered by the online shop.
2.4	<u>Saving</u>	<i>This code is about saving and not about reminding on something that is saved.</i>	
		a. Product	Visitors are given the opportunity to save a product offered by the online shop (e.g., wishing list).
		b. Other than Product	Visitors are given the opportunity to save an element other than a product offered by the online shop.

Table 78 Continued| Commitment and Consistency Techniques

No.	Code:	Definition:
2.5	Following (Stay Informed)	
a.	Online Shop and/or Action(s)	a. Social Media Visitors are given the opportunity to follow ((an) action(s) of) the online shop on social media.
		b. App Visitors are given the opportunity to follow ((an) action(s) of) the online shop by means of one or more apps.
		c. Newsletter Visitors are given the opportunity to follow ((an) action(s) of) the online shop by means of a newsletter.
b.	Product(s)	a. Price Alert Visitors are given the opportunity to follow price changes of (a) (category of) product(s) offered by the online shop by means of receiving an e-mail.
		b. Stock Alert Visitors are given the opportunity to follow the availability of (a) product(s) offered by the online shop by means of receiving an e-mail
c.	Brand(s)/ Person(s)	Visitors are given the opportunity to follow (the products of) (a) brand(s) and/or of (a) person(s).
2.6	Publishing	<i>Previous reviews written by other customers should be checked before a code of 2.6b could be added.</i>
a.	Publish Questions	Visitors are given the opportunity to publish a question about (a) (category of) product(s) offered by the online shop.
b1.	Publish Product Review	a. Without anything Visitors are given the opportunity to publish a positive review about a product offered by the online shop.
		b. With Recommendation Visitors are given the opportunity to publish a positive review and to give a positive recommendation about a product offered by the online shop.
		c. With Rating Visitors are given the opportunity to publish a positive review and to give a positive rating about a product offered by the online shop.
		d. With Recommendation and Rating Visitors are given the opportunity to publish a positive review, to give a positive recommendation and to give a positive rating about a product offered by the online shop.
b2.	Publish an Online Shop Review	a. Without anything Visitors are given the opportunity to publish a positive review about the online shop.
		b. With Recommendation Visitors are given the opportunity to publish a positive review and to give a positive recommendation about the online shop.
		c. With Rating Visitors are given the opportunity to publish a positive review and to give a positive rating about the online shop.
		d. With Recommendation and Rating Visitors are given the opportunity to publish a positive review, to give a positive recommendation and to give a positive rating about the online shop or of the online shop.
c.	Publish a Recommendation	a. Product(s) Visitors are given the opportunity to recommend (a) (category of) product(s) offered by the online shop.
		b. Online Shop Visitors are given the opportunity to recommend the online shop.
	(also about reviews)	c. Other than Product(s) and/or the Online Shop (e.g., helpful review) Visitors are given the opportunity to recommend an element other than (a) (category of) product(s) offered by the online shop and/or the online shop itself (e.g., helpful review).

Table 78 Continued| Commitment and Consistency Techniques

No.	Code:	Definition:
2.6	<u>Publishing</u>	<i>Previous reviews written by other customers should be checked before a code of 2.6b could be added.</i>
	d. Publish a Rating	a. Product(s) Visitors are given the opportunity to rate (by means of stars, grade etc.) (a) (category of) product(s) offered by the online shop positively.
		b. Online Shop Visitors are given the opportunity to rate the online shop positively.
		c. Other than Product(s) and/or the Online Shop Visitors are given the opportunity to rate an element other than (a) (category of) product(s) offered by the online shop and the online shop.
	e. Publish Written Reactions	a. About Product(s) and/or the Online Shop Visitors are given the opportunity to publish an online reaction on an open question about (a) (category of) product(s) and/or the online shop itself.
		b. Not about Product(s) and/or the Online Shop Visitors are given the opportunity to publish online a positive comment about an element other than on open questions about (a) (category of) product(s) and the online shop itself.
2.7	<u>Participate</u>	<i>The codes 2.7b and 2.7c differ from each other in that in code 2.7b participating in a research is central and in code 2.7c winning prizes.</i>
		a. Petition Visitors are given the opportunity to participate with a petition.
		b. Research Visitors are given the opportunity to give their opinion about the online shop (e.g., survey).
		c. Win Promotions Visitors are given the opportunity to win prizes by means of participating with win promotions.
		d. Membership Visitors are given the opportunity to become a member of a membership other than a panel (e.g., HMClub).
		e. Tool Visitors are given the opportunity to make use of a tool in order to find the most suitable (category of) product(s) (e.g., last minute wizard).
2.8	<u>Customize Suggestions</u>	a. Sign up/ Register Visitors are given the opportunity to sign up and/or register in that personal suggestions are shown.
		b. Customize Visitors are given the opportunity to customize their offered suggestions (e.g., more of this).
2.9	<u>Other</u>	a. Full Information Visitors are given the opportunity to contact the organization, to register and/or to sign up in order to receive the full information.
		b. Appointment Visitors are given the opportunity to make an online appointment with the organisation.
		c. Free Sample Visitors are given the opportunity to request for a free sample.
		d. Check Store Inventory / Make a reservation Visitors are given the opportunity to check the store inventory of a product offered by the online shop and/or to reserve a product offered by the online shop.
		e. Find a Store Visitors are given the opportunity to find a store nearby.
		f. Selecting/Excluding Visitors are given the opportunity to exclude (a) certain characteristic(s) and/or to select (a) certain characteristic(s) that excludes other characteristics (e.g., styles and holiday themes).
2.10	<u>Loyalty Programs</u>	Visitors are given the opportunity to participate in loyalty programs that promotes buying from the organization (e.g., KLM Houses).
2.11	<u>Reminder</u>	
	a. Product(s)	a. Saved A reminder of the saved product(s) is/are shown.
		b. Recently Viewed The recently viewed product(s) of the visitor is/are shown.
	b. Other than Product(s)	a. Saved A reminder of the saved element(s) other than saved product(s) is/are shown.
		b. Search Request The recently search request(s) of the visitor is/are shown.
		c. Recently Viewed The recently viewed element(s) other than the recently viewed product(s) is/are shown.

Table 78 Continued| Commitment and Consistency Techniques

No.	Code:	Definition:
		<i>In the case code 2.12 and 2.13 applies to the same element of the online shop, code 2.12 should be assigned. In the case suggestions are given without using cookies, no code should be assigned.</i>
2.12	<u>Suggestion of Similar</u>	<ul style="list-style-type: none"> a. Product(s) (A) similar product(s) that the visitor may like based on their previous search interest is/are shown. b. Other than Product(s) (A) similar element(s) other than (a) similar product(s) that the visitor may like based on their previous search interest is/are shown.
2.13	<u>Complementary Product(s)</u>	<i>In the case there are shown products with and without favourable conditions, code 2.13a should be assigned.</i>
		<ul style="list-style-type: none"> a. Without Favourable Conditions (A) (category of) product(s) without favourable conditions in obtaining (e.g., shoelaces) related to the selected product (e.g. shoes) is/are shown. b. With Favourable Conditions (A) (category of) product(s) and/or service(s) with favourable conditions in obtaining related to the selected product is/are shown.

3. Social proof techniques are defined as the different manners in which information about the beliefs, feelings and/or behaviour of (an)other customer(s) are provided and/or (an) indication(s) of social proof is/are used.

Table 79| Social Proof Techniques

No.	Code:	Definition:
3.1	<u>Individually Written Reviews</u>	<i>This code could sometimes be combined with 6.8 if the source is intern verified.</i>
	a. Product(s)	<ul style="list-style-type: none"> a. Without anything An individually written reviews (without recommendations and ratings) about (a) (category of) product(s) offered by the online shop is shown. b. With Recommendations An individually written review (with recommendations and without ratings) about (a) (category of) product(s) offered by the online shop is shown. c. With Ratings An individually written review (with ratings and without recommendations) about (a) (category of) product(s) offered by the online shop is shown. d. With Recommendations and Ratings An individually written review (with recommendations and with ratings) about (a) (category of) product(s) offered by the online shop is shown.
	b. Online Shop	<ul style="list-style-type: none"> a. Without anything An individually review (without recommendations and ratings) about the online shop is shown. b. With Recommendations An individually review (with recommendations and without ratings) about the online shop is shown. c. With Ratings An individually review (with ratings and without recommendations) about the online shop is shown. d. With Recommendations and Ratings An individually review (with recommendations and with ratings) about the online shop is shown.
3.2	<u>Summary of the Written Reviews</u>	<ul style="list-style-type: none"> a. Product(s) A summary of all the written reviews about a product offered by the online shop is shown. b. Online Shop A summary of all the written reviews about the online shop is shown.

Table 79 Continued| Social Proof Techniques

No.	Code:	Definition:		
3.3	Average Rating	a1. One Product	The average rating about a specific product offered by the online shop is shown.	
		a. In General	a2. More Products	The average rating about a category of products offered by the online shop is shown.
			b. Online Shop	The average rating about the online shop is shown.
	b. Per Item		c. Other than Product(s) and Online Shop	The average rating about an element other than about (a) product(s) offered by the online shop and the online shop is shown.
			a. Product(s)	The average rating of (a) (category of) product(s) offered by the online shop is shown per item.
			b. Online Shop	The average rating of the online shop is shown per item.
3.4	a. Recommendations	a. Product(s)	The number of other customers who recommend (a) (category of) product(s) offered by the online shop is shown.	
			b. Online Shop	The number of other customers who recommend the online shop is shown.
	b. Ratings	a. Product(s)	The number of ratings about the rating of (a) (category of) product(s) offered by the online shop is shown.	
			b. Online Shop	The number of ratings about the rating of the online shop is shown.
	c. Helpful Reviews		The number of other customers who believe that a positive review is helpfully is shown.	
	d. Shares	a. Product(s)	The number of shares of (information about) (a) (category of) product(s) offered by the online shop is shown.	
			b. Other than Product(s)	The number of shares of an element other than (information about) (a) (category of) product(s) offered by the online shop is shown.
	e. Likes	a. Product(s)	The number of likes of (information about) (a) (category of) product(s) offered by the online shop is shown.	
			b. Online Shop	The number of likes of the online shop is shown.
			c. Other than Product(s) and Online Shop	The number of likes of an element other than (information about) (a) (category of) product(s) offered by the online shop and/or the online shop is shown.
	f. Social Media Followers		The number of social media followers is shown.	
	g. Newsletter Subscribers		The number of newsletter subscribers is shown.	
	h. Readers		The number of times an article has been read is shown.	
i. Written Reactions		The number of written reactions is shown.		
j. Customers		The number of customers is shown.		
3.5	Search and/or Buying Behaviour of Other(s)	<i>This code is about actual behaviour of others instead of indications of behaviour (e.g., bestseller). Sometimes this code could be combined with code 4.5d.</i>		
		a. Search Behaviour	a1. One Product	The search behaviour of (an)other customer(s) regarding a specific product offered by the online shop is shown.
			a2. More Products	The search behaviour of (an)other customer(s) regarding one or more product categories and/or more than one product offered by the online shop is shown (e.g., others also viewed).
		b. Other than Product(s)	The search behaviour of (an)other customer(s) regarding an element other than (a) (category of) product(s) offered by the online shop is shown.	

Table 79 Continued| Social Proof Techniques

No.	Code:	Definition:	
3.5	<u>Search and/or Buying Behaviour of Other(s)</u>	<i>This code is about actual behaviour of others instead of indications of behaviour (e.g., bestseller). Sometimes this code could be combined with code 4.5d.</i>	
	b. Buying Behaviour	a. One Product	The buying behaviour of (an)other customer(s) regarding a specific product offered by the online shop is shown.
		b. More Products	The buying behaviour of (an)other customer(s) regarding one or more product categories and/or more than one product offered by the online shop is shown.
	c. Search & Buying Combined	a. One Product	The search and buying behaviour of (an)other customer(s) regarding a specific product offered by the online shop is shown.
		b. More Products	The search and buying behaviour of (an)other customer(s) regarding one or more product categories and/or more than one product offered by the online shop is shown.
3.6	<u>Other Behaviour of Other(s)</u>	a. Making Use	(An)other customer(s) making use of (the same kind of) one or more products that the online shop offers is/are shown. <i>This code could sometimes be combined with 5.1a.</i>
		b. Giving Advice	(An)other customer(s) giving advice about (the same kind of) the product(s) that the online shop offers is/are shown.
		c1. Product(s) Reaction(s)	(A) written reaction(s) about (a) (category of) product(s) of (an)other customer(s) is/are shown.
		c2. Other than Product(s) Reaction(s)	(A) written reaction(s) other than about (a) (category of) product(s) of (an)other customer(s) is/are shown.
3.7	<u>Popularity and/or Likeable Indications</u>	a. One Product	An additional element that implies that a specific product offered by the online shop is popular and/or likeable is shown (e.g., bestseller).
		b. More Products	An additional element that implies that one or more product categories and/or more than one product offered by the online shop is popular and/or likeable is shown.
		c. Other than Product(s) and Rankings	An additional element that implies that an element other than (a) (category of) product(s) is/are popular and/or likeable is shown.
3.8	<u>Best Reviewed Products</u>	a. One Product	An additional element that shows that a specific product offered by the online shop is best reviewed by others is shown.
	<i>This code differs from 3.8 in that it is not an indication.</i>	b. More Products	An additional element that shows that one or more product categories and/or more than one product offered by the online shop is best reviewed by others is shown.

4. Unity techniques can be defined as the different manners in which one or more persons with which (potential) customer(s) identify with and/or perceive themselves similar with (e.g., friends and family) are used and/or cues that might indicate at and/or might result in unity and/or similarity are used.

Table 80| Unity Techniques

No.	Code:	Definition:
4.1	<u>Giveaway Actions for Friends</u>	a. Promotion Tool Visitors are given the opportunity to make use of (an) giveaway (action). When visitors buy (a) product(s) from the online shop, they receive a favour that is intended for their friends.
		b. Nominating Visitors are given the opportunity to nominate friends for receiving (a) product(s) offered by the online shop.
		c. Presents Visitors are given the opportunity to buy (a) product(s) for their friends.
4.2	<u>Sharing with Friends</u>	a. Product(s) Visitors are given the opportunity to share (information about) (a) (category of) product(s) offered by the online shop with others (e.g., brochure).
		b. Other than Product(s) Visitors are given opportunity to share an element other than (information about) (a) (category of) product(s) offered by the online shop with others.
4.3	<u>Collaboration</u>	a. Organization Visitors are given the opportunity to work together with the organization.
		b. Friends Visitors are given the opportunity to work together with one or more friends (e.g., flight planner).
4.4	<u>Supporting Visitors</u>	Visitors are supported by the online shop.
4.5	<u>Similar Others</u>	a. Making Use Person(s) with which (an) visitor(s) might identify with who make(s) use of (a) product(s) offered by the online shop is/are shown (e.g., vlog).
		b. Recommending Person(s) with which (an) visitor(s) might identify who recommend(s) (a) (category of) product(s) offered by the online shop is/are shown (e.g., reviews). <i>Note that when indications of authority are used, code 6.5 should also be ascribed.</i>
		c. Giving Advice Persons with which (an) visitor(s) might identify with who give(s) advice about (the) possibilities of (a) (category of) product(s) is/are shown (e.g., experience of a traveller).
		d. Search Behaviour Information about the search behaviour of (a) similar customer(s) who watched the same product(s) of the visitor is shown (e.g., others, who watched this product, also viewed). <i>Note that this code should be combined with 3.5a.</i>
		e. Other Person(s) with which (an) visitor(s) should identify with in order to be persuaded is/are shown. This/these person(s) make(s) no use, do(es) not recommend and/or give(s) no advice about the product(s) offered by the online shop. Moreover, no information about the search behaviour is given.
4.6	<u>Terms</u>	a. Identification The online shop makes use of terms, words and/or sentences with which the visitor might identify.
		b. Unity The online shop makes use of unity terms (e.g., family, everybody and all).

5. Liking techniques refer to the different manners in which one or more persons with which (potential) customers does not necessary have to identify with (i.e., celebrities and/or attractive people) are used and/or likeable cues are used in order to create positive associations with product(s) offered by the online shop.

Table 81| Liking Techniques

No.	Code:	Definition:
5.1	<u>People Using the Product(s)</u>	a. Attractive People Attractive person(s) who make(s) use of (the same kind of) one or more products offered by the online shop is/are shown (e.g., models).
		b. Celebrities (A) celebrity and/or celebrities who make(s) use of (a) product(s) offered by the online shop is/are shown.

Table 81 Continued| Liking Techniques

No.	Code:	Definition:
5.2	a. <u>Additional Elements Indicating Favourable Conditions for Obtaining</u>	<i>The current code is more about favourable conditions that indicate temporality instead of fixedness.</i>
	a. One Product	An additional element that implies that a specific product offered by the online shop could be obtained under more favourable conditions is shown.
	b. More Products	An additional element that implies that one or more product categories and/or more than one product and/or service offered by the online shop could be obtained under more favourable conditions is shown.
	b. (Environmentally) Responsibility	a. One Product An additional element that implies that a specific product offered by the online shop is (environmentally) responsible is shown.
		b. More Products An additional element that implies that one or more product categories and/or more than one product offered by the online shop is (environmentally) responsible is shown.
	c. (Good Price-) Quality (Ratio)	<i>The labels and awards are provided by internal sources instead of external authoritative sources (as 6.1a). When however authority attributes of this internal sources are used, code 6.5b should be assigned.</i>
	a. One Product	An additional element that implies that a specific product offered by the online shop is qualitative and/or has a good price-quality ratio is shown.
	b. More Products	An additional element that implies that one or more product categories and/or more than one product offered by the online shop is qualitative and/or have a good price-quality ratio is shown.
5.3	<u>Advantage(s) of Product(s)/ Service(s)</u>	a. One Product One or more advantages of a specific product offered by the online shop is shown.
	b. More Products	One or more advantages of one or more product categories and/or more than one product offered by the online shop is shown.

6. Authority techniques are defined as the different manners in which authoritative sources, that are not customers, (by means of authoritative cues that imply trustworthiness, goodness and/or expertise) are used and/or authoritative cues that imply trustworthiness, goodness and/or expertise of the online shop are used.

Table 82| Authority Techniques

No.	Code:	Definition:
6.1	<u>Test Results</u>	<i>Note that the difference between awards and labels is that every organization is in the possession to obtain a label (e.g., Thuiswinkel Waarborg), while not every organization is in the possession to obtain awards (e.g., Best Webshop). The same applies for products.</i>
	a. Without Explanations	
	a. Labels	a. Product(s) The requested label(s) of (a) (category of) product(s) offered by the online shop is/are shown.
		b. Online Shop The requested label(s) of the online shop is/are shown (e.g., Thuiswinkel Waarborg).
		c. Employees The requested label(s) of the employees of the online shop is/are shown (e.g., IATA qualified).

Table 82 Continued| Authority Techniques

No.	Code:	Definition:
	d. Security	The requested label(s) provided by safety partners is/are shown (e.g., Norton Secured).
b.	Awards	a. Product(s) The obtained award(s) of (a) (category of) product(s) offered by the online shop is/are shown (e.g., hardware.info and best tested).
	b. Online Shop	The obtained award(s) of the online shop is/are shown (e.g., best webshop).
	c. Employees	The obtained awards(s) of the employees of the online shop is/are shown (e.g. IATA qualified).
b.	With Explanations	Explanations about the obtained results are given.
6.2	<u>Collaboration</u>	a1. Associations The association(s) where the online shop is/are member of and that represent(s) the interests of the customers is/are shown (e.g., SGR and ANVR).
	a2. Charities	The charity/charities with which the online shop works together is/are shown (e.g., right 2 pay).
	a3. Review Partners	The external review partner that collects the reviews, ratings and/or recommendations about (a) (category of) product(s) offered by the online shop and the online shop is shown.
	a4. Sponsors	The organization(s) that the online shop sponsor(s) and/or the organization(s) sponsoring the online shop is/are shown.
	a5. Brands	The brand(s) of the products offered by the online shop is/are shown.
	a6. Other External Partners	The external partnerships with one or more well-known, trusted parties other than associations, charities, external review partners and sponsors are shown (e.g., Airbnb, payment parties, package deliverers and I-did). <i>Safety labels are excluded from this code. They should be added to 6.1aad.</i>
	b. Internal Partners	The internal partnership(s) of the online shop is/are shown (e.g., holding and subsidiaries).
6.3	<u>Winner(s)</u>	The winner(s) of the win promotions is/are shown.
6.4	<u>Media Presence</u>	The positive presence of the online shop in the media is shown.
6.5	<u>Recommending</u>	<i>Note that when personal information about the source is given, code 4.5b should also be ascribed.</i>
a.	By Identifiable Independent Experts	a1. One Product (An) identifiable independent expert(s) who recommend(s) a specific product offered by the online shop is/are shown.
	a2. More Products	(An) identifiable independent expert(s) who recommend(s) one or more product categories and/or more than one product offered by the online shop at the same time is/are shown.
	b. Online Shop	(An) identifiable independent expert(s) who recommend(s) the online shop is/are shown.
b.	By Employee(s)/ Organization	<i>When no authority attributes are used, 5.2c should be added.</i>
	a. One Product	((An) employee(s) of) the online shop recommend(s) a specific product offered by the online shop by making use of authority attributes (e.g., titles and clothes).
	b. More Products	((An) employee(s) of) the online shop recommend(s) one or more product categories and/or more than one product offered by the online shop by making use of authority attributes.
6.6	<u>General Advice from Employees/ Organization</u>	<i>Note that code 6.6 differs from code 6.5b in that at code 6.6 general advice about the products is given. Sometimes this code could be combined with 1.2.</i>
	a. With Authority Attributes	((An) employee(s) of) the online shop give(s) general advice about (a) (category of) product(s) offered by the online shop by making use of authority attributes.
	b. Without Authority Attributes	((An) employee(s) of) the online shop give(s) general advice about (a) (category of) product(s) they offer without making use of authority attributes.

Table 82 Continued| Authority Techniques

No.	Code:		Definition:
6.7	<u>Recent Offerings</u>		
	a. New	a. One Product	An additional element that implies that a specific product offered by the online shop is new is shown.
		b. More Products	An additional element that implies that one or more product categories and/or more than one product offered by the online shop is new is shown.
	b. Soon Available	a. One Product	An additional element that implies that a specific product will be soon offered by the online shop is shown.
		b. More Products	An additional element that implies that one or more product categories and/or more than one product will be soon offered by the online shop is shown.
6.8	<u>Reviewer(s)</u>		The reviewers are verified by the online shop self (e.g., certified purchaser).
6.9	<u>Employee(s)</u>	a. With Authority Attributes	(An) employee(s) of the online shop is/are introduced by making use of authority attributes (e.g., titles and clothes).
		b. Without Authority Attributes	(An) employee(s) of the online shop is/are introduced without making use of authority attributes.
6.10	<u>Online Shop</u>		
	a. USP	a. Numeration	One or more unique selling points (i.e., USP; characteristics why (an) visitor(s) should choose for this organization and not for another) of the online shop are shown.
		b. Explained	Detailed information about one or more unique selling points is given.
	b. Information	a. Physical Stores	Information about the physical stores of the online shop is given.
		b. Foundation	The year of foundation and/or the number of years that the online shop is active is/are shown.
		c. CSR	Information about the corporate social responsibility (i.e., CSR) of the online shop is shown. <i>Code 6.2a2 should be attributed when information is given about a charity with which the organizations works together.</i>
		d. Innovation	Information about the innovation of the online shop is shown.
		e. Warnings	Warning(s) for fraud, spam and/or phishing is/are shown.
		f. Financial Info	Financial information about the performance of the online shop is shown.
		g. General Info	General information about the online shop like its history, offerings, culture and/or philosophy is shown.
6.11	<u>Publication(s)</u>	a. Brochure	A brochure about the online shop itself is shown.
		b. Picture(s)	One or more pictures about the online shop is shown.
		c. Video(s)	One or more videos about the online shop is shown.
		d. Press Release(s)	One or more press releases about the online shop is shown.

7. Scarcity techniques are the different manners in which the (possible) loses of (an) advantage(s) and/or action(s) (related to gaining certain product(s)) and/or the (possible) loses of certain product(s) is emphasized, and/or the limitedness and/or exclusiveness of (an) advantage(s) and/or action(s) (related to gaining certain product(s)) and/or certain product(s) is emphasized.

Table 83| Scarcity Techniques

No.	Code:		Definition:
7.1	<u>Deadline/Period</u>		
	a. Without Countdown	a. One Product	An deadline and/or period without countdown that applies to ((an) advantage(s) and/or action(s) related to gaining) a specific product is shown. After this deadline and/or period, (the advantage(s) and/or action(s) related to gaining) the product is (temporarily) unavailable or only available under less favourable conditions (e.g., higher prices and a shorter warranty period).
		b. More Products	An deadline and/or period without countdown that applies to ((an) advantage(s) and/or action(s) related to gaining) one or more product categories and/or more than one product at the same time is shown. After this deadline, (the advantage(s) and/or action(s) related to gaining) the products are (temporarily) unavailable or only available under less favourable conditions.
	b. With Countdown	a. One Product	An deadline with countdown that applies to ((an) advantage(s) and/or action(s) related to gaining) a specific product is shown. After this deadline, (the advantage(s) and/or action(s) related to gaining) the product is (temporarily) unavailable or only available under less favourable conditions.
		b. More Products	An deadline with countdown that applies to ((an) advantage(s) and/or action(s) related to gaining) one or more product categories and/or more than one product at the same time is shown. After this deadline, (the advantage(s) and/or action(s) related to gaining) the products are (temporarily) unavailable or only available under less favourable conditions.
7.2	<u>Stock Information</u>		
	a. Limited Stock	a. One Product	An additional element that implies that a specific product offered by the online shop is limited in stock is shown.
		b. More Products	An additional element that implies that one or more product categories and/or more than one product offered by the online shop is limited in stock is shown.
	b. Unavailable Stock		An additional element that implies that a product offered by the online shop is sold out or (temporally) unavailable online is shown.
	c. Expectation		An expectation about the stock (in)availability of one or more products is shown.
7.3	<u>Exclusive</u>		<i>Note that 7.3c and 7.3d differ from each other in that 7.3c is about temporary advantages, while 7.3d is about permanent advantages.</i>
	a. Product(s)	a. One Product	An additional element that implies that a specific product offered by the online shop is only (1) online available, (2) available in their online shop and/or (3) available for certain visitors is shown.
		b. More Products	An additional element that implies that one or more product categories and/or more than one product offered by the online shop is only (1) online available, (2) available in their online shop and/or (3) available for certain visitors at the same time is shown.
	b. Edition	a. One Product	An additional element that implies that a specific product offered by the online shop is a limited edition is shown.
		b. More Products	An additional element that implies that one or more product categories and/or more than one product is limited edited at the same time is shown.
	c. Actions	a. One Product	An additional element that implies that an action that applies to a specific product offered by the online shop is only (1) online available, (2) available in their online shop and/or (3) available for certain visitors is shown.
		b. More Products	An additional element that implies that an action that applies to (a category of) more than one product offered by the online shop is only (1) online available, (2) available in their online shop and/or (3) available for certain visitors is shown.
	d. Advantages		One or more advantages that are only available for certain visitors are shown.

Table 83 Continued| Scarcity Techniques

No.	Code:		Definition:
7.4	<u>Scarcity Language</u>	a. Loss Language	The online shop emphasizes what a visitor will lose if the visitor does not perform a particular performance without using (an) urgency word(s) and/or has lost by not performing a particular performance.
		b1. One Product	(An) urgency word(s) (e.g., "while stock lasts", "gone=gone", and "last minute) that applies to a specific product is shown.
		b2. More Products	(An) urgency word(s) that applies to one or more product and/or service categories and/or more than one product is/are shown.
		b3. Other than Product(s)	(An) urgency word(s) that applies to elements other than (a) (category of) product(s) is/are shown.

It should be noted that product(s) refer to both tangible (e.g., goods) and intangible product(s) (e.g., services).

Appendix 19| Differences between the Cialdini Principles Applied

Table 84| Comparing the different Principles by means of the Wilcoxon signed-rank test

	Comparing with	Unique Z	p	Total Z	p
Reciprocity	Consistency & Commitment	-2.46	0.014	-2.60	0.009
	Social Proof	-0.11	0.911	-1.53	0.126
	Unity	-0.36	0.717	-1.55	0.121
	Liking	-3.93	0.000	-3.88	0.000
	Authority	-3.37	0.001	-3.68	0.000
Consistency & Commitment	Scarcity	-1.44	0.150	-2.17	0.030
	Social Proof	-1.90	0.057	-0.75	0.455
	Unity	-1.90	0.057	-0.22	0.823
	Liking	-3.83	0.000	-3.88	0.000
	Authority	-2.63	0.008	-3.51	0.000
Social Proof	Scarcity	-0.18	0.856	-0.75	0.455
	Unity	-0.22	0.823	-0.37	0.709
	Liking	-3.92	0.000	-3.92	0.000
	Authority	-2.95	0.003	-3.51	0.000
	Scarcity	-0.90	0.370	-0.86	0.391
Unity	Liking	-3.92	0.000	-3.85	0.000
	Authority	-2.88	0.004	-2.88	0.004
	Scarcity	-0.86	0.391	-0.52	0.601
Liking	Authority	-3.61	0.000	-3.77	0.000
	Scarcity	-3.73	0.000	-3.92	0.000
Authority	Scarcity	-1.81	0.070	-2.11	0.035

Appendix 20| Detailed Results per Cialdini Principle

1. Reciprocity Principle

Table 85| Reciprocity Techniques applied by Online Retail Shops

No.	Code:		Bol.com	Wehkamp	Zalando	Coolblue	Amazon	AH	Van Dijk	H&M	Mediamarkt	Intertoys	Total	
1.1	Free Entertainment and/or Information	a. Website			1+1			1+1		1	1	1	5(7)	
		b. Social Channel						1					1	
		c. App	1				1	1+1						3(4)
1.2	Product(s) Information	a. General Product Information	1+1	1+1	1+1	1		1+1			1		6(10)	
		b. Specific Product Information				1								1
1.3	(Customized) Personal Advice			1	1+1+1+1					1			3(6)	
1.4	Third-Parties	a. Comparison With	1			1							2	
		b. Buying From	1			1								2
1.5	Contact Possibilities	a. Chat	1			1							2	
		b. Call			1			1						2
		c. App				1		1+1						2(3)
		d. Appointment												0
1.6	Free Product(s)	a. Voucher											0	
		b. Sample					1						1	
		c. Comparison Possibility	1	1		1	1					1		5
		d. Other							1+1					1(2)
Total			6(7)	3(4)	4(9)	7	3	7(12)	0	2	3	1	36(48)	

Table 86| Reciprocity Techniques applied by Online Travel Shops

No.	Code:		Vliegwinkel	KLM	TUI	Sunweb	EWH	Transavia	Vliegtickets	Neckerman	Corendon	Landal	Total
1.1	Free Entertainment and/or Information	a. Website	1	1+1+1						1			3(5)
		b. Social Channel											0
		c. App		1+1+1				1					2(4)
1.2	Product(s) Information	a. General Product Information	1										1
		b. Specific Product Information			1								1
1.3	(Customized) Personal Advice				1								1
1.4	Third-Parties	a. Comparison With											0
		b. Buying From											0
1.5	Contact Possibilities	a. Chat	1	1	1					1	1		5
		b. Call											0
		c. App						1	1		1		3
		d. Appointment			1								1
1.6	Free Product(s)	a. Voucher											0
		b. Sample											0
		c. Comparison Products	1		1				1	1	1		5
		d. Other	1						1				2
Total			5	3(7)	5	0	0	2	3	3	3	0	24(28)

2. Consistency and Commitment Principle

Table 87| Consistency and Commitment Techniques applied by Online Retail Shops

No.	Code:		Bol.com	Wehkamp	Zalando	Coolblue	Amazon	AH	Van Dijk	HM	Mediamarkt	Inter toys	Total	
2.1	(FB) Liking	a. (Information about) Product(s) (Categories)											0	
		b. Online Shop		1										1
		c. Other Element(s)	1+1+1	1		1		1				1		5(7)

Table 87 Continued| Consistency and Commitment Techniques applied by Online Retail Shops

No.	Code:		Bol.com	Wehkamp	Zalando	Coolblue	Amazon	AH	Van Dijk	HM	Mediamarkt	Inter toys	Total
2.2	<u>Sharing</u>												
	a.	(Information about Product(s) (Categories)											
		a. E-mail	1				1	1					3
		b. Social Media	1							1			2
		c. Both					1						1
	b.	Other Element(s)											
		a. E-mail					1						1
		b. Social Media	1+1	1	1+1			1+1		1		1	6(9)
		c. Both	1		1+1	1+1		1		1	1		6(8)
2.3	<u>Printing/ Downloading/ Ordering Information</u>												
	a1.	One Product (Category)									1	1	2
	a2.	More Product(s) (Categories)	1					1			1		3
	b.	Other than Product(s) (Categories)			1	1	1	1+1+1					4(6)
2.4	<u>Saving</u>												
	a.	Product	1	1	1	1		1		1	1	1	8
	b.	Other than Product						1					1
2.5	<u>Following (Stay Informed)</u>												
	a.	Online Shop and/or Action(s)											
		a. Social Media	1	1	1	1		1		1	1	1	8
		b. App	1	1	1			1		1			5
		c. Newsletter	1	1	1	1	1	1+1		1	1	1	9(10)
	b.	Product(s) (Categories)											
		a. Price Alert											0
		b. Stock Alert	1		1	1+1						1	4(5)
	c.	Brand(s)/ Person(s) /	1		1								2
	d.	Other											0
2.6	<u>Publishing</u>												
	a1.	Publish Question(s)/Comment(s) about Product(s) (Categories)											
		a. Question(s)	1										1
		b. Comment(s)											0
		c. Both											0

Table 87 Continued| Consistency and Commitment Techniques applied by Online Retail Shops

No.	Code:		Boi.com	Wehkamp	Zalando	Coolblue	Amazon	AH	Van Dijk	HM	Mediamarkt	Inter toys	Total
a2.	Publish Question(s)/Comment(s) about other Elements than Product(s) (categories)	a. Question(s)											0
		b. Comment(s)	1	1		1+1		1					4(5)
		c. Both											0
b1.	Publish Product Review	a. Without anything											0
		b. With Recommendation											0
		c. With Rating		1	1	1	1						4
		d. With Recommendation and Rating	1								1	1	3
b2.	Publish an Online Shop Review	a. Without anything											0
		b. With Recommendation											0
		c. With Rating	1										1
		d. With Recommendation and Rating											0
c.	Publish a Recommendation	a. Product (Category)											0
		b. Online Shop											0
		c. Other than Product(s) (Categories) and/or the Online Shop	1	1+1		1	1				1	1	6(7)
d.	Publish a Rating	a. Product (Category)											0
		b. Online Shop											0
		c. Other than Product(s) (Categories) and/or the Online Shop											0
2.7	Participate	a. Petition											0
		b. Feedback			1	1	1+1	1+1			1	1	6(8)
		c. Win Promotions	1			1						1	3

Table 87 Continued| Consistency and Commitment Techniques applied by Online Retail Shops

No.	Code:		Bol.com	Wehkamp	Zalando	Coolblue	Amazon	AH	Van Dijk	HM	Mediamar Kt	Inter toys	Total
2.7	Participate	d. Membership								1	1		2
		e. Tool				1							1
2.8	Customize Suggestions	a. Sign up/ Register	1				1	1					3
		b. Customize					1						1
2.9	Other	a. Full Information											0
		b. Appointment											0
		c. Free Sample					1						1
		d. Check Store Inventory / Make a reservation				1					1	1	3
		e. Find a Store						1		1	1	1	4
		f. Selecting/Excluding		1+1+1	1+1+1+1+1			1					3(9)
2.10	Loyalty Programs							1+1+1+1		1	1		3(6)
2.11	Reminder												
a.	Product(s)	a. Saved	1	1	1	1		1	1	1	1	1	9
		b. Recently Viewed	1	1+1		1+1+1+1	1+1+1						4(10)
b.	Other than Product(s)	a. Saved											0
		b. Search Request											0
		c. Recently Viewed											0
2.12	Suggestion of Similar	a. Product(s) (Categories)	1+1+1	1	1+1	1	1+1+1		1	1	1+1	1+1	9(16)
		b. Other than Product(s) (Categories)	1		1			1			1	1	5
2.13	Complementary Product(s) (Categories)	a. Without Favourable Conditions	1	1	1+1	1+1		1+1		1	1+1		7(11)
		b. With Favourable Conditions	1+1	1	1	1							4(5)
		Total	25(31)	16(20)	17(25)	19(26)	13(18)	20(29)	2	13	17(19)	16(17)	158(200)

Table 88| Consistency and Commitment Techniques applied by Online Travel Shops

No.	Code:		Vliegwinkel	KLM	TUI	Sunweb	EWH	Transavia	Vliegtickets	Neckermann	Corendon	Landal	Total
2.1	<u>(FB) Liking</u>	a. (Information about) Product(s) (Categories)				1			1	1			3
		b. Online Shop	1	1					1		1	1	5
		c. Other Element(s)	1+1	1+1	1	1			1			1	6(8)
2.2	<u>Sharing</u>												
	a. (Information about) Product(s) (Categories)	a. E-mail			1				1+1	1+1	1		4(6)
		b. Social Media			1		1						2
		c. Both	1+1	1+1+1+1	1	1+1+1				1	1	1+1+1+1	7(16)
	b. Other Element(s)	a. E-mail											0
		b. Social Media	1	1+1+1	1+1+1	1	1		1	1+1	1	1+1	9(15)
		c. Both	1+1	1								1+1	3(5)
2.3	<u>Printing/ Downloading/ Ordering Information</u>	a1. One Product (Category)	1		1+1					1+1		1+1	4(7)
		a2. More Product(s) (Categories)	1			1				1		1+1	4(5)
		b. Other than Product(s) (Categories)	1	1+1+1+1						1+1		1+1+1	4(10)
2.4	<u>Saving</u>	a. Product			1	1	1			1	1		5
		b. Other than Product											0
2.5	<u>Following (Stay Informed)</u>												
	a. Online Shop and/or Action(s)	a. Social Media	1	1+1	1	1	1	1	1	1	1	1	10(11)
		b. App		1	1			1					3
		c. Newsletter	1	1+1+1	1+1	1+1+1+1	1	1+1	1	1	1	1	10(17)

Table 88 Continued| Consistency and Commitment Techniques applied by Online Travel Shops

No.	Code:	Vliegwinkel	KLM	TUI	Sunweb	EWH	Transavia	Vliegtickets	Neckermann	Corendon	Landal	Total
2.5	Following (Stay Informed)											
	b. Product(s) (Categories)							1				1
	a. Price Alert											
	b. Stock Alert				1							1
	c. Brand(s)/ Person(s) /											0
	d. Other											0
2.6	Publishing											
a1.	Publish Question(s)/Comment(s) about Product(s) (Categories)											0
	a. Question(s)											
	b. Comment(s)											0
	c. Both				1+1							1(2)
a2.	Publish Question(s)/Comment(s) about other Elements than Product(s) (categories)											0
	a. Question(s)											
	b. Comment(s)	1	1	1	1	1		1	1	1		8
	c. Both											0
b1.	Publish Product (Category) Review											1
	a. Without anything					1						
	b. With Recommendation											0
	c. With Rating		1	1+1	1							3(4)
	d. With Recommendation and Rating											0
b2.	Publish an Online Shop Review											0
	a. Without anything											
	b. With Recommendation											0

Table 88 Continued| Consistency and Commitment Techniques applied by Online Travel Shops

No.	Code:		Vliegwinkel	KLM	TUI	Sunweb	EWH	Transavia	Vliegtickets	Neckermann	Corendon	Landal	Total
b2.	Publish an Online Shop Review	c. With Rating	1										1
		d. With Recommendation and Rating							1				1
c.	Publish a Recommendation	a. Product (Category)											0
		b. Online Shop											0
		c. Other than Product(s) (Categories) and/or the Online Shop								1		1	2
d.	Publish a Rating	a. Product (Category)											0
		b. Online Shop											0
		c. Other than Product(s) (Categories) and/or the Online Shop											0
2.7	Participate	a. Petition											0
		b. Feedback	1	1	1+1	1		1	1+1	1+1+1+1	1	1+1	9(15)
		c. Win Promotions											0
		d. Membership						1					1
		e. Tool				1		1					2
2.8	Customize Suggestions	a. Sign up/ Register											0
		b. Customize											0
2.9	Other	a. Full Information											0
		b. Appointment			1								1
		c. Free Sample											0
		d. Check Store Inventory / Make a reservation											0
		e. Find a Store			1								1

Table 88 Continued| Consistency and Commitment Techniques applied by Online Travel Shops

No.	Code:		Vliegwinkel	KLM	TUI	Sunweb	EWH	Transavia	Vliegtickets	Neckermann	Corendon	Landal	Total
2.9	Other	f. Selecting/Excluding	1+1		1+1	1+1+1	1	1		1	1		7(11)
2.10	Loyalty Programs		1	1+1				1					3(4)
2.11	Reminder												
	a. Product(s)	a. Saved			1+1	1	1			1+1	1		5(7)
		b. Recently Viewed	1		1+1+1+1+1+1	1+1	1+1+1+1			1+1+1	1+1		6(18)
	b. Other than Product(s)	a. Saved											0
		b. Search Request			1	1							2
		c. Recently Viewed											0
2.12	Suggestion of Similar	a. Product(s) (Categories)		1	1	1		1		1+1	1	1	7(8)
		b. Other than Product(s) (Categories)	1			1	1		1	1	1		6
2.13	Complementary Product(s) (Categories)	a. Without Favourable Conditions	1		1				1				3
		b. With Favourable Conditions											0
		Total	18(22)	14(27)	21(34)	20(29)	11(14)	9(10)	13(15)	18(29)	14(15)	13(23)	151(218)

3. Social Proof Principle

Table 89| Social Proof Techniques applied by Online Retail Shops

No.	Code:		Bol.com	Wehkamp	Zalando	Coolblue	Amazon	AH	Van Dijk	HM	Mediamarkt	Intertoys	Total
3.1	Individually Written Reviews												
	a. Product (Category)	a. Without anything											0
		b. With Recommendations											0

Table 89 Continued| Social Proof Techniques applied by Online Retail Shops

No.	Code:		Bol.com	Wehkamp	Zalando	Coolblue	Amazon	AH	Van Dijk	HM	Mediamar kt	Intertoys	Total
3.1	<u>Individually Written Reviews</u>												
	a. Product (Category)	c. With Ratings		1	1+1	1	1						4(5)
		d. With Recommendations and Ratings	1								1+1	1	3(4)
	b. Online Shop	a. Without anything											0
		b. With Recommendations											0
		c. With Ratings	1										1
		d. With Recommendations and Ratings				1							1
3.2	<u>Summary of the Written Reviews</u>	a. Product (Category)	1										1
		b. Online Shop											0
3.3	<u>Average Rating</u>												0
	a. In General	a1. Product	1+1+1	1+1+1	1+1	1+1+1+1	1+1+1+1				1+1+1	1+1	7(21)
		a2. Product Category/Categories										1	1
		b. Online Shop	1			1+1+1+1+1							2(6)
		c. Other than Product (Category) and Online Shop						1					1
	b. Per Item	a. Product (Category)		1	1	1							3
		b. Online Shop		1									1
3.4	<u>Number/Percentages</u>												0
	a. Reviews												
	b. Recommendations	a. Product (Category)									1+1	1	2(3)
		b. Online Shop											0
		c. Other than Product (Category) and Online Shop				1							1
	c. Ratings	a. Product (Category)	1		1	1	1	1					5
		b. Online Shop	1			1							2

Table 89 Continued| Social Proof Techniques applied by Online Retail Shops

No.	Code:	Bol.com	Wehkamp	Zalando	Coolblue	Amazon	AH	Van Dijk	HM	Mediamarkt	Intertoys	Total
	d. Helpful Reviews/ Comments	1	1+1		1					1	1	5(6)
	e. Shares								1			1
		1	1		1		1				1	5
	f. Likes											0
			1		1+1							2(3)
		1	1		1		1+1				1	5(6)
	g. Social Media Followers											0
	h. Newsletter Subscribers											0
	i. Readers											0
	j. Written Reactions	1			1		1+1					3(4)
	k. Customers											0
3.5	(Information about) Search and/or Buying Behaviour of Other(s)											
	a. Search Behaviour											0
						1	1				1	4(5)
												0
	b. Buying Behaviour											0
		1				1	1	1	1		1	6
	c. Search & Buying Combined											0
			1+1+1									1(3)
3.6	Other Behaviour of Other(s)			1+1	1							2(3)
												0
												0
		1					1+1					2(3)
3.7	Popularity and/or Likeable Indications				1		1					2
		1+1		1+1	1+1+1	1+1	1	1	1+1	1	1+1+1	9(17)
									1			1

Table 89 Continued| Social Proof Techniques applied by Online Retail Shops

No.	Code:		Bol.com	Wehkamp	Zalando	Coolblue	Amazon	AH	Van Dijk	HM	Mediamarkt	Intertoys	Total
3.8	<u>Best Reviewed Products/Services</u>	a. One Product (Category)	1+1	1+1		1+1							3(6)
		b. More Product(s) (Categories)	1			1							2
		Total	17(22)	10(16)	6(10)	18(29)	6(10)	10(13)	2	3(4)	6(10)	10(13)	88-(129)

Table 90| Social Proof Techniques applied by Online Travel Shops

No	Code:		Vliegwin kel	KLM	TUI	Sunweb	EWH	Transavia	Vliegtickets	Neckermann	Corendon	Landal	Total
3.1	<u>Individually Written Reviews</u>												
	a Product	a. Without anything			1+1	1	1+1			1			4(6)
		b. With Recommendations											0
		c. With Ratings		1	1+1	1				1	1+1	1	6(8)
		d. With Recommendations and Ratings								1			1
	b Online Shop	a. Without anything							1				1
		b. With Recommendations										1	1
		c. With Ratings	1						1				2
		d. With Recommendations and Ratings							1				1
3.2	<u>Summary of the Written Reviews</u>	a. Product (Category)											0
		b. Online Shop											0

Table 90 Continued| Social Proof Techniques applied by Online Travel Shops

No	Code:		Vliegwin kel	KLM	TUI	Sunweb	EWB	Transavi a	Vliegtick ets	Neckerm ann	Corendo n	Landal	Total
3.3	Average Rating												
a.	In General	a1. Product	1+1+1	1+1	1+1+1	1+1+1			1+1+1+1	1+1+1+1+1	1+1+1	1+1	8(25)
		a2. Product Category/Categories			1+1						1		2(3)
		b. Online Shop	1+1+1+1+1+1						1+1+1				2(9)
		c. Other than Product (Category) and Online Shop											0
b.	Per Item	a. Product (Category)	1	1	1	1			1+1+1	1+1	1	1	8(11)
		b. Online Shop							1				1
3.4	Number/Percentages												
a.	Reviews												0
b.	Recommendations	a. Product (Category)			1					1			2
		b. Online Shop							1+1+1+1+1				1(5)
		c. Other than Product (Category) and Online Shop											0
c.	Ratings	a. Product (Category)		1	1								2
		b. Online Shop	1										1
d.	Helpful Reviews/Comments									1			1
e.	Shares	a. Product (Category)				1			1	1			3
		b. Other than Product (Category)	1	1		1			1			1	5
f.	Likes	a. Product (Category)				1			1				2
		b. Online Shop	1	1		1			1		1	1	6
		c. Other than Product (Category) and Online Shop		1	1	1						1	4
g.	Social Media Followers					1							1
h.	Newsletter Subscribers												0
i.	Readers					1							1
j.	Written Reactions		1	1	1	1+1	1		1		1		7(8)
k.	Customers				1	1						1	3

Table 90 Continued| Social Proof Techniques applied by Online Travel Shops

No	Code:		Vliegwinkel	KLM	TUI	Sunweb	EWH	Transavia	Vliegtickets	Neckermann	Corendon	Landal	Total
3.5	(Information about) Search and/or Buying Behaviour of Other(s)												
	a. Search Behaviour	a1. One Selected Product			1								1
		a2. Unselected Product(s)			1	1+1+1							2(4)
		b. Other than Product(s)											0
	b. Buying Behaviour	a. One Selected Product			1+1+1	1+1+1			1	1	1		5(9)
		b. Unselected Product(s)											0
	c. Search & Buying Combined	a. One Selected Product											0
		b. Unselected Product(s)											0
3.6	Other Behaviour of Other(s)	a. Making Use			1					1			2
		b. Giving Advice											0
		c1. Product(s) Reaction(s)				1							1
		c2. Other than Product(s) Reaction(s)	1	1		1							3
3.7	Popularity and/or Likeable Indications	a. One Product (Category)	1+1		1+1	1+1+1			1+1	1	1+1		6(12)
		b. More Product(s) (Categories)	1+1+1		1+1+1	1+1+1+1+1			1+1	1+1+1	1+1		6(18)
		c. Other than Product(s) (Categories) and Rankings	1	1		1				1	1		5
3.8	Best Reviewed Products	a. One Product (Category)								1			1
		b. More Product(s) (Categories)			1				1	1+1			3(4)
		Total	12(22)	10(11)	17(27)	20(33)	2(3)	0	17(30)	15(23)	10(15)	8(9)	111(173)

4. Unity Principle

Table 91| Unity Techniques applied by Online Retail Shops

No.	Code:		Bol.com	Wehkamp	Zalando	Coolblue	Amazon	AH	Van Dijk	HM	Mediamarkt	Inter toys	Total
4.1	<u>Giveaway Actions for Friends</u>	a. Promotion Tool											0
		b. Nominating											0
		c. Presents			1						1		2
4.2	<u>Sharing Information with Friends</u>	a. Product(s) (Categories)	1+1				1+1	1		1			4(6)
		b. Other than Product(s) (Categories)	1+1+1	1	1+1+1+1	1+1	1+1	1+1+1		1+1	1	1	9(19)
4.3	<u>Collaboration</u>	a. Organization											0
		b. Friends											0
4.4	<u>Supporting Visitors</u>				1								1
4.5	<u>Similar Other(s)</u>												0
	a. Making Use			1	1	1							3
		b. Recommending	1	1									
	c. Giving Advice	a. One Product (Category)			1								1
		b. More Product(s) (Categories)			1								
	d. Search Behaviour		1				1						2
		e. Buying Behaviour					1						
	f. Other	a. One Product (Category)											0
		b. More Product(s) (Categories)											
4.6	<u>Terms</u>	a. Identification			1+1								1(2)
		b. Unity	1+1	1									2(3)
		Total	5(9)	4	6(10)	3(4)	4(6)	2(4)	0	3(4)	1	1	29(43)

Table 92| Unity Techniques applied by Online Travel Shops

No.	Code:		Vliegwinkel	KLM	TUI	Sunweb	EWH	Transavia	Vliegtickets	Neckermann	Corendon	Landal	Total
4.1	<u>Giveaway Actions for Friends</u>	a. Promotion Tool											0
		b. Nominating				1							1
		c. Presents											

Table 92 Continued| Unity Techniques applied by Online Travel Shops

No.	Code:		Vliegwinkel	KLM	TUI	Sunweb	EWB	Transavia	Vliegtickets	Neckermann	Corendon	Landal	Total
4.2	<u>Sharing Information with Friends</u>	a. Product(s) (Categories)	1+1	1+1+1+1	1+1+1	1+1	1		1+1	1+1+1	1+1	1+1+1+1	9(23)
		b. Other than Product(s) (Categories)	1+1+1	1+1+1+1	1+1+1	1	1		1	1+1	1	1+1+1+1	9(20)
4.3	<u>Collaboration</u>	a. Organization						1					1
		b. Friends							1				
4.4	<u>Supporting Visitors</u>												0
4.5	<u>Similar Other(s)</u>												
	a. Making Use			1	1	1+1			1		1		5(6)
	b. Recommending	a. One Product (Category)	1	1		1			1+1	1	1		6(7)
		b. More Product(s) (Categories)					1+1+1						
	c. Giving Advice	a. One Product (Category)					1						1
		b. More Product(s) (Categories)	1										
	d. Search Behaviour				1+1+1								1(3)
	e. Buying Behaviour			1	1+1								2(3)
	f. Other	a. One Product (Category)	1+1		1+1	1					1+1		4(7)
		b. More Product(s) (Categories)											
4.6	<u>Terms</u>	a. Identification	1				1+1			1			3(4)
		b. Unity		1								1	2
		Total	<u>5(9)</u>	4(10)	6(11)	7(11)	7(11)	2	2(3)	5(9)	4(6)	5(11)	47(83)

5. Liking Principle

Table 93| Liking Techniques applied by Online Retail Shops

No.	Code:		Bol.com	Wehkamp	Zalando	Coolblue	Amazon	AH	Van Dijk	HM	Mediamarkt	Inter toys	Total
5.1	People Using the Product(s)	a. Attractive People		1+1	1+1+1					1+1			3(7)
		b. Celebrities											0
5.2	Additional Elements Indicating												
	a. Favourable Conditions for Obtaining	a. One Product (Category)	1+1+1+1+1+1+1+1	1+1+1+1+1	1+1+1+1+1	1+1+1+1+1	1+1	1+1+1+1+1+1+1+1+1+1	1+1	1+1+1+1+1	1+1+1+1+1	1+1+1+1+1	10(46)
		b. More Product(s) (Categories)	1+1	1+1	1+1	1	1	1+1+1	1	1+1	1+1	1	10(17)
	b. (Environmentally) Responsibility	a. One Product (Category)						1+1+1+1		1+1	1+1		3(8)
		b. More Product(s) (Categories)		1				1		1			3
	c. (Good Price-) Quality (Ratio)	a. One Product (Category)	1+1	1+1+1		1+1		1+1+1+1		1+1	1+1		6(15)
		b. More Product(s) (Categories)	1+1+1	1	1	1+1	1	1		1			7(10)
		Total	4(15)	6(14)	4(11)	4(9)	3(4)	6(21)	2(3)	7(14)	4(10)	2(5)	42(106)

Table 94| Liking Techniques applied by Online Travel Shops

No.	Code:		Vliegwenk ei	KLM	TUI	Sunweb	EWH	Transavia	Vliegticket s	Neckerma nn	Corendon	Landal	Total
5.1	People Using the Product(s)	a. Attractive People											0
		b. Celebrities											0
5.2	Additional Elements Indicating												
	a. Favourable Conditions for Obtaining	a. One Product (Category)	1+1+1		1+1+1+1+1+1+1+1	1+1+1+1+1+1+1+1+1+1	1+1		1	1+1+1+1+1+1+1+1+1+1	1+1+1+1+1+1+1	1+1+1	8(37)
		b. More Product(s) (Categories)	1	1+1	1	1+1	1+1	1	1+1	1		1+1+1	9(15)

Table 94 Continued| Liking Techniques applied by Online Travel Shops

No.	Code:		Vliegwinkel	KLM	TUI	Sunweb	EWH	Transavia	Vliegtickets	Neckermann	Corendon	Landal	Total
5.2	Additional Elements Indicating												
	b. (Environmentally) Responsibility	a. One Product (Category)			1+1								1(2)
		b. More Product(s) (Categories)					1						1
	c. (Good Price-) Quality (Ratio)	a. One Product (Category)	1+1		1+1+1+1+1+1	1+1+1			1+1	1+1	1+1	1+1	7(20)
		b. More Product(s) (Categories)	1+1+1	1		1+1		1+1	1+1+1	1	1+1	1+1	8(16)
		Total	4(9)	2(3)	4(18)	4(15)	3(5)	2(3)	4(8)	4(11)	3(9)	4(10)	34(91)

6. Authority Principle

Table 95| Authority Techniques applied by Online Retail Shops

No.	Code:		Bol.com	Wehkamp	Zalando	Coolblue	Amazon	AH	Van Dijk	HM	Mediamarkt	Inter toys	Total
6.1	Test Results												0
	a. Without Explanations												0
	a. Labels	a. Product(s)	1+1					1+1					2(4)
		b. Online Shop	1	1+1	1	1		1	1+1		1+1	1+1	8(12)
		c. Employees											0
		d. Security											0
	b. Awards	a. Product(s)	1+1	1+1		1+1		1+1			1+1	1+1	6(12)
		b. Online Shop	1		1	1+1+1+1							3(6)
		c. Employees											0
	b. With Explanations		1+1			1+1		1					3(5)
6.2	Collaboration	a1. Associations											0
		a2. Charities	1					1					2
		a3. Review Partners	1			1							2

Table 95 Continued| Authority Techniques applied by Online Retail Shops

No.	Code:		Bol.com	Wehkamp	Zalando	Coolblue	Amazon	AH	Van Dijk	HM	Mediamarkt	Inter toys	Total
6.2	Collaboration	a4. Sponsors											0
		a5. Brands	1	1+1	1+1+1	1				1	1+1	1	7(11)
		a6. Other External Partners	1	1+	1	1		1	1+1		1	1+1	8(11)
		b. Internal Partners										1	1
6.3	Evidence	a. Winner(s)									1		1
		b. Customer(s)											0
6.4	Media Presence					1							1
6.5	Identifiable Independent Experts												
	a. Recommending	a1. One Product (Category)	1+1					1					2(3)
		a2. More Product(s) (Categories)											0
		b. Online Shop											0
	b. Giving General Advice			1									1
6.6	Employee(s)/ Organization												0
	a. Recommending	a. One Product				1							1
		b. More Product(s) (Categories)	1		1+1	1+1							3(5)
	b. Giving General Advice	a. With Authority Attributes			1+1	1		1					3(4)
		b. Without Authority Attributes	1+1+1	1+1	1	1+1+1	1	1+1			1		7(13)
	c. Making Use												0
6.7	Introducing Employees	a. Without Authority Information				1+1+1+1					1		2(5)
		b. With Authority Information	1	1	1	1+1		1		1			6(7)
6.8	Information about the Online Shop												
	a. USP	a. Numeration	1+1+1	1+1+1+1	1+1	1+1+1+1+1+1		1+1+1+1	1		1	1+1+1	8(24)
		b. Explained	1	1	1+1		1+1	1+1+1			1		6(10)
	b. General Information	a. Physical Stores				1		1		1	1	1	5
		b. Foundation	1		1	1		1		1	1	1	7
		c. CSR	1	1				1+1		1			4(5)
		d. Innovation											0
		e. Warnings						1			1		2
		f. Security									1		1
		g. Financial Info								1			1

Table 95 Continued| Authority Techniques applied by Online Retail Shops

No.	Code:		Bol.com	Wehkamp	Zalando	Coolblue	Amazon	AH	Van Dijk	HM	Mediamarkt	Inter toys	Total		
6.8	<u>Information about the Online Shop</u>														
	b.	General Information	h.	General Info	1	1	1+1+1	1		1+1		1+1	1+1	8(14)	
6.9	<u>Publication(s)</u>												0		
			a.	Brochure									1		
			b.	Picture(s)			1						1		
			c.	Video(s)			1+1	1			1		3(4)		
			d.	Press Release(s)	1	1	1	1	1	1	1		8		
6.10	<u>Recent Offerings</u>														
	a.	New	a.	One Product (Category)			1+1		1+1		1+1		1+1	4(8)	
			b.	More Product(s) (Categories)		1	1+1		1		1+1		1	5(7)	
	b.	Soon Available	a.	One Product Category			1						1		
			b.	More Product(s) (Categories)									0		
6.11	<u>Verified Reviewer(s)</u>						1				1		2		
	Total				19(27)	13(21)	15(25)	22(40)	5(6)	20(31)	3(5)	10(13)	17(21)	11(18)	135(207)

Table 96| Authority Techniques applied by Online Travel Shops

No.	Code:		Vliegwinkel	KLM	TUI	Sunweb	EWB	Transavia	Vliegtickets	Neckermann	Corendon	Landal	Total
6.1	<u>Test Results</u>												
	a.	Without Explanations											0
	a	Labels	a.	Product(s)								1+1	1(2)
			b.	Online Shop	1+1+1		1+1	1+1	1+1			1+1+1+1	6(20)
			c.	Employees									0
			d.	Security									0
	b	Awards	a.	Product(s)							1+1		1(2)
			b.	Online Shop			1+1	1+1			1	1+1+1	5(14)
			c.	Employees					1+1+1+1+1+1+1				0

Table 96 Continued| Authority Techniques applied by Online Travel Shops

No.	Code:	Viegwinkel	KLM	TUI	Sunweb	EWH	Transavia	Vliegtickets	Neckermann	Corendon	Landal	Total
6.1	Test Results											
b.	With Explanations	1+1			1+1			1	1		1+1+1	5(9)
6.2	Collaboration											
	a1. Associations	1+1	1+1+1	1+1	1+1+1	1+1		1+1+1+1+1+1+1	1+1+1+1+1+1	1+1	1	9(28)
	a2. Charities				1		1				1	3
	a3. Review Partners	1+1+1+1+1+1	1+1+1+1					1+1	1+1+1		1+1	5(17)
	a4. Sponsors									1		1
	a5. Brands	1+1+1+1						1+1+1	1	1		4(9)
	a6. Other External Partners	1+1	1		1+1+1	1	1+1+1	1+1+1+1+1+1+1	1+1+1+1+1+1	1	1+1+1+1	9(27)
	b. Internal Partners	1	1	1+1	1		1	1+1	1+1+1	1	1+1	9(14)
6.3	Evidence											
	a. Winner(s)											0
	b. Customer(s)			1		1		1				3
6.4	Media Presence		1+1							1+1		2(4)
6.5	Identifiable Independent Experts											
a.	Recommending											
	a1. One Product (Category)											0
	a2. More Product(s) (Categories)											0
	b. Online Shop											0
b.	Giving General Advice											0
6.6	Employee(s)/ Organization											0
a.	Recommending			1		1						2
	b. More Product(s) (Categories)					1+1+1						1(3)
b.	Giving General Advice											
	a. With Authority Attributes	1										1

Table 96 Continued| Authority Techniques applied by Online Travel Shops

No.	Code:	Vliegwinkel	KLM	TUI	Sunweb	EWH	Transavia	Vliegtickets	Neckermann	Corendon	Landal	Total
6.6	Employee(s)/ Organization											0
	b. Giving General Advice	b. Without Authority Attributes		1	1	1		1	1	1		6
	c. Making Use			1		1+1						2(3)
6.7	Introducing Employees	a. Without Authority Information	1		1		1		1			4
		b. With Authority Information	1	1					1		1	5
6.8	Information about the Online Shop											
	a. USP	a. Numeration	1+1+1+1+1+1+1	1+1+1	1+1+1+1+1+1	1+1+1+1+1	1+1	1+1	1+1+1+1+1+1+1+1	1+1+1+1+1+1	1+1+1	9(36)
		b. Explained	1	1+1+1	1	1	1	1	1+1+1	1		9(14)
	b. General Information	a. Physical Stores		1								1
		b. Foundation	1+1+1+1+1+1	1	1+1	1	1	1	1+1+1+1+1	1+1	1	9(18)
		c. CSR		1			1			1	1	5
		d. Innovation		1			1					2
		e. Warnings										0
		f. Security									1	1
		g. Financial Info									1	1
		h. General Info	1+1+1+1+1+1	1	1+1	1	1	1+1+1	1+1+1	1	1	9(18)
6.9	Publication(s)	a. Brochure										0
		b. Picture(s)		1								1
		c. Video(s)		1+1							1	2(3)
		d. Press Release(s)		1+1	1		1				1+1	4(6)
6.10	Recent Offerings											
	a. New	a. One Product (Category)		1	1							2
		b. More Product(s) (Categories)		1	1		1			1		5

Table 96 Continued| Authority Techniques applied by Online Travel Shops

No.	Code:	Vliegwinkel	KLM	TUI	Sunweb	EWH	Transavia	Vliegtickets	Neckermann	Corendon	Landal	Total
6.10	<u>Recent Offerings</u>											
	b. Soon Available											0
												0
6.11	<u>Verified Reviewer(s)</u>		1	1							1	3
	Total	13(39)	17(27)	21(34)	13(23)	12(18)	12(15)	13(49)	13(36)	15(21)	18(31)	147(293)

7. Scarcity Principle

Table 97| Scarcity Techniques applied by Online Retail Shops

No.	Code:	Bol.com	Wehkamp	Zalando	Coolblue	Amazon	AH	Van Dijk	HIM	Mediamarkt	Intertoys	Total
7.1	<u>Deadline/Period</u>											
	a. Without Countdown						1+1+1+1			1		4(7)
		1+1	1+1+1+1+1+1+1			1	1		1+1+1+1			5(15)
	b. With Countdown											
		1+1+1	1									2(4)
												0
7.2	<u>Stock Information</u>											
	a1. Limited Stock – Without Urgency			1	1							3
										1		1
	a2. Limited Stock – With Urgency											0
												0
	b. Unavailable Stock	1	1	1	1+1			1+1	1	1+1		7(10)

Table 97 Continued| Scarcity Techniques applied by Online Retail Shops

No.	Code:		Bol.com	Wehkamp	Zalando	Coolblue	Amazon	AH	Van Dijk	HM	Mediamarkt	Intertoys	Total	
7.3	<u>Exclusive</u>													
	a.	Product(s)	a.	One Product (Category)				1+1+1+1		1+1	1+1	1+1	4(10)	
			b.	More Product(s) (Categories)				1		1		1	3	
	b.	Edition	a.	One Product (Category)									0	
			b.	More Product(s) (Categories)									0	
	c.	Actions	a.	One Product (Category)				1+1				1+1	2(4)	
			b.	More Product(s) (Categories)				1					1	
	d.	Advantages			1+1+1	1		1		1	1+1		5(8)	
7.4	<u>Scarcity Language</u>	a.	Loss Language	1+1	1		1	1+1		1	1		6(8)	
		b1.	One Product (Category)		1+1			1+1				1	3(5)	
		b2.	More Product(s) (Categories)	1							1	1	3	
		b3.	Other than Product(s)										0	
		Total		7(13)	8(15)	2	4(5)	1	8(17)	1(2)	6(10)	7(10)	5(7)	49(82)

Table 98| Scarcity Techniques applied by Online Travel Shops

No.	Code:		Vliegwinkel	KLM	TUI	Sunweb	EWB	Transavia	Vliegtickets	Neckerma	Corendon	Landal	Total
7.1	<u>Deadline/Period</u>												
	a.	Without Countdown	a.	One Product(Category)			1+1		1				2(3)
			b.	More Product(s) (Categories)		1							1
	b.	With Countdown	a.	One Product (Category)			1						1
			b.	More Product(s) (Categories)		1	1						2
7.2	<u>Stock Information</u>												
	a1.	Limited Stock – Without Urgency	a.	One Product (Category)	1+1+1	1		1+1	1	1+1	1+1	1	7(12)
			b.	More Product(s) (Categories)	1								1
	a2.	Limited Stock – With Urgency	a.	One Product (Category)		1							1

Table 98 Continued| Scarcity Techniques applied by Online Travel Shops

No.	Code:		Vliegwinkel	KLM	TUI	Sunweb	EWB	Transavia	Vliegtickets	Neckermann	Corendon	Landal	Total
7.2	<u>Stock Information</u>												
	a2. Limited Stock – With Urgency	b. More Product(s) (Categories)											0
	b. Unavailable Stock		1		1		1				1	1	5
7.3	<u>Exclusive</u>												
	a. Product(s)	a. One Product (Category)			1+1						1+1+1		2(5)
		b. More Product(s) (Categories)			1								1
	b. Edition	a. One Product (Category)											0
		b. More Product(s) (Categories)											0
	c. Actions	a. One Product (Category)	1+1										1(2)
		b. More Product(s) (Categories)								1			1
	d. Advantages			1	1				1+1				3(4)
7.4	<u>Scarcity Language</u>	a. Loss Language	1+1+1+1	1	1+1	1	1		1			1	7(11)
		b1. One Product (Category)			1+1+1					1			2(4)
		b2. More Product(s) (Categories)	1		1	1+1	1	1	1	1+1	1+1	1	9(12)
		b3. Other than Product(s)											0
		Total	6(12)	3	10(14)	6(9)	4	1	5(7)	4(6)	4(7)	3	46(66)

It should be noted that product(s) refer to both tangible (e.g., goods) and intangible product(s) (e.g., services).

Red → Main Category

Bright Orange → Reviews

Orange → Sub Category

Light Green → Overview Page

Green → Product Page + Selection

Light Blue → Other

Blue → Wishing List and/or Buying List

Dark Blue → Main Page

Purple → Search Results

Light Purple → Sitemap

Gray → Articles

Appendix 21| Differences between the Types of Online Shops

Table 99| Comparing the Differences between the Types of Online Shops regarding the Principles by means of Chi-Square Goodness of Fit Tests

		<i>n</i>	Unique			<i>n</i>	Total		
			χ^2	df	<i>p</i>		χ^2	df	<i>p</i>
Reciprocity	Online Retail Shops	36				48			
	Online Travel Shops	24	2.40	1	0.12	28	5.26	1	0.02
Consistency & Commitment	Online Retail Shops	158				200			
	Online Travel Shops	151	0.16	1	0.69	218	0.78	1	0.38
Social Proof	Online Retail Shops	88				129			
	Online Travel Shops	111	2.66	1	0.10	173	6.41	1	0.01
Unity	Online Retail Shops	29				43			
	Online Travel Shops	47	4.26	1	0.04	83	12.70	1	0.00
Liking	Online Retail Shops	42				106			
	Online Travel Shops	34	0.84	1	0.36	91	1.14	1	0.29
Authority	Online Retail Shops	135				207			
	Online Travel Shops	147	0.51	1	0.48	293	14.79	1	0.00
Scarcity	Online Retail Shops	49				82			
	Online Travel Shops	46	0.10	1	0.76	66	1.73	1	0.19
Total	Online Retail Shops	537				815			
	Online Travel Shops	560	0.48	1	0.49	952	10.62	1	0.00

Table 100| Significant Differences between the Types of Online Shops Regarding the Techniques Underlying to the Cialdini Principles by means of Chi-Square Goodness of Fit Tests

		<i>n</i>	Unique			<i>n</i>	Total		
			χ^2	df	<i>p</i>		χ^2	df	<i>p</i>
Reciprocity	Online Retail Shops					10			
	(code 1.2a) Online Travel Shops					1	7.36	1	0.01
Consistency & Commitment	Online Retail Shops					1			
	(code 2.2ac) Online Travel Shops					16	13.24	1	0.00
Consistency & Commitment	Online Retail Shops					11			
	(code 2.13a) Online Travel Shops					3	4.57	1	0.03
Social Proof	Online Retail Shops					3			
	(code 3.3ba) Online Travel Shops					11	4.57	1	0.03
Social Proof	Online Retail Shops					2			
	(code 3.7a) Online Travel Shops					12	7.14	1	0.01
Authority	Online Retail Shops					2			
	(code 5.2a3) Online Travel Shops					17	11.84	1	0.00
Authority	Online Retail Shops					11			
	(code 5.2a6) Online Travel Shops					27	6.74	1	0.01
Authority	Online Retail Shops	1				1			
	(code 5.2b) Online Travel Shops	9	6.40	1	0.01	14	11.27	1	0.00
Authority	Online Retail Shops					7			
	(code 5.8bb) Online Travel Shops					18	4.84	1	0.03
Authority	Online Retail Shops					12			
	(code 5.1ba) Online Travel Shops					2	7.14	1	0.01
Scarcity	Online Retail Shops					3			
	(code 6.2a1a) Online Travel Shops					12	5.40	1	0.02
Scarcity	Online Retail Shops					3			
	(code 6.4b2) Online Travel Shops					12	5.40	1	0.02
Unity	Online Retail Shops					6			
	(code 7.2a) Online Travel Shops					23	9.97	1	0.00

*The codes refer to the codes as used in Chapter 4

** The techniques whereby the difference between online retail shops and online travel shops were less than five or whereby one type of online shop did not make use of, could not be calculated. For the remaining techniques applies that they differ not significantly between the types of online shops.

Appendix 22| Thirty-One Techniques

1. Offering visitors the opportunity to follow the online shop and/or action(s) by means of a newsletter (code 2.5ac) → 95%
2. Making use of an additional element that implies that more than one product (category) that the online shop offers, could be obtained under more favourable conditions (code 5.2ab) → 95%
3. Offering visitors the opportunity the follow the online shop and/or action(s) by means of social media (code 2.5aa) → 90%
4. Making use of an additional element that implies that one specific product (category) that the online shop offers, could be obtained under more favourable conditions (code 5.2aa) → 90%
5. Offering visitors the opportunity to share an element of the website other than (information about) one or more product(s) (categories) with others (code 4.2b) → 90%
6. Showing the online shops' external partnerships with one or more well-known, trusted parties other than associations, charities, external review partners and sponsors (code 6.2a6) → 85%
7. Showing one or more unique selling pints (i.e., USP; characteristics why (an) visitor(s) should choose for this organization instead of another) (code 6.8aa) → 85%
8. Providing general information about the online shop (code 6.8bh) → 85%
9. Showing one or more similar product(s) (categories) offered by the online shop that the visitor may like based on their previous search interest (code 2.12a) → 80%
10. Showing the online shop's year of foundation or the number of years in which the online shop is active (code 6.8bb) → 80%
11. Offering visitors the opportunity to share an element other than (information about) one or more product(s) (categories) by means of social media (code 2.2bb) → 75%
12. Offering visitors the opportunity to give feedback (code 2.7b) → 75%
13. Showing the average rating of other customers regarding a product that the online shop offers (code 3.3aa1) → 75%
14. Making use of an additional element that implies that more than one product (category) the online shop offers, is popular and/or likeable (code 3.7b) → 75%
15. Making use of additional elements indicating (good price-) quality (ratio) of more than one product (category) they offer (code 5.2cb) 75%

16. Providing detailed information about one or more unique selling points (code 6.8ab) → 75%
17. Providing a reminder of saved product(s) (code 2.11a) → 70%
18. Offering visitors the opportunity to save a product offered by the online shop (code 2.4a) → 65%
19. Making use of additional elements indicating (good price-) quality (ratio) of one specific product (category) offered by the online shop (code 5.2ca) → 65%
20. Providing general advice about one or more product(s) (categories) the online shop offers without using authority attributes (code 6.6bb) → 65%
21. Making use of loss language in that the online shop emphasizes that advantages and/or actions a visitor will lose if the visitor does not perform a particular performance (without making use of a deadline and/or period) and/or has lost by not performing a particular performance (code 7.4a) → 65%
22. Offering visitors the opportunity to share (information about) one or more product(s) that the online shop offers (categories) with others (code 4.2a) → 65%
23. Offering visitors the opportunity to publish comment(s) about other elements than product(s) (categories) (code 2.6a2b) → 60%
24. Making use of press releases (code 6.9d) → 60%
25. Making use of scarcity word(s) (e.g., gone=gone) that applies to more than one product (category) that the online shop offers (code 7.4b2) → 60%
26. Offering visitors the opportunity to like other elements than (information about) product(s) (categories) and/or the online shop on Facebook (code 2.1c) → 55%
27. Showing (a) similar element(s) other than one or more similar product(s) (categories) offered by the online shop that the visitor may like based on their previous search interest (code 2.12b) → 55%
28. Showing the average rating of other customers about a product (category) the online shop offers per item (code 3.3ba). → 55%
29. Showing the obtained award(s) of (a) (category of) product(s) the online shop offers (code 6.1aba) → 55%
30. Showing the brand(s) of the products the online shop offers (code 6.2a5) → 55%
31. Introducing (an) employee(s) of the online shop by making use of pictures with authority information (code 6.7b) → 55%