Annex 2. Questionnaire

**For each of the four categories (sports shoes, mobile phones, all-point pens, hard disks)**

Q1. In what follows, we will be talking about category X.

Have you ever bought anything from category X? *Yes / No / Don’t know / Don’t remember*

Q2. How often do you buy X? *(different interval scale for each category)*

Q3. Have you ever bought a/some X? *Yes / No / Don’t know / Don’t remember*

Q4. How often do you go online to buy X? *Never (0) - Always (10)*

Q5. Task presentation: Next, we are going to show you an online X store. *Randomly present one of the following tasks*:

* TASK 1: We would like you to focus on the appeal of the web page. When you click on the link:

1. Look at the page and consider how much it appeals to you.
2. Once you have formed an opinion, click on any link to return to the questionnaire and answer the questions How appealing do you find this web page? *Not at all appealing (1) – Very appealing (7)*

* TASK 2: We would like you to visit the store to select the model that most appeals to you based on the information you find on screen. When you click on the link:

1. Select the product you would be most likely to buy if you had to choose from the options presented
2. Add it to your cart. Please select the chosen model or models. *(different options for each category)*

* TASK 3: We would like you to visit the store to purchase a specific model. When you click on the link, you are required to purchase model “Z”, take all the time you need:

1. Please visit the store and locate the model “Z” *(different models for each category)*
2. Add it to your cart. How difficult did you find this task? *Extremely difficult (1) – Extremely easy (7)*

* TASK 4: You are required to check the status of an order placed by someone else a week ago.

1. Please visit the store and look to see where you think you might find the information you require.
2. Click on what you consider to be the best link for finding the information you require. How difficult did you find this task? *Extremely difficult (1) – Extremely easy (7)*

Q6. Indicate your level of agreement or disagreement with the following statements:

* My knowledge of X is very good *Strongly disagree (1) - Strongly agree (7)*
* It is important for me to make the right choice when shopping for X *Strongly disagree (1) - Strongly agree (7)*
* I find shopping for X interesting *Strongly disagree (1) - Strongly agree (7)*

Q7. When shopping for X online, how do you rate the following in terms of importance?

* Price *Very low (1) - Very high (7)*
* Brand *Very low (1) - Very high (7)*
* Payment modes *Very low (1) - Very high (7)*
* Returns and Money Back terms *Very low (1) - Very high (7)*
* Delivery modes and times *Very low (1) - Very high (7)*
* Order Tracking 1 *Very low (1) - Very high (7)*

**After completing all four categories:**

Q8. On a scale of 0 to 10, how would you rate your degree of ease with seeking information through the Internet? *Extremely low (0) – Extremely high (10)*

Q9. On a scale of 0 to 10, how would you rate your degree of ease with shopping on the Internet? *Extremely low (0) – Extremely high (10)*

Q10. Sex *Male / Female*

Q11. Year of birth

Q12. Level of education attained. *No formal education credential / Primary / Secondary / Bachelor’s degree / Master’s degree / PhD*

Q13. Main occupation. If more than one, please indicate the one you consider most relevant. *Student / Retired / Homemaker / Unemployed / Employed / Self-employed*