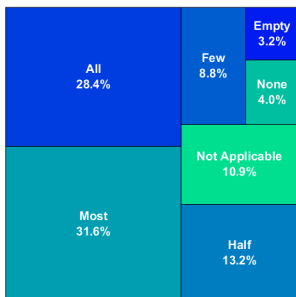
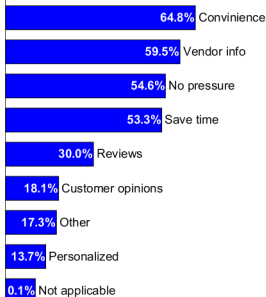


Motivation, information and success of personal Internet shopping in 1997

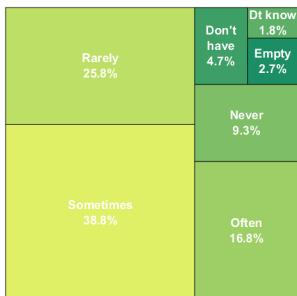
Intentional searches?



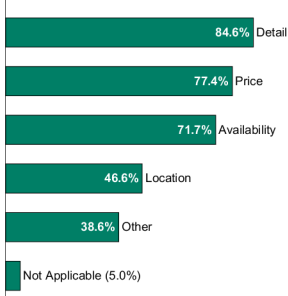
Reasons for using the web



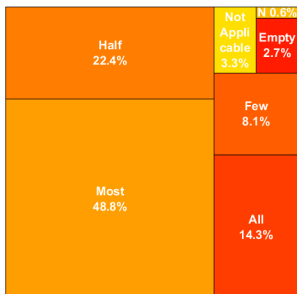
Visiting websites of stores?



Type of information searched



Success Rate



Reasons for dissatisfying experiences

