

## INFORMATION LETTER

<b>Study Title:</b> <b>A study on customer-specific willingness to pay</b>	
<b>Research Investigator:</b> <b>Ping Jin</b> Department of Computing Science 1-51 Athabasca Hall University of Alberta Edmonton, Alberta, Canada T6G 2E8	<b>Supervisor (if Applicable):</b> <b>Prof. Russell Greiner</b> Department of Computing Science 3-59 Athabasca Hall University of Alberta Edmonton, Alberta, Canada T6G 2E8
<p><u>Background</u></p> <ul style="list-style-type: none"> <li>This is an online survey devoted to an academic exploration on customer-specific willingness to pay. Anyone who is at least 18 years old and willing to participate is welcome. It is voluntary and anonymous.</li> <li>This research project is part of my master thesis work and I may probably publish papers on this topic.</li> <li>Currently we have no plan of commercialization of research findings.</li> </ul> <p><u>Purpose</u></p> <ul style="list-style-type: none"> <li>The purpose of this research is to explore the customer-specific willingness to pay. With online shopping being more and more popular, we are able to collect customer-specific information and shopping behavior. Thanks to it, we can work on detecting the relationship between customer-specific information and customers' willingness to pay.</li> </ul> <p><u>Study Procedures</u></p> <ul style="list-style-type: none"> <li>The research procedures include a survey to collect the data, developing and fitting a model on the data. Participants are only involved in the survey part.</li> <li>You will be asked to complete a survey that is 6 pages long and takes 5 - 15 minutes of your time.</li> </ul> <p><u>Benefits</u></p> <ul style="list-style-type: none"> <li>You will not benefit from being in this study.</li> <li>We hope that the information we get from doing this study will help us better understand the relationship between customers' information and their willingness to pay.</li> <li>Indicate if there are any costs involved in being in the research.</li> <li>Indicate if the participant will receive any compensation and if that compensation is pro-rated based on their participation.</li> </ul>	

### Risk

- There may be risks to being in this study that are not known. If we learn anything during the research that may affect your willingness to continue being in the study, we will tell you right away).

### Voluntary Participation

- You are under no obligation to participate in this study. The participation is completely voluntary.
- After submitting the finished survey there is no way to identify your response for those of other participants. Therefore there is no possibility for removal of data after final submission.

### Confidentiality

- We will probably use this research in my master thesis work and publish papers on this topic.
- The data for all uses will be handled in compliance with the University of Alberta Standards
- Anonymity can be generally guaranteed and participants will not be identified in the dissemination of the research
- The anonymous data will be saved to a data repository for potential secondary analysis at a later date or by other researchers
- As this survey is completely anonymous, we have no means to contact you. Generally you will not receive a copy of a report of the research findings. If you want one, please send me an e-mail.

### Further Information

- If you have any further questions regarding this study, please do not hesitate to contact Ping Jin ([pjin1@ualberta.ca](mailto:pjin1@ualberta.ca)) or Prof. Russell Greiner ([rgreiner@ualberta.ca](mailto:rgreiner@ualberta.ca)).
- If you have concerns about this study, you may contact the Research Ethics Committee, at 492-2615. This office has no direct involvement with this project.

By completing this survey, you agree to participate in the research.