**Appendix**

• **This is a sample data selected from the large online clickstream data collected in 2011 by tracking over 100,000 unique household online shopping behavior. This small sample data includes transactions for booking hotels online.**

**Variable Descriptions**

|  |  |
| --- | --- |
| **Variable** | **Description and Measure** |
| *ID* | Unique transaction ID |
| *DOMAIN\_ID* | Unique ID for the web domain |
| *MACHINE\_ID* | Unique ID for the computer (household) on which the transaction was made |
| *SITE\_SESSION\_ID* | Unique ID for the session in which the transaction was made |
| *TRANS\_FREQ* | Total number of transactions for the household. |
| *DOMAIN\_NAME* | The website (domain) name where the transaction was made |
| *DIRECT\_D* | A dummy variable indicating whether the transaction is incurred directly from a hotel website (1) or other third\_party travel website (0). |
| *PROD\_NAME* | The product (e.g., hotel or packages) purchased by the household |
| *PROD\_TOTPRICE* | Total price paid for this transaction |
| *REF\_DOMAIN\_NAME* | The referring website (domain) name through which the final purchase website was reached |
| *DURATION* | Total time spent at a site (mins) |
| *PAGES\_VIEWED* | Total pages viewed at a site |
| *HOUSEHOLD\_SIZE* | Total number of people in the household |
| *CHILDREN\_D* | A dummy variable indicating whether the household has any children. |
| *CONNECTIONSPEED\_D* | A dummy variable indicating whether the household has high speed internet connection |