

# Diffusion of Internet Shopping Behavior : A Longitudinal Study for Experienced Shoppers

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## Abstract

This paper object is application of electronic Customers Relationship Management(e-CRM) for buyer relationship commitment in korea export firms. So, I'd like to suggest some applications of e-CRM needed to strengthen the export firms in korea. These applications are as follows

First, the export companies are required to e-CRM logical architecture that is needs to achievement of buyer relationship commitment. Second, Buyer data source is classify in to three large group by outside data, transaction data and support data. Third, a concept and function of buyer information database. Fourth, e-CRM campaign management for export marketing. Fifth, interaction of buyer and customizing. finally, a point to be considered of korea export companies are national character, data mining out of buyer information database, difference of data gathering and sustaining up date of buyer's new information

Key Words : e-CRM, Buyer, Seller, Korea export firms

## I . Introduction

Over the past few years, there has been a tremendous increase in electronic commerce (e-commerce) activity enabled by the Internet and World Wide Web (WWW). According to the study by Forrester Research Inc. (2001), predicted total Internet sales for the year 2004 will be over \$6.8 trillion (Table 1.1).

Internet shopping, which is a form of business to consumer†(B2C) e-commerce through the Internet, has grown substantially during the last decade. While the term e-commerce refers to all online transactions, B2C stands for "business-to-consumer" and applies to any business or organization that sells its products or services to consumers over the Internet for his or her own use (Patton, 2001). A tremendous amount of increase in the number of Internet access around the world has been the main drive force for the growth of Internet shopping. Even though there are numerous researches in the field of Internet shopping, virtually all the studies dealing with Internet shopping have neglected or given cursory attention to the diffusion of Internet shopping.

Table 1.1 : Worldwide E-Commerce Growth

	2000	2001	2002	2003	2004	% of total sales in 2004
Total (\$ Billion)	\$657.00	\$1,233.60	\$2,231.20	\$3,979.70	\$6,789.80	8.60%
U.S.	\$488.70	\$864.10	\$1,411.30	\$2,187.20	\$3,189.00	13.30%
Canada	\$17.40	\$38.00	\$68.00	\$109.60	\$160.30	9.20%
Mexico	\$3.20	\$6.60	\$15.90	\$42.30	\$107.00	8.40%
Asia Pacific	\$53.70	\$117.20	\$286.60	\$724.20	\$1,649.80	8.00%
Japan	\$31.90	\$64.40	\$146.80	\$363.60	\$880.30	8.40%
Australia	\$5.60	\$14.00	\$36.90	\$96.70	\$207.60	16.40%
Korea	\$5.60	\$14.10	\$39.30	\$100.50	\$205.70	16.40%
Germany	\$20.60	\$46.40	\$102.00	\$211.10	\$386.50	6.50%
United Kingdom	\$17.20	\$38.50	\$83.20	\$165.60	\$288.80	7.10%
France	\$9.90	\$22.10	\$49.10	\$104.80	\$206.40	5.00%
Italy	\$7.20	\$15.60	\$33.80	\$71.40	\$142.40	4.30%
Netherlands	\$6.50	\$14.40	\$30.70	\$59.50	\$98.30	9.20%
Latin America	\$3.60	\$6.80	\$13.70	\$31.80	\$81.80	2.40%

Source : Forrester Research, Inc.

URL : [http : //www.gltreach.com/eng/ed/art/2004.ecommerce.php3](http://www.gltreach.com/eng/ed/art/2004.ecommerce.php3)

To examine the diffusion of Internet shopping Behavior for the last few years, Internet shoppers from two groups - Internet shoppers in the year of 2001 and 2004- were distinguished, and the perception for Internet shopping is contrasted for two different time spots. Using the variables identified by transaction process model (Liang & Huang, 1998), this study tried to find out the particular variables that facilitate or hinder the

Internet shoppers. Based on the criteria developed by Charla Mathwick (Graphics, Visualization & Usability (GVU) Center at Georgia Tech, 1999), experienced Internet shoppers were distinguished from the sample and individual characteristics of experienced Internet shoppers, such as Internet use behavior and demographic characteristics were investigated.

## II. Theoretical Background

### 1. Innovation Diffusion Theory

Innovation diffusion is defined as the process by which an innovation is communicated through certain channels over time among the members of a social system (Rogers, 1983). Innovation diffusion was also conceptualized within the context of end-user computing (Brancheau, 1993). He listed several hypotheses relating to systematic differences between earlier and later adopters of end-user information technology based on the work of Rogers (1983) and Assael (1981).

### 2. Transaction Process Model

Internet shopping is defined as the purchase of products and services over the Internet. Since there is a huge difference between a making purchase in traditional markets and in electronic markets, it is very important to know what differences the Internet can offer to the customer that is unavailable through conventional means.

Electronic shopping shares important characteristics with traditional shopping. Some of the components categorized for traditional shopping were merchandise, service, promotion, and convenience (Lindquist, 1974-75). Among these, Arnold et al. (1997) extended their study to convenience component and identified

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<sup>1</sup> Rogers E. (1986) 'Communication Technology : The New Media in Society', The Free Press, 1986

<sup>2</sup> James C. Brancheau, Carol V. Brown : The Management of End-User Computing : Status and Directions. *ACM Comput. Surv.* 25(4) : 437-482 (1993)

convenient attributes such as a fast checkout and the ease of navigating through the store. Based on these researches, Liang and Huang (1998) developed seven variables, which measure the shopper's perception on the convenience of transaction in Internet shopping (Table 1.2).

Table 1.2 : Seven-step Transaction Process Model

Seven Step Process	Definition
Search	Search for relevant product or service information
Comparison	Compare prices or other attributes
Examination	Examine the products to be purchased
Negotiation	Negotiate terms, e.g., price, delivery time, etc.
Order and Payment	Place an order and pay for it
Delivery	Delivery of products from the seller to the customer
Post-service	Customer service and support

Source : Liang, T., and Huang, J., An Empirical Study on Consumer Acceptance of Products in Electronic Markets : A Transaction Cost Model, Decision Support Systems No. 24 (1998) : 29-43

In this research, a model was developed based on the seven-step process model to find factors that may affect a customer's decision to purchase from electronic stores. The transaction cost is decomposed to seven stage variables to measure the overall transaction in Internet shopping. These variables included : *Convenience of product search (SE)*, *Convenience of product comparison (CP)*, *Convenience of product examination (PE)*, *Convenience of negotiating with vendor (NV)*, *Convenience of order (PO) and payment (PA)*, *Convenience of getting delivery (RP) and Convenience of getting post purchase service (AS)*.

## 2. Research Hypotheses

Experienced Internet shoppers are expected to be different from Inexperienced Internet shoppers on the perception of Internet shopping. Based on the seven steps in transaction processing model, seven major hypotheses were developed.

*H<sub>1</sub> : There are no differences between the experienced Internet shoppers in the year of 2001 and 2004 in terms of their perception on the convenience of product search in Internet shopping.*

*H<sub>2</sub> : There are no differences between the experienced Internet shoppers in the year of 2001 and 2004 in terms of their perception on the convenience of product comparison in Internet shopping.*

*H<sub>3</sub> : There are no differences between the experienced Internet shoppers in the year of 2001 and 2004 in terms of their perception on the convenience of the product examination in Internet shopping.*

*H<sub>4</sub> : There are no differences between the experienced Internet shoppers in the year of 2001 and 2004 in terms of their perception on the convenience of negotiating with the vendor in Internet shopping.*

*H<sub>5</sub> : There are no differences between the experienced Internet shoppers in the year of 2001 and 2004 in terms of their perception on the convenience of ordering product in Internet shopping.*

*H<sub>6</sub> : There are no differences between the experienced Internet shoppers in the year of 2001 and 2004 in terms of their perception on the convenience of paying for the product in Internet shopping.*

*H<sub>7</sub> : There are no differences between the experienced Internet shoppers in the year of 2001 and 2004 in terms of their perception on the convenience of receiving a product in Internet shopping.*

*H<sub>8</sub> : There are no differences between the experienced Internet shoppers in the year of 2001 and 2004 in terms of their perception on the convenience of getting after sale service in Internet shopping.*

### III. Research Methodology

#### 1. The Sample

In order to reach to a proper subset of Internet shoppers, more than 100 experienced and inexperienced Internet shoppers were chosen from university students in the college of business in Mississippi State University and Western Carolina University. Selecting sample out of university students were used since it is relatively convenient to collect sample in any classroom environment. Also, the statistics by GVV Center at Georgia Tech. University suggested that the most experienced Internet users were between 21 and 30 years old, which was the age range of most college students.

Subjects were all volunteers who were interested in Internet purchase and they were clearly told that their response to these questions would be kept strictly confidential.

## 2. Research Instrument

The questionnaire consisted of three parts. First, the seven questions in the first part were designed to ask users' opinion on the variables in the Internet shopping environment. A five-point Likert scale was employed, with Strongly disagree on one extreme and Strongly agree on the other. The second part included the questions for dividing experienced and inexperienced Internet buyers. These questions were modified from the questionnaire developed by Charla Mathwick (GVU Center, 1999). The third part included the questions describing Internet shoppers. It examined Internet shoppers' characteristics with a semantic differential scale (Appendix).

## 3. Data Analysis

Three steps were involved in the data analysis for this study. The first step was for distinguishing experienced and inexperienced Internet shoppers. The respondents who show more than 50% percentile on the questionnaires from GVU study were classified as experienced Internet shoppers and were used for further analysis. Out of the 102 questionnaires collected at Mississippi State University in the year of 2001, 18 usable samples were selected as experienced Internet buyers. The rate for the experienced buyers was 18%. Out of the 42 questionnaires collected at Western Carolina University in the year of 2004, 22 usable samples were selected as experienced Internet buyers. The rate for the experienced buyers was 52%.

For the second step, descriptive statistics for Internet shoppers were analyzed. Demographics of experienced and Inexperienced Internet shoppers and Internet usage characteristics of experienced and Inexperienced Internet shoppers (Table 3) were measured.

## 4. Demographics of Internet shoppers

Year. The respondents of Internet shoppers in 2001 were composed of 6 juniors (33.3%) and 12 seniors (66.7%) whereas those of Internet shoppers in 2003 were composed of 7 juniors (31.8%), and 15 seniors (68.2%).

Gender. Both respondents from experienced and inexperienced groups included a higher percentage of male than female. The respondents of experienced group in 2001 were composed of 15 men (83.3%) and 3 women (16.7%) whereas those of 2002 were composed of 18 men (81.8%) and 4 women (18.2%).

Employment. Among the experienced respondents in 2001, 57.5% showed that they are employed by any means whereas 56% of 2004 respondents were employed by part time or full time.

Availability of local retail stores. Twenty six percent (n=5) of the experienced respondents for the year of 2001 had enough retail stores in their town. In contrast to that, 39% of the inexperienced respondents had enough retail stores around where they live.

Internet usage characteristics of Internet shoppers

The characteristics of Internet shoppers has been surveyed for finding out the possibility of affecting the result of the research by unwanted influences.

Prime Internet access location. Internet buyers for both year showed that they mostly did Internet shopping in their home. 89% of Internet buyers in 2001 used their home computers for shopping. 90% of Internet shoppers in 2004 used their home computers for Internet shopping. Less than 10% of participants used public facility for accessing to the Internet.

Internet access speed for Internet shopping : Significantly more Internet shoppers in the year of 2004 (59.1%) than Internet shoppers in 2001, subscribed to DSL services. Significantly fewer portions of Internet shoppers in the year of 2004 subscribed to the telephone line service.

Years on the Internet : The majority of Internet shoppers in 2004 (50.0%) had been shopping through the Internet more than three years. In contrast to that, almost all of the experienced shoppers in 2001 (66.7%) had been shopping through the Internet less than three years.

Average number of hours staying on line for shopping : The average number of hours each participant staying on line for Internet shopping was somewhere between less than an hour and one to three hours. 45.3% of the buyers in 2001 were staying on line for less than an hour and 45.9% of the counterparts in 2004 were staying on line respectively.

Average amount of money spent for shopping through Internet : The average amount of money spent by shoppers was between \$100 and \$499 for the samples in 2004 and between \$10 and \$99 for the samples in 2001. 83.3% of 2001 buyers and 50% of 2004 buyers were answered for spending between \$10 and \$99 per transaction. Significantly more percentage of 2004 respondents were answered that they are spending more than \$100 per shopping.

## 5. Factor Analysis

Before comparing the variables explaining the differences of the perceptions of Internet shoppers in the year of 2001 and 2004, factor analysis was utilized. The objective of factor analysis is to determine if the variables could be grouped or reduced to fewer factors. A principal axis factoring with varimax rotation extracted the underlying dimensions of variables. To determine the optimum number of factors, the scree plot test was used.

The scree plot of common factor analysis extracted four factors from 2001 data and three from 2004 data with the criteria of minimum eigenvalue of 1.0. About 63% percent of total variance for 2001 data and 56% of 2004 data was attributable for these factors. Table 4 and 5 presents the Varimax rotated factor matrix identifying the three factors identified by 2001 and 2004 data. However, the results of factor analysis tended to show no possible groups in the variables of 2001 and 2004 data.

## 6. Lambda Statistics

The first test performed were the lambda statistics that test whether any of the dependent variables vary significantly according to the survey year. The implication of the lambda statistic was that the smaller the value of the lambda statistic, the greater the implied statistical significance between the group centroids. Wilks' Lamda test, Rao R test, Pillai-Bartlett Trace test, and V agree test with appropriate degrees of freedom and p-level indicated that the null hypothesis of the equality of the group means had been rejected at the 0.05 level of significance (p-value > 0.001). These results of MANOVA

indicated that Internet buyers in the year of 2001 and 2004 are significantly different in their perception on each variable in the group (Table 6). Both groups of Internet shoppers were significantly different in their perception on the convenience of Internet shopping.

## 7. ANOVA

Analysis of variance (ANOVA) was used to examine whether there were significant differences between these two groups in terms of their perception on convenience of transaction in Internet shopping. Thus, one-way ANOVA for single non-metric independent variable and two metric dependent variables were performed for those three groups. Two different years represented the non-metric independent variable, and convenience of transaction variables represented metric dependent variables for each analysis. Each of ANOVA tested the null hypothesis that there were no differences in perceptions for the year of 2001 and 2004.

The results of ANOVA tests (Table 7) showed that several null hypothesis of no differences among group means is rejected at the 0.05 level of significance (P-value > 0.0001). These indicate that there are differences between the Internet shoppers in the two time periods for some variables. Compare to the shoppers in the year of 2001, Internet shoppers in the year of 2004 were more likely agree with the idea that searching comparing, examining, negotiating, receiving and getting after service for the Internet shopping were easy compared to the previous years.



Table 3 : Internet Usage Characteristics of Experienced Internet Shoppers

internet usage	2001		2004	
	Frequency	Percent (%)	Frequency	Percent (%)
Prime Internet Access Location				
Home	16	89.0	20	90.0
School	1	5.5	1	5.0
Work	0	0	0	0
Friend's	1	5.5	1	5.0
Other	0	0	0	0
Access Speed for Internet Shopping				
T1	0	0	0	0
T3	0	0	0	0
ADSL	0	0	7	31.8
SDSL	0	0	0	0
ISDN	0	0	0	0
Cable Modem	0	0	6	27.3
56.6K	17	94.4	9	40.1
Other	1	5.6	0	0
Don't Know	0	0	0	0
Years on the Internet				
Not At All	0	0	0	0
Less than a Year	5	27.8	6	27.2
1 to 3 Years	7	38.9	5	22.7
More than 3 Years	6	33.3	11	50.0
Number of Hours Online				
Don't Know	0	0	0	0
Less than an Hour	8	44.5	6	27.2
1 to 3 Hours	9	50.0	10	45.5
More than 3 Hours	1	5.5	6	27.2
Spending for Internet Shopping				
Zero	0	0	0	0
Less than \$10	0	0	1	4.5
\$10-\$99	15	83.3	11	50.0
\$100-\$499	3	16.5	9	40.9
\$500 or More	0	0	1	0.5
Don't Know	0	0	0	0.0

Table 4 : Factor Loadings of the convenience of transaction variables(2001)

Variable	FACTOR 1	FACTOR 2	FACTOR 3	FACTOR 4
SE	.768493*	-.038987	-.049892	.128379
CP	.840938*	-.012673	-.476829	.167822
PE	.539482	.094789	.478998	.248793

Variable	FACTOR 1	FACTOR 2	FACTOR 3	FACTOR 4
NV	.138987	.487901	.472611	.858993*
PO	.006899	.889840*	-.589029	.048990
PA	-.057789	.757829*	.048930	.138974
RP	.498098	.478929	.489831	.358740
AS	-.879801	-.148901	.854893*	.154802
Expl.Var	1.599432	1.643669	1.232935	1.049345

Table 5 : Factor Loadings of the convenience of transaction variables (2004)

Variable	FACTOR 1	FACTOR 2	FACTOR 3
SE	.148399	.758473*	.487020
CP	.348739	.538397	-.249383
PE	-.098453	.788979*	.258973
NV	-.487927	.009472	.848930*
PO	.844893*	.047836	-.074893
PA	.848799*	.058935	.058909
RP	.724783*	.254893	.158901
AS	.348990	.043893	.658930
Expl.Var	2.438799	1.548390	1.358940

Expl. Var : Explained Variances

Table 6 : Results of the Lambda Statistics

Test	Value	p-level
Wilks' Lambda	.54899	
Rao R	24.25471	.000000
Pillai-Bartlett Trace	.44909	
V	26.29281	.000000

Table 7 : ANOVA Results

DEPENDENT VARIABLE	MEAN SQR EFFECT	MEAN SQR ERROR	F(DF1,2)	P-LEVEL
SE	5.48945	1.17354	4.61120	.004404
CP	11.36579	.85606	12.11781	.004507
PE	10.63466	1.37656	11.36590	.030890
NV	14.53755	.94535	28.54629	.000001
PO	35.68742	.76456	78.75565	.040030

DEPENDENT VARIABLE	MEAN SQR EFFECT	MEAN SQR ERROR	F(DF1,2)	P-LEVEL
PA	48.56379	.84566	70.35053	.037765
RP	22.56353	.56376	24.72408	.000001
AS	35.04673	.78967	53.49719	.000000

#### IV. Findings

The results of ANOVAs indicated that Internet buyers in 2001 and 2004 were significantly different in their perception for some variables (Table 8). Each F-value on the ANOVA table indicated there were differences between the Internet shoppers in the two different years in all variables except convenience of the product examination, ordering product and paying for the product. Compared to shoppers for the year of 2001, Internet shoppers for the year of 2004 were more likely to agree with the idea that the convenience of transaction in Internet shopping has been improved in the aspects such as product search, comparison, negotiating with vendors, receiving products and getting after services for the sales.

Table 8 : Summary of Research Findings

Research hypotheses	Expected results	Findings
<i>There are no differences between the shoppers for the year of 2001 and 2003 in terms of their perception on the <u>convenience of product search</u> in Internet shopping.</i>	Not Supported	Not Supported
<i>There are no differences between the shoppers for the year of 2001 and 2003 in terms of their perception shoppers on the <u>convenience of product comparison</u> in Internet shopping</i>	Not Supported	Not Supported
<i>There are no differences between the shoppers for the year of 2001 and 2003 in terms of their perception on the <u>convenience of the product examination</u> in Internet shopping.</i>	Not Supported	Supported
<i>There are no differences between the shoppers for the year of 2001 and 2003 in terms of their perception on the convenience of negotiating with the vendor in Internet shopping.</i>	Not Supported	Not Supported

Research hypotheses	Expected results	Findings
There are no differences between the shoppers for the year of 2001 and 2003 in terms of their perception on the convenience of ordering product in Internet shopping.	Not Supported	Supported
There are no differences between the shoppers for the year of 2001 and 2003 in terms of their perception on the convenience of paying for the product in Internet shopping.	Not Supported	Supported
There are no differences between the shoppers for the year of 2001 and 2003 in terms of their perception on the convenience of receiving a product in Internet shopping.	Not Supported	Not Supported
There are no differences between the shoppers for the year of 2001 and 2003 in terms of their perception on the convenience of getting after sale service in Internet shopping.	Not Supported	Not Supported

There are a number of reasons to expect the transaction process in Internet shopping to be viewed more favorably by the subjects for the year of 2004. For example, there had been big technology change in internet use since 2001. More than 50 percent of Internet users in 2004 are connecting to Internet by cable service or Digital Subscriber Line (DSL) Service, which means that the Internet buyers in 2004 are accessing to internet shopping web pages a lot faster than the buyers in 2001. It would be reasonable to believe that Internet shoppers in the year of 2004 felt much comfortable in the way of communicating with the shopping mall they are interested to visit.

Also, the way of doing business with their customers by the shopping mall has been directed to positive direction since the year of 2001. Internet shopping malls have developed various way of attracting their customers by introducing better web design to make the customers surf easily and business processes which make customers feel secure about their transactions through Internet

In contrast with that, for the variables such as product examination, ordering products and paying for the products, no significant difference has been developed for last three years of period. . Bhatnagar et. al (2000) proposed that making the Internet competitive implies that, given a particular risk level, the consumer would be indifferent when faced with a choice about shopping at Internet or traditional stores. In another words, Internet shopping mall should reduce the perceived risk level for accessing the mall by the consumers to make the mall looks more like traditional shopping mall. By developing many ways of securing the transaction such as credit card verification, the shopping malls have improved their image to the customers for last few years.

However, the use of the Internet still creates with high uncertainty. Especially, in cultures with high uncertainty avoidance, people are more nervous about learning new skills (Hofstede, 1991). Since the nature of the Internet could appeal to the potential Internet shoppers in more ambiguous and uncertain way, uncertainty avoidance was negatively related to the perception on Internet shopping. As suggested by the results of this study, shopping mall need to develop more reliable way of shopping to convince shoppers about the security of transactions.

## V. Conclusions

As many researches on Internet shopping suggested, Internet shopping provides consumers with opportunities to search products without time and location constraint. Therefore, Internet shopping can have a significant impact on traditional shopping environment. The future success of retailing will depend on recognizing the multiplicity of consumer shopping behaviors, as well as identifying methods of satisfying the consumer's needs in an Internet shopping environment. Thus, an analysis of Internet shoppers in two different time periods can provide Internet marketers a better understanding on how they are able to meet consumer's needs and to develop markets as shopping environment changes by time.

The results of the study show how some of verified variables would affect the user perception in Internet shopping. Therefore, the findings of this study can provide useful insights for both the academic and practitioner community. For the IS research community, this study may suggest several opportunities for further research into the variables which impact Internet user satisfaction. The variables which have been used for this study concerns only the transaction aspects of Internet shopping. However, this limitation can be eliminated by making multi-construct model which include many aspects of Internet shopping such as facilitating conditions and social conditions. (Khalifa and Limayem, 2003) For practitioners, this study can help Internet shopping firms to develop better marketing platforms and strategies, which promote Internet shopping for customers with different cultural backgrounds.

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Less than once <i>each month</i>	About once <i>each month</i>	Several times <i>each month</i>	Once each week	Several times <i>each week</i>
( )	( )	( )	( )	( )

4) On average, how often do you make online purchases?

Less than once <i>each month</i>	About once <i>each month</i>	Several times <i>each month</i>	Once each week <i>each week</i>	Several times
( )	( )	( )	( )	( )

5) On average, how often do you communicate with Web-based vendors about products or services you have previously purchased?

Less than once <i>each month</i>	About once <i>each month</i>	Several times <i>each month</i>	Once each week	Several times <i>each week</i>
( )	( )	( )	( )	( )

III. Please check one that describes you most.

1) Please indicate the connection speed of the line you often use.

T1	T3	ADSL	SDSL	ISDN	Cable Modem	56.6K	Other	Don't know
( )	( )	( )	( )	( )	( )	( )	( )	( )

2) Please indicate the primary location you most use for Internet shopping.

Home	School	Work	Friend's	Other
( )	( )	( )	( )	( )

3) How long have you been shopping on the Internet?

Not at all	Less than a year	1 to 3 Years	More than 3 Years
( )	( )	( )	( )

4) How long do you usually stay on line while shopping?

Don't know	Less than an hour	1 to 3 hours	More than 3 hours
( )	( )	( )	( )

5) What type of items do you purchase through the Internet? (Check all that apply)

Books	Computer Products	Music CDs	Electronics	Flowers
( )	( )	( )	( )	( )

Clothing	Stock and Securities	Toys	Any other goods? Please specify below.
( )	( )	( )	( _____ )

6) On average, how much do you spend per transaction while shopping on the Internet?

Zero          Less than \$10          \$10 - \$99          \$100 - \$499          \$500 or more          Don't Know  
( )          ( )          ( )          ( )          ( )          ( )

7) Do you have enough retail outlet in your town?

Yes ( )          No ( )

8) Your gender :

Female ( )          Male ( )

9) What year are you in?

Freshman ( )          Sophomore ( )          Junior ( )          Senior ( )          Graduate Student ( )

10) What is your major?

11) How are you employed?

Full Time          Part Time          Not Employed  
( )          ( )          ( )

*Thanks for your cooperation!*