Instituto Superior de Ciências do Trabalho e da Empresa

ISCTE Business School
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Online buying behavior for Entertainment Products

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Project of

Masters in Marketing

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April, 2012

Acknowledgments

To Professor Pedro Dionísio for all the support in the execution of this work, for all the things that he taught me and are not in books, and for the times of higher stress when he calmed me down, and for the friendship that we developed til now.

To Professor Margarida Cardoso for the help and execution of the quantitative part of the work, once without her I would never be able of doing that part.

To Professor Hélia Pereira for the help in my thesis and for the good mood that always presented to me.

To my parents, Júlia and Brandão, because without them I couldn't be where I am today, with a bachelor degree and with almost a masters degree. You are great parents and I love you very much. I couldn't have had better parents than you.

To my sister, Tânia, that, despite I have never told her, is my life example. We never got along too well because of our personality, but I love you very much.

To Igor, who has been with me for 3 years. I am taking this Masters because he was the person who insisted the most to take it. Our journey had some ups and downs, like everybody else, but I love you and I hope we're going to be together for many years.

To Joana, for the friendship over the last 5 years. Our journey also had ups and downs, but we overcame this, fortunately. Thank you for all the great moments that we spent together.

To José, my project partner, for the recent friendship and for the moments that we spent doing the project and the thesis.

To all the other people that everyday contributes to my happiness and progress.

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Abstract

Background: The internet is becoming more used to do shopping, all over the years. Although there are some advantages of using the internet, like convenience, time saving, among others, but some people still prefers to do shopping in the physical context, because the store image and environment is better as well the service quality, among others. So, the online context must improve its weaknesses to attract more people. In this case, it will be studied the online buying behavior just for Entertainment products, as CD and DVD, books, newspapers, magazines, e-learning material, games and consoles, bets and lotteries.

Results: Some of the results show that if the site has a good image, a good service quality and a friendly environment, consumers will be satisfied with the site where they buy entertainment products. So, if the consumers are satisfied with the site they will prefer it among others and they will recommend it to their family, friends and colleagues. However, the fact that a site is fun and fits the client style, does not necessarily mean that the consumer will be satisfied with it.

Key words: Internet, buying, marketing, entertainment

JEL classification system: M31 – Marketing; L86: Information and Internet Services; Computer software

Resumo

Enquadramento: A internet está a tornar-se cada vez mais usada para a realização de compras, ao longo dos anos. Apesar de haver algumas vantagens do uso da internet, como a conveniência, a poupança de tempo, entre outros, algumas pessoas ainda preferem fazer comprar num contexto físico, uma vez que existe uma melhor imagem e ambiente da loja assim como um melhor serviço, entre outros. Assim, o contexto online deve melhorar os seus pontos fracos para atrair mais pessoas. Neste caso, será estudado o comportamento de compra online apenas para produtos de Entretenimento, como CD e DVD, livros, jornais, revistas, material de e-learning, jogos e consolas e lotarias e apostas.

Resultados: Alguns dos resultados mostram que se um site tiver uma boa imagem, um bom serviço e um ambiente de loja amigável, os consumidores irão ficar satisfeitos com o site onde costumam comprar produtos de entretenimento. Portanto, se os consumidores se sentirem satisfeitos com um site irão preferi-lo em relação a outros e irão recomendá-lo à família, amigos e colegas. No entanto, o facto de um site ser divertido e se encaixar no estilo de consumidor, não significa necessariamente que o ele fique satisfeito com o site.

Palavras-Chave: Internet, compra, marketing, entretenimento

JEL classification system: M31 – Marketing, L86: Information and Internet Services, Computer software

0. Introduction[1]

This investigation comes from the motivation of contributing to the development of online business models, supporting how organizations can take advantages from the electronic potential, contributing to the development of commerce in Portugal. Also, there is a considerable gap of knowledge between electronic marketing practice and the theoretical and empirical investigation likely to supporting marketing management in this context, so, this study, can contribute for that knowledge increase.

Analyzing the buying behavior of an online consumer, the main advantages and vulnerabilities that he discovers in his search are identified, allowing to identify some measures that can be carried out to reduce the insecurity that is still present, increasing, this way, the number of clients that choose online buying, and becoming loyal to certain websites.

The revolution and introduction of new technologies have deeply implications in business management, allowing an efficient cooperation and offering market globalization tools. Many companies and organizations are already using new information technologies, and to face this quick growth, the different players have to be fans of internet potential, in a way to guarantee their own market survival and competitiveness.

This study begins from the existing knowledge, in a international level, about product and services' buying and information searching behavior on the internet to a deeply understanding of Portuguese behaviors in order to provide companies with information to develop their business.

The study is divided in 5 chapters:

- The first one refers to the literature review, where I tried to capture the State of the Art about the subject in a theoretical perspective. It ends with a conceptual model that has its origin in the theoretical analysis and the exploratory study developed in this study – some of the results are presented in chapter 3;

[1] This thesis was part of a broader study about "The role of the online in buying and searching behavior of products and services".

- The second chapter has the methodology of the quantitative and qualitative parts of the exploratory study, as well of the depth study of the macro-category Entertainment;

- The third chapter addresses the Portuguese online framework, where it can be seen how the Portuguese people behaves in the internet;

- The fourth chapter addresses the exploratory study with a quantitative part that results from the application of a 800 face-to-face questionnaires in a national level, a qualitative part that has its origin in 2 focus groups, and the empirical study that pretends to test the investigation hypotheses previously defined, with 427 online questionnaires;

- Finally, in the fifth chapter, it can be found the main conclusions, limitations of the study and clues for future research.

1. Literature Review

1.1. Online buying behavior based on different factors

According to Costa and Larán (2005), Farias (2006), Ferreira and Serra (2004), Bosnjak, Galesia and Tuten (2006), Farias, Kovaes and Silva (2007), Shang, Chen and Shen (2004) and Huwang (2010), there are different factors that can lead to online buying behavior. Next, it will be presented some studies about five important factors to online buying behavior, such as, online store environment, personality traits, flow theory, intrinsic and extrinsic motivations, and gender.

1.1.1. Online store environment

Kotler (1973) (in Farias, 2006) referred that, when people purchase a product, they do not see just the product, they see what goes with it, like the package, guarantee, image, financing, among others.

Kotler (1973) (in Farias, 2006) also said that the online store environment is created with the objective of being attractive to the consumer, in order to increase his shopping probabilities in that space. This idea is also supported by Rook and Gardner (1993) (in Costa and Larán, 2005), Youn and Faber (2000) (in Costa and Larán, 2005), Eroglu, *et al.* (2001) (in Costa and Larán, 2005), Hartmann and Zorrila (1998) (in Ferreira e Serra, 2004) when they say that the point of sale has a major influence in consumer buying behavior. The physical store environment is composed by four sensorial channels: vision (color, brightness, size and shapes), audition (volume), smell (freshness), and touch (softness and temperature).

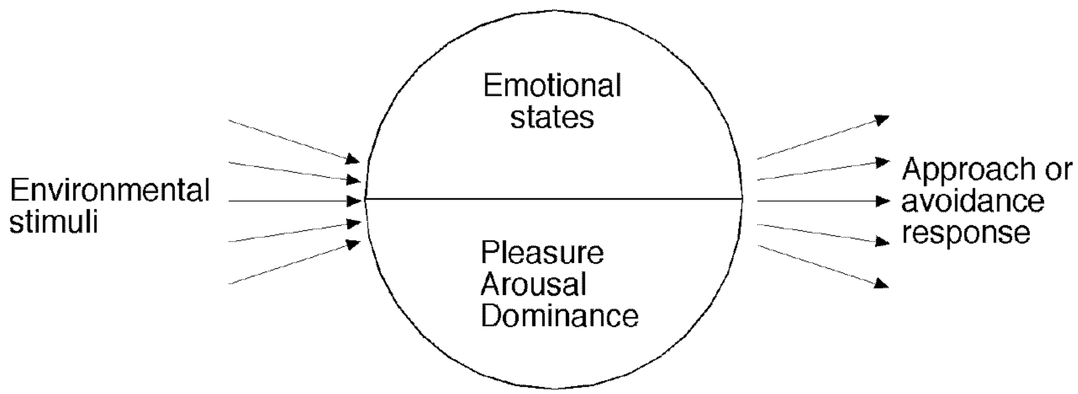
But focusing on the online store environment, it can be seen that not every sensorial channels are present, like smell, but there are others that do not exist in the physical store, like time and space flexibility (Eroglu *et al.*, 2001) (in Farias, 2006). The very same authors still classify the online store environment based on two characteristics: task environment of high relevance (HR) and of low relevance (LR). Task environment of high relevance (HR) is characterized by site description elements (product information, return policy, among others), product pictures and navigation tools. In other hand, task environment of low relevance (LR) is characterized by information that has low influence in buying decision, which means the physical part of the site, such as, colors, letter fonts, music, and animations.

But beyond the store environment lead to buying behavior, it can lead to other emotional states, and that can be seen by Mehrabian and Russel model (1974) (in Farias (2006) and

Costa and Larán (2005)): Stimulus-Organism-Response (figure 1.1). This model explains that the consumer can have approach responses (stay in the store, look around and explore the environment, communicate with other people, and improve the satisfaction degree with the buying task and its performance) and avoidance responses (get out of the store, stay quiet and not interact with the environment, not communicate with other people and deteriorate the satisfaction degree with the buying task and its performance).

These approach and avoidance responses lead to three emotional states called by PAD: Pleasure-Displeasure, Activation-Non activation, and Dominance-Submission. The first emotional state (Pleasure-Displeasure) "refers to the degree in which a person feels good, happy or satisfied in a situation" (Farias, 2006:33). The second emotional state (Activation-Non activation) is related to "how the individual feels alert, stimulated, exhilarated, excited or active in a situation" (Farias, 2006:33). The third emotional state (Dominance-Submission) "is the extension to which the individual feels in control and free to act in a situation" (Farias, 2006:33).

Figure 1.1 - Stimuli - Organism - Response Model by Mehrabian and Russel (1974)



Farias (2006) made a study where he analyzed the online store environment, the emotional state Pleasure and Activation, online shopping attitude and satisfaction. He used a questionnaire with a non probabilistic sample of 162 individuals that bought online, in November of 2004, in a region of the Brazilian Northeast. He concludes that the online environment contributes to the Pleasure and Activation of the consumer, the shopping pleasure is strongly related with consumer's satisfaction and satisfaction is related with the online shopping positive attitude. Also Donovan and Rossiter (1982) (in Ferreira and Serra, 2004:68) say that "the pleasure induced by the point of sale atmosphere is a strong determinant of consumer behavior, including his shopping behavior".

Until now, it was shown the influence of the online store environment in a normal buying behavior, but this factor is also important for impulsive buyers. This theme has not been much referred in other studies, compared to the theme attitudes and satisfaction (Rook and Gardner, 1993) (in Costa and Larán, 2005). Although the impulsive buying has been suggested in other studies (Rook and Fisher, 1995; Youn and Faber, 2000) (in Costa and Larán, 2005), the marketers didn't spend too much time analyzing the relation between store environment and the impulsive buying behavior. So, Costa and Larán (2005) saw the opportunity to study this subject.

Impulsivity is, according to Hoch and Loewnstein (1991) (in Costa and Larán, 2005:97), "due to the psychological conflict between individual's self-control and desires, with the impulsive part taking the major importance on those satisfaction immediate desires, regardless their impact in a long-term". To Youn (2000) (Costa and Larán, 2005:97), "consumer impulsivity is strongly associated with the eminently seeking of emotional gratification, because the impulsive buying brings pleasure in its exercise, as well affective compensations employed in managing the emotional mood of the individual."

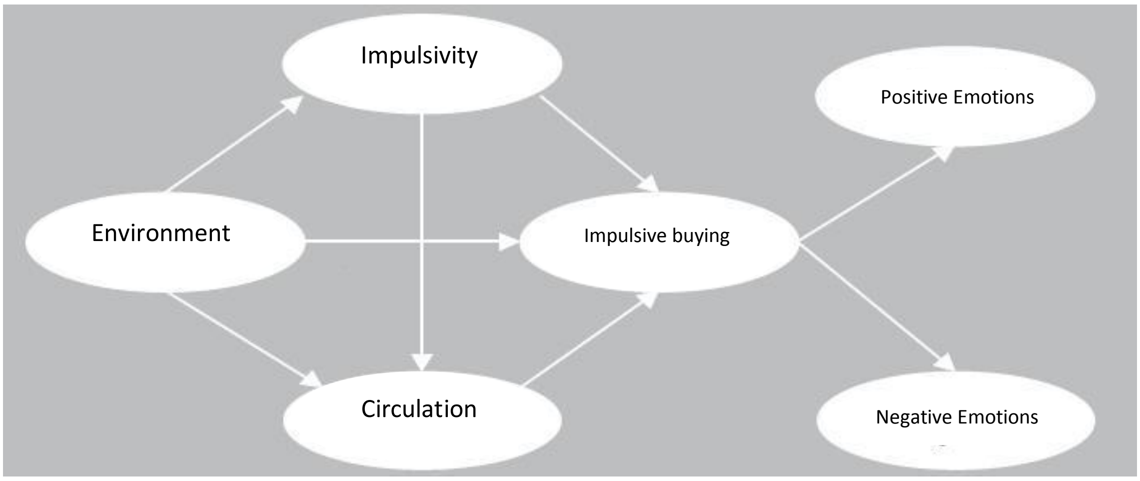
Impulsive buyers face shopping as a type of leisure because it can bring positive feelings (Rook and Gardner, 1993) (in Costa and Larán, 2005). To Ferreira and Serra (2004), this type of consumers aren't considered as innovative consumers, because they can buy a new product without deliberation, whereas the innovatives shop based on different means and sources information.

But there are also non-impulsive buyers, who use impulsive shopping as a shopping strategy (Rook and Hoch, 1985) (in Farias, 2006). It's called functional impulsivity (Dickman, 1990) (in Costa and Larán, 2005). Recreational buyers have major probabilities of going to a store without a pre-defined shopping plan (Bellenger and Korgaonkar, 1980) (in Costa and Larán, 2005). To Beatty and Ferrel (1998) (in Farias, 2006), impulsive consumers, who use recreational shopping, circulate more inside the store.

Costa and Larán (2005) made a study in which they analyzed impulsivity, online store environment, store circulation, impulsive buying and positive and negative emotions (figure 1.2). They have got 2634 valid responses in an online questionnaire, from a non probabilistic sample. This sample was constituted by online buyers in Brazilian sites, on the 2nd semester of 2001. They conclude that the physical stores' environment has a major influence on consumers than the online stores' environment, where the shopping is more technical;

individual and environmental elements' impulsivity negatively influences the circulation inside the virtual store, which means that impulsivity and environmental elements presence don't make the consumer to circulate more in the website; environmental elements don't influence impulsivity; and impulsive shopping has a direct and positive relation with positive emotions of the after sale but not with the negative emotions (online stores).

Figure 1.2 - Model of Costa and Larán (2005) study (adapted)



Turning to the online retailer perspective, and not the consumer's, there are some impacts that result from the internet use in building a business (Sterne, 1995) (in Ferreira and Serra, 2004):

- an increase in sales, since the business becomes global and competes with world companies;
- consumers can have access to a bigger assorted of products;
- products transaction is direct;
- the need of persuading the consumer is lower because he has access to all the information;
- the company is seen as being innovator and the relationship with the client is improved by customization services;
- a cost-cutting since the need of having a sales force and a physical point of sale disappears;
- an increase in quality and communications speed - Dreze and Zufryden (1997) (in Ferreira and Serra, 2004) say that online advertising has a bigger impact than in the physical context, because the online environment is much more interactive and reaches more people (global audience), so the penetration degree is higher, which leads to a bigger efficiency of the advertisers. The same authors refer that online

communication is important to follow customers' requests, to search for information, news, statistics, job offers, among others;

- "more direct access to the company" (Ferreira and Serra, 2004:66);
- an ease in monitoring marketing actions;
- "online access to all costumers" (Ferreira and Serra, 2004:66);
- improvement in after-sale service;
- encouragement of market research and clients' suggestions;
- automatically updated catalogs;
- "team work improvement between countries" (Ferreira and Serra, 2004:66).

As in a traditional context, the internet, *per se*, will have difficulties in being a competitive advantage, but the online presence brings many opportunities, like establishing a distinct positioning (Porter, 2001) (in Kelley *et al.*, 2003).

According to Sterne (1995) (in Ferreira and Serra, 2004), having a business in the virtual world also brings disadvantages, and there are companies that don't have advantages at all. It is necessary to analyze a couple of factors before taking the decision to go on with the online business (Hurley and Birkwood, 1997) (in Ferreira and Serra, 2004), such as, an analysis of products/services, customers, business goals, financial and legal aspects, "intellectual property and usage of internet available materials" (Ferreira and Serra, 2004:67), freedom of speech and security.

Ferreira and Serra (2004) proceeded to a study based on the gratification methodology, *i.e.*, "by interacting with the communication mean, the audience members are active gratification explorers, unlike passive recipients of the content of that mean" (Ferreira and Serra, 2004:68). Is also based on the consumer as the principal agent in the clarification between the relationship of the "perceived and accepted adoption and innovation degree by the consumer" (Ferreira and Serra, 2004:69).

The authors analyzed the relationships between entertainment, website pleasantness/ease of use, implications/involvement with the website information and with the adoption of innovative buying behaviors. They chose a sample of students and professors of Minho University (57 responses), with internet experience, who were originally asked to visit Shopping Direct, GlobalShop and Pingo Doce websites followed by filling up a questionnaire. Finally, they conclude that website entertainment doesn't directly influence the adoption of a innovative buying behavior, the implications/involvement with the website information doesn't has impact in the adoption of innovative buying behaviors, and the website pleasantness/ease of use leads to the adoption of innovative behaviors.

1.1.2. Personality traits

Some studies have analyzed a person' determinants to buy online, like behavioral economics, demographics and lifestyle, and online merchandising effects, and this way it has been studied the "potential moderation of personality traits" (Bosnjak *et al*., 2007:597) but not so much how the personality traits relate with the online buying behavior.

According to Pachauri (2002) (in Bosnjak *et al*., 2007), there are 4 dimensions related to personality that could explain the online buying behavior. The first dimension is "Economics of information" that explain consumers preferences when choosing a virtual store, based on information search cost. The second dimension is "Cognitive costs" which is related to the optimization of decisions, based on products' price and quality and virtual retailer credibility. The third dimension is "Lifestyle" and is related to the analysis of consumers' socio-demographic characteristics, *i.e.*, the way they live and how they spend time and money. At last, the fourth dimension is "Contextual influence" that consists in the impact of web atmosphere.

But only four studies included personality traits in their analysis. Donthu and Garcia (1999) (in Ferreira and Serra, 2004) found that online consumers are more innovative, take risks, are impulsive and seek product variety. La Rose and Eastin (2002) (in Ferreira and Serra, 2004) conclude that people who are less emotionally stable tend to use online shopping to cure those states. Copas (2003) (in Ferreira and Serra, 2004) said that trust others is related to online buying. Finally, the last study, conducted by Kwak *et al*. (2002), concludes that people who, majorly, seek sensations and opinion leadership are those that buy more in the internet.

So, Bosnjak *et al*. (2007) made a depth study about personality traits where they tried to include Mowen's 3M model (2000). This model is composed by four hierarchical levels (Surface traits, Situational traits, Compound traits and Elemental traits) (table 1.1).

Table 1.1 – Hierarchical levels of Mowen's 3M model (2000)

Surface traits (level I)	Measures the determinants of purchase intention
Situational traits (level II)	Created based on the concept of involvement
Compound traits (level III)	Created based on the socialization with others
Elemental traits (level IV)	Consists of genetic predispositions and early experiences of learning

Elemental traits (level IV) are constituted by five personality dimensions (Big Five of Costa and McCrae, 1985) (in Bosnjak *et al*., 2007) - Neuroticism, Consciousness, Extroversion, Openness to new experiences and Pleasantness.

Compound traits (level III) are constituted by four dimensions - Need for Cognition (which affects online buying behavior because of individual differences), Need for Evaluate (tendencies of making evaluations before buying), Need for Arousal (need for new experiences and stimuli) and Need for Material Resources (tendency to value material goods).

Situational traits (level II) are constituted by two dimensions - Affective Involvement (internet personal involvement by perceived functional characteristics) and Cognitive Involvement (internet personal involvement by symbolic and hedonistic expectations).

The data collection, for Bosnjak *et al.'s* (2007) study, was made based on an online questionnaire, to 808 internet users from an online Croatian panel named Puls. These panels are constituted by people who volunteer periodically in online questionnaires.

It was concluded that, above all, Neuroticism, Openness to new experiences and Pleasantness (Elemental traits – level IV), have low impact, but significant, in online buying desire; Affective Involvement (Situational traits – level II) has a significant impact on online buying (this decision is made based on emotion and not in reason); Need for cognition (Compound traits – level III) has a negative effect on online buying because the consumers with this need, want to minimize their efforts by hypotheses and other ways.

1.1.3. Flow theory

The electronic commerce occurs in a virtual environment, so the design of the website is crucial to attract the customer. This way, companies must invest on their websites to make them more attractive in order to decrease negative aspects that can influence the interaction with the customer (Novak; Hoffman; Yung; 2000) (in Farias *et al*., 2007). Besides the design of the website, flow is also a way of attracting the consumer to the internet and stimulating the buying behavior.

According to Csiksentmihalyi (1975) (in Farias *et al*., 2007), flow is a holistic sensation that occurs when consumers engage too much with an activity and don't need an external reward, so it's also called an autotelic experience. An experience is a personal event, fundamented in an interaction with stimuli (Holbrook; Hirschman, 1982) (in Farias *et al.*, 2007).

To Cory and Cova (2003) (in Farias *et al*., 2007), consumption experience can be constituted by four stages: pré-buying experience, buying experience, central consumption experience and remembered consumption experience. According to Csiksentmihalyi (1997) (in Farias *et al*., 2007), the abilities and the challenge are the main dimensions that differentiate the type of experiences, and flow occurs when those experiences reach their peak. Smith (1995) (in Farias *et al*., 2007) says that, during consumption, two types of emotional states can occur: experience peak with high stimulation and pleasure (novelty elements) and flow (individual's activity absorption).

So, the flow theory is a way to attract consumers to internet and, consequently, to buy online, which is also related with telepresence ("is an environment mediated perception (CME – Computer Mediated Environment") (Hoffman and Novak, 1996) (in Farias *et al*., 2007:33), *i.e.*, is a flow antecedent, so, and according to Hoffman and Novak (1996) and Moore *et al*. (2005) (in Farias *et al*., 2007), the higher the telepresence, the greater the flow.

But some entrance barriers can occur as regards to online buying and to the range and maintenance of flow, and Moore *et al.* (2005) (in Farias *et al*., 2007) say that those barriers can be behavioral controls. These behavioral controls can be internet compatible devices, available network connection, permission resources, knowledge to navigate online and social-demographic factors (Kwak *et al*., 2002).

Said that, Farias *et al.* (2007) decided to study the online buying behavior based on flow analyzing the flow components (clear objective, interactivity, challenges compatible with the abilities, attention, concentration, control, loss of self consciousness and time distortion (Csiksentmihalyi, 1990) (in Farias *et al*., 2007)), flow background (telepresence and involvement (Novak, Hoffman e Young, 2000) (in Farias *et al*., 2007)) and flow consequences (exploratory behavior and positive effect (Novak *et al*., 2000) (in Farias *et al*., 2007)), leading, in the end, to satisfaction. They applied a face-to-face questionnaire to 237 electronic commerce consumers (the sample was chosen based on the snowball technique).

After the statistical analysis they conclude that the virtual environment and telepresence precede flow; the virtual environment has some similarities with the physical environment, but the stimuli are more visual; the virtual environment is pleasant and "the store image, where the last product was bought, is good and positive" (in Farias *et al*., 2007:36); the respondents consider themselves skilled and that there was interactivity in the website, but they not classified the online experience as challenging.

1.1.4. Intrinsic and extrinsic motivations

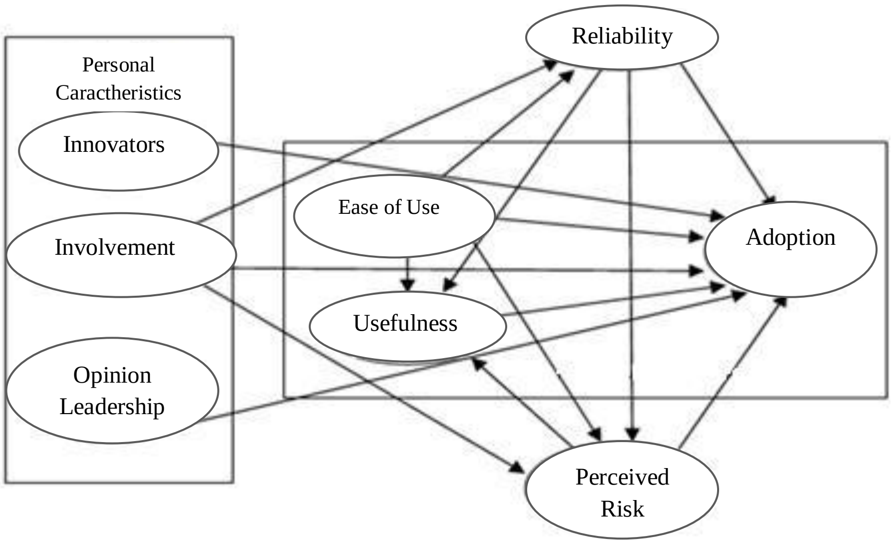
Most of the people, who use the internet to search information about products and services, don't use it to shop (Lee *et al*., 1999) (in Shang *et al*., 2004).

But those who also shop, see the internet as advantageous because of the convenience, large variety of products, competitive prices, easy access to information and lower search cost (Bakos, 1997) (in Shang *et al*., 2004). Those are considered **extrinsic motivations**.

The **intrinsic motivations** are intended to make the consumer feel determined, skilled, with interest, excited and, again, with flow (Deci and Ryan, 1985) (in Shang *et al*., 2004) (that according to Hoffman *et al.* (2003) (in Shang *et al*., 2004), occurs during the consumption based on objectives and experiences, but even more in task oriented activities). Those intrinsic motivations can be, for instance, the perceived pleasure (Liebowitz, 2002) (in Shang *et al*., 2004) and the perceived entertainment (Deci and Ryan, 1985) (in Hwang, 2010).

To explain the consumer behavior and how they use technology, many studies have used the TAM model (figure 1.3) (Technology Acceptance Model) (Hu *et al*., 1999; Legris *et al*., 2003) (in Shang *et al*., 2004).

Figure 1.3 - Technology Acceptance Model (Davis, 1989)



This model is based on TRA model (Theory of Reasoned Action) of Fishbein and Azjen, but replaces the attitudinal determinants by perceived usefulness (subjective probability of increasing the consumer performance, by using a specific application system inside an organizational context (Davis *et al*., 1989) (in Shang *et al*., 2004)) and by perceived ease of use ("the degree in which a consumer expects a system to be effort free" (Davis *et al*., 1989) (in Shang *et al*., 2004:402)). In TAM model, just perceived ease of use is used as an intrinsic motivation (Shang *et al*., 2004).

In addition to those intrinsic and extrinsic motivations, the consumer behavior is also influenced by social motives. Venkatesh and Davis (2000) (in Shang *et al*., 2004) remade the TAM model when they included the social influence. So, the subjective norm effects in perceived usefulness and the behavior intention are mediated by the reference person in the social group (Shang *et al*., 2004). To conceptualize the social influence effects, it was used the component fashion involvement, because shopping is considered a fashion activity. To Miller *et al*. (1993) (in Shang *et al*., 2004), the decision process about whether something is fashion or not is constituted by six factors: "pre-existent preferences influence, selective influence, group conformity, individualism/differentiation, desire of being modern and attitude towards change" (Shang *et al*., 2004:403).

Thus, Shang *et al*. (2004) decided to study the influence of fashion involvement, perceived usefulness, perceived ease of use and cognitive absorption in online buying. To collect the data, a questionnaire was applied in two phases: in the first one, it was made an online questionnaire to 478 individuals from a data base of a Thai journal, and in the second phase, it was made a face-to-face questionnaire to 650 students, after classes, in 3 universities.

It was concluded that cognitive absorption affects the perceived ease of use and perceived usefulness in online buying, but doesn't affects directly the buying behavior; the users who are more affected by fashion tendencies, have more probabilities of buying in the internet; the intrinsic motivations are those that influence most the consumers in online buying and the effect of extrinsic motivations isn't significant; the effect of perceived ease of use is related to the intrinsic motivations; online shopping is still motivated by entertainment and not by economical factors; the users who experience a lot the cognitive absorption, have more probability of buying in the internet.

1.1.5. Gender

Men have different shopping behaviors compared to women, in terms of an online or physical context. "The effects of gender in social norms and perceived enjoyment, and the intention to use e-commerce systems are very important to human-computer interaction but have not been tested in previous research" (Hwang, 2010).

According to Deci and Ryan (1985) (in Hwang, 2010), the Self Determination Theory say that all individuals have natural, innate and constructive tendencies to develop themselves in the most elaborated and unified way - through the regulation of their behavior , which can be self-determinate, controlled or motivated - and that the perceived entertainment (diversion just from the usage of a computer in addition of the technology instrumental value) (Davis *et al.*, 2003) (in Hwang, 2010) is the intrinsic motivation that most influence the buying behavior.

In a study made by Limayem *et al.* (2000) (in Hwang, 2010), it was discovered that the subjective norms (family, media, friends) influence the intention of online buying. Venkatesh *et al.* (2003) (in Hwang, 2010), through the Unified Theory of Acceptance and Usage of Technology (UTAUT), conclude that the social influence in e-commerce acts by influencing the perceptions about the technology adoption.

Another factor which is pertinent in technology acceptance is gender, that is why online shopping is seen by men as a technology adoption, whereas for women is seen as a social activity (Slyke *et al.*, 2002) (in Hwang, 2010).

Contrary to what is expected, women buy as much or more than men, in the case of using known auction sites, (Black, 2007) (in Hwang, 2010), and maybe women don't buy as much in general websites because these are, normally, designed according to men preferences (Moss *et al*., 2006) (in Hwang, 2010). Women tend, also, to focus in opinion sharing while men focus on the value gained on sale (Awad *et al*., 2008 ; Cho et al, 2008 ; Rogers *et al*., 2003 (in Hwang, 2010)).

Regarding the online communication with other consumers, women just worry in having a network and men just seek a network with a social hierarchy, in which certain opinions are worth more than others (Tannen, 1995) (in Hwang, 2010). It can be concluded that women intend to create intimacy and like interaction with other people while men intend to reach independence and respect and enjoys more the use of the internet to get information (Gefen *et al*., 1997; Yates, 2001(in Hwang, 2010)).

Hwang (2010) intend this way, to study some of these variables, *i.e.*, social norms influence (normative commitment) – which are influenced, *à priori*, by family, media and friends – and perceived entertainment (affective commitment) on internet usage intention. The gender factor will be studied as an influence of normative commitment and of affective commitment in buying intention.

To collect the data, an online questionnaire was applied to 322 college students, from Management (only volunteer students respond), in USA northeast region. This questionnaire was applied after they asked the students to simulate the purchase of a book in Amazon website.

It was concluded that both social norms and perceived entertainment have a positive effect on internet usage intention; and the social norms have a higher impact in women while the perceived entertainment has a higher impact in men in internet usage intention.

1.2. Online consumer loyalty

There is a variety of factors that contribute to the online experience – and higher the experience, less the consumers' perceived risk (Miyazaki and Fernandez, 2001) (in Ramanathan, 2011) – such as convenience, product availability, deliveries, return policies, among others, being these factors more important in an online context because there are more product returns, which is part of an inverse supply chain (Ramanathan, 2011).

The perceived risk is related with the price of the product and its ambiguity degree (Finch, 2007) (in Ramanathan, 2011). In this way, if a product has low price and low ambiguity, it has low risk, and if it has high price and high ambiguity, it has high risk.

In terms of the website quality, which is also an important factor for the online experience, and to evaluate it, consumers use pre and after purchase factors (Collier and Bienstock, 2006) (in Ramanathan, 2011).

As **pre-purchase factors,** are highlighted the site ease of use, good design, website map, contacts, informations, order control, among others (Ramanathan, 2011), and about consumer loyalty, one of the key factors to keep them is having transaction security, so it is necessary that the websites have security certificates and that those are frequently updated (Odom *et al*., 2002) (in Ramanathan, 2011).

After the purchase (**after purchase factors**), factors like time of delivery, correct orders and the good condition of the product, are taken into account by consumers (Ramanathan, 2011). In case of having product returns, it is important to have a good after sale service to occur one of two situations: making situations of dissatisfaction in cases of success or making good proceedings of product returns (Ramanathan, 2011).

According to Cho *et al*. (2008) (in Ramanathan, 2011), in the online context, there are high orders of small products and it’s not normal being delivered big products. The explanation for online product returns is because of the lack of previous information and the impossibility of a physical product analysis (Ramanathan, 2011).

Some of the most returned products, according to Bizrate.com, are clothes, computers software and books (Ramanathan, 2011).

Ramanathan (2011) developed a study in which he tried to understand the relation between the way companies dealt with product return and the loyalty of costumers in a Business to Consumer online context. To collect the data, about 1070 websites from epubliceye.com, in 2006/2007, were analyzed. The websites were analyzed according the ambiguity degree of the sold products, and, in this case, he considered computer, automobile, electronics, sports and books as low ambiguity, and the collectible articles websites as high ambiguity (Finch, 2007) (in Ramanathan, 2011), and these with high ambiguity were what really interested for the study. So, from the 1070 analyzed websites, 157 were classified as high risk, 698 as medium risk and 215 as low risk.

After the statistical analysis, it was concluded that the way websites deal with returns doesn't have any significant impact in consumer loyalty, *per se*, but has a significant impact depending of the product risk – higher impact in low risk products because consumers tend to buy low risk products (low price and ambiguity); consumers whose satisfaction with the return policy is higher, tend to feel more comfortable to buy products from the same website e they are loyal to it; consumers who stay too long searching about a high risk product (high price and ambiguity) are not so loyal to a certain website.

Another way to approach the costumer, making the online store to attract him, is by e-CRM. According to Clark (1997), Hallowell (1996), Reicheld and Sasser (1990) and Storbacka *et al*. (1994) (in Kelley *et al*., 2003), in a physical context, a store profit is higher if the consumer loyalty is higher as well, and there are two elements that lead to consumer loyalty (Storbacka *et al*., 1994) (in Kelley *et al*., 2003): products' price and the relationship strength between the store and the costumer. Price is seen as a quality indicator (Nagels, 1987) (in Kelley *et al*., 2003) while the relationship strength is fundamental for the external barriers (economic changes and competition) do not occur.

In the internet, price comparison is facilitated, so this factor is going to be even more important when deciding to purchase, therefore prices are forced to be reduced, majorly in low differentiated markets (Alba *et al*., 1997 and Bakos, 1998) (in Kelley *et al*., 2003). One of the price strategies of e-retailers is to raise prices to attract uninformed consumers and reduce prices to attract informed consumers (Kelley *et al*., 2003), so, in low differentiated markets, the price will be highlighted as a quality indicator (Nagels, 1987) (in Kelley *et al*., 2003).

In an online context, price elasticity will be lower (Degeratu *et al*., 1998) (in Kelley *et al*., 2003) when physical shopping is a positive and good experience (Shankar *et al*., 1998) (in Kelley *et al*., 2003). So, new clients are more expensive to attract than to maintain an existent client, who is less sensitive to prices (Reicheld and Sasser, 1990) (in Kelley *et al*., 2003). Therefore, to increase profits, prices or the number of clients can be increased (Relationship Revenue Model) (Storbacka, 1993 and 1994) (in Kelley *et al*., 2003).

Kelley *et al*. (2003) developed a study with two phases. In the first phase they wanted to discover which products are best sellers (books, CD, DVD and games) in the top15 of North American retailers. In the second phase they applied a questionnaire to a sample of 1093 individuals of United Kingdom, with the same goal of the first phase of the study, with internet access and working in an enabling environment for online purchase via credit card.

They intended, with this data collection, discover if e-CRM influences the purchase of books, CD, DVD and games in e-retailers.

They concluded that graduated people and with more income are the heavy users of internet; men buy more in the internet than women; e-CRM efforts of e-retailers of books, CD, DVD and games, which are perceived by the costumer, are crucial to increase and maintain costumers; and the price elasticity is not very related with consumer e-CRM perception.

1.3. Consumer e-Word of Mouth impact

Every product has a life cycle and according to its stage, the consumer needs different types of information. In the first stage, introduction, the consumer needs information based on attributes, since he has more knowledge, while in a maturity/decline stage, the information has to be more focused on benefits. (Park and Kim, 2008).

This online information, which can be given by other clients, is called e-Word Of Mouth (e-WOM) and, unlike the physical context, is measurable once is written and available to everyone, so it can be controlled by the company (Park and Kim, 2008). Godes and Mayzlin (2004) (in Park and Kim, 2008) corroborate this idea because they say that e-WOM exceeds the limitation of traditional WOM, once is done in a private way, while e-WOM can be measured easily and less expensively, and consumers can keep a more clear vision of the market. So, Clemons *et al.* (2006) (in Park and Kim, 2008) say that, when consumers are informed, the companies, which offer more differentiated products, tend to grow.

Henning-Thuran *et al.* (2004) (in Park and Kim, 2008) say that what takes the consumer to search for e-WOM is the need of social interaction and economical incentives, preoccupation about others and the need to increase self-esteem , and the opinion of other consumers is more influential than opinion leaders (Huang and Chen, 2006) (in Park and Kim, 2008). However, consumers who are more experienced don't take too much effort and don't search for additional information from other consumers, when they want to buy online, once they think they are more informed that an usual costumer (Bloch *et al*., 1986; Gilly *et al*., 1998) (in Park and Kim, 2008). Walker *et al.* (1987) (in Park and Kim, 2008) also say that more experienced consumers prefer to see the information about products attributes presented in a board and the less experienced in a chart.

The Cognitive Fit Theory analyzes which type of opinion is more important depending on the level of knowledge of who gives it (Petty *et al*., 1986) (in Park and Kim, 2008) and the

Elaboration Likelihood Model say that attitude changes are based on different levels of the information processing, which is related with the knowledge level. When the consumer is using the internet to search the information he wanted, cognitive fit occurs, according to the Cognitive Fit Theory (Vessey and Gallets, 1991) (in Park and Kim, 2008) and through the Elaboration Likelihood Model, it can be known in whose consumers the cognitive fit is more important in the decision making (Park and Kim, 2008). This way, the greater the knowledge, the higher the cognitive resources the consumer has to process information.

Park and Kim (2008) wanted to study the impact of online comments depending on the consumer level of knowledge. For that, they interviewed 222 high school and college students after exposing them to information and opinions about a new MP3 player, so that there is no stereotype previously formed about the product/brand. They conclude that there is cognitive fit when experts process the opinions based on attributes and when the beginners process the opinions based on benefits; the cognitive fit effect, in purchase intention, is higher in experts (based on the Elaboration Likelihood Model); and the quantity of opinions is a bigger impact in beginner consumers.

1.4. Products sold in the internet

People face risk when shop online, and this happens when “a decision, or behavior can lead to different possible outcomes” (Bem, 1980) (in Kwak *et al*., 2002:25). Uncertainty or ambiguity are related to risk, and the uncertainty can be higher if the product or service is highly involving (computer, jewelry, among others) (Personality variables).

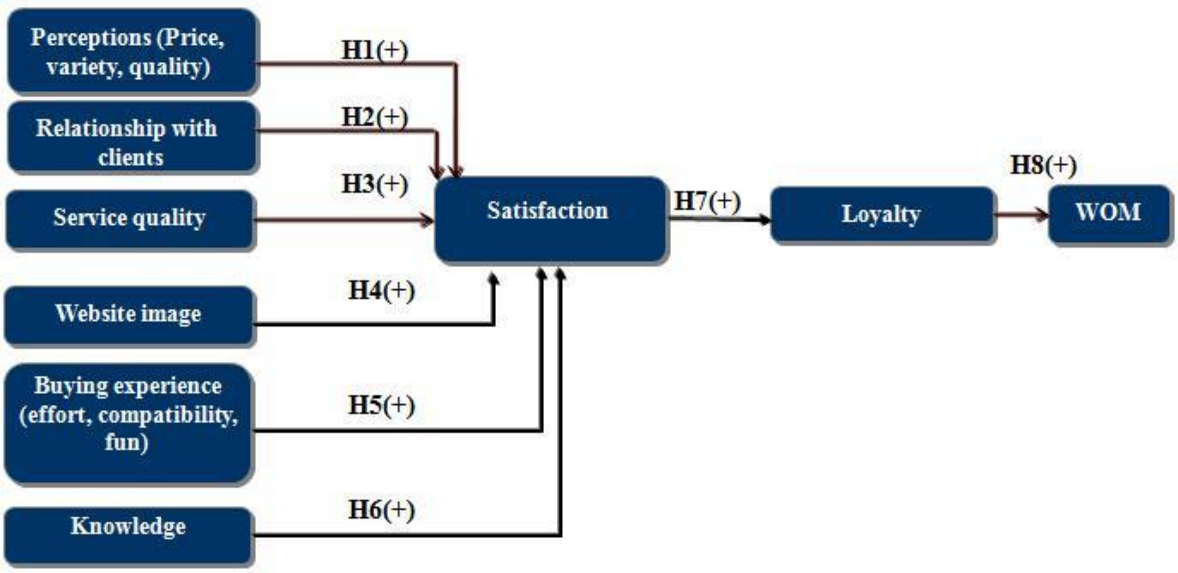
So, Kwak *et al.* (2002) applied an online questionnaire to a sample of 307 people who frequented an online chat, and the questionnaire referred the following products to study: books, communications, computers, education, electronics, entertainment, internet, music and travel.

Although the attitudes towards online advertising were not significant, they conclude that it has a positive impact when people want to buy “books, computers, education, electronic goods, internet-related products and services, and travel” (Kwak *et al*., 2002:28); internet experiences (information requests) are related to online buying to all products, but, about internet usage, isn’t significant to communication products and music; demographics are related to online buying, but more specifically, age (weak influencer) is related only with the purchase of computer products, higher education (weak influencer) leads to higher purchasing for communication products and travel, gender (men used to buy more than women) is not related with the purchase of entertainment products and music, and income is not related to the purchase of music; personality variables are related to online purchase (opinion leadership doesn't have a big impact with communication products, entertainment and music; and although consumers' risk taking tendencies have weak impact, they are positively related to all products, but influences more positively the purchase of education and entertainment products).

1.5. Hypotheses model

After analyzing the previous articles, the following hypotheses model is proposed (figure 1.4).

Figure 1.4 – Hypotheses model



This way, 8 hypotheses have to be studied, as explained below:

- H1: Perceptions about price, variety and quality influence positively the consumer satisfaction;
- H2: Customer relationship influences positively the consumer satisfaction;
- H3: Service quality influences positively the consumer satisfaction;
- H4: Website image influences the consumer satisfaction;
- H5: Buying experience (effort, compatibility, fun) influences positively the consumer satisfaction;
- H6: Knowledge can influence positively or negatively the consumer satisfaction;
- H7: Satisfaction influences positively the consumer loyalty;

- H8: Loyalty influences positively the Word of Mouth.
-

2. Methodology

In this chapter, it will be handled the methodological proceedings of this project that lead to the final results.

Before starting the field work, it was made a literature review (chapter 1), which addressed subjects about online buying behavior, online consumer loyalty, consumer e-Word of Mouth and types of products are sold in the internet and its determinants, and, also, an analysis about the market of national internet users (chapter 3).

In a first phase of field work, it was done a face-to-face questionnaire form (see Attachment 1), which has the objective of characterize the online market. Before the application of this questionnaire, a pre-test to 40 people was done to ensure that all questions are understood and correctly written. The questionnaire is divided in three parts: the relation with the technology and internet, technology and internet usage frequency, and the characterization of the respondent and sample control. The respondents were chosen randomly as they were passing in the street.

In the second phase, were done 2 focus groups, which have the objective of getting ideas for the hypotheses to test and to see how a group of people express about a topic (Cook, 1981). One focus group took place in Lisbon, to have inputs of a metropolis where exist all forms of physical commerce, and another in Tavira, where the physical offer is not complete. In each focus group, about 8/9 individuals were convenient chosen from a group of internet buyers and users – not to disperse relevant information (Bloor et al, 2001).

The focus group data allowed collecting inputs to develop the quantitative questionnaire in the third phase.

In the third phase, it was applied an online questionnaire (See Attachment 2) to a 427 respondent’s sample, which has six steps:

- Pre-test to 20 people;
- Definition of the final version of the measuring scales used;
- Definition of the investigation universe and the sampling procedure used;
- Information gathering;

- Codification and the preliminary treatment of the collected data;
- Definition of the methods and techniques to analyze the quantitative data.

This questionnaire is structured, because, this way, the respondents answer without bias and the work is simplified in terms of application, tabulation and analysis (Kinnear and Taylor, 1996). The questions are also closed, most of the time, once they facilitate the statistical analysis. The sample was constituted by people with 15 years old or older and they have to be internet users. It was used the online context to apply the questionnaire because it has advantages in costs, speed and coverage but is also different, from other means, once it has the need of sending a pre-notification, the development of an incentive schemes, customization, questionnaire extension and the usage of special colors and formats (Cavusgil and Elvey-Kirk, 1998; Sheehan, 2001).

The questionnaire responses were processed by a descriptive analysis in Excel and by a Principal Component Analysis in SPSS.

3. Portuguese market framework

According to the questionnaire done by LINI (Lisbon Internet and Networks International Research), in the first quarter of 2010, 48,8% of mainland Portugal homes have internet access and 44,6% of the population uses internet, of which 51,3% are men and 61,9% have between 15 and 34 years old. All the senior management professionals use internet and almost every students (96,1%), as well almost all scientific and intellectual occupations (94,2%). The occupations with less internet penetration are the retired (5,1%) and housewives (10,8%). 43% of the respondents have a laptop computer and 32,8% have a desktop computer. 15,8% have a 3G USB board to access to mobile internet and just 2,6% of Portuguese people have Smartphones.

In August of 2011, Portuguese people spent about 39 minutes per day in the internet, which is below the world average of 46 minutes and even more of the European average of 49 minutes. Nevertheless, the Portuguese user visited, in average, 3,20 pages per minute, more than the world average of 3,02 pages, but still below the European average of 3,38 pages (ComScore, 2011).

In 2010, when the questionnaire of LINI was done, **social networks were the third communication activity that are more used in the internet with 56,4% of users** using social networks, at least monthly (from the social network users in September of 2011, 48%

said that access several times per day preceded by e-mail sending and receiving (89%) e by Instant Messaging services (74,5%)). 40% of the respondents said that they joined social networks because of professional reasons. Nevertheless, the majority of reasons relates to the possibility of maintaining a relationship with acquaintances, which means that connections in social networks are a reflection of the real life personal relationships (78,4% of the respondents declared having, majorly, acquaintances in their friend circle). 45,1% of the respondents said that they have more the 100 friends in social networks. The Portuguese user of social network, provides, in 71,7% of cases, their interests in their profile, 36,2% provides videos and 47,3% provides music.

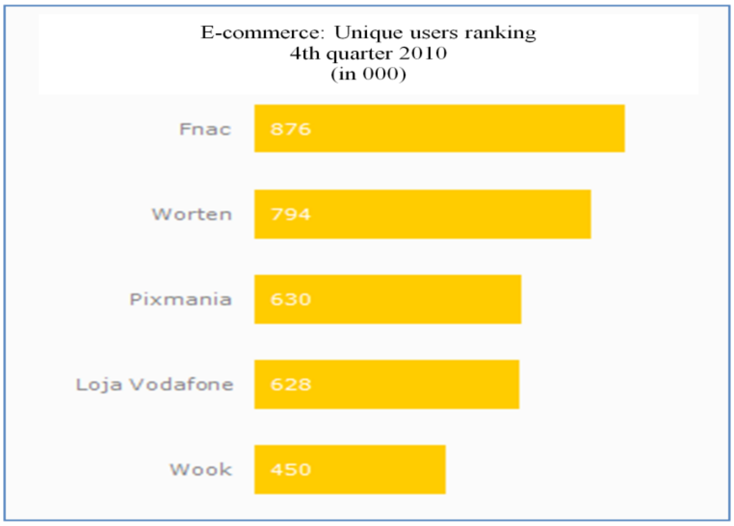
According to a study done by Nielsen (2008), a comparison of the usage of e-commerce in Portugal is done, which states that 80% of Portuguese people, that use the internet, already done, at least, one purchase in the internet, which puts Portugal in a relatively low place, compared to other European countries.

In terms of shopping frequency, 34% of the respondents have bought in the last month, 22% between 1 and 3 months e 43% more than 3 months. In this aspect, Portugal is still in a low place in the European ranking, with countries like United Kingdom, Switzerland and France claiming, in 76%, 67% and 66% of cases, respectively, to have purchased in the last month. The products that are more purchased in Portugal are, like the European average, books (38%), airplane tickets and reservations (24%), electronics (21%), show tickets (21%) and grocery (9%).

Portuguese chose the shopping site for two fundamental reasons: best online store (39%) and the same site they used to shop (38%). Vítor Amaral, (Marketing Director of Nielsen Portugal) says that, when checking that the last factor was the most referred in Europe (55%), "shows the importance of attracting new online customers when they do their first purchase in the internet. If the shopping sites succeed in engaging them in the beginning and providing a positive buying experience, they probably could get their loyalty and money. In an European comparison, were are one of the countries that indicate this factor, which can reveal an opportunity to develop for the companies that use the internet as one of their distribution channels". Advertising influences the shopping site choice and only 1/5 of Portuguese people referred it, but stil we are "two times higher than the European average (11%)" (Nielsen, 2008). In terms of product payment, Portugal uses credit cards (63% - with 75% using VISA), bank transfers (35%), but prefers payments on delivery (30%) (Nielsen, 2009).

According to a study done by Marktest, 2.591 thousand Continent residents, during the fourth quarter of 2010, visited e-commerce sites in their homes. There was an increase of 6,1% comparatively to the previous quarter and an increase of 0,3% comparatively to the equivalent quarter of 2009. In total, were seen about 203 million pages of e-commerce sites, nearly 78 per user. In terms of time spent in sites, it was 2 million hours, nearly 46 minutes per user. Next it can be seen a ranking of the most visited sites per unique users (Chart 3.1), standing out Fnac with 876.000 visits of different users.

Chart 3.1 – More visited sites by unique users



Source: Marktest, Netpanel – cybernauts panel

Next, it can be seen the ranking of the most visited pages (Chart 3.2).

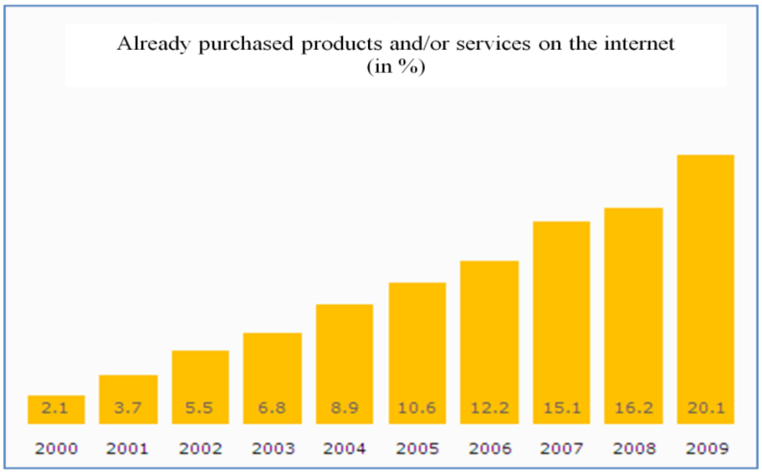
Chart 3.2 – Ranking of the visited pages in the 4th quarter of 2010

Source: Marktest, Netpanel – cybernauts panel

In this ranking, the site Leilões.net, is in the first place with more than 22 millions of visits followed by the site La Redoute.

According to a study done by Markest in *Bareme Internet*, 1.667 thousand Portuguese already did online shopping, of which 37,2% are residents in national territory with 15 years old or older – values significantly lower than the previously quoted study of Nielsen. The chart 3.3 shows the evolution of online shopping from 2000 to 2009.

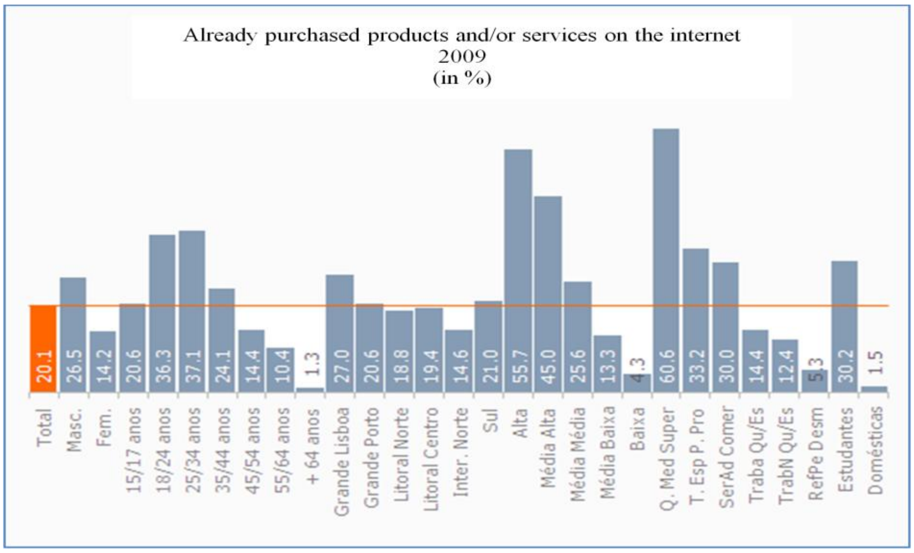
Chart 3.3 – Evolution, in percentage, of online shopping from 2000 to 2009



Source: Marktest, Bareme Internet

A more specific demographic analysis outlines the profile of the internet user and buyer in Portugal, as shown in chart 3.4.

Chart 3.4 – Demographic data about internet buyers, in Portugal



Source: Marktest, Bareme Internet, 2009

It is shown that the people that bought more products and services in the internet are men (26,5%), with ages between 25 to 34 years old (37,1%), live in Lisbon (27%), with a clear bias to the High social class (55,7%) e and are middle/senior managers (60,6%).

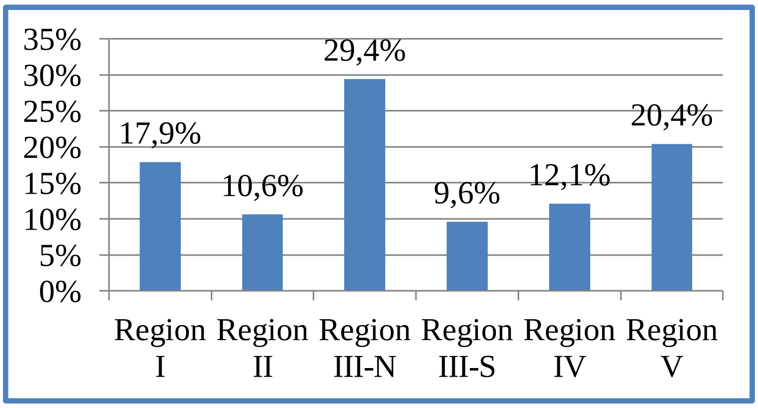
4. Results

4.1. Exploratory study - Questionnaire

In this chapter it will be analyzed the exploratory study to 800 respondents of the face-to-face questionnaire about the online buying behavior of the internet users.

4.1.1. Socio-demographic analysis

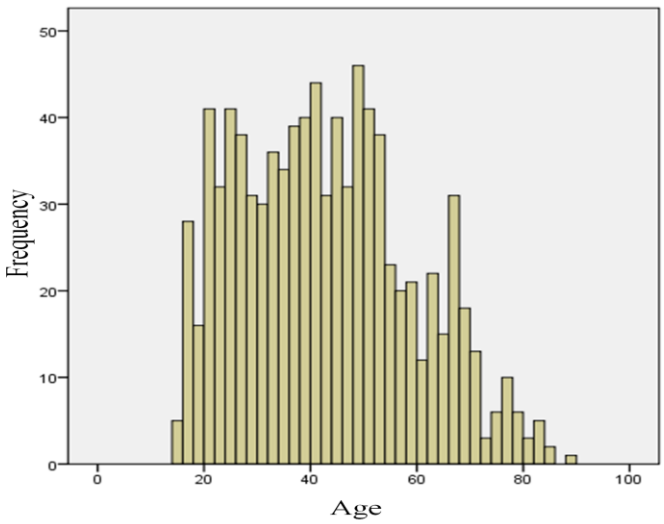
Chart 4.1 – Distribution of the respondents by residence area (in %)*



From the 800 respondents, it is shown, in Chart 4.1, that the majority (29,4%) lives in the Region III-N followed by the Region V (20,4%) and Region I (17,9%) (See attachment 3 – Figure 1 – to see the description of the regions).

***Question C1**

Chart 4.2 – Age histogram*



Relatively to internet users' age, it is shown that the average is about 42 years old with (Chart 4.2) a standard deviation of 16 years. The minimum and maximum are 15 years and 88 years, respectively (See attachment 3 – Table 3.1).

***Question C2**

As shown in table 4.1, the sample is constituted in its majority by women (54,5%).

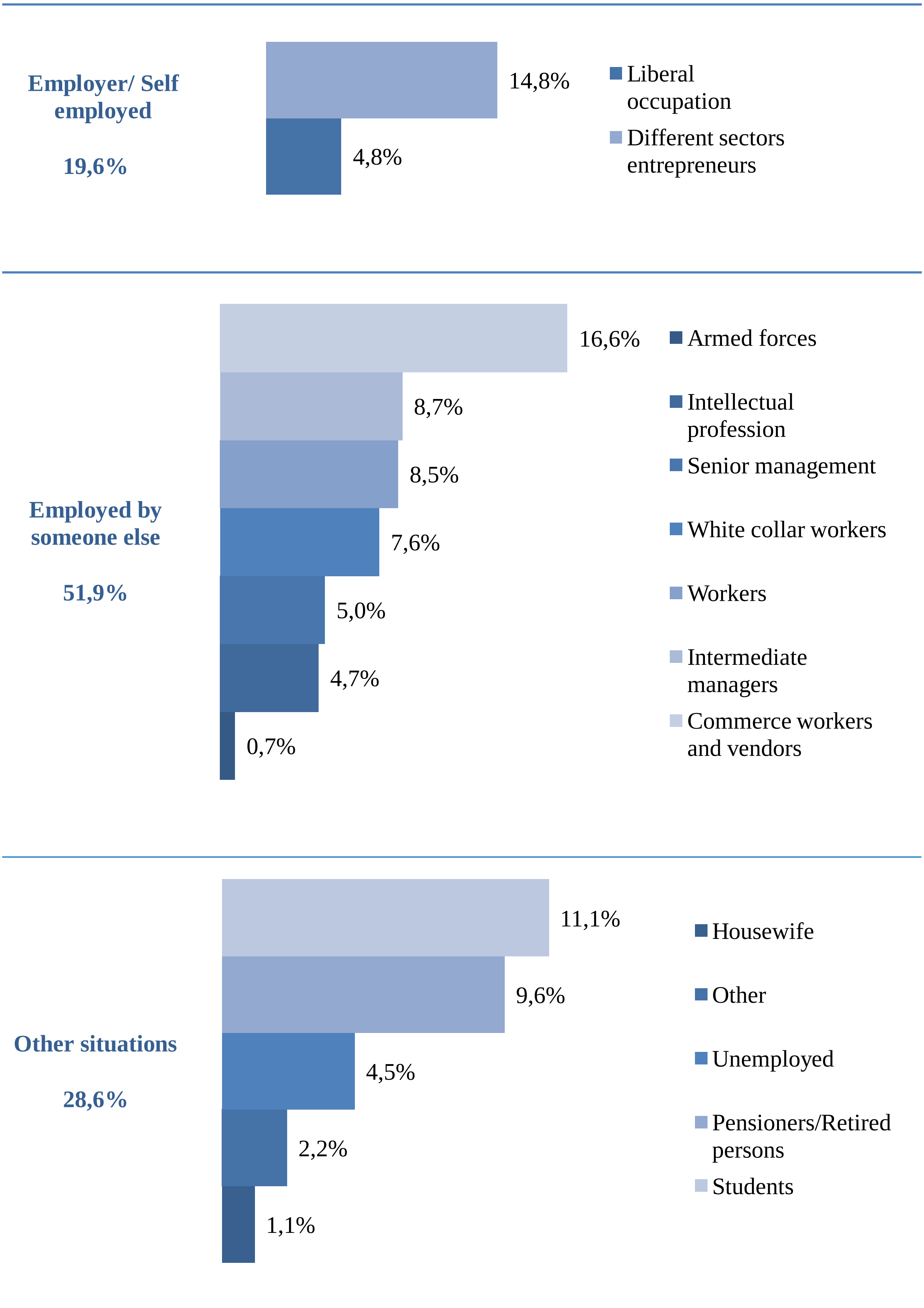
Table 4.1 – Distribution of respondents by gender (in %)*

Question C.3	Frequency	Percent.	Valid Percent.
Female	436	54,5%	54,5%
Male	364	45,5%	45,5%
Total	800	100,0%	100,0%

***Question C3**

Analyzing the chart 4.3, inside the category “Employer/Self employed”, 14,8% of the answers were given by different sectors entrepreneurs; in the category “Employed by someone else”, 16,6% of the answers were given by commercial employees/vendors; and in the category “Other situations”, 11,1% of the answers were given by students.

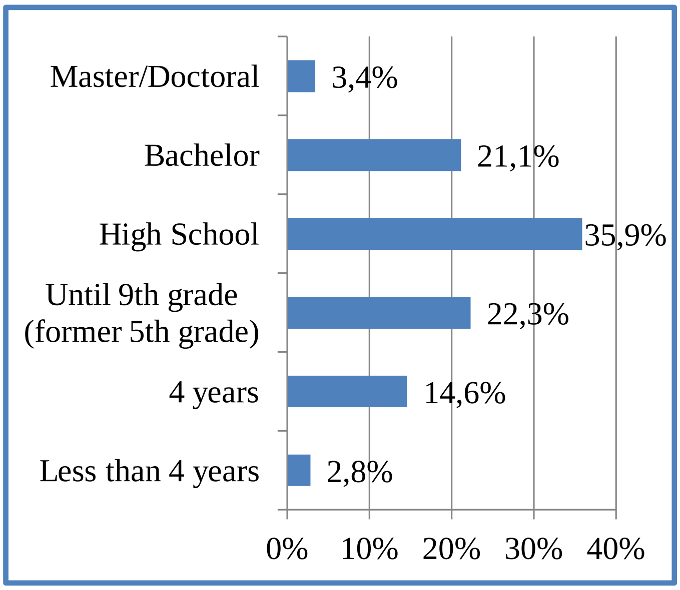
Chart 4.3 – Distribution of the respondents by professional situation (in %)*



***Question C4**

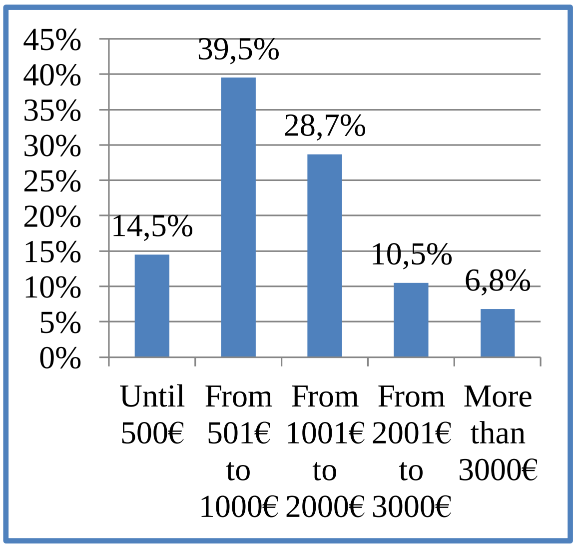
Chart 4.4 – Distribution of the respondents by education (in %)*

From 800 respondents, 35,9% claim to have completed secondary education, 22,3% claim to have the 9th grade (former 5th grade) and 21,1% claim to have a graduation (Chart 4.4).



***Question C.5**

Chart 4.5 – Distribution of the respondents by monthly net income of the household (in %)*



***Question C.6**

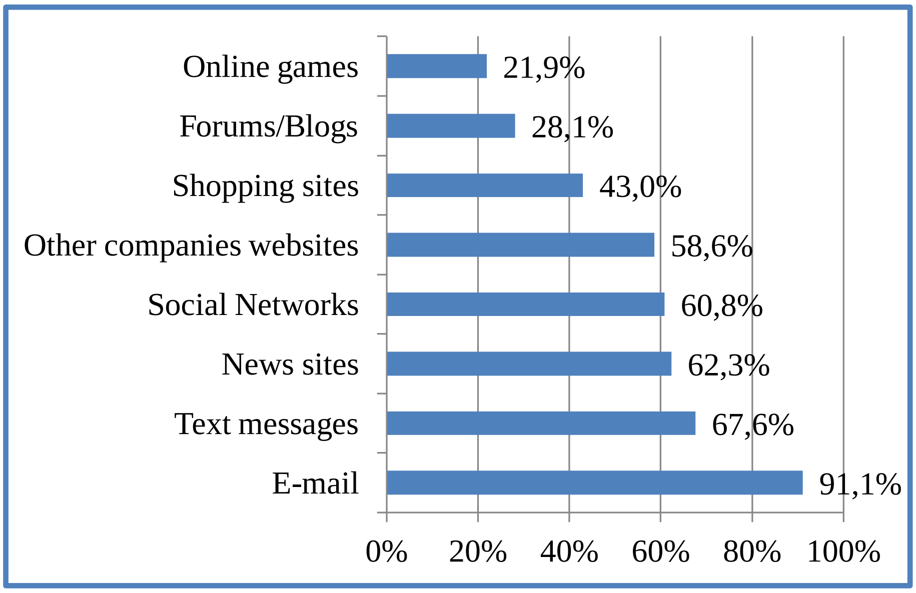
For the monthly net income of the household, from 799 respondents, the majority (39,5%) receives between 500€ to 1000€ per month, 28,7% received between 1001€ to 2000€ per month and 14,5% receive until 500€. Only 6,8% receive more than 3000€ per month (Chart 4.5).

4.1.2. Electronic tools utilization

4.1.2.1. Used tools

Regarding the tools presented, it is highlighted the e-mail (91,1% of utilization), followed by text messages (67,6%), social networks (60,8%) and news websites (62,3%), that registered the highest percentage of positive answers, regarding its utilization (Chart 4.6).

Chart 4.6 –Utilization' percentages of technological tools*



***Question A2**

A qualitative analysis allowed seeing the increasing utilization of Facebook, which is present in the major part of the answers given by respondents who use social networks.

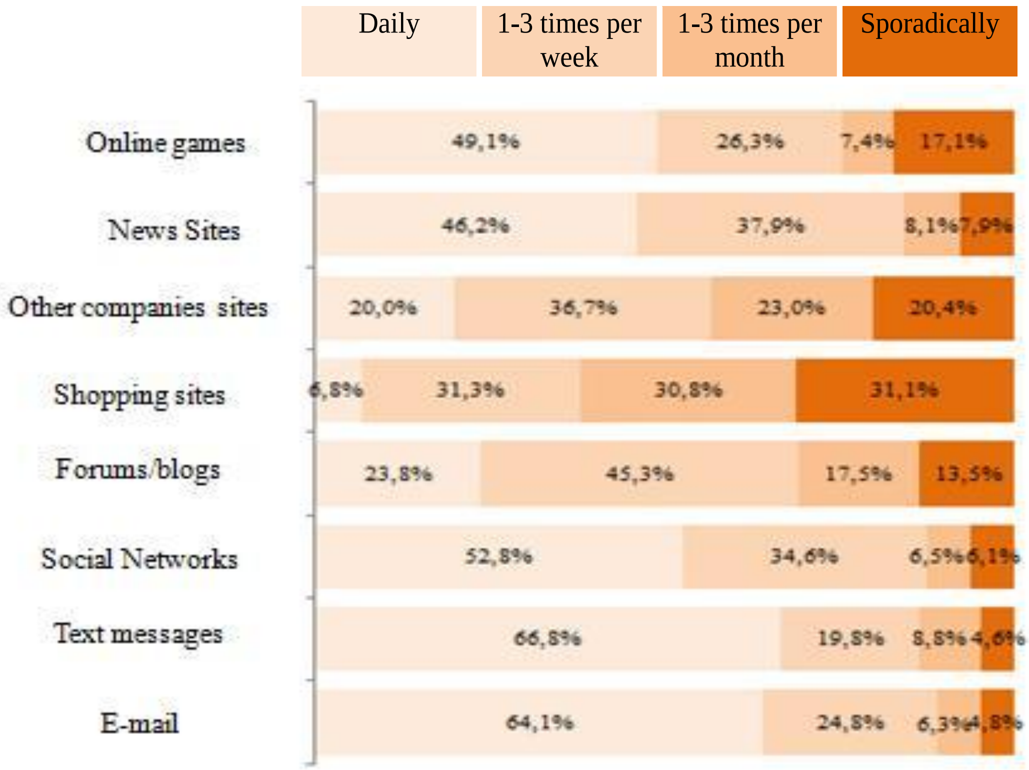
Also, other companies websites, where I can include banks websites, social security, among others, registered a high utilizations percentage (58,6%).

On the other hand, forums and blogs along with online games registered the lower utilization percentages by internet users, 28,1% and 21,9%, respectively.

4.1.2.2. Utilization frequency

By considering the frequency of the technological tools, it is verified that the majority (five tools in eight) is used daily, as seen in the chart 4.7.

Chart 4.7 – Utilization frequency of the different technological tools*



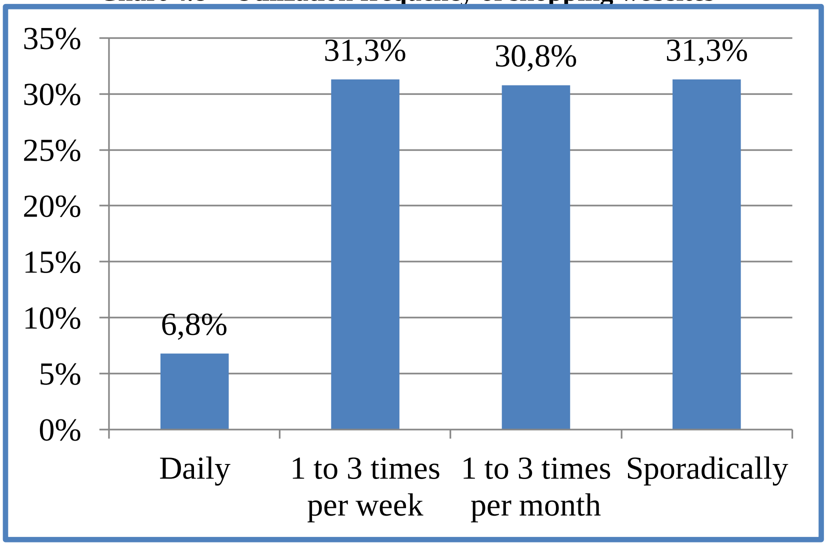
***Question A.3**

The eight tools that have, mostly, daily utilization, include the e-mail (64,1% of 729 users - see attachment 3 – table 3.2), text messages (66,8% of 546 users – see attachment 3 – table 3.3), social networks (52,8% of 489 users – attachment 3 – table 3.4), online games (49,1% of 175 users – see attachment 3 – table 3.5) and news sites (46,2% of 496 users – see attachment 3 – table 3.6).

Forums/blogs and other companies websites, deviate from this tendency with a weekly utilization frequency - 45,3% (of 223 users – see attachment 3 – table 3.7) and 36,7% (of 466 users – see attachment 3 – table 3.8) of one to three times per week utilization, respectively.

A particular case is the shopping websites (Chart 4.8). Although it can be considered that this tool is mostly used one to three times a week (31,3% of 351 users), in reality, the same percentage uses shopping websites sporadically (31,1%), followed by one to three times per month (30,8%).

Chart 4.8 – Utilization frequency of shopping websites*

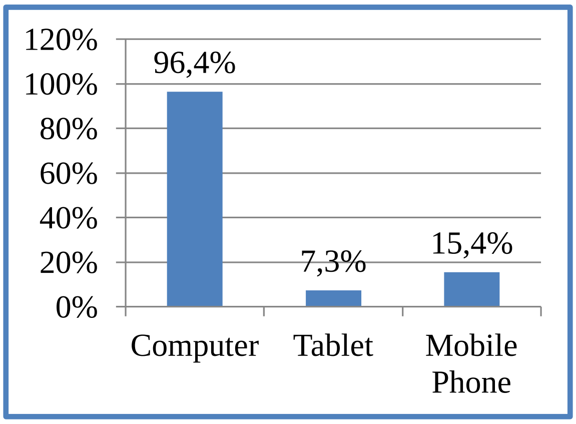


***Question A.3.e**

4.1.2.3. Means of access to the internet

Regarding the internet access means (Chart 4.9), the computer is the most used tool (96,4%), although it can be verified that the mobile phone also starts to gain expression (15,4%), which can be explained by the appearance of the "touch generation" of this devices, that allow a faster and efficient access everywhere. It should be added that in this case, 19,0% of the respondents have chosen more than one option, which explains why the values of the chart exceed 100% (see Attachment 3 – Table 3.9). Among those who use more than one tool, the computer is still the tool predominantly used to access the internet with 93.1% (see Attachment 3–Table 3.10)

Chart 4.9 – Utilization frequency of the internet access devices*

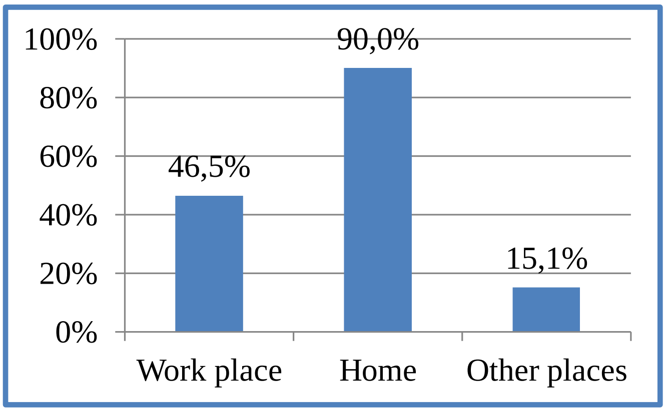


***Question A.4.1**

4.1.2.4. Places of internet utilization

In terms of access location (Chart 4.10), the majority say that access the internet at home (90,0%), followed by the working place (46,5%) and, finally, other places. 51,6% of the respondents answered more than one option (see Attachment 3 – Table 3.11).

Chart 4.10 – Internet utilization frequency in terms of access location*

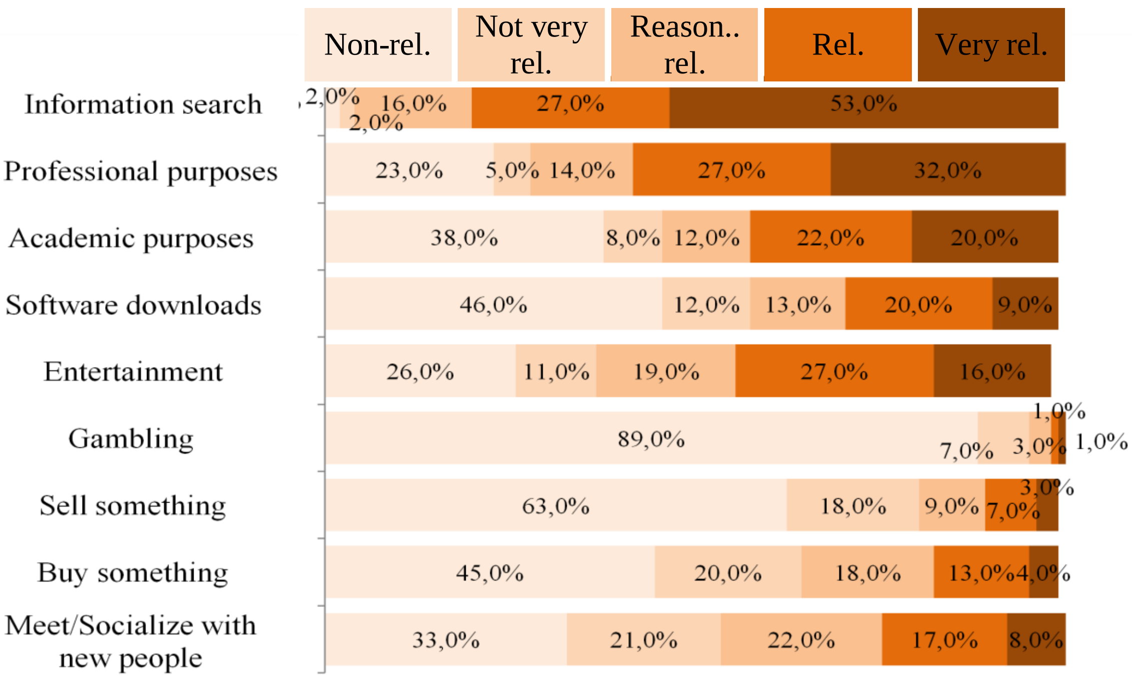


***Question A.5**

4.1.3. Internet utilization types

For a better understanding of this topic, it can be seen, in chart 4.11, the average of the answers, in terms of relevance, for the different types of utilization, following a scale of one to five, where 1 is Non-relevant and 5 is Very relevant.

Chart 4.11 – Mean answer values for the different utilization types*



***Questão A.7**

It can be seen that gambling is the type if utilization which is less relevant and the information search is the most relevant.

4.1.3.1. Analysis of latent structure associated with the types of utilization

Through the analysis of the results in this question, are identified 5 principal factors associated to the internet utilization reasons: **knowledge, fun, commerce, socialization and game.** These five factors are identified in a factorial analysis in principal components about the collected data; the execution of a grouping analysis done with a hierarchical method gives groups of utilization types that are consistent with the indentified factors.

The **Factorial Analysis** meets the range of responses that have five levels – Non-relevant (1), Not very relevant (2), Reasonably relevant (3), Relevant (4) and Very relevant (5), that can be classified as an interval.

The factorial analysis in principal components about the data of this response shows a latent structure in internet utilization types. In this structure – Table 4.2 – are identified five principal factors that explain about 80% of all response variance. To each one of these factors, it corresponds a total variance percentage:

- **Knowledge:** factor associated to the utilization in terms of professional and academic purposes and information search, which corresponds to 21,7% of total variance;
- **Fun:** leisure factor – entertainment and software downloads, which corresponds to 18,3% of total variance;
- **Commerce:** factor associated to the buying and selling of products in the internet, which corresponds to 17,1% of total variance;
- **Socialization:** factor of utilization that has the purpose of meeting/socialize with new people, which corresponds to 11,2% of total variance;
- **Game:** factor associated to gambling in the internet, which corresponds to 11,1% of total variance.

Table 4.2 – Principal factors – association with the different types of utilization

	Components				
Utilization types	1	2	3	4	5
Meet/socialize with new people	,038	,146	,071	**,979**	,006
Buying something	,134	,161	**,861**	-,037	,028
Selling something	,224	,113	**,814**	,140	,073
Gambling	,002	,100	,077	,006	**,991**
Entertainment (music/videos/games)	,232	**,822**	,107	,157	,024
Software downloads	,188	**,819**	,177	,043	,112
Academic purposes	**,710**	,353	,146	,001	,038
Professional purposes	**,857**	-,015	,227	,010	-,011
Information search	**,749**	,322	,087	,070	-,005

The presented values are coefficients of Pearson correlation, in which zero indicates a null association and 1 a positive and perfect association.

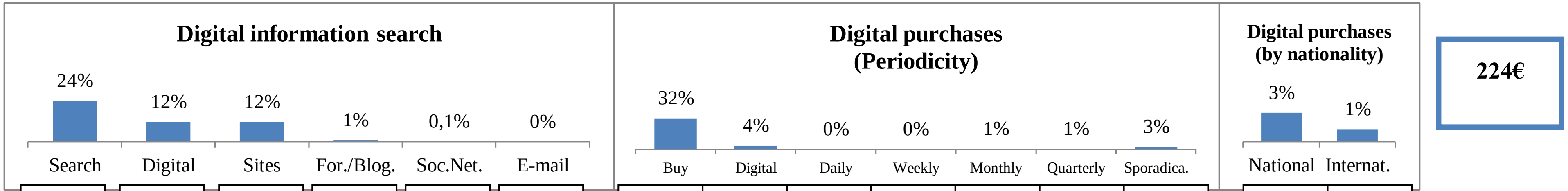
A **Clustering Analysis** allows obtaining another perspective of the structure of the internet utilization types. This analysis is based on the coefficients of Pearson correlation between the variables concerning the different types of utilization, using a hierarchical method (centroid).

The obtained results show the relations between the factors previously identified and the groups that are constituted here. For instance, information search and professional purposes are types of utilization that are very close to each other in the dendogram (see Attachment 3 – Chart 3.1). Academic purposes meet in a short but less close distance of the two previous utilizations. This group analysis reinforces the consistency of the structure with five principal factors proposed by the factorial analysis method.

4.1.4. Information research and shopping habits

The respondents expressed about the product categories on which they seek information before making a purchase. In a positive case about a specific category, they also answered if they seek in the internet or not. If they answered that they seek in the internet, they say where they seek and if they buy the product in the internet. If they buy in the internet, it was asked to say what the shopping frequency is, as well the purchase value in the last 12 months. The answers are analyzed next.

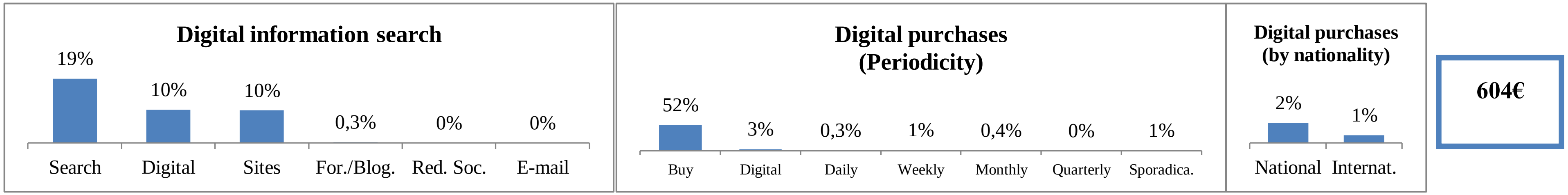
4.1.4.1. Games and consoles



	Search	Digital	Sites	For./Blog.	Soc.Net.	E-mail	Buy	Digital	Daily	Weekly	Monthly	Quarterly	Sporadica.	National	Internat.
Conversion rate	24%	49%	98%	9%	1%	0%	32%	12%	0%	0%	13%	13%	73%	77%	33%

In this category, 24% search about this product and 49% of these do it digitally. The majority uses sites as a privileged source of information (98%). In terms of games and consoles purchase, 32% purchases it and 12% do it digitally. In terms of the sites used for purchasing, 77% are national and 33% are international. The purchase average value is 224€.

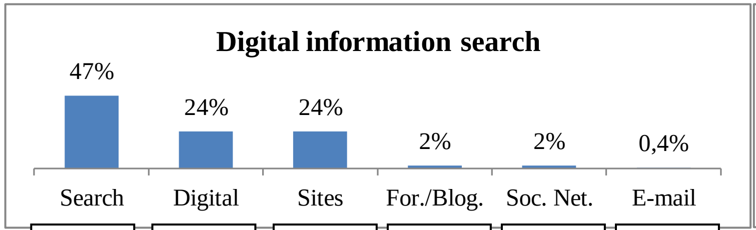
4.1.4.2. Lotteries and bets

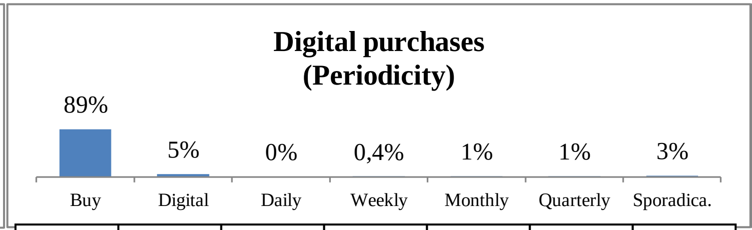


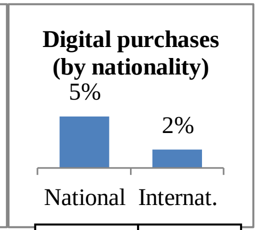
	Search	Digital	Sites	For./Blog.	Red. Soc.	E-mail	Buy	Digital	Daily	Weekly	Monthly	Quarterly	Sporadica.	National	Internat.
Conversion rate	19%	51%	51%	3%	0%	0%	52%	5%	0,5%	50%	14%	0%	50%	73%	27%

19% of the respondents search information about lotteries and bets and 51% of these do it digitally, with 51% using the sites as an information source. In terms of purchases, 52% do it and 5% of these do it digitally. 50% of the respondents purchases monthly and sporadically. In terms of sites used for purchasing, the majority (73%) are national and the average value of the purchase is 604€.

4.1.4.3. CD and DVD





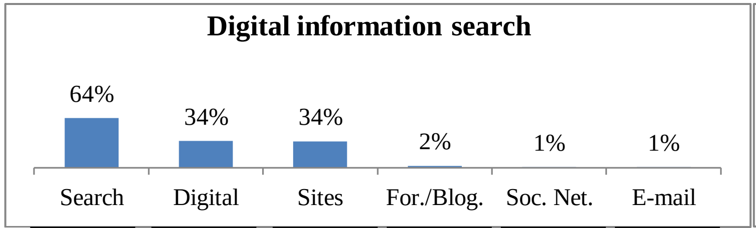


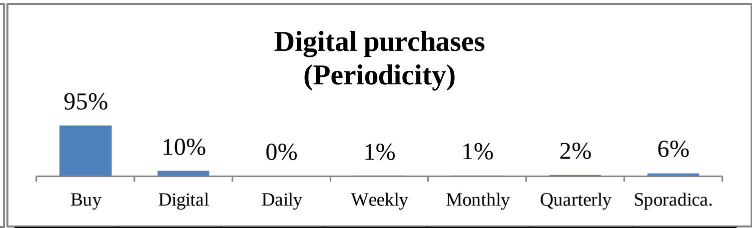
353€

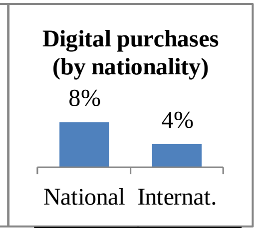
	Search	Digital	Sites	For./Blog.	Soc. Net.	E-mail	Buy	Digital	Daily	Weekly	Monthly	Quarterly	Sporadica.	National	Internat.
Converstion rate	47%	50%	100%	7%	7%	2%	89%	6%	0%	7%	24%	24%	50%	88%	31%

Regarding CD's and DVD's, 47% of the respondents search information about these products and 50% of these uses the internet to do it, majorly using as an information source, the websites. In terms of purchases, 89% do it but only 6% of these do it digitally, with 50% doing it sporadically. The national websites are, once more, the preferred by the majority (88%) and the average value of purchase is 353€.

4.1.4.4. Books, magazines, newspapers and e-learning material







388€

	Search	Digital	Sites	For./Blog.	Soc. Net.	E-mail	Buy	Digital	Daily	Weekly	Monthly	Quarterly	Sporadica.	National	Internat.
Conversion rate	64%	54%	54%	7%	2%	2%	95%	11%	0%	8%	13%	21%	59%	81%	41%

In this category, 64% of the respondents search information, 54% of these do it digitally, and 54% of these use sites as an information sources. In terms of the purchase, 95% do it but only 11% of these buy digitally. The majority of respondents do it sporadically (59%). 81% of the shopping sites are national and the average purchase value is 388€.

4.2. Exploratory study - Focus groups

4.2.1. Information search – Entertainment products

4.2.1.1. Digital information search

After the analysis of the two focus groups done for "Entertainment products", it was created a matrix (Table 4.4) in which it can be seen some examples of entrepreneurial or personal sites as well some reasons of sites choices, referred by teenagers and older people, that in this case are called "mature".

Table 4.4 – Information search by personal or entrepreneurial sites for Entertainment products

		TYPES OF SITES	
		Personal	**Entrepreneurial**
TYPES OF PEOPLE	**Teenagers**	**Forums** – Forum credibility	**Books sites** – Habituation matter **IMDB** **Youtube** **Google**
	Mature	**Forums** – Forum credibility	**Fnac** **Worten** **Google** **Zoom** – Range of products and site dimension **Deco** **Sapo** – Ease of use and site image **Amazon**

Speaking about generalized reasons of a site choice, the following were referred:

- Site interpretation of the product search, which means, if the site can do the product research correctly according to the consumer indications;
- Site reliability;
- The site is chosen if it appears in the Google search.

Below, are some of the highlighted opinions referred in the focus group:

"We have to understand if the (forums) opinion is credible"

Student, 19 years old

"Forums have more reliable information"

Journalist, 46 years old

"I trust more in international sites"

Journalist, 46 years old

It was equally created another matrix, but in this case, with an analysis by brand manufacturer site and store site (Table 4.5).

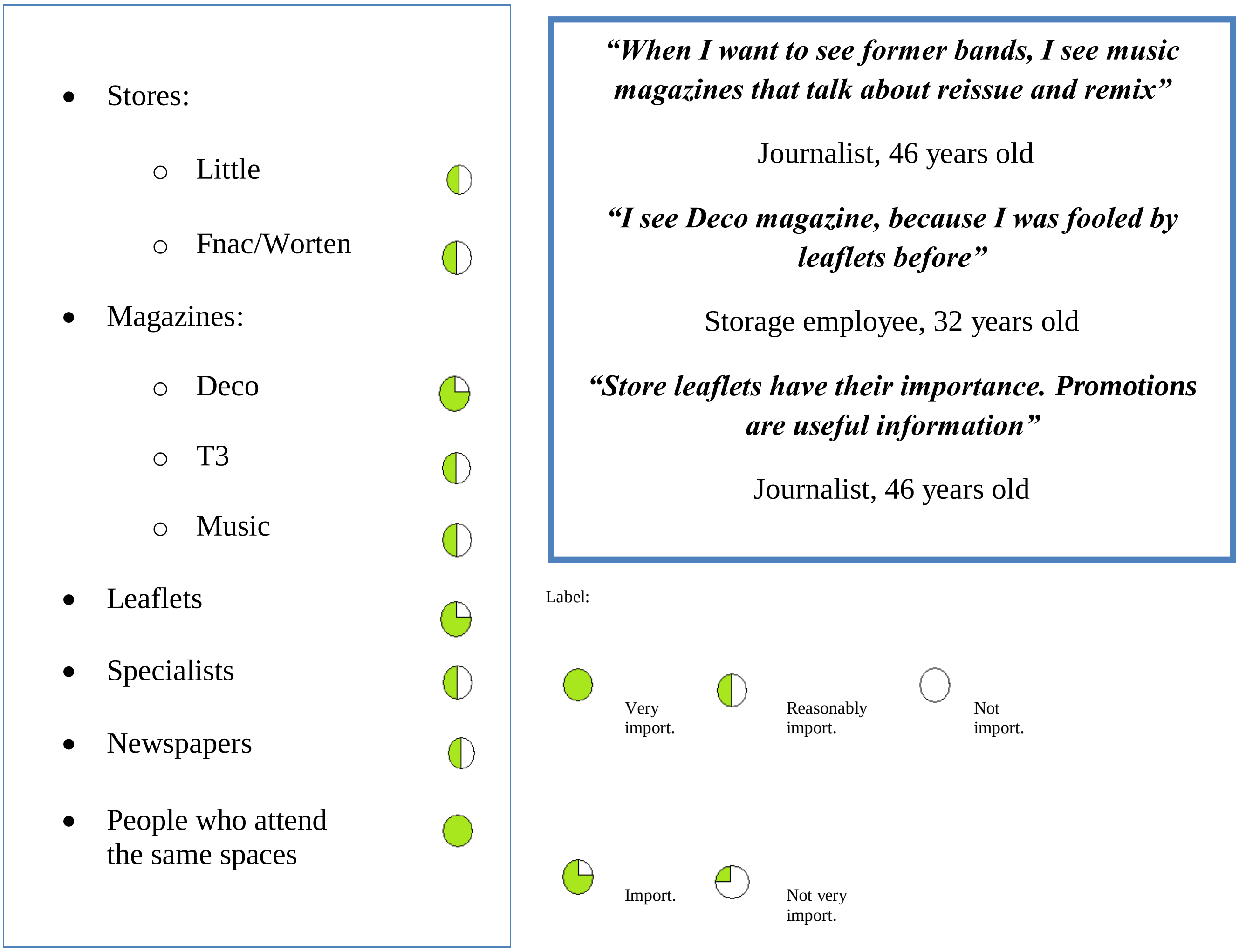
Table 4.5 – Information search by brand manufacturer or store site

		TYPES OF SITES	
		Brand manufacturer	**Store**
TYPES OF PEOPLE	**Teenagers**	**-**	**Fnac** **Amazon**
	Mature	Credibility in the product specifications	**Fnac** **Worten** **Amazon**

4.2.1.2. Information search in the traditional way

Relative to the product search in the traditional way, it was obtained the following answers (Figure 4.1):

Figure 4.1 – Information search, in the traditional way, for entertainment products



After looking at this figure, it can be seen that the most important traditional source are the people who attend the same spaces, followed by magazines, like Deco, and the advertising leaflets.

4.2.1.3. Information search by personal ways

Next, are presented some comments done by the participants, in terms of trusting in acquaintance people opinions (Figure 4.2) and strangers (Figure 4.3).

Figure 4.2 – Trusting in acquaintance people

Trust in acquaintances

"Is related with people history"

Computer Eng., 33 years old

"I have friends with their own interest area"

Education Assist., 30 years old

"Friends share games experiences"

Computer Eng., 33 years old

"If friends have the same taste"

Project Manager, 29 years old

"For books, I try to seek from teachers, counselors, coordinators"

Education Assist., 30 years old

"Only people I know, I don't believe in forums and blogs"

Education Assist., 30 years old

"Friends because they listen to the same type of music"

Military, 24 years old

"People with a similar profile and taste"

Teacher, 50 years old

Figure 4.3 – Trust in strangers

Trust in strangers

"Forums and blogs help, because they share the same opinion"

Project Manager, 29 years old

"I go to forums from google search"

Education Assist., 30 years old

"Sometimes, I like to see opinions in the internet"

Military, 24 years old

"I like to see specialists' opinion or from people who read very much or have homogeneous opinion"

Teacher, 50 years old

"Forums and blogs serve, also, to formalize the opinion about a certain issue"

Mediator, 34 years old

It can be concluded that, although there are still some people who only trust in acquaintance people, there are others that already started to read opinions in forums, even if it is just to confirm their own opinion.

4.2.2. Typologies of consumers who use the internet

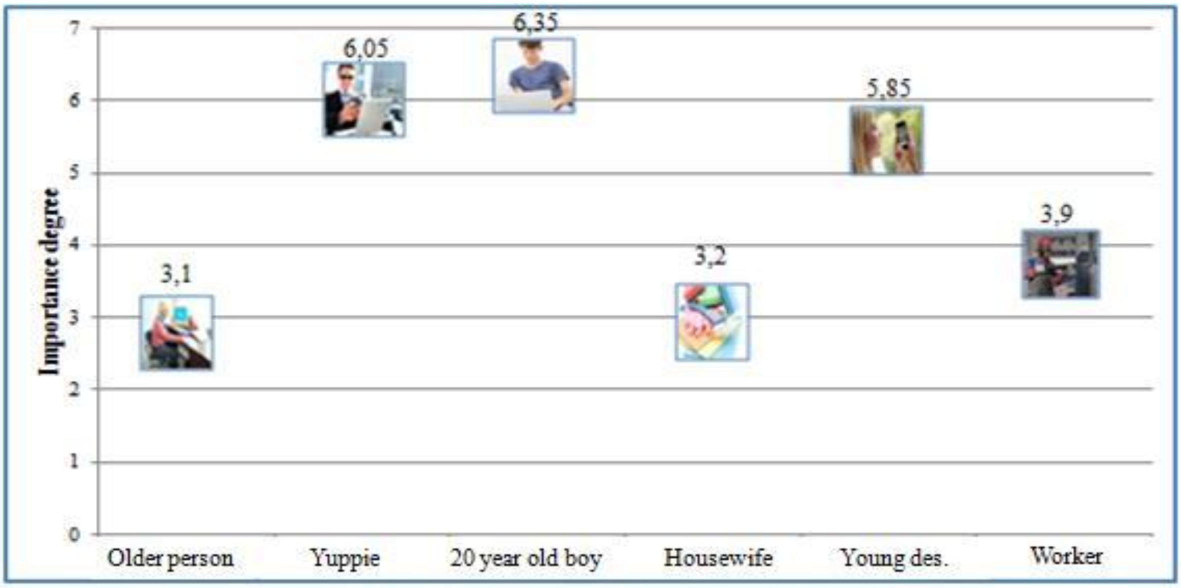
To know the perception, of the focus group participants, about the internet utilization degree of other types of people when they seek for information about entertainment products, several profiles were defined:

- A sixty year old woman in front of a computer;
- A thirty year old man, like a Yuppie, with a personal computer;
- A youngster with 18-20 years old with a personal computer;
- A traditional housewife with 40 years old;
- A girl with 25-30 years old, a designer looking to a smartphone;
- A worker with 30 years old, with a jumpsuit, in the street.

When the participants were confronted with those images, they have to attribute, to which one of them, an importance degree (from 0 to 7), in terms of the utilization of the internet to search about entertainment products.

Chart 4.16 shows the images of each profile and how they are positioned, according to the average of the values attributed by the participants.

Chart 4.16 – Importance degree of the internet utilization, by user type, for entertainment products



It can be concluded that those who are considered as the least likely to use the internet are the sixty year old lady and the housewife, and those who are considered as the most likely to use the internet are de yuppie and the youngster with 18 to 20 years old. In the table 4.6, I present the reasons that lead the participants to give a more or less positive grade to each type of user.

Table 4.6– Reasons pointed by the participants about the importance degree in internet utilization, by user typology

	Sixty year olds woman	Yuppie	18 to 20 years old youngster	Housewife	Young designer	Worker
-	"This type of people is very suspicious" (Student, 19 years old) "Internet will never be her first choice" (Journalist, 46 years old)	-	"Buys until a certain limit" (Student, 23 years old) "Uses the internet in a more moderate way than the Yuppie, uses 6 hours maximum. He doesn't need the internet that much" (Mediator, 34 years old)	"She is much occupied. If she needs, she asks her son to see" (Military, 24 years old) "The computer is not a way of research" (Project Manager, 29 years old)	-	"He doesn't do much research or uses the computer " (Computer Eng., 33 years old)
+	"Uses (the computer) to send e-mails" (Teacher, 50 years old) "To personal knowledge" (Entrepreneur, 44 year old) "Uses for curiosity" (Storage employee , 32 years old)	"Buys the first thing he finds, for status" (Student, 23 years old) "Search for information but doesn't depend on it" (Journalist, 46 years old) "Very dependent of the internet" (Mediator, 34 years old)	"Information is essential" (Advertiser, 25 years old)	"Uses the computer with ease and is easily fooled by the purchases that she does" (Student, 23 years old) "Goes to the internet more than we thought. Sees gossip websites" (Journalist, 46 years old)	"Doesn't need as much as the others" (Unemployed, 23 years old) "Eager for knowledge" (Project Manager, 29 years old) "Always looking for the latest fashion" (Military, 24 years old) "Buys for the status/fashion" (Secretary, 30 years old)	"More for research than for business purposes" (Entrepreneur, 44 years old)

4.2.3. Buying behaviors

4.2.3.1. Purchase reasons and barriers in the online

Here, is shown what are the reasons that lead to the purchase or not, of a certain type of product. Reasons for a particular product were not specified (Table 4.7)

Table 4.7 – Reasons that lead to the purchase or not, for entertainment products

	CD and DVD	Books, magazines, newspapers and e-learning material	Games and consoles	Lotteries and bets
Purchase reasons	Security			
	Easy to buy			
	Hard to find in the physical stores			
	If it can't be found in physical stores			
	Customization			
	Respect for the customer			
	Credibility			
Non-purchase reasons	If it can be found in physical stores			

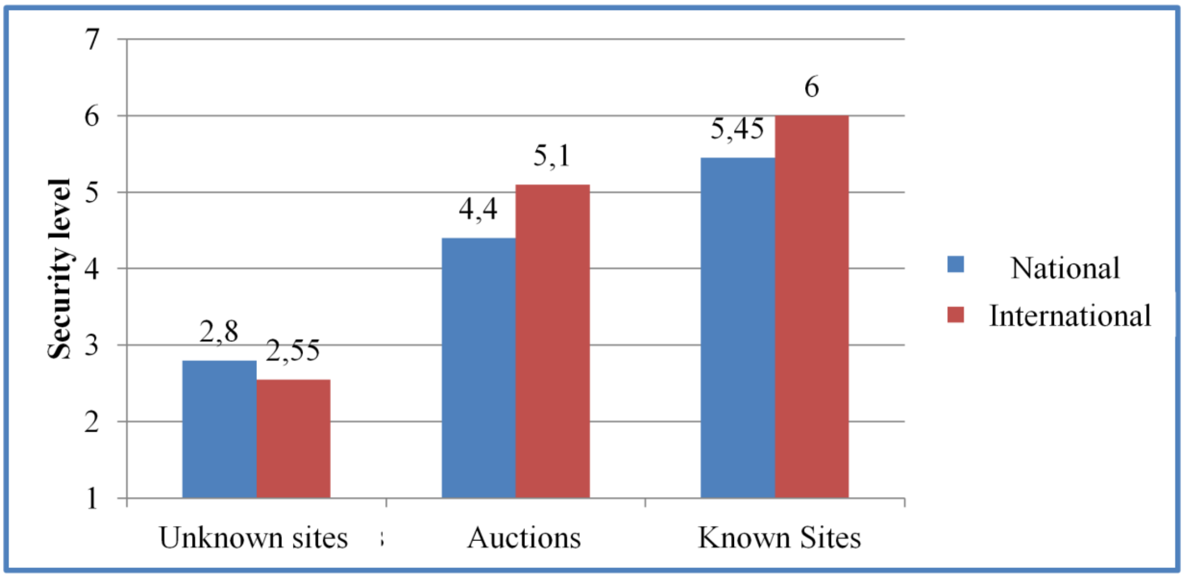
Label:

It can be seen that there are many reasons classified as very important, like the site being safe, hard to find in a physical store (because the consumer likes to known that he/she did the best search for products), product customization, respect for the customer and site credibility.

4.2.3.2. Influence and perception of a purchase security and privacy

In terms of security, in order to understand which types of sites the consumers feel safer, it was asked to the respondents if they feel safe in known sites (national and international), auctions (national or international) or stranger sites (national or international) (chart 4.17).

Chart 4.17 – Security level in each site type



Observations:

Seeing a particular situation, it is verified that the national stranger sites are safer, because the piracy attacks came from sites with extension ".com". "National sites have to be registered (.pt)." (Computer Eng., 33 years old)

In general, the participants classified the international known sites and international auction sites as the safest, followed by national known sites and national auction sites.

It can, also, be seen some of the concerns that affect the consumers and some examples of good and bad practices done by some companies. (Table 4.8)

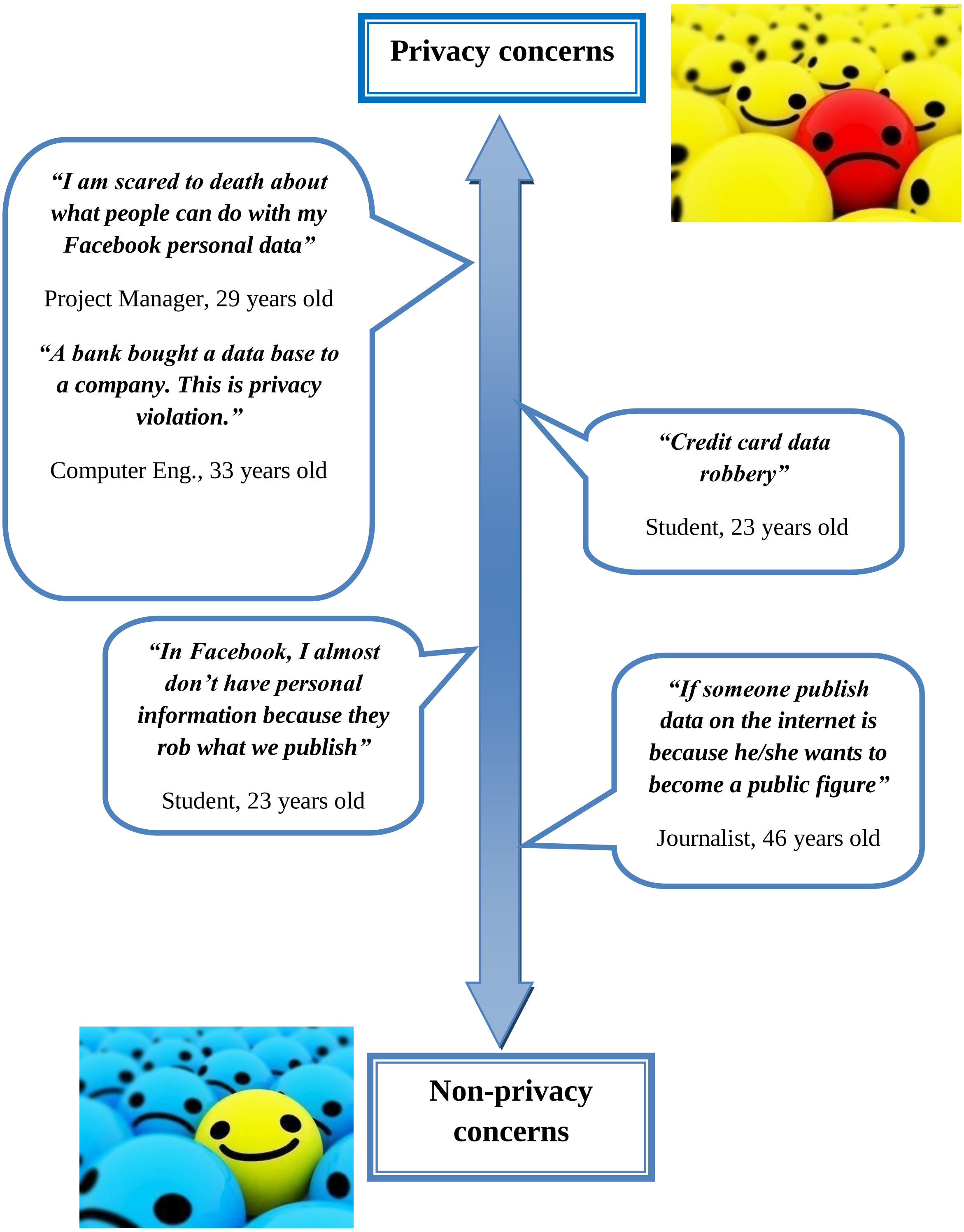
Table 4.8 – Preocupações dos consumidores e exemplos de boas e más práticas das empresas

Concerns	Good practices	Bad practices
➔ Do not receive what was ordered and the company is not responsible about it	**Amazon** *"They didn't send the book, but when I complained, they immediately sent another" (Student, 23 years old)* **e-Bay** *"I didn't received the product, but the money was returned in 24 hours" (Journalist, 46 years old)*	
➔ Do not match what I intend to	**Bet click** *"If I gain some money, it already is available in my account and I don't pay extras" (Military, 24 years old)*	**Bwin** *"I didn't receive the money I gained, I received less because of taxes and they don't warned me previously " (Military, 24 years old)*
➔ Payment		
➔ There isn't ease of use		**Continente** *"It's an user-enemy site." (Journalist, 46 years old)*
➔ Credit card data was robbed (piracy)		
➔ Site is not certified	**Amazon** *"It has an expired certification, but 24 hours later, it was working again. The clients were warned." (Journalist, 46 years old)*	

It can be seen that Amazon.com is highlighted in terms of good practices. In another hand, Continente.pt and Bwin.com were identified with some bad practices, according to the participants' opinion.

Through the figure 4.4, it can be seen some of the comments that characterize the concerns about each person privacy.

Figure 4.4 – Privacy concerns



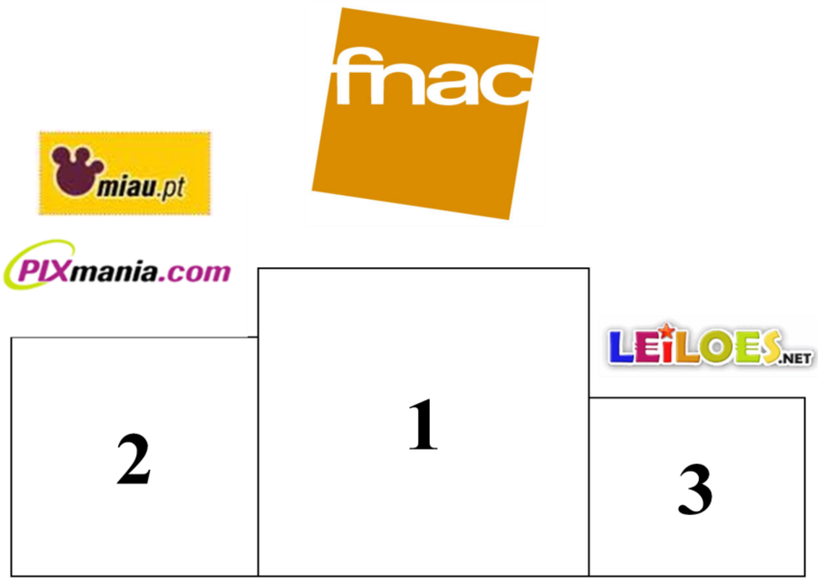
4.2.3.3. Most used e-commerce sites

In the end of each focus group, it was asked to the participants to say which international and national sites they used to do more shopping for entertainment products. The results for international sites (figure 4.5) and for national sites (figure 4.6) are presented next.

Figure 4.5 – Most used international sites for shopping

It is shown that the most used site to do shopping is Amazon.com, followed by Ebay.com and Booking.com.

Figure 4.6 – Most used national site for shopping



In this case, the most used site to do shopping is Fnac.pt, followed by Miau.pt and Pixmania.pt, and, finally, by Leilões.net.

4.3. Empirical Study

4.3.1. Socio-demographic profile of the respondents

The gender distribution is fairly balanced with 50,4% of females and 49,6% of males, as shown in table 4.9.

Table 4.9 – Gender distribution

Gender	% Entertainment (N= 427)
Female	50,4
Male	49,6
TOTAL	100,0

Most respondents are between 15 and 24 years old, which indicate that the internet utilization is still associated to a younger audience. Ages between 25 to 34 years old also exhibit relevant percentages (table 4.10).

Table 4.10- Distribution by age groups

Age group	% Entertainment (N= 427)
15-24	47,5
25-34	30,9
35-44	14,6
45-54	5,6
55-64	1,2
65-74	0,2
TOTAL	100,0

Regarding qualifications, is highlighted the Graduation (with almost half of the respondents) and Masters with almost 30% of answers. High school also presents significant percentages (21%) (table 4.11).

Tabela 4.11 - Qualifications

Qualifications	% Entertainment (N= 427)
Primary school	0,5
High School	20,6
Bachelor	2,8
Graduation	45,9
Masters	27,2
Doctoral	3,0
TOTAL	100,0

When asked about the place where they access the internet and the indicated site to shop, the respondents said that access at home, majorly, with a percentage of 91%, and the second place is in the work place (8%) (table 4.12).

Table 4.12 – Internet access places

Access place	% Entertainment (N= 427)
Home	91,1
Work place	7,9
School	0,5
Other	0,5
TOTAL	100,0

The respondents live, mainly, in urban areas, and about 60% live in Lisbon district. Oporto and Setúbal are the second largest residence districts with percentages between 11% and 14% (table 4.13).

Table 4.13 – Residence districts

Districts	% Entertainment (N= 427)
Aveiro	1,6
Braga	0,9
Coimbra	1,9
Faro	0,2
Leiria	1,9
Lisbon	62,3
Oporto	13,8
Santarém	1,9
Setúbal	11,5
Outra	4,0
TOTAL	100,0

In terms of professional occupation, the majority of respondents are students (43%) and intermediate managers/senior managers (12% each) (table 4.14).

Table 4.14 – Professional occupation

Occupation	% Entertainment (N= 427)
Farmer	0,2
Industrial	0,2
Owner of service company	1,6
Liberal occupation	4,2
Armed forces	1,4
Senior management	12,0
Intellectual profession	7,7
Intermediate managers	12,0
Workers	0,0
Commerce workers and vendors	4,0
White colar workers	5,9
Student	43,3
Other	7,5
TOTAL	100,0

About the household monthly net income, the majority of the respondents receive more than 2500€ (26%) and the minority receive between 501€ and 750€ (table 4.15).

Table 4.15 – Household monthly net income

Income	% Entertainment (N= 427)
Until 500€	11,0
From 501€ to 750€	8,4
From 751€ to 1000€	13,3
From 1001€ to 1500€	19,0
From 1501€ to 2500€	22,7
More than 2500€	25,6
TOTAL	100,0

The household constitution (adults), for the majority of respondents includes 2 adults (36%), as shown in table 4.16, and a household constituted by 3 adults is the second choice of the respondents (28%).

Table 4.16 – Houshold constitution (adults)

Nr. Adults	% Entertainment (N= 427)
1	16,9
2	36,3
3	27,6
4	15,7
5	3,5
More than 5	0,0
TOTAL	100,0

Regarding household constitution (under 18 years old), table 4.17 shows that most households have one person under 18 years old (66%).

Table 4.17 – Household constitution (under 18 years old)

Nr. Under 18 years old	% Entertainment (N= 125)
1	65,6
2	26,4
3 or more	8,0
TOTAL	100,0

4.3.2. Respondents experience characterization

A descriptive characterization of the 4 more visited sites of Entertainment products is presented in this section (table 4.18).

Table 4.18 – More visited sites

Sites	Frequency (%)
Amazon	35,6
Fnac	26,5
Wook	9,4
Ebay	4,9
Others	23,6

The most used websites were Amazon (36%) followed by Fnac (27%). The respondents also referred sites like Porto Editora, Betclic, among others.

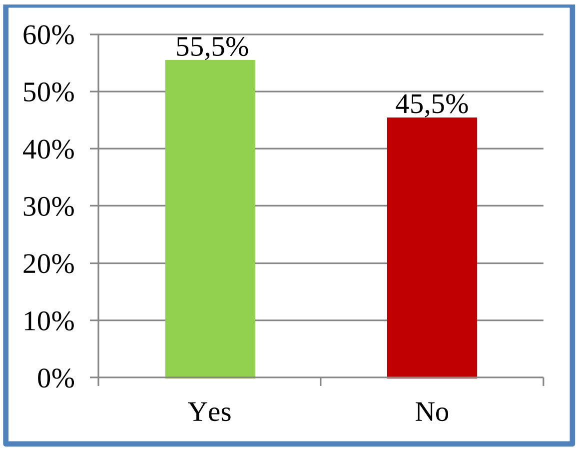
When the respondents were asked about what they bought the most in the sites they referred, books, magazines, newspapers and e-learning material were the most referred (59%) followed by CD and DVD (19%) and games and consoles (18,5%), as shown in table 4.19.

Table 4.19 – More bought products

Products	Frequency (%)
CDs and DVDs	19,2%
Livros, revistas, jornais and material e-learning	58,5%
Games and consoles	18,5%
Lotteries and bets	4,9%

The respondents also visited other sites to buy the same products, which can mean that people are not loyal just to one site (chart 4.18).

Chart 4.18 – Visit to other sites



In terms of other activities done in the internet, the majority of the respondents said that uses the internet to search for information (88%) (table 4.20).

Table 4.20 – Other activities done in the internet

Activities	Frequency (%)
To search for information	87,8%
To buy other services	6,8%
To buy goods	4,2%
Other	1,2%

Regarding the question "since when do you buy products in this site?", people said that buy for a little more than 3 years (38,2 months) (table 4.21).

Table 4.21 – Since when the respondents buy in this site

Entertainment	Time
Months	38,20
Years	3,18

Then, it was asked about the reasons that lead the respondents visiting the site. In the first place by own indicative (56%) and after by friends, colleagues or family advice (38%) (table 4.22).

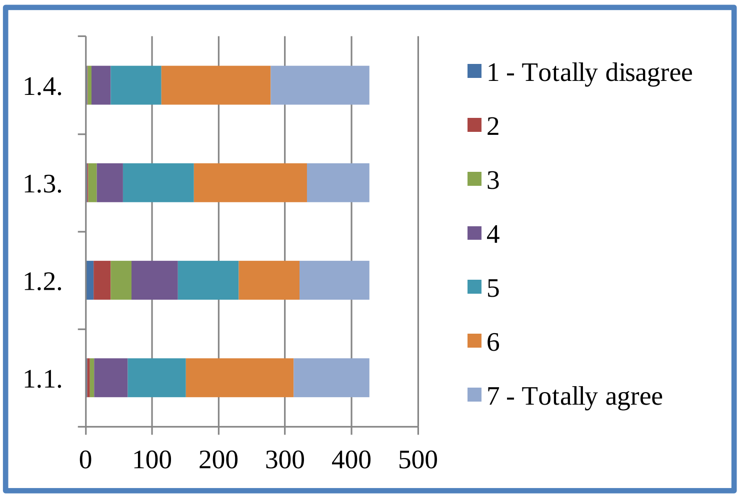
Table 4.22 – Reasons for visiting the site

Reason	Frequency (%)
By friends, colleagues or family advice	37,9%
By own iniciative	55,5%
By indications of social communication means	6,1%
Other	0,5%

4.3.3. Analysis of the online buying determinants

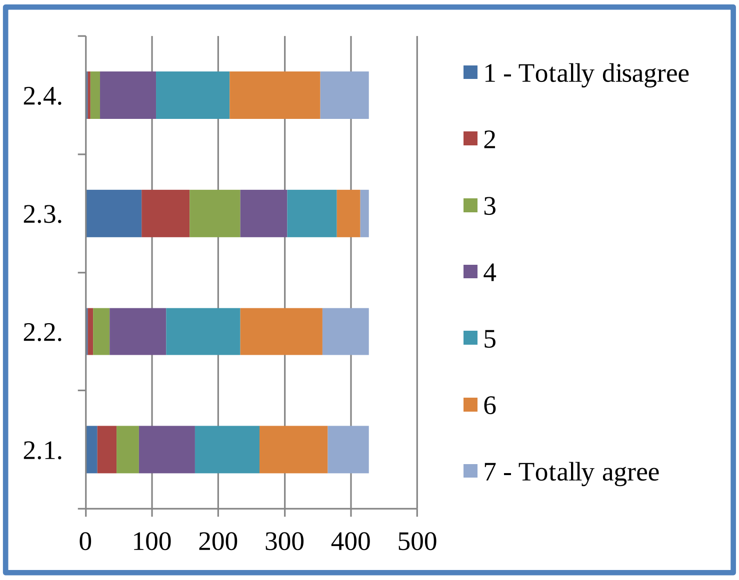
In this topic, it will be presented an analysis of each construct of the hypotheses model, in terms on the given responses, in a Likert scale (1 – Totally disagree to 7 – Totally agree).

Chart 4.19 – Perceptions



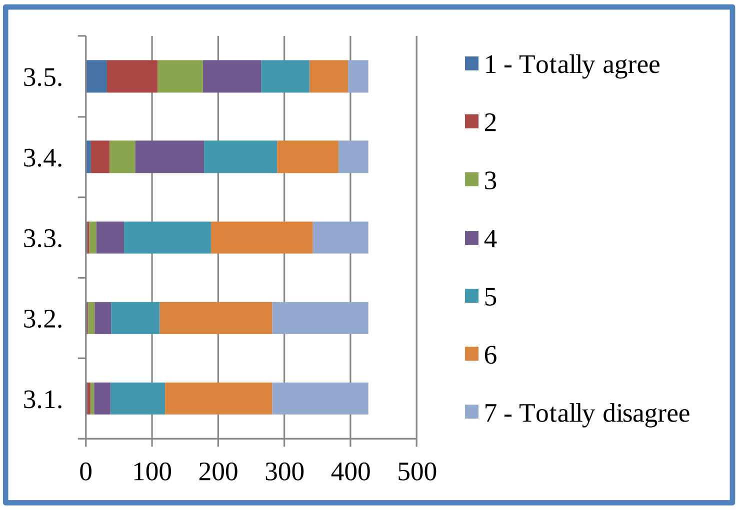
In the construct "Perceptions", all items are in the agreement area, so it can be concluded that consumers have a good perception of the site they referred.

Chart 4.20 – Relationship with the clients



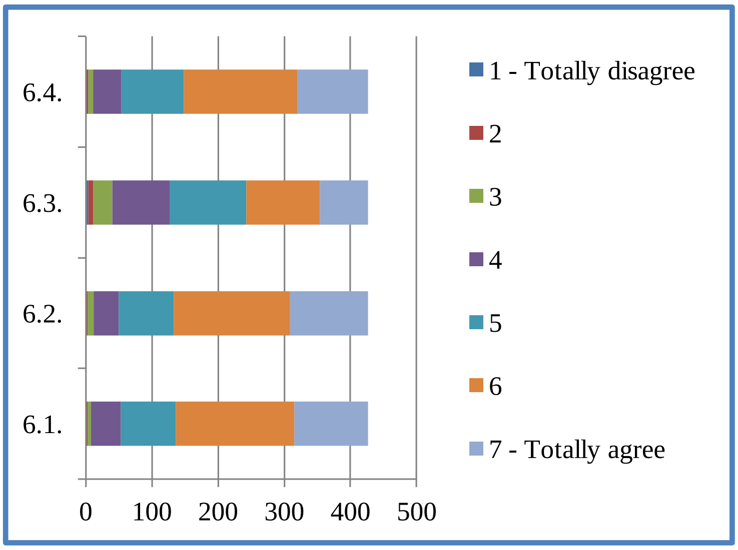
In the construct "Relationship with the clients", all items are in the agreement area, except the item 2.3, which is in the disagreement area. So, in general, the site has a good relationship with clients but people don't make efforts to deepen contacts with the site.

Chart 4.21 – Service Quality



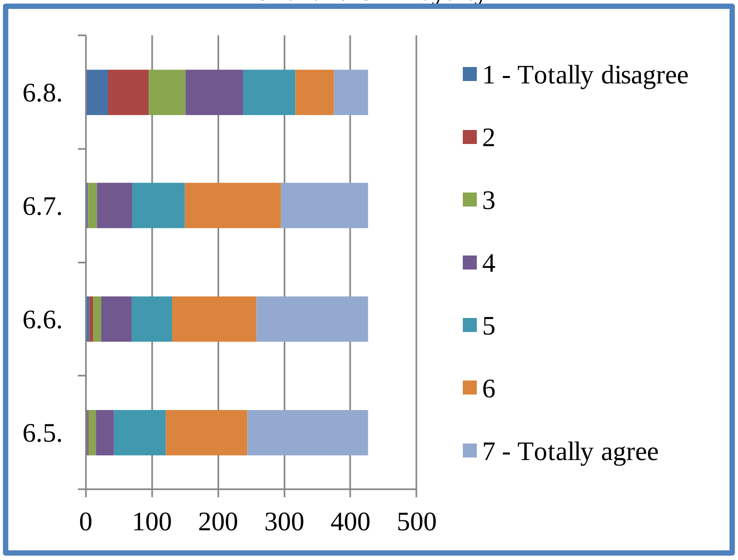
In the construct "Service Quality", all the items are in the agreement area, except the item 3.5, which is in the neutral area. So, in general, the site has a good service quality, although people not always take longer than they had planned for shopping.

Chart 4.22 – Satisfaction



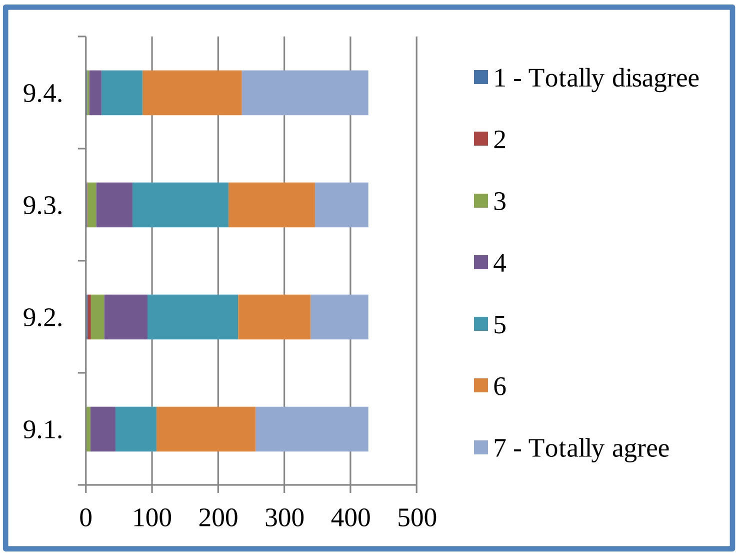
In the construct "Satisfaction", all items are in the agreement area, this means that the clients are satisfied with the site they referred.

Chart 4.23 – Loyalty



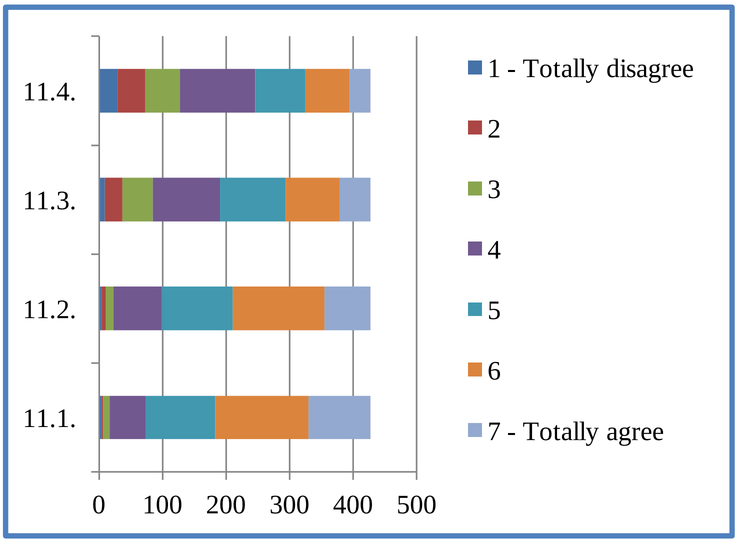
In the construct "Loyalty", all items are in the agreement area, except the item 6.8, which is in the neutral area. So, in general, people are loyal to the site, although they not pronounced very much about the probability of using a competition site.

Chart 4.24 – Site Image



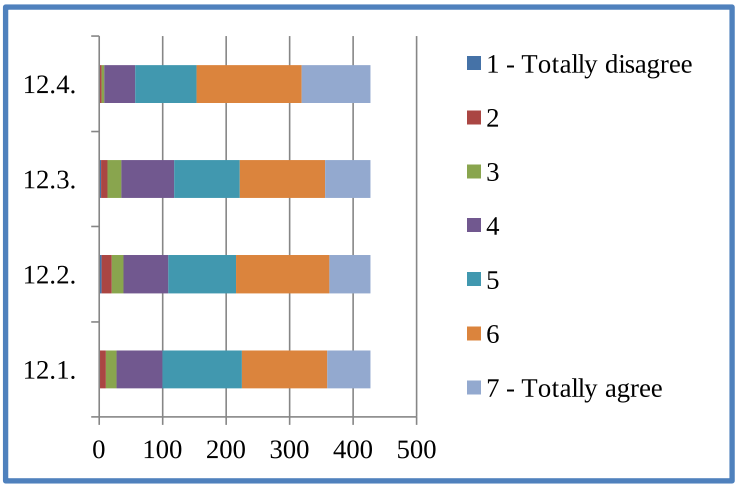
In the construct "Site image", all items are in the agreement area, this means that the site respondents referred, has a good image.

Chart 4.25 – Buying Experience



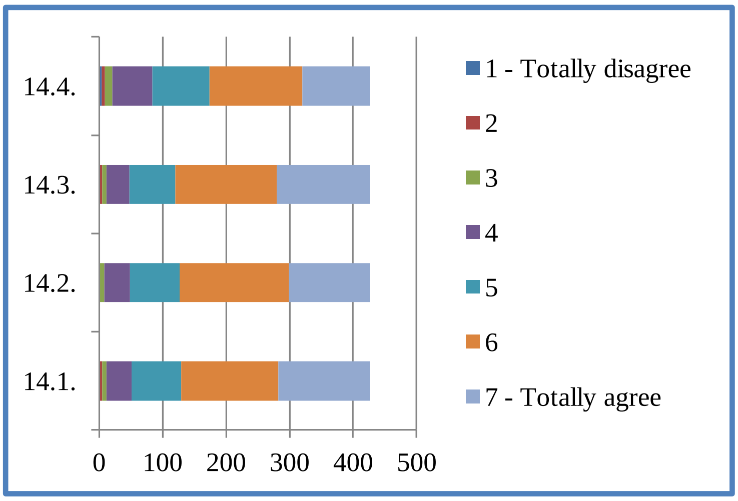
In the construct "Buying Experience", all items are in the agreement area, except the item 11.4, which is in the neutral area. So, in general, people have a good buying experience, although they not always think that shopping in that site allowed them to get out of their routine.

Chart 4.26 – Knowledge



In the construct “Knowledge”, all items are in the agreement area, this means that people think that they know the site and its functionalities.

Chart 4.27 – Recommendation



In the construct “Recommendation”, all items are in the agreement area, this means that people like to recommend the site to their network.

4.3.4. Principal Component Analysis

Principal Component Analysis (PCA) allows resuming the main constructs regarding the online buying determinants. PCA is applied to each construct items group the components extracted explaining over 60% of the items variance. Then the components varimax rotation promotes the best interpretation of the components. In the next table (table 4.23), it can be seen the extracted components as well the total variance explained, obtained after the rotation.

Table 4.23 can all be read in the same way. For instance, the component “overall good perception of the purchase” explains 61,53% of the total variance of the construct “Perceptions” – highest loading in the association with the “price-quality relation” (0,876), “competitive prices, attractive businesses and promotions” (0,864) and “good buying experience” (0,814) (table 4.1 in attachment 4).

In the case of the construct “Relationship with the clients”, which has two components, it can be seen that the component “friendly environment” only explains 47,87% of the total variance – with a loading of 0,892 (table 4.2 in attachment 4) - so, another component had to be extracted for the sum of the components turn 60%. In this case, the component “efforts to deepen the contacts with the site” explains 26,88% of the total variance – with a loading of 0,971 (table 4.2 in attachment 4) - and the two components together explain 74,75%.

Table 4.23 – Principal Component Analysis - Entertainment

Principal components	Explained Variance	Total Variance
Perceptions		
FAC1_B1: Overall good perception of the purchase	61,53%	61,53%
Relationship with clients		
FAC1_B2: Friendly environment	47,87%	
FAC2_B2: Effort to deepen contacts with the site	26,88%	74,75%
Service quality		
FAC1_B3: Overall service quality	44,25%	
FAC2_B3: Further delay in purchasing	22,37%	66,61%
Satisfaction		
FAC1_B6a: Shopping satisfaction in the site	77,91%	77,91%
Loyalty		
FAC1_B6b:The client prefers and recommends the site	53,72%	
FAC1_B6b: Likely intention of using a competitor site	25,97%	79,69%
Site image		
FAC1_B9: The site is attractive	65,32%	65,32%
Buying experience		
FAC1_B11: The site enjoys and fits the client style	60,23%	60,23%
Knowledge		
FAC1_B12: Familiarization and general knowledge of the site	65,81%	65,81%
Recommendation		
FAC1_B14: Positive recommendation of the site	74,29%	74,29%

4.3.5. Hypotheses testing

In terms of the hypotheses that are related to the association between satisfaction and its determinants, the majority are verified (5 hypotheses). However, there are exceptions in the associations with the following components: “Effort to deepen contacts with the site” (component that explains the variable “relationship with the clients”); “Further delay in purchasing” (component that explains the variable “Service quality”); and “The site enjoys and fits the client style” (component that explains the variable “Buying experience”) (table 4.24).

Among the hypotheses that are verified, the variable that shows a higher relation with purchase satisfaction in the site is the “overall service quality”, which was expected. On the other hand, the component “the site is attractive” (component of the variable site image) is, among the verified hypotheses, the variable that possesses less relation with satisfaction (by having the lower coefficient of Pearson correlation). It’s obvious that there is a positive tendency about the site attraction leading to a greater satisfaction, but in relative terms, this tendency is not so sharp.

Table 4.24 – Hypotheses testing – H1 to H6

Satisfaction			
Hypotheses	**Components**	**Coefficients of Pearson correlations**	
		FAC1_B6a: Shopping satisfaction in the site	Hypotheses verification
H1 (+)	FAC1_B1: Overall good perception of the purchase	0,605 (0,000)	√
H2 (+)	FAC1_B2: Friendly environment	0,460 (0,000)	√
H2 (+)	FAC2_B2: Effort to deepen contacts with the site	-0,068 (0,159)	✕
H3 (+)	FAC1_B3: Overall service quality	0,671 (0,000)	√
H3 (+)	FAC2_B3: Further delay in purchasing	-0,042 (0,392)	✕
H4 (+)	FAC1_B9: The site is attractive	0,292 (0,000)	√
H5 (+)	FAC1_B11: The site enjoys and fits the client style	0,074 (0,124)	✕
H6 (+)	FAC1_B12: Familiarization and general knowledge of the site	0,367 (0,000)	√

In terms of loyalty (table 4.25), two components were also considered: “The client prefers and recommends the site” and “Likely intention of using a competitor site”.

Regarding the first component of loyalty, the hypothesis is verified, which means that if the client is satisfied with site purchases, he will prefer and recommend the site to other people – high coefficient of Pearson Correlation (0,628) that indicates a positive and direct relation between the variables “satisfaction” and “loyalty”.

For the second component of loyalty, it captures the opposite concept – “likely intention of using a competitor site”. **This hypothesis is not verified** which indicates that of the costumer is satisfied with the site he won’t have the intention of using a competitor site.

Table 4.25 – Hypotheses testing – H7

Loyalty					
Hypothesis	**Components**	**Coefficients of Pearson correlations**			
		FAC1_B6b: The client prefers and recommends the site	Hypothesis verification	FAC2_B6b: Likely intention of using a competitor site	Hypothesis verification
H7 (+)	FAC1_B6a: Shopping satisfaction in the site	0,628 (0,000)	√	-0,034 (0,487)	✕

At last, the **hypothesis between loyalty and recommendation is verified in terms of the first component of loyalty** (“The client prefers and recommends the site”), **but is rejected in terms of the second component** (“Likely intention of using a competitor site”) although there is a slight tendency for people intending to use a competitor site are not willing to recommend the site, as would be expected (which is explained by the negative sign of the coefficient of Pearson correlation). In another hand, makes sense that the people who prefer the site, make a positive recommendation of it (verified hypothesis) (table 4.26).

Table 4.26 – Hypotheses testing – H8

Recommendation			
Hypothesis	**Components**	**Coefficients of Pearson correlations**	
		FAC1_B14: Positive recommendation of the site	Hypothesis verification
H8 (+)	FAC1_B6b: The client prefers and recommends the site	0,775 (0,000)	√
H8 (+)	FAC2_B6b: Likely intention of using a competitor site	-0,077 (0,114)	✕

5. Conclusions, limitations and clues for future research

5.1. Conclusions

After analyzing the exploratory study and the empirical study, there are some conclusions to retain. Conclusions are divided in 4 topics: online buyers, internet utilization, online buying behavior and hypotheses model.

5.1.1. Online buyers

Nowadays, the online buyers are majorly women, which is opposite of the expected, despite the difference between genders is minor. People with ages between 15 to 24 years old are the heavy users (students) but ages between 25 to 34 years old also uses the internet, and these are probably who really buy online because they have a budget once are working. This can be verified once people who buy in the internet are also graduated and with a master's degree, have occupations like senior and intermediate management, and with a monthly net income between €1501 and € 2500. Other interesting fact is the use of the internet by people with high school relative to people with a doctoral degree. The last ones are minor users relative to the first ones, maybe because of the concerned type of product. This way, the percentage of doctors who buys in the internet, buy books and e-learning material. The majority of consumers live in Lisbon and also in Oporto and Setubal.

5.1.2. Internet utilization

As expected, people still prefer the e-mail as a technological tool, followed by text messages and news sites. However, social networks are gaining expression, majorly with the use of Facebook.

In terms of the type of utilization of the internet, the majority of respondents use it to search for information, although there are five principal factors of utilization types: knowledge (people who search information for professional or academic purposes), fun (people who use the internet for entertainment purposes and to download software), commerce (people who buy and sell products in the internet), socialization (people who likes to meet and socialize with others) and game (people who like to gambling).

5.1.3. Online buying behavior

About the data of entertainment products sold in the internet in the last 12 months, it can be seen that lotteries and bets are the products where people spend more money, with a total of

€604 spent, followed by books, newspapers, magazines and e-learning material (most sold products) (€388), CD and DVD (€353), and games and consoles (€224). In general, people search information of these products in sites and buy it in national sites. It’s understandable that people are spending money and bets and lotteries because is a way to gain a lot of money (which is appealing because of the crisis that the country is going through), although the probability of gaining a large amount of money is minor. The international sites are the most reliable, but national sites are also being classified as such, which means that national sites quality is improving. This can also be proved in terms of the fear that people have about sites because the cases of privacy problems are lower, and, this way, people trust more in the internet.

To buy this kind of products, people seek information from acquaintances once is a reliable opinion, but it can be seen an increase in information search among strangers, mainly in forums. This is also a reliable opinion because it comes from consumers that know and have the product and want to alert other consumers.

Consumers started, in average, to buy entertainment products 3 years ago, which is not a long time, and he goes to a site by his own initiative but family, friends and colleagues still have a major influence on it. Two of the most referred shopping sites are Amazon and Fnac, which is related to the sale of books (one of the most sold products), although consumers visit other sites besides these two.

5.1.4. Hypotheses model

About the hypotheses testing, some conclusions are the expected. Good perceptions, the friendly environment, service quality, site attractiveness and the knowledge about the site functionalities contributes to the consumer satisfaction, in opposition of the client efforts to deepen the contacts with the site, the time spent in the purchase and the enjoyment and fitness of the site in consumer’s style.

Once the consumer is satisfied with the site, he will prefer and recommend it and he will not have the intention of using a competitor site.

At last, if the consumer prefer and recommend the site, he will give positive recommendations to it, and if he has the intention of using a competitor site, he won’t give positive recommendations.

5.2. Limitations

About the limitations of the study, it must be referred that the sample used in the empirical study was not random, it was chosen by convenience, so the results are not representative of the population. Another limitation was the fact that all constructs could not be tested, because of the amount of information that would result from the analysis, but it can be interesting to cross the other constructs in a next study.

5.3. Clues for future research

For future research, there are 2 main clues considered.

First of all, the knowledge about the existent offer must be deepened presenting the offer to the consumer and ask him to evaluate it, *i.e.*, to see, not only, other types of entertainment products that the market is offering, but also to have the consumer vision about those products.

And then, search more about the potential offer of entertainment products, through scenario simulation.

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ATTACHMENTS

Attachment 1 – Face-to-face Questionnaire

GIEM-ISCTE | 2011

Questionário Comportamento de Compra

Número do questionário (ID):______________

Equipa de inquirição:
Entrevistador: ______________________________/______________________ Data de inquirição:______________
Verificador interno:____ Data de verificação:______________

LER: Bom dia/Boa tarde. O meu nome é __________, colaboro com o GIEM, Centro de Estudos do Instituto Universitário de Lisboa, e estamos a realizar um estudo sobre o comportamento de compra e gostava de lhe pedir a SUA AJUDA.
Asseguro-lhe desde já que se trata de um estudo estritamente anónimo e confidencial e irei precisar apenas de alguns minutos.
Podemos contar com a sua AJUDA? MUITO OBRIGADO desde já!

A. Relação com a tecnologia/Internet

A.1: Utilizou a Internet nos últimos 12 meses?

Não ❒ (1) → agradecer e acabar o questionário Sim ❒ (2) → passar para pergunta 2

A.2: Utiliza as seguintes ferramentas tecnológicas? A.3: Com que frequência?

	Não (1)	Sim (2)	Quais?	Diária (1)	1-3 Semana (2)	1-3 Vezes mês (3)	Esporádica (4)
a) E-mail							
b) SMS							
c) Redes Sociais							
d) Fóruns/Blogues							
e) Sites de compras							
f) Outros sites de empresas							
g) Sites de notícias							
h) Jogos online							

A.4: Qual o aparelho em que acede à Internet?

	A.4.1: Quais acede?	A.4.2: O que mais acede?
a) Computador	❒ (1)	❒ (1)
b) Tablet	❒ (3)	❒ (3)
c) Telemóvel	❒ (4)	❒ (4)

A.5: Onde acede? A.6: Onde acede com mais frequência?

	A.5: Onde acede?	A.6: Onde acede com mais frequência?
a) Local de trabalho	❒ (1)	❒ (1)
b) Casa	❒ (3)	❒ (3)
c) Outros locais	❒ (4)	❒ (4)

A.7: Qual o tipo de utilização?

	Nada Relevante (1)	Pouco Relevante (2)	Razoavelmente Relevante (3)	Relevante (4)	Muito Relevante (5)
a) Conhecer/Conviver com novas pessoas					
b) Comprar algo					
c) Vender algo					
d) Jogar a dinheiro					
e) Entretenimento (música/vídeos/jogos)					
f) Downloads de software					
g) Fins académicos					
h) Fins profissionais					
i) Busca de informação					

Comportamento de Compra
GIEM-ISCTE | 2011

Questionário Comportamento de Compra

B. Frequência de utilização da tecnologia/Internet

B.1: Quando quer comprar um produto/serviço, procura informação? B.1.1: Em meios digitais (sites, e-mails, blogues, redes sociais) ou outros (revistas, folhetos, contactos pessoais?

B.2: Comprou em meio físico ou digital (nos últimos 12 meses)? B.2.1: Onde? B.3: Com que frequência compra? B.4: Qual o valor que estima ter comprado nos últimos 12 meses? (até 100€, de 100 a 200€, etc.)

Questões / Categorias	B.1. Informação?		B.1.1 Onde?		B.1.2 Se Digital - Site/Fonte?				B.2. Compra									B.2.1. Onde?		B.4: Valor?
									Físico (1)		Digital (2)									
	Não (1)	Sim (2)	Outros (1)	Digital (2)					N	S	N	S	B.3 Frequência							
					Sites (1)	Foruns /Blog. (2)	Redes Soc. (3)	E-mail (4)					DI (1)	SEM (2)	MEN (3)	TRIM (4)	ESPOR (5)	Sites Nac. (1)	Sites inter (2)	
3.1: CD e DVD																				
3.2: Livros, revistas, jornais e material e-learning																				
3.3: Jogos e consolas																				
3.4: Lotarias e apostas																				

C. Caracterização do inquirido e controle da amostra

Nome ____________________

C1. Conc. Residência ____________________

C2. Idade ____________________

C3. Sexo

❒ Feminino (1) ❒ Masculino (2)

C4. Profissão

a) Patrão/Trabalhador por conta própria

❒ Agricultor (1)
❒ Comerciante (2)
❒ Industrial (3)
❒ Dono de Empresa de Serviços (4)
❒ Profissão Liberal (5)

b) Trabalhador por conta de outrem

❒ Forças Armadas (1)
❒ Dirigente/ Gestor/ Quadro Superior (2)
❒ Prof. Intelectuais Cientificas (3)
(Inclui professores)
❒ Quadro Médio (4)
❒ Operário (5)
❒ Empregado do Comércio e Vendedor (6)
❒ Empregado Administrativo (7)

c) Outras Situações

❒ Desempregado (1)
❒ Estudante (2)
❒ Pensionista/ Reformado (3)
❒ Dona de Casa (4)
❒ Outra Qual? ____________________ (5)

C5. Habilitações

❒ Menos de 4 anos (1)
❒ 4 Anos de escolaridade (2)
❒ Até ao 9º ano (antigo 5º ano) (3)
❒ Ensino Secundário Completo (4)
❒ Licenciatura (5)
❒ Mestrado/Doutoramento (6)

C6. Rendimento líquido mensal do agregado familiar

❒ Até 500€ (1)
❒ De 500€ a 1000€ (2)
❒ De 1001€ a 2000€ (3)
❒ De 2001€ a 3000€ (4)
❒ Mais de 3000€ (5)

Telefone ________________

(Finalizar e agradecer)

MUITO OBRIGADO PELA SUA AJUDA! DEU-NOS OPINIOES MUITO INTERESSANTES.

Attachment 2 – Online questionnaire

ISCTE IUL
Instituto Universitário de Lisboa

INQUÉRITO AOS COMPRADORES DE PRODUTOS DE ENTRETENIMENTO *ONLINE* N.º____

Muito obrigado por dedicar algum do seu tempo a este questionário! Ele faz parte de um trabalho sobre os determinantes de compra online de PRODUTOS DA CATEGORIA ENTRETENIMENTO, COMO CD E DVD, LIVROS, REVISTAS, JORNAIS E MATERIAL DE E-LEARNING, JOGOS E CONSOLAS, LOTARIAS E APOSTAS. Solicitamos a sua colaboração, preenchendo o questionário com a máxima sinceridade. Temos todo o gosto em lhe enviar uma promoção de um bilhete grátis na compra do primeiro, para os cinemas Zon Lusomundo, de 2ª a 6ª feira, até ao dia 3 de Abril de 2012. Não lhe é pedida qualquer identificação (excepto o seu e-mail no caso de querer receber a promoção do bilhete de cinema) e toda a informação é tratada em anonimato e mantida confidencial. O questionário demora cerca de 15 minutos a ser preenchido. O seu contributo é de extrema importância para a nossa investigação e para o estudo do marketing relacional em Portugal, em contexto online, esperando contribuir para o crescimento e desenvolvimento do sector.

Desde já o nosso agradecimento pela sua valiosa colaboração

A. Iniciamos com algumas questões relativamente à sua experiência com o *site* onde habitualmente faz mais compras. Assinale com um x a situação que é mais apropriada ao seu caso.

1. Qual o nome do *site* em que habitualmente faz compra de produtos desta categoria (CD e DVD, Livros, revistas, jornais e material de e-learning, jogos e consolas, lotarias e apostas)?

2. Qual a principal razão que o(a) levou a visitar este *site*?

- ☐ Trabalho
- ☐ Lazer
- ☐ Outro: ⟶ Qual?

3. Na sua visita a este *site*, o que compra mais, habitualmente?

- ☐ CD e DVD
- ☐ Livros, revistas, jornais e material de e-learning
- ☐ Jogos e consolas
- ☐ Lotarias e apostas
- ☐ Outro ⟶ Quais?

4. Visita habitualmente outros *sites* ligados à mesma categoria?

- ☐ Não
- ☐ Sim ⟶ Qual?

5. Utiliza a internet para algum outro fim, não relacionado com a categoria de Entretenimento?

- ☐ Não
- ☐ Sim ⟶ Qual?
  - ☐ Para consulta de informação
  - ☐ Para aquisição de outros serviços
  - ☐ Para aquisição de bens
  - ☐ Outro. Qual?

6. Desde quando faz compras neste *site*?

- ☐ Meses: ⟶ Quantos?
- ☐ Anos: ⟶ Quantos?

7. Como tomou a decisão de visitar este *site* ou outros sites concorrentes?

- ☐ Por iniciativa própria
- ☐ Por conselho de amigos, colegas ou familiares
- ☐ Por indicação de meios de comunicação social
- ☐ Outro: Qual? ⟶

B. As questões seguintes dizem respeito aos serviços prestados pelo principal site onde realiza as suas compras nesta categoria. Numa escala de 1 a 7 (1- discordo totalmente a 7- concordo totalmente), qual a sua opinião em relação às seguintes afirmações?

1. Percepções (preço, qualidade, variedade, …)	discordo totalmente … concordo totalmente
1.1. O *site* providencia preços competitivos, assim como negócio atractivos e promoções……	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7
1.2. O *site* garante-me uma variedade produtos que não seria possível encontrar em mais nenhum local……	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7
1.3. A relação qualidade/ preço é boa……	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7
1.4. Fazer compras neste *site* tem sido uma boa experiência……	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7

2. Relacionamento com os clientes	discordo totalmente … concordo totalmente
2.1. O *site* entra frequentemente em contacto com os seus clientes……	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7
2.2. O *site* faz esforços para que os seus clientes se sintam num ambiente amigável……	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7
2.3. Eu esforço-me para aprofundar os contactos com o site (ex: leio a newsletter, envio recomendações e/ou sugestões)……	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7
2.4. Considero a relação que mantenho com o site positiva……	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7

1

3. Qualidade do serviço	discordo totalmente						concordo totalmente
3.1. O *site* satisfaz o meu pedido à primeira vez…………	1	2	3	4	5	6	7
3.2. A loja providencia a informação necessária que me permite pesquisar informação, fazer uma selecção dos produtos, encomendar, fazer o pagamento, garantir a entrega e receber apoio no pós-venda…………	1	2	3	4	5	6	7
3.3 Os produtos e serviços deste site são apresentados de uma forma apelativa …………	1	2	3	4	5	6	7
3.4. O site entende as necessidades individuais – garantindo acesso universal ao serviço, tradução para outras línguas e/ou moedas, interacção com som e não apenas com imagem…………	1	2	3	4	5	6	7
3.5. Demoro sempre mais tempo do que tinha planeado para fazer as minhas compras …………	1	2	3	4	5	6	7

4. Marketing Interactivo - Colaboração/Envolvimento	discordo totalmente						concordo totalmente
4.1. O *site* procura os meus conselhos para aperfeiçoar os seus serviços…………	1	2	3	4	5	6	7
4.2. O *site* encoraja-me a apresentar sugestões…………	1	2	3	4	5	6	7
4.3. Os serviços do *site* respondem rapidamente às questões por mim colocadas…………	1	2	3	4	5	6	7
4.4. Considero que os responsáveis do *site* têm em conta a opinião dos clientes para melhorar o serviço…………	1	2	3	4	5	6	7
4.5. Sempre que o serviço não é prestado como eu pretendo, sugiro formas de alteração…………	1	2	3	4	5	6	7

5. Personalização dos Serviços	discordo totalmente						concordo totalmente
5.1. Sempre que entro no *site* sou reconhecido pelo meu nome…………	1	2	3	4	5	6	7
5.2. Quando contactados, os colaboradores tratam-me sempre pelo meu nome…………	1	2	3	4	5	6	7
5.3. O *site* consegue ajustar os serviços e forma de pesquisa às minhas necessidades…………	1	2	3	4	5	6	7
5.4. Considero que os colaboradores e o próprio *site* fazem um acompanhamento personalizado das necessidades de cada cliente…………	1	2	3	4	5	6	7

6.a) Satisfação	discordo totalmente						concordo totalmente
6.1. Estou muito satisfeito com os serviços prestados por este *site*…………	1	2	3	4	5	6	7
6.2. Eu fiz a escolha certa com este *site*…………	1	2	3	4	5	6	7
6.3. Estou muito satisfeito(a) por fazer compras neste *site*…………	1	2	3	4	5	6	7
6.4. Fazer compras neste *site* excedeu as minhas expectativas…………	1	2	3	4	5	6	7
6.5. Acredito que este *site* tem muitas características desejáveis …………	1	2	3	4	5	6	7
6.6. Arrependo-me algumas vezes de fazer compras neste *site*…………	1	2	3	4	5	6	7
6.b) Fidelização							
6.7. Recomendo este site aos meus familiares, colegas e amigos…………	1	2	3	4	5	6	7
6.8. Este site é a minha primeira opção quando pretendo adquirir produtos turísticos…………	1	2	3	4	5	6	7
6.9. Prefiro claramente este site comparativamente a outros da mesma área…………							
6.10. Tenho uma relação forte com este site…………	1	2	3	4	5	6	7
6.11. E muito provável que venha a usar um site concorrente num futuro próximo…………	1	2	3	4	5	6	7

7. Valor	discordo totalmente						concordo totalmente
7.1. O tempo que eu invisto nas compras neste *site* é extremamente razoável…………	1	2	3	4	5	6	7

7.2. O esforço que faço para fazer compras neste site vale bem a pena......................................	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7
7.3. A experiência de compra neste *site* é excelente..	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7
7.4. Eu considero de grande valor o facto de fazer compras neste *site*.....................................	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7
7.5. Os preços que eu pago pelos produtos/serviços deste *site* representam um bom negócio para mim..	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7

8. Confiança	discordo totalmente … concordo totalmente
8.1. Eu sei o que vou encontrar quando entro neste *site*..	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7
8.2. Eu gosto de confiar neste *site*	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7
8.3. Eu considero este *site* muito confiável..	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7
8.4. Agrada-me a fiabilidade deste *site*...	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7
8.5. Estou disponível para dar o meu número de cartão de crédito a este *site*..............................	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7
8.6. Eu valorizo as características que me levam a confiar neste *site*..	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7
8.7. Aprecio a confiança que este *site* me proporciona quando comparado com outros sites.	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7

9. Imagem do *Site*	discordo totalmente … concordo totalmente
9.1. Este *site* tem uma boa reputação no mercado..	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7
9.2. O *site* utiliza um processo tecnológico moderno..	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7
9.3. Este *site* é visualmente atractivo..	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7
9.4. A informação deste *site* está apresentada de forma apelativa...	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7
9.5. E fácil aceder a este *site*..	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7
9.6. E fácil encontrar o que procuro neste *site*...	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7
9.7. Os produtos comprados neste *site* são uma boa compra...	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7
	Baixo Valor … Elevado Valor
9.8. Os produtos comprados neste *site* têm	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7

10. Rotina/Inércia	discordo totalmente … concordo totalmente
10.1. A não ser que passe a ter razões para estar muito insatisfeito com este *site*, não penso mudar pois isso seria uma maçada...	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7
10.2. Penso que será difícil deixar de fazer compras neste *site*...	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7
10.3. Para mim, o custo de tempo e esforço para mudar de *site* é muito elevado........................	☐☐☐☐☐☐☐ 1 2 3 4 5 6 7

11. Experiência de Compra	
11.1. O *site* faz com que eu poupe tempo e faça compras de uma forma fácil.....................	Discordo totalmente … concordo totalmente ☐☐☐☐☐☐☐ 1 2 3 4 5 6 7
11.2. O site vai de encontro ao meu estilo de vida e à forma como gosto de fazer compras....	Discordo totalmente … concordo totalmente ☐☐☐☐☐☐☐ 1 2 3 4 5 6 7
11.3. Eu divirto-me sempre que faço compras neste *site*...	Discordo totalmente … concordo totalmente ☐☐☐☐☐☐☐ 1 2 3 4 5 6 7
11.4. Fazer compras neste *site* permite-me sair da rotina e fazer algo diferente....................	Discordo totalmente … concordo totalmente ☐☐☐☐☐☐☐ 1 2 3 4 5 6 7

12. Conhecimento	discordo totalmente … concordo totalmente
12.1. Sinto-me conhecedor das funcionalidades do *site*..	☐☐☐☐☐☐☐

12.2. Se tiver que efectuar uma compra a partir deste *site*, tenho que reunir muito pouca informação para fazer a escolha acertada..........	☐☐☐☐☐☐☐
12.3. Sinto-me confiante sobre a minha capacidade para dizer a diferença entre o *site* desta empresa e outros *sites*..........	☐☐☐☐☐☐☐
12.4. Consigo navegar neste *site* com facilidade e encontrar os produtos de que preciso........	☐☐☐☐☐☐☐
12.5. Estou familiarizado com o *design* e o *layout* das páginas deste *site*..............................	☐☐☐☐☐☐☐

13. Apetência por Inovação	discordo totalmente … concordo totalmente
13.1. Sou muito cauteloso no que concerne a utilizar novos *sites* para efectuar compras........	☐☐☐☐☐☐☐
13.2. Prefiro visitar um *site* que já conheça, a tentar utilizar um com o qual não esteja familiarizado..........	☐☐☐☐☐☐☐
13.3. Gosto de fazer compras em *sites* com os quais não esteja familiarizado só para garantir alguma variedade nas minhas compras..........	☐☐☐☐☐☐☐
13.4. Se gosto de um *site* raramente saio dele apenas para experimentar algo diferente..........	☐☐☐☐☐☐☐

14. Recomendação	discordo totalmente … concordo totalmente
14.1. Recomendo vivamente este *site* aos meus contactos..........	☐☐☐☐☐☐☐
14.2. Não tenho dúvidas em considerar este *site* uma boa escolha e transmitir essa percepção..........	☐☐☐☐☐☐☐
14.3. Quando me pedem opiniões sobre locais de compra destes produtos, não tenho dúvidas em referenciar este *site*..........	☐☐☐☐☐☐☐

D. Por fim, agradecíamos algumas informações a seu respeito:

1. Sexo
☐ Feminino ☐ Masculino

2. Idade

3. Habilitações literárias:
- ☐ Ensino básico
- ☐ Ensino secundário
- ☐ Bacharelato
- ☐ Licenciatura
- ☐ Mestrado
- ☐ Doutoramento

4. Onde tem por hábito aceder a este *site*?
☐ Em casa ☐ Na escola
☐ No emprego ☐ Outro: Qual?

5. Residência habitual (Concelho):

6. Profissão:
- ☐ Agricultor (1)
- ☐ Comerciante (2)
- ☐ Industrial (3)
- ☐ Dono de Empresa de Serviços (4)
- ☐ Profissão Liberal (5)
- ☐ Forças Armadas (1)
- ☐ Dirigente/ Gestor/ Quadro Superior (2)
- ☐ Prof. Intelectuais Cientificas (3) (Inclui professores)
- ☐ Quadro Médio (4)
- ☐ Operário (5)
- ☐ Empregado do Comércio e Vendedor (6)
- ☐ Empregado Administrativo (7)

7. Qual é, aproximadamente, o rendimento mensal líquido do seu agregado familiar?
☐ Até 500 € ☐ de 1001 a 1500 €
☐ de 501 a 750 € ☐ de 1501 a 2500 €
☐ de 751 a 1000€ ☐ mais de 2500€

8. Qual é a composição do seu agregado familiar?
Adultos
Menores de 18 Anos

Outras informações e observações que queira apresentar:

Obrigado

Attachment 3 – Exploratory Study

Figure 3.1 – Regions of Portugal, by Nielsen Regions

Region I	
Lisbon	Lisbon, Cascais, Loures, Oeiras, Sintra, Amadora
Setúbal	Almada, Barreiro, Seixal

Region II	
Oporto	Oporto, Gondomar, Maia, Matosinhos, Valongo, Vila Nova de Gaia

Region III-N	
Viana do Castelo	
Braga	
Oporto	Excluding the towns of Oporto in Region II
Aveiro	
Coimbra	Coimbra, Cantanhede, Condeixa-a-Nova, Figueira da Foz, Mira, Soure, Montemor-o-Velho

Region V	
Portalegre	
Santarém	
Setúbal	Alcácer do Sal, Grândola, Santiago do Cacém, Sines
Évora	
Beja	
Faro	

Region III-S	
Leiria	Leiria, Alcobaça, Batalha, Bombarral, Caldas da Rainha, Marinha Grande, Nazaré, Óbidos, Peniche, Pombal, Portode Mós
Santarém	Santarém, Cartaxo, Rio Maior
Lisboa	Excluding the towns of Lisbon in Region I
Setúbal	Setúbal, Alcochete, Moita, Montijo, Palmela, Sesimbra

Region IV	
Bragança	
Vila Real	
Guarda	
Viseu	
Coimbra	Arganil, Góis, Lousã, Miranda do Corvo, Oliveira do Hospital, Pampilhosa da Serra, Penacova, Penela, Poiares, Tábua
Leiria	Alvaiázere, Ansião, Castanheira de Pêra, Figueiró dos Vinhos, Pedrógão
Castelo Branco	

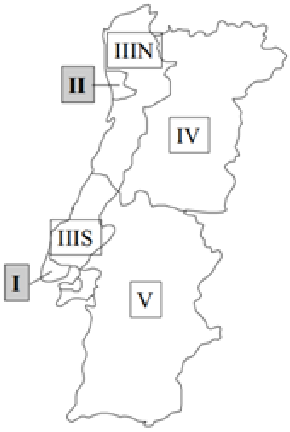


Table 3.1 – Information about distribution of ages

C.2	
Average	42,36
Stand. Dev.	16,163
Minimum	15
Maximum	88

Table 3.2 – Frequencies of A.3.a. – How often do you use the e-mail?

A.3.a - E-mail	N	Valid. Percent.
Daily	467	64,1%
1-3 times a week	181	24,8%
1-3 times a month	46	6,3%
Sporadic	35	4,8%
Total	729	100,0%

Table 3.3 – Frequencies of A.3.b. How often do you use text messages?

A.3.b- SMS	N	Valid Percent.
Daily	365	66,8%
1-3 times a week	108	19,8%
1-3 times a month	48	8,8%
Sporadic	25	4,6%
Total	546	100,0%

Table 3.4 - Frequencies of A.3.c – How often do you use the social networks?

A.3.c Social Networks	N	Valid Percent.
Daily	258	52,8%
1-3 times a week	169	34,6%
1-3 times a month	32	6,5%
Sporadic	30	6,1%
Total	489	100,0%

Table 3.5 – Frequencies of A.3.h – How often do you use online games?

A.3.h. – Online games	N	Valid Percent.
Daily	86	49,1%
1-3 times a week	46	26,3%
1-3 times a month	13	7,4%
Sporadic	30	17,1%
Total	175	100,0%

Table 3.6 – Frequencies of A.3.g – How often do you use news sites?

A.3.g. – News sites	N	Valid Percent.
Daily	229	46,2%
1-3 times a week	188	37,9%
1-3 times a month	40	8,1%
Sporadic	39	7,9%
Total	496	100,0%

Table 3.7 – Frequencies of A.3.d – How often do you use forums and blogs?

A.3.d - Forums and blogs	N	Valid Percent.
Daily	53	23,8%
1-3 times a week	101	45,3%
1-3 times a month	39	17,5%
Sporadic	30	13,5%
Total	223	100,0%

Table 3.8 – Frequencies of A.3.f – How often do you use other companies websites?

A.3.f. – Other companies websites	N	Valid Percent.
Daily	93	20,0%
1-3 times a week	171	36,7%
1-3 times a month	107	23,0%
Sporadic	95	20,4%
Total	466	100,0%

Table 3.9 – Frequencies of A.4.1 – What devices do you use to access the internet?

A.4.1	N	% Responses	% Respondents
Computer	771	81,0%	96,4%
Tablet	58	6,1%	7,3%
Mobile Phone	123	12,9%	15,4%
Total	952	100,0%	119,0%

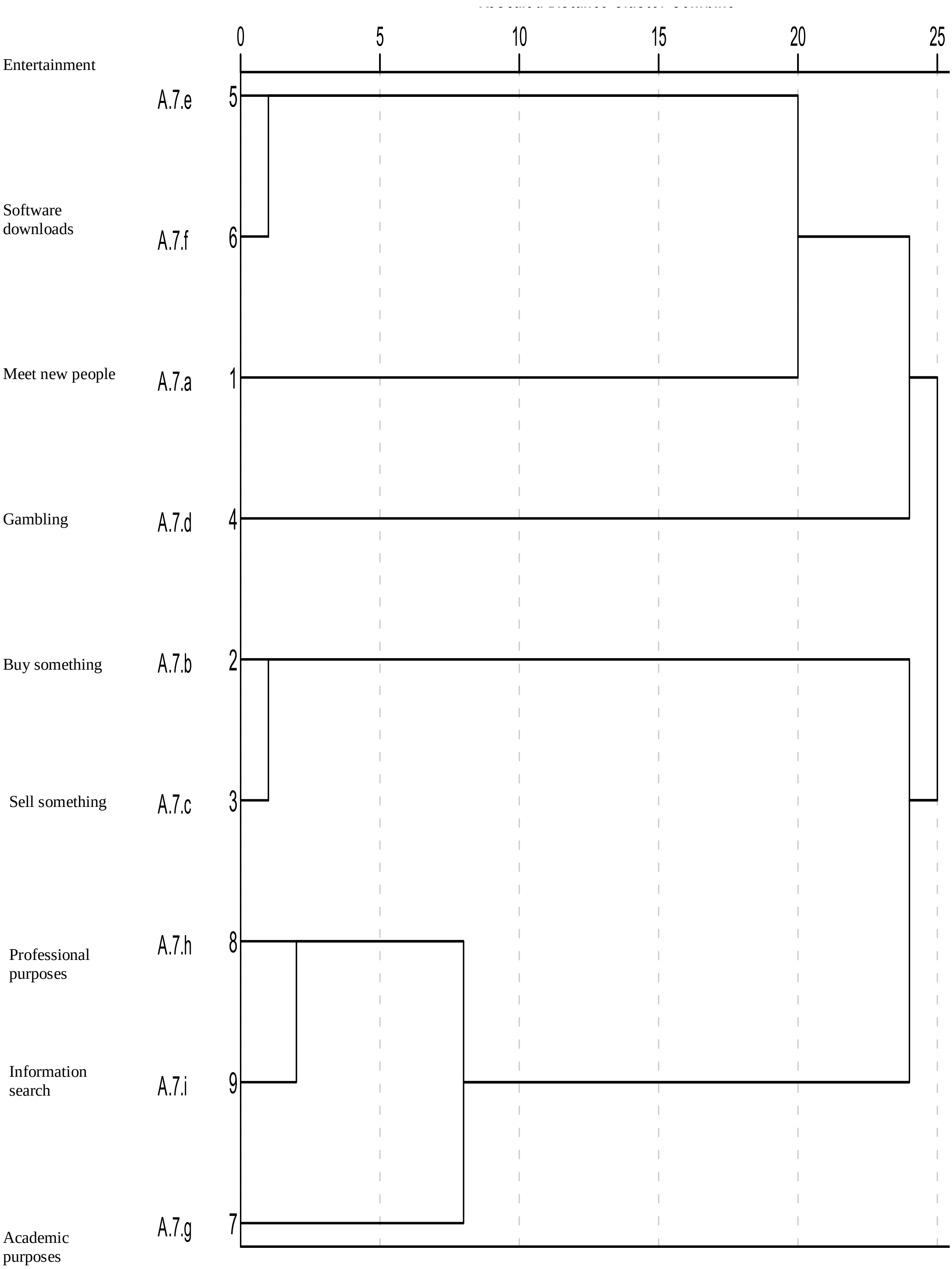
Table 3.10 – Frequencies of A.4.2 – Which is the device that you use the most to access the internet?

A.4.2	N	Percent.	Valid Percent.
Computer	745	93,1%	93,1%
Tablet	40	5,0%	5,0%
Mobile Phone	15	1,9%	1,9%
Total	800	100,0%	100,0%

Table 3.11 – Frequencies of A.5 – Where do you access to the internet?

A.5	N	% Responses	% Respondents
Work place	372	30,7%	46,5%
Home	720	59,4%	90,0%
Other places	121	10,0%	15,1%
Total	1213	100,0%	151,6%

Chart 3.1 – Hierarchical structure referred to the internet types of utilization



Attachment 4 – Principal Component Analysis

Table 4.1 – Principal Component Analysis of the construct "Perceptions" - Entertainment

PCA Perceptions	Component 1
Good quality/price relation	,876
Competitive prices, attractive businesses and promotions	,864
Shopping in the site is a good experience	,814
Variety	,534

Table 4.2 – Principal Component Analysis of the construct "Relationship with the clients" - Entertainment

PCA Relationship with the clients	Component 1	Component 2
Friendly environment	,892	,054
The site contacts the client	,772	,260
Positive relationship with the client	,694	,250
Effort to deepen contacts	,203	,971

Table 4.3 – Principal Component Analysis of the construct "Service quality" - Entertainment

PCA Service Quality	Component 1	Component 2
The site provides the necessary information	,847	-,053
The site satisfies the order at the first time	,801	-,048
Products and services are presented in an appealing way	,762	,179
The site understands the individual needs	,511	,505
The client takes longer than plan to shopping	-,098	,909

Table 4.4 – Principal Component Analysis of the construct "Satisfaction" - Entertainment

ACP Satisfaction	Component 1
Satisfaction with shopping	,923
Satisfaction with services	,907
The site has desirable characteristics	,869
Shopping exceeds the cliente expectations	,829

Table 4.5 – Principal Component Analysis of the construct "Loyalty" - Entertainment

PCA Loyalty	Component 1	Component 2
Site recommendation	,861	,032
The site is the first option	,842	-,040
Preference comparatively to other sites	,833	-,237
Probability of using a competition site	-,074	,990

Table 4.6 – Principal Component Analysis of the construct "Site image" - Entertainment

PCA Site image	Component 1
The site is visually attractive	,871
The informations is presented in an appealing way	,826
Good reputation	,790
Ease of access	,321

Table 4.7 – Principal Component Analysis of the construct "Buying experience" - Entertainment

PCA Buying experience	Component 1
Fun while shopping	,842
The site meets the lifestyle of the client	,818
Shopping allows the client to get out of the routine	,756
Ease of use and speed of the purchase	,678

Table 4.8 – Principal Component Analysis of the construct "Knowledge" - Entertainment

PCA Knowledge	Component 1
Trust to compare and evaluate the site	,858
Familiarization with the site layout	,840
Knowledge of the functionalities of the site	,820
Less information needed to buy	,720

Table 4.9 – Principal Component Analysis of the construct "Recommendation" - Entertainment

PCA Recommendation	Component 1
The site is a good choice	,924
The site is the first reference when people ask for entertainment products sites	,898
Site recommendation	,886
The client likes to receive positive references about the site	,727