

What is your gender?	What is your age?	occupation? If you are	online?	online?
Female	15-24	student	Yes	Once a month
Male	45-54	temporary unemployed	Yes	Once a month
Male	15-24	and Languages (IBL)	Yes	Once a month
Female	15-24	communication	Yes	Once a month
Female	15-24	Communications	Yes	Once a month
Female	15-24	Study	Yes	Once a month
Male	35-44	Teamleader	Yes	Once a month
Female	15-24	Radiation therapy	Yes	Once a month
Female	15-24	European Studies	Yes	Once a year
Female	15-24	social work	Yes	Once a month
Female	15-24	medewerker	Yes	Once a month
Female	15-24	European Studies	Yes	Once a month
Female	15-24	European Studies	Yes	Once a year
Male	15-24	IT	Yes	Once a month
Male	15-24	ICT	Yes	Once a month
Female	15-24	psychology student	Yes	Once a week
Female	45-54	communications	Yes	Once a month
Female	15-24	european studies	Yes	Once a month
Male	15-24	ZZPer	Yes	Once a year
Female	25-34	telefoniste	Yes	Once a month
Male	25-34	Sales	Yes	Once a month
Male	15-24	Management	Yes	Once a month
Male	15-24	Management	Yes	Once a month
Female	35-44	Social worker	Yes	Once a year
Female	35-44	Social worker	Yes	Once a year
Male	25-34	Teacher	Yes	Once a week
Female	15-24	ES	Yes	Once a month
Male	15-24	Information Systems	Yes	Once a month
Male	15-24	school preparing for	Yes	Once a year
Female	15-24	Tax consultant study	Yes	Once a week
Female	15-24	High school	Yes	Once a month
Male	15-24	IT manager	Yes	Once a month
Male	25-34	Literary Studies	Yes	Once a month

Male	15-24	nothing	Yes	Once a week
Female	15-24	European Studies Student	Yes	Once a month
Male	15-24	Bachelor civiele techniek	Yes	Once a month
Female	15-24	European Studies student	Yes	Once a month
Female	15-24	European Studies	Yes	Once a week
Female	15-24	European Studies	Yes	Once a month
Female	25-34	European studies	Yes	Once a month
Female	15-24	European Studies	Yes	Once a year
Male	15-24	European study	Yes	Once a month
Female	15-24	European Studies	Yes	Once a year
Female	15-24	European Studies	Yes	Once a month

Female	15-24	European Studies	Yes	Once a week
Female	15-24	European Studies student	Yes	Once a year
Female	15-24	European Studies	Yes	Once a month
Female	15-24	European studies	Yes	Once a year
Female	15-24	European Studies	Yes	Once a year
Female	25-34	International law	Yes	Once a month
Female	15-24	European Studies HBO	Yes	Once a month

Female	15-24	European studies	Yes	Once a month
Female	15-24	ES	Yes	Once a month
Female	15-24	European Studies	Yes	Once a month
Female	15-24	European studies	Yes	Once a week
Female	15-24	European studies	Yes	Once a month
Female	15-24	European Studies	Yes	Once a year
Female	15-24	Student	Yes	Once a month

Male	15-24	European studies student	Yes	Once a month
Female	15-24	European Studies	Yes	Once a week
Female	15-24	Autonome Beeldende Kunst	Yes	Once a week
Female	15-24	ES	Yes	Once a year
Female	25-34	Student	Yes	Once a month
Male	15-24	Student European Studies	Yes	Once a week
Female	15-24	European studies student	Yes	Once a month
Female	15-24	European studies	Yes	Once a year

Female	15-24	European studies	Yes	Once a month
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Male	15-24	European Studies	Yes	Once a year
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Female	15-24	European Studies	Yes	Once a month
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Male	25-34	student	Yes	Once a year
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Female	15-24	European Studies	Yes	Once a year
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Female	15-24	European Studies	Yes	Once a month
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Female	25-34	Student in ES3-2.B	Yes	Once a month
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Female	25-34	european studies	Yes	Once a month
Male	15-24	ES4E	Yes	Once a week
Female	15-24	European Studies	Yes	Once a month
Male	15-24	European Studies	Yes	Once a month
Female	15-24	European Studies	Yes	Once a month
Female	15-24	European Studies	Yes	Once a year
Female	25-34	european studies	Yes	Once a month

Female	15-24	European Studies	Yes	Once a month
Female	15-24	european studies	Yes	Once a month
Female	15-24	European Studies	Yes	Once a month
Female	15-24	European Studies	Yes	Once a month
Male	25-34	European Studies	Yes	Once a month
Female	15-24	European Studies	Yes	Once a year
Female	15-24	European Studies	Yes	Once a year
Female	15-24	Student, European Studies	Yes	Once a year
Female	15-24	European Studies	Yes	Once a month

Female	15-24	makeup artist	Yes	Once a month
Female	15-24	European Studies student	Yes	Once a year
Female	25-34	European Studies	Yes	Once a year
Female	15-24	European Studies	Yes	Once a month
Female	15-24	European Studies	Yes	Once a year
Female	25-34	European studies	Yes	Once a month
Female	15-24	Student, European Studies	Yes	Once a month
Male	15-24	european studies	Yes	Once a year
Female	15-24	European Studies	Yes	Once a month

Female	15-24	European Studies	Yes	Once a month
Male	15-24	European Studies	Yes	Once a month
Female	15-24	European studies	Yes	Once a week
Male	15-24	european studies	Yes	Once a month
Female	15-24	European Studies	Yes	Once a week
Male	25-34	European Studies	Yes	Once a month
Female	15-24	European Studies	Yes	Once a year
Female	25-34	Student, European Studies	Yes	Once a month
Female	25-34	European studies	Yes	Once a year

Female	15-24	European Studies	Yes	Once a year
Female	15-24	European Studies	Yes	Once a month
Female	45-54	Dentist assistant	Yes	Once a year
Female	25-34	student	No	
Female	15-24	European Studies	Yes	Once a week
Female	15-24	European Studies	Yes	Once a month
Male	15-24	European Studies	Yes	Once a year
Female	15-24	European Studies	Yes	Once a month
Female	25-34	european studies	Yes	Once a year
Male	15-24	European Studies	Yes	Once a month

Female	15-24	Student European Studies	Yes	Once a month
Female	15-24	European Studies	Yes	Once a year
Female	25-34	European Studies	Yes	Once a month
Female	15-24	European Studies	Yes	Once a month
Male	15-24	European Studies	Yes	Once a year

buy online?	warehouses have you	use to shop online?	buying behavior?	motivate you to buy
Office supplies, Sporting	V&D, Neckermann	Tablet, Smartphone	More online than offline	shipping, Signing in with
Sporting goods, Luxury	Zalando	PC	More offline than online	prices than in-store,
Sporting goods	Zalando, Neckermann	PC	More offline than online	payment options
Clothing and fashion	V&D, De Bijenkorf	PC, Smartphone	More online than offline	returns, Free shipping,
Books	Bol.com, Zalando	PC	More offline than online	returns, Free shipping,
Consumer electronics,	Bol.com	PC, Tablet, Smartphone	More offline than online	shipping, Lower prices
Clothing and fashion	HEMA, Bol.com, Zalando	PC, Smartphone	More offline than online	store, Online review
Books, Tools and home	Bol.com, Zalando, ASOS	PC, Tablet	More online than offline	shipping, Online review
Sporting goods	Bol.com, Zalando	PC	More offline than online	returns, Free shipping,
Consumer electronics,	Zalando, ASOS,	PC, Smartphone	More online than offline	returns, Free shipping,
Books	Ikea, Wehkamp	PC	More offline than online	prices than in-store
Clothing and fashion	V&D, De Bijenkorf	PC	More online than offline	shipping, Lower prices
Books	Bol.com, Amazon	PC	More offline than online	shipping, Lower prices
Games, computer stuff	Bol.com, Zalando	PC, Smartphone	More online than offline	returns, Free shipping,
Consumer electronics	Amazon	PC	Equal	prices than in-store,
supplies, handmade		PC	Equal	returns, Free shipping,
makeup and vacation	Nelly.com	PC	More offline than online	shipping, different
Clothing and fashion	Bijenkorf, Bol.com,	PC	More online than offline	shipping
Office supplies, Games		PC	More offline than online	returns, Free shipping,
Books	Zalando	PC	More offline than online	shipping, Lower prices
Consumer electronics	Praxis, Wehkamp	PC, Tablet, Smartphone	More online than offline	prices than in-store,
Sex toys		PC, Smartphone	Equal	returns, Free shipping,
Sex toys		PC, Smartphone	Equal	returns, Free shipping,
Clothing and fashion	Zalando	PC	More offline than online	returns, Lower prices
Clothing and fashion	Zalando	PC	More offline than online	returns, Lower prices
Consumer electronics,	Bol.com	PC, Tablet, Smartphone	More online than offline	returns, Free shipping,
Consumer electronics,	Bol.com, Otto.nl	PC	Don't know	returns, Free shipping,
Books, Media	Bol.com, Amazon	PC, Tablet, Smartphone	Equal	returns, Free shipping,
Consumer electronics	Bol.com	PC	Equal	shipping, Online
Clothing and fashion, Consumer electronics, Books, Tools and home supplies, Luxury goods	V&D, Ikea, De Bijenkorf, HEMA, Bol.com, Zalando, ASOS, Nelly.com	PC, Smartphone	Equal	Free returns, Free shipping, Lower prices than in-store, Online review system, Secure payment options
Books	Bol.com	PC	More offline than online	Clear website, Free shipping, Lower prices than in-store, Same-day shipping
Clothing and fashion, Consumer electronics	V&D, Bol.com	PC	More offline than online	Free returns, Free shipping, Lower prices than in-store, Online review system, Same- day shipping
Clothing and fashion, Books	Bol.com	PC	More offline than online	Free shipping, Lower prices than in-store

Clothing and fashion, Consumer electronics, Household goods, Tools and home supplies	V&D, Praxis, Ikea, Wehkamp, De Bijenkorf, HEMA, Bol.com	PC	More offline than online	Clear website, Free returns, Free shipping, Lower prices than in-store, Same-day shipping, Secure payment options, Similar product suggestions (customers who viewed ..., also viewed ...)
Clothing and fashion, Books	HEMA, Bol.com, Amazon, ASOS	PC	More offline than online	Clear website, Free returns, Lower prices than in-store, Secure payment options, Similar product suggestions (customers who viewed ..., also viewed ...)
Clothing and fashion, Books	Wehkamp, Bol.com	PC	More offline than online	Clear website, Free returns, Free shipping, Lower prices than in-store, Virtual try-on abilities
Clothing and fashion, Consumer electronics, Books, Luxury goods	Wehkamp, HEMA, Bol.com, Amazon	PC, Smartphone	More offline than online	Free returns, Free shipping, Lower prices than in-store, Same-day shipping, Secure payment options
Clothing and fashion, Luxury goods	De Bijenkorf, ASOS	PC, Tablet, Smartphone	Equal	Clear website, Free returns, Free shipping, Lower prices than in-store, Same-day shipping, Secure payment options
Clothing and fashion		PC	Equal	Free shipping, Lower prices than in-store, Same-day shipping
Clothing and fashion, Books	V&D, Bol.com, Amazon, Zalando, ASOS, Nelly.com	PC, Tablet	More offline than online	Free returns, Free shipping, Lower prices than in-store
Consumer electronics, Books, Tools and home supplies	HEMA, Amazon	PC	More offline than online	Clear website, Lower prices than in-store, Same-day shipping, Virtual try-on abilities
Consumer electronics, Household goods, Tools and home supplies	Bol.com, Neckermann, Otto.nl	PC, Tablet	Equal	Clear website, Free shipping, Lower prices than in-store, Online review system, Same-day shipping, Secure payment options
Clothing and fashion, Books	Wehkamp	PC	More offline than online	Clear website, Free returns, Lower prices than in-store, Online review system, Secure payment options, Virtual try-on abilities
Clothing and fashion, Books	Bol.com, Amazon, Zalando	PC	More offline than online	Clear website, Free shipping, Lower prices than in-store, Things that can't be found in physical stores

Clothing and fashion, Consumer electronics, Sporting goods, Books, Household goods, Luxury goods	Wehkamp, Bol.com, Zalando, ASOS, Nelly.com, Neckermann, Topshop	PC, Smartphone	More online than offline	Clear website, Free returns, Free shipping, Lower prices than in- store, Online customer service (chat with salesperson for example), Online review system, Same-day shipping, Secure payment options
Books	HEMA, Bol.com	PC, Tablet, Smartphone	More offline than online	Clear website, Free shipping, Lower prices than in-store, Same-day shipping, Secure payment options
Clothing and fashion, Consumer electronics, Books, Luxury goods	Bol.com, Amazon, ASOS, Topshop	PC, Tablet	Equal	Clear website, Free returns, Free shipping, Lower prices than in- store, Online review system, Secure payment options
Clothing and fashion, Furniture	Otto.nl	PC	More offline than online	Clear website, Free shipping, Lower prices than in-store, Store or brand presence on online media
Clothing and fashion	Zalando, Otto.nl	PC	More offline than online	Lower prices than in- store, Same-day shipping
Clothing and fashion	V&D, HEMA, Bol.com, Zalando	Tablet	More offline than online	Clear website, Free returns, Free shipping, Lower prices than in- store, Online review system, Secure payment options
Clothing and fashion	Bol.com	PC	More offline than online	Lower prices than in- store

Clothing and fashion, Books	Bol.com, ASOS, Nelly.com	PC	More offline than online	Clear website, Free shipping, Online customer service (chat with salesperson for example), Secure payment options, Similar product suggestions (customers who viewed ..., also viewed ...)
Consumer electronics, Office supplies, Books	Bol.com	PC	More offline than online	Clear website, Free returns, Free shipping, Lower prices than in-store, Same-day shipping, Secure payment options, Virtual try-on abilities
Clothing and fashion, Consumer electronics, Household goods	V&D, Wehkamp, Bol.com, Zalando	PC	Equal	Clear website, Free returns, Free shipping, Same-day shipping, Secure payment options
Clothing and fashion, Consumer electronics, Sporting goods, Books, Household goods	V&D, Ikea, De Bijenkorf, HEMA, Bol.com, Amazon, Zalando	PC, Tablet	Equal	Clear website, Free returns, Free shipping, Lower prices than in-store, Same-day shipping, Secure payment options, Signing in with social media accounts, Store or brand presence on online media, Similar product suggestions (customers who viewed ..., also viewed ...)
Clothing and fashion	Bol.com, ASOS	PC, Tablet, Smartphone	More offline than online	Clear website, Free returns, Free shipping, Lower prices than in-store, Online customer service (chat with salesperson for example), Same-day shipping, Secure payment options
Clothing and fashion, Consumer electronics		Tablet	More offline than online	Clear website, Free returns, Free shipping, Lower prices than in-store
Consumer electronics, Books	Bol.com		Don't know	Lower prices than in-store

Clothing and fashion, Sporting goods, Tools and home supplies		PC	More offline than online	Free shipping, Lower prices than in-store, Secure payment options
Clothing and fashion	Bol.com, Nelly.com	PC	Equal	Clear website, Free returns, Free shipping, Lower prices than in-store, Same-day shipping
Clothing and fashion, Books	Bol.com	PC	More offline than online	Clear website, Free returns, Free shipping
Consumer electronics, Books	Bol.com	PC	More online than offline	Clear website, Free returns, Free shipping, Lower prices than in-store, Secure payment options
Clothing and fashion, Consumer electronics, Sporting goods, Household goods	V&D, HEMA, Bol.com, Bonprix	PC, Tablet, Smartphone	More online than offline	Clear website, Free returns, Free shipping, Lower prices than in-store, Online review system, Same-day shipping, Secure payment options, Store or brand presence on online media, Similar product suggestions (customers who viewed ..., also viewed ...), Virtual try-on abilities
Clothing and fashion, Books, Luxury goods	V&D, De Bijenkorf, Bol.com, Zalando	PC	More online than offline	Clear website, Free returns, Free shipping, Same-day shipping, Similar product suggestions (customers who viewed ..., also viewed ...), Virtual try-on abilities
Consumer electronics, Books	Bol.com	PC	More offline than online	Clear website, Free returns, Free shipping, Online customer service (chat with salesperson for example), Same-day shipping, Similar product suggestions (customers who viewed ..., also viewed ...)
Clothing and fashion, Luxury goods	V&D, Bol.com	PC	More offline than online	Free shipping, Lower prices than in-store, Same-day shipping

Clothing and fashion, Books	V&D, Ikea, De Bijenkorf, Bol.com, ASOS, Topshop	PC	More offline than online	Free returns, Free shipping, Lower prices than in-store, Online review system, Same-day shipping
Clothing and fashion, Consumer electronics, Sporting goods	Amazon	PC	Don't know	Free shipping, Lower prices than in-store, Same-day shipping
Consumer electronics, Office supplies, Books, Luxury goods	Bol.com	PC	More offline than online	Free returns, Lower prices than in-store, Secure payment options, Store or brand presence on online media, Similar product suggestions (customers who viewed ..., also viewed ...)
Consumer electronics		PC	More offline than online	Free shipping, Same-day shipping, Secure payment options
Clothing and fashion, Books	Bol.com, Zalando, Otto.nl	PC	More offline than online	Free returns, Free shipping, Same-day shipping, Secure payment options
Clothing and fashion, Books	Bol.com, Nelly.com	PC, Smartphone	More offline than online	Clear website, Online review system, Secure payment options
Clothing and fashion, Consumer electronics, Tools and home supplies, Luxury goods	Amazon	PC, Tablet, Smartphone	More online than offline	Clear website, Free returns, Free shipping, Lower prices than in-store, Online customer service (chat with salesperson for example), Online review system, Same-day shipping, Secure payment options, Signing in with social media accounts, Store or brand presence on online media, Similar product suggestions (customers who viewed ..., also viewed ...), Virtual try-on abilities

Clothing and fashion, Books	Wehkamp, De Bijenkorf, Bol.com, Zalando, ASOS	PC, Smartphone	More online than offline	Clear website, Free returns, Free shipping, Lower prices than in-store, Online customer service (chat with salesperson for example), Same-day shipping, Store or brand presence on online media, Similar product suggestions (customers who viewed ..., also viewed ...)
Clothing and fashion, Sporting goods, Books	V&D, De Bijenkorf, HEMA, Zalando, Nelly.com, Bonprix, Fonq.nl	PC, Tablet, Smartphone	More offline than online	Clear website, Free shipping, Lower prices than in-store, Signing in with social media accounts Free returns, Free shipping, Lower prices than in-store, more products than in store
Clothing and fashion, Consumer electronics	ASOS	PC	More offline than online	
Clothing and fashion, Consumer electronics, Sporting goods, Household goods, Tools and home supplies	V&D, Wehkamp, De Bijenkorf, Bol.com, Zalando, Neckermann, Otto.nl	PC, Smartphone	More online than offline	Clear website, Free returns, Free shipping, Lower prices than in-store, Online customer service (chat with salesperson for example), Online review system, Same-day shipping, Secure payment options, Similar product suggestions (customers who viewed ..., also viewed ...), Virtual try-on abilities
Clothing and fashion, Books	Ikea, Bol.com	PC	More offline than online	Same-day shipping
Clothing and fashion, Household goods	Bol.com	PC	More offline than online	Free shipping, Lower prices than in-store
Clothing and fashion	Zalando	Tablet	Don't know	Clear website, Free returns, Free shipping, Secure payment options

Clothing and fashion, Consumer electronics, Books, Furniture	Ikea, Wehkamp, HEMA	PC	More offline than online	Clear website, Free shipping, Lower prices than in-store, Online review system, Same-day shipping, Secure payment options, Signing in with social media accounts
Clothing and fashion, Books	Bol.com, Zalando	PC	More offline than online	Clear website, Free returns, Free shipping, Lower prices than in-store
Clothing and fashion, Consumer electronics, Books	HEMA, Bol.com	PC, Smartphone	Equal	Clear website, Free returns, Free shipping, Secure payment options
Consumer electronics, Household goods	Wehkamp, Bol.com	PC	More offline than online	Clear website, Free returns, Free shipping, Online customer service (chat with salesperson for example), Secure payment options
Food and groceries, Books	Bol.com, Amazon	PC	More offline than online	Clear website, Free returns, Free shipping, Lower prices than in-store, Same-day shipping, Secure payment options, Similar product suggestions (customers who viewed ..., also viewed ...)
Clothing and fashion, Books	Bol.com	PC	More offline than online	Clear website, Free returns, Free shipping, Lower prices than in-store, Secure payment options
Books	Bol.com	PC	More offline than online	Clear website, Free returns, Free shipping, Lower prices than in-store, Secure payment options
Clothing and fashion, Books	Amazon	PC	More online than offline	Clear website, Free returns, Free shipping, Lower prices than in-store
Clothing and fashion, Books	Wehkamp, Bol.com, Zalando, ASOS	PC	More offline than online	Clear website, Free returns, Free shipping, Lower prices than in-store, Online review system, Same-day shipping, Secure payment options

Clothing and fashion	Bol.com, Zalando	PC	More offline than online	Lower prices than in-store
Suitcase		PC	More offline than online	Clear website, Free returns, Free shipping, Lower prices than in-store, Same-day shipping, Secure payment options
Clothing and fashion	Wehkamp, Bol.com	PC	More offline than online	Clear website, Lower prices than in-store, Online review system, Secure payment options
Clothing and fashion, Books	Bol.com, Nelly.com	PC	Equal	Clear website, Free returns, Free shipping, Same-day shipping
Clothing and fashion, Sporting goods, Books	Wehkamp, Bol.com, Nelly.com, Otto.nl	PC	More offline than online	Free returns, Lower prices than in-store
Clothing and fashion	De Bijenkorf	PC, Tablet, Smartphone	More online than offline	Clear website, Free returns, Online review system, Same-day shipping
Clothing and fashion, Luxury goods, CDs	V&D, HEMA, Bol.com, Amazon, Zalando, Nelly.com	PC	More offline than online	Clear website, Free returns, Free shipping, Same-day shipping
Clothing and fashion		PC	Equal	friends
Clothing and fashion	V&D, Bol.com	PC	More offline than online	Clear website, Free returns, Free shipping, Lower prices than in-store, Same-day shipping

Clothing and fashion, Books, Luxury goods	V&D, De Bijenkorf, Bol.com, Nelly.com	PC	More offline than online	Clear website, Free returns, Free shipping
Clothing and fashion, Consumer electronics, Food and groceries, Books, Tools and home supplies	HEMA, Bol.com, Zalando	PC, Tablet, Smartphone	Equal	Clear website, Free returns, Free shipping, Lower prices than in- store, Online customer service (chat with salesperson for example), Online review system, Same-day shipping, Secure payment options
Clothing and fashion, Sporting goods		Smartphone	Equal	Clear website, Free shipping
Food and groceries, Books	Bol.com	PC, Tablet, Smartphone	More offline than online	Same-day shipping
Clothing and fashion, Sporting goods, Books, Luxury goods	De Bijenkorf, Bol.com, ASOS, Nelly.com, Topshop	PC, Smartphone	Equal	Clear website, Free shipping, Lower prices than in-store, Same-day shipping, Store or brand presence on online media
Luxury goods	Wehkamp, Bol.com, Amazon	PC, Smartphone	Equal	Clear website, Lower prices than in-store, Online review system, Secure payment options
Clothing and fashion, Consumer electronics, Luxury goods	V&D, Wehkamp, Bol.com, Amazon, Neckermann, Bonprix, Otto.nl	PC	More offline than online	Clear website, Free returns, Free shipping, Lower prices than in- store, Secure payment options
Clothing and fashion, Consumer electronics, Sporting goods, Books	V&D, Bol.com, Zalando	PC	More online than offline	Clear website, Free returns, Free shipping, Lower prices than in- store, Online customer service (chat with salesperson for example), Online review system, Same-day shipping, Secure payment options
Clothing and fashion, Consumer electronics, Books	V&D, Ikea, Bol.com, Nelly.com	PC	More offline than online	Free shipping, Lower prices than in-store, Same-day shipping, Secure payment options

Clothing and fashion, Books	V&D, Bol.com, Amazon	PC	More offline than online	Free shipping, Lower prices than in-store
Clothing and fashion, Luxury goods	Wehkamp, Amazon, Zalando, ASOS, Nelly.com, Neckermann	Smartphone	More online than offline	Free shipping, Lower prices than in-store, Similar product suggestions (customers who viewed ..., also viewed ...)
Clothing and fashion	Wehkamp	PC	Don't know	Free returns
			More offline than online	Clear website, Free shipping, Lower prices than in-store
Clothing and fashion, Books	V&D, HEMA, Bol.com, Otto.nl	PC	More offline than online	Lower prices than in-store
Clothing and fashion	V&D, De Bijenkorf, Zalando, ASOS	PC	Don't know	Free returns, Free shipping, Online customer service (chat with salesperson for example), Same-day shipping
Books	Amazon	PC	More offline than online	Free shipping, Lower prices than in-store, Same-day shipping, Secure payment options
Clothing and fashion	Nelly.com	PC	More offline than online	Clear website, Free returns, Free shipping, Lower prices than in-store, Secure payment options
Food and groceries	Amazon	PC	More offline than online	Free shipping
Clothing and fashion, Consumer electronics, Sporting goods		PC, Tablet, Smartphone	More online than offline	Clear website, Free returns, Free shipping, Lower prices than in-store, Same-day shipping

Clothing and fashion, Books	Bol.com, Zalando	PC	More offline than online	Clear website, Free returns, Free shipping, Lower prices than in-store, Same-day shipping, Secure payment options
Clothing and fashion, Consumer electronics, Books, Household goods	Bol.com, ASOS, Topshop	PC	Equal	Clear website, Free returns, Free shipping, Lower prices than in-store
Clothing and fashion, Sporting goods, Books, Household goods, Furniture	Bol.com, Zalando	PC	More offline than online	Clear website, Free returns, Online customer service (chat with salesperson for example), Online review system, Secure payment options
Clothing and fashion, Consumer electronics, Books	V&D, Bol.com, ASOS, Topshop	PC	Equal	Clear website, Free returns, Free shipping, Lower prices than in-store
Clothing and fashion		PC	More offline than online	Clear website, Lower prices than in-store

drive you to NOT buy a	as Christmas (when	media accounts of	them?	brand or company
privacy, Lack of contact	Yes	Yes	Online customer service	Yes
privacy, Negative reviews	No	Yes	discounts, To stay up to	Yes
shipping fees, Lack of	No	No		No
of consumer privacy,	Yes	Yes	discounts, To share	Yes
shipping fees, Lack of	Yes	Yes	To stay up to date about	Yes
shipping fees, Negative	No	Yes	consumers, Online	No
shipping fees, Lack of	Yes	No		No
Negative reviews from	Yes	Yes	discounts, To stay up to	No
Negative reviews from	No	Yes	discounts	Yes
shipping fees, Lack of	Yes	Yes	the products	No
of consumer privacy,	No	No		No
salespeople	Yes	Yes	discounts	No
shipping fees, Lack of	Yes	Yes	consumers, Online	Yes
shipping fees, Lack of	No	Yes	consumers, Exclusive	No
shipping fees, Lack of	Yes	No		No
shipping fees, Lack of	No	Yes	discounts	Yes
of consumer privacy, No	Yes	No		No
shipping fees, Lack of	Yes	Yes	discounts	No
shipping fees, Lack of	No	No		No
shipping fees, Negative	No	No		No
Negative reviews from	No	No		No
shipping fees, Lack of	Yes	No		No
shipping fees, Lack of	Yes	No		No
shipping fees, Lack of	No	No		No
shipping fees, Lack of	No	No		No
shipping fees, Lack of	Yes	No		Yes
shipping fees, Negative	Yes	No		No
shipping fees, Lack of	Yes	No		Yes
shipping fees, Lack of	Yes	No		No
High shipping fees, Lack of consumer privacy, Negative reviews from peers, No or unclear pictures of products, Slow loading times, Tracking of viewed products or search terms	Yes	No		No
Bad website design, High shipping fees, No or unclear pictures of products, Unknown / new online warehouse	Yes	No		Yes
Bad website design, Negative reviews from peers, Slow loading times	Yes	No		No
Lack of consumer privacy, Negative reviews from peers, No or unclear pictures of products	No	No		No

Bad website design, High shipping fees, Lack of consumer privacy, Lack of contact information, Negative reviews from peers, No or unclear pictures of products, Slow loading times, Tracking of viewed products or search terms	No	Yes	Interaction with consumers, Exclusive sales or discounts, To stay up to date about the products	Yes
Bad website design, High shipping fees, Lack of consumer privacy	Yes	No		No
Bad website design, High shipping fees, Negative reviews from peers, No or unclear pictures of products, Slow loading times	Yes	No		No
High shipping fees, Lack of consumer privacy, No or unclear pictures of products, Slow loading times	Yes	No		No
Bad website design, High shipping fees, Negative reviews from peers, No or unclear pictures of products	Yes	Yes	Exclusive sales or discounts, To stay up to date about the products	No
High shipping fees, No or unclear pictures of products	No	Yes	To stay up to date about the products	Yes
High shipping fees, No or unclear pictures of products	Yes	No		No
High shipping fees, Lack of consumer privacy, No or unclear pictures of products	Yes	No		No
Bad website design, High shipping fees, Lack of contact information, No or unclear pictures of products, Slow loading times	Yes	No		No
Bad website design, Lack of consumer privacy, Lack of contact information, Negative reviews from peers, No or unclear pictures of products	Yes	No	To share positive or negative experiences	No
High shipping fees, Lack of consumer privacy, Negative reviews from peers, Slow loading times	Yes	No		No

High shipping fees, Lack of contact information, Negative reviews from peers, No or unclear pictures of products, Lack of contact with salespeople	Yes	Yes	To stay up to date about the products	No
Bad website design, High shipping fees, Lack of contact information, Negative reviews from peers, No or unclear pictures of products, Slow loading times	Yes	No		Yes
Bad website design, High shipping fees, Lack of consumer privacy, Lack of contact information, Negative reviews from peers, No or unclear pictures of products, Lack of contact with salespeople, Slow loading times, Tracking of viewed products or search terms	No	Yes	Online customer service, Exclusive sales or discounts, To stay up to date about the products	Yes
Bad website design, High shipping fees, Lack of contact information, Negative reviews from peers, No or unclear pictures of products, Unknown / new online warehouse	No	No		Yes
Lack of consumer privacy, Lack of contact information, No or unclear pictures of products	No	No		Yes
Bad website design, High shipping fees, Lack of consumer privacy, Negative reviews from peers, Lack of contact with salespeople, Slow loading times	Yes	No		No
Bad website design, High shipping fees, Unknown / new online warehouse	Yes	Yes	To stay up to date about the products	No

High shipping fees, Lack of consumer privacy, Lack of contact information, Negative reviews from peers, No or unclear pictures of products, Lack of contact with salespeople

Yes

Yes

Online customer service, Exclusive sales or discounts, To stay up to date about the products

Yes

Bad website design, High shipping fees, Negative reviews from peers, No or unclear pictures of products, Slow loading times, Unknown / new online warehouse

Yes

No

No

High shipping fees, Lack of consumer privacy, Negative reviews from peers, No or unclear pictures of products

Yes

Yes

Exclusive sales or discounts

No

High shipping fees, Lack of consumer privacy, Negative reviews from peers, No or unclear pictures of products, Slow loading times

Yes

Yes

Exclusive sales or discounts, To stay up to date about the products

No

High shipping fees, Lack of contact information, Negative reviews from peers, No or unclear pictures of products

Yes

Yes

Online customer service, To stay up to date about the products

No

High shipping fees, Lack of consumer privacy, Negative reviews from peers, Slow loading times

No

No

No

High shipping fees, Lack of consumer privacy, Lack of contact information, Negative reviews from peers, No or unclear pictures of products

No

No

Yes

High shipping fees, Lack of consumer privacy, Lack of contact information, Negative reviews from peers, No or unclear pictures of products, Unknown / new online warehouse	No	No		Yes
High shipping fees, Negative reviews from peers, No or unclear pictures of products, Slow loading times	No	No		No
High shipping fees, Lack of consumer privacy, Negative reviews from peers, No or unclear pictures of products	Yes	Yes	Exclusive sales or discounts, To stay up to date about the products	Yes
Bad website design, High shipping fees, Lack of consumer privacy, Lack of contact information, Negative reviews from peers, No or unclear pictures of products	Yes	No		No
Bad website design, High shipping fees, Lack of consumer privacy, Lack of contact information, Negative reviews from peers, No or unclear pictures of products, Lack of contact with salespeople, Slow loading times, Tracking of viewed products or search terms, Unknown / new online warehouse	Yes	Yes	Interaction with consumers, Online customer service, Exclusive sales or discounts, To stay up to date about the products, To share positive or negative experiences	Yes
High shipping fees, Lack of contact information, Negative reviews from peers, No or unclear pictures of products, Slow loading times, Tracking of viewed products or search terms	Yes	No		No
Bad website design, High shipping fees, Lack of contact information, No or unclear pictures of products, Slow loading times	Yes	No		Yes
High shipping fees, No or unclear pictures of products, Slow loading times	Yes	Yes	Exclusive sales or discounts, To stay up to date about the products	Yes

High shipping fees, Negative reviews from peers, No or unclear pictures of products	No	Yes	Exclusive sales or discounts	Yes
High shipping fees, Lack of consumer privacy, Negative reviews from peers, No or unclear pictures of products, HIGH PRICEZ	Yes	No		Yes
Bad website design, High shipping fees, Lack of contact information, Negative reviews from peers, No or unclear pictures of products, Lack of contact with salespeople	Yes	Yes	Online customer service, Exclusive sales or discounts, To stay up to date about the products	Yes
Bad website design, High shipping fees, Lack of consumer privacy, Negative reviews from peers, No or unclear pictures of products, Lack of contact with salespeople, Tracking of viewed products or search terms	No	No		No
High shipping fees, Lack of consumer privacy, Lack of contact information, Negative reviews from peers, No or unclear pictures of products	No	No		No
Negative reviews from peers, No or unclear pictures of products	No	No		No
Bad website design, High shipping fees, Lack of consumer privacy, Lack of contact information, Negative reviews from peers, No or unclear pictures of products, Lack of contact with salespeople, Slow loading times, Tracking of viewed products or search terms	Yes	Yes	Interaction with consumers, Online customer service, Exclusive sales or discounts, To stay up to date about the products, To share positive or negative experiences	Yes

Bad website design, High shipping fees, Lack of consumer privacy, Lack of contact information, Negative reviews from peers, No or unclear pictures of products, Lack of contact with salespeople, Slow loading times, Tracking of viewed products or search terms	Yes	No		Yes
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Bad website design, High shipping fees, Lack of consumer privacy, Negative reviews from peers, No or unclear pictures of products, Lack of contact with salespeople, Slow loading times	Yes	Yes	To stay up to date about the products	Yes
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High shipping fees, Negative reviews from peers, No or unclear pictures of products	No	Yes	Exclusive sales or discounts, To stay up to date about the products	No
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Bad website design, High shipping fees, Lack of consumer privacy, Lack of contact information, Negative reviews from peers, No or unclear pictures of products, Lack of contact with salespeople, Slow loading times, Tracking of viewed products or search terms	No	No		No
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High shipping fees, Lack of consumer privacy, Lack of contact information, Negative reviews from peers, No or unclear pictures of products, Slow loading times	No	No		No
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High shipping fees, Lack of consumer privacy, Negative reviews from peers, Tracking of viewed products or search terms	Yes	Yes	To stay up to date about the products	No
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Bad website design, High shipping fees, Lack of contact information	Yes	No		No
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Bad website design, High shipping fees, Lack of contact information, Negative reviews from peers, No or unclear pictures of products, Slow loading times	No	Yes	Exclusive sales or discounts, To stay up to date about the products, To share positive or negative experiences	Yes
High shipping fees, Lack of consumer privacy, No or unclear pictures of products, Slow loading times	No	Yes	Exclusive sales or discounts, To stay up to date about the products	No
Bad website design, High shipping fees, Lack of consumer privacy, Negative reviews from peers, No or unclear pictures of products	Yes	No		Yes
Bad website design, Lack of contact information, Lack of contact with salespeople, Unknown / new online warehouse	Yes	No		No
Lack of consumer privacy, Lack of contact information, Negative reviews from peers, No or unclear pictures of products, Lack of contact with salespeople, Slow loading times	No	No		No
High shipping fees, Lack of consumer privacy, Lack of contact information, No or unclear pictures of products	No	No		No
High shipping fees, Lack of consumer privacy, No or unclear pictures of products	Yes	No		No
Bad website design, Lack of consumer privacy, Lack of contact information, Negative reviews from peers, No or unclear pictures of products, Slow loading times	Yes	No		Yes
Bad website design, High shipping fees, Lack of contact information, No or unclear pictures of products, Slow loading times	Yes	No		No

Bad website design, High shipping fees, No or unclear pictures of products	No	No		No
Bad website design, High shipping fees, Lack of consumer privacy, Lack of contact information, Negative reviews from peers, No or unclear pictures of products, Slow loading times	No	No		Yes
Bad website design, High shipping fees, Lack of consumer privacy, Lack of contact information, Negative reviews from peers, No or unclear pictures of products, Lack of contact with salespeople, Slow loading times, Tracking of viewed products or search terms, Unknown / new online warehouse	Yes	No		No
Bad website design, High shipping fees, Lack of consumer privacy, Negative reviews from peers, No or unclear pictures of products, Tracking of viewed products or search terms	Yes	Yes	To stay up to date about the products	Yes
Bad website design, High shipping fees, Lack of contact information, No or unclear pictures of products, Slow loading times	Yes	No		No
High shipping fees, Lack of contact information, Negative reviews from peers, No or unclear pictures of products, Slow loading times	Yes	Yes	Exclusive sales or discounts	No
High shipping fees, Lack of consumer privacy, Negative reviews from peers, No or unclear pictures of products	No	No		Yes
High shipping fees	No	No		No
Bad website design, High shipping fees, Negative reviews from peers, No or unclear pictures of products, Slow loading times	Yes	Yes	Exclusive sales or discounts, To stay up to date about the products	Yes

Bad website design, High shipping fees, Lack of consumer privacy, Lack of contact information, No or unclear pictures of products	No	No		No
Bad website design, High shipping fees, Lack of consumer privacy, Lack of contact information, Negative reviews from peers, No or unclear pictures of products, Lack of contact with salespeople, Slow loading times	Yes	No		No
High shipping fees	Yes	No		Yes
High shipping fees, Lack of consumer privacy, Negative reviews from peers, Slow loading times	Yes	No		Yes
Bad website design, High shipping fees, Negative reviews from peers, No or unclear pictures of products, Lack of contact with salespeople, Slow loading times, Tracking of viewed products or search terms	Yes	Yes	To stay up to date about the products	No
Bad website design, High shipping fees, Lack of consumer privacy, Lack of contact information, Negative reviews from peers, No or unclear pictures of products	Yes	No		No
Bad website design, High shipping fees, Lack of consumer privacy, Lack of contact information, Negative reviews from peers, No or unclear pictures of products	Yes	No		No
Bad website design, High shipping fees, Lack of contact information, Negative reviews from peers, No or unclear pictures of products, Slow loading times	Yes	No		No
Bad website design, High shipping fees, Negative reviews from peers, No or unclear pictures of products	Yes	Yes	Exclusive sales or discounts, To stay up to date about the products	Yes

High shipping fees, Lack of consumer privacy, No or unclear pictures of products, Slow loading times	No	No		Yes
High shipping fees, No or unclear pictures of products	Yes	Yes	Exclusive sales or discounts, To stay up to date about the products	Yes
Lack of consumer privacy	No	Yes	To stay up to date about the products	No
Bad website design, High shipping fees, Negative reviews from peers, No or unclear pictures of products	No	No		No
Bad website design, High shipping fees, Lack of consumer privacy, Lack of contact information, Negative reviews from peers, No or unclear pictures of products	Yes	No		No
High shipping fees, Lack of contact information, Negative reviews from peers, No or unclear pictures of products, Slow loading times, Tracking of viewed products or search terms	Yes	No		No
High shipping fees, Negative reviews from peers, No or unclear pictures of products, Lack of contact with salespeople	Yes	No		No
Bad website design, High shipping fees, Lack of contact information, Negative reviews from peers, No or unclear pictures of products	Yes	No		No
High shipping fees	Yes	No	Exclusive sales or discounts	No
Bad website design, High shipping fees, Lack of contact information, Negative reviews from peers, No or unclear pictures of products, Slow loading times	No	No		No

Bad website design, High shipping fees, Lack of consumer privacy, Lack of contact information, Negative reviews from peers, No or unclear pictures of products, Slow loading times	Yes	No	No
Bad website design, High shipping fees, Negative reviews from peers, No or unclear pictures of products	Yes	No	No
Bad website design, High shipping fees, Lack of consumer privacy, Lack of contact information, Negative reviews from peers, No or unclear pictures of products	No	No	No
Bad website design, High shipping fees, Lack of consumer privacy, Lack of contact information, No or unclear pictures of products, Slow loading times	Yes	Yes	Online customer service, Exclusive sales or discounts, To stay up to date about the products No
High shipping fees, No or unclear pictures of products, Lack of contact with salespeople	No	No	No