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

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

Female	15-24	European Studies	Yes	Once a month
Male Female	15-24 15-24	European Studies European studies	Yes Yes	Once a month 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 Female	15-24 45-54	European Studies Dentist assistent	Yes Yes	Once a month 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 Female	15-24 25-34	European Studies	Yes Yes	Once a month 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 instore, Same-day shipping, Secure payment options, Similar product suggestions (customers who viewed, also viewed)
and nome supplies	TILIVIA, BOI.COM	FO	More offiline triair offiline	, 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,				Clear website, Free returns, Free shipping, Lower prices than in- store, Virtual try-on
Books	Wehkamp, Bol.com	PC	More offline than online	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	De Bijerikon, Acce	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
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Clothing and fashion.					
Books HEMA, Bol.com PC, Tablet, Smartphone 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, Luxury goods Clothing and fashion, Furniture Clothing and fashion, Furniture Clothing and fashion Tablet More offline than online Shipping, Lower prices than in-store, Store or brand presence on online media Lower prices than in-store, Same-day shipping Clear website, Free returns, Free shipping, Lower prices than in-store, Same-day shipping Clear website, Free returns, Free shipping, Lower prices than in-store, Same-day shipping Clear website, Free returns, Free shipping, Lower prices than in-store, Conline review system, Secure payment options Clear website, Free returns, Free shipping, Lower prices than in-store, Conline review system, Secure payment options Clothing and fashion Clothing and fashion Lower prices than in-store, Same-day shipping	Consumer electronics, Sporting goods, Books, Household goods, Luxury	Zalando, ASOS, Nelly.com, Neckermann,	PC, Smartphone	More online than offline	returns, Free shipping, Lower prices than in- store, Online customer service (chat with salesperson for example), Online review system, Same-day shipping, Secure
Clothing and fashion, Consumer electronics, Books, Luxury goods Bol.com, Amazon, ASOS, Topshop PC, Tablet Equal Clear website, Free shipping, Lower prices than instore, Online review system, Secure payment options Clothing and fashion, Furniture Otto.nl PC More offline than online Clear website, Free shipping, Lower prices than instore, Store or brand presence on online media Lower prices than instore, Same-day shipping Lower prices than instore, Same-day shipping Clear website, Free returns, Free shipping, Lower prices than instore, Store or brand presence on online media Clothing and fashion Zalando, Otto.nl PC More offline than online Clear website, Free returns, Free shipping, Lower prices than instore, Same-day shipping Clear website, Free returns, Free shipping, Lower prices than instore, Online review system, Secure payment options Lower prices than instore, Online review system, Secure payment options	Books	HEMA, Bol.com	PC, Tablet, Smartphone	More offline than online	shipping, Lower prices than in-store, Same-day shipping, Secure
Clothing and fashion, Furniture Otto.nl PC More offline than online Clothing and fashion Zalando, Otto.nl PC More offline than online Lower prices than instore, Store or brand presence on online media Lower prices than instore, Same-day shipping Clear website, Free returns, Free shipping, Lower prices than instore, Online review system, Secure payment options Clothing and fashion V&D, HEMA, Bol.com, Zalando Tablet More offline than online Lower prices than instore, Online review system, Secure payment options Lower prices than instore, Online than online Lower prices than instore, Online than online	Consumer electronics,		PC, Tablet	Equal	returns, Free shipping, Lower prices than in- store, Online review system, Secure payment
Clothing and fashion Zalando, Otto.nl PC More offline than online store, Same-day shipping Clear website, Free returns, Free shipping, Lower prices than instore, Online review system, Secure payment Options Clothing and fashion Zalando Tablet More offline than online December 2.		Otto.nl	PC	More offline than online	shipping, Lower prices than in-store, Store or brand presence on online
returns, Free shipping, Lower prices than instore, Online review system, Secure payment Clothing and fashion Zalando Tablet More offline than online Lower prices than in-	Clothing and fashion	Zalando, Otto.nl	PC	More offline than online	
· ·	Clothing and fashion		Tablet	More offline than online	returns, Free shipping, Lower prices than in- store, Online review system, Secure payment
	Clothing and fashion	Bol.com	PC	More offline than online	•

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,				Clear website, Free returns, Free shipping, Lower prices than in- store, Same-day shipping, Secure payment options, Virtual
Office supplies, Books	Bol.com	PC	More offline than online	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 instore, 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 instore, Online customer service (chat with salesperson for example), Same-day shipping, Secure payment options
Ciouning and tastillon	Boi.com, A3O3	i o, rabiet, smartprione	wore online than online	
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 instore

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 instore, 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 Clothing and fashion, Books Clothing and fashion, Consumer electronics, Sporting goods Consumer electronics, Office applies, Books, Direction and the state of the state					
Consumer electronics, Sporting goods Amazon PC Don't know Same-day shipping Free returns, Lower prices than in-store, Secure payment options, Store or brand presence on on online media, Similar product suggestions (customers who viewed) Consumer electronics Office supplies, Books, Luxury goods Bol.com PC More offline than online Free shipping, Same-day shipping, Secure payment options Shipping, Same-day shipping, Secure payment options Shipping, Same-day shipping, Sam	_	Bol.com, ASOS,	PC	More offline than online	shipping, Lower prices than in-store, Online review system, Same-
prices than in-store, Secure payment options, Store or brand presence or on online media, Similar product suggestions (customers who viewed) Free shipping, Same-day shipping, Sacure payment options Consumer electronics Consumer electronics Consumer electronics PC More offline than online Free shipping, Same-day shipping, Sacure payment options Free returns, Free shipping, Sacure payment options Clothing and fashion, Books Bol.com, Zalando, Otto.nl PC More offline than online Free returns, Free shipping, Sacure payment options Clear website, Online review system, Secure payment options Clear website, Free returns, Free shipping, Lower prices than in-store, 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)	Consumer electronics,	Amazon	PC	Don't know	prices than in-store,
Consumer electronics PC More offline than online Free returns, Free shipping, Same-day shipping, Secure payment options Clothing and fashion, Books Bol.com, Zalando, Otto.nl PC More offline than online Clothing and fashion, Books Bol.com, Nelly.com PC, Smartphone More offline than online Clear website, Online review system, Secure payment options Clear website, Free returns, Free shipping, Lower prices than instore, 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	Office supplies, Books,	Bol.com	PC	More offline than online	prices than in-store, Secure payment options, Store or brand presence on online media, Similar product suggestions (customers who viewed
Clothing and fashion, Books Bol.com, Zalando, Otto.nl PC More offline than online Clear website, Online review system, Secure payment options Clear website, Online review system, Secure payment options Clear website, Free returns, Free shipping, Lower prices than instore, 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), Virtual try-on	Consumer electronics		PC	More offline than online	shipping, Secure
Clothing and fashion, Books Bol.com, Nelly.com PC, Smartphone More offline than online Clear website, Free returns, Free shipping, Lower prices than instore, 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 Clothing and fashion, Consumer electronics, Tools and home Roll.com, Nelly.com PC, Smartphone More offline than online Clear website, Free returns, Free shipping, Lower prices than instore, 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, also viewed), Virtual try-on	_	Bol.com, Zalando, Otto.nl	PC	More offline than online	shipping, Same-day shipping, Secure
returns, Free shipping, Lower prices than instore, 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 Clothing and fashion, Consumer electronics, Tools and home returns, Free shipping, Lower prices than instore, 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	_	Bol.com, Nelly.com	PC, Smartphone	More offline than online	review system, Secure
	Consumer electronics, Tools and home	Amazon	PC, Tablet, Smartphone	More online than offline	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

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 instore, 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 Clothing and fashion, Consumer electronics	V&D, De Bijenkorf, HEMA, Zalando, Nelly.com, Bonprix, Fonq.nl	PC, Tablet, Smartphone	More offline than online 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, 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 instore, 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 Clear website, Free
Clothing and fashion	Zalando	Tablet	Don't know	returns, Free shipping, Secure payment options

Clear website, F shipping, Lower than in-store, O review system, day shipping, Si	r prices Online
Clothing and fashion, Consumer electronics, Books, Furniture Ikea, Wehkamp, HEMA PC More offline than online accounts	Secure ns, Signing nedia
Clear website, F returns, Free sh Clothing and fashion, Books Bol.com, Zalando PC More offline than online store	hipping,
Clothing and fashion, Consumer electronics, Books HEMA, Bol.com PC, Smartphone Equal Secure paymen	hipping,
Clear website, F returns, Free sh Online custome (chat with sales Consumer electronics, Household goods Wehkamp, Bol.com PC More offline than online payment options	hipping, er service sperson for ure
Clear website, F returns, Free sh Lower prices the store, Same-day shipping, Secur payment options product suggest (customers who Books Bol.com, Amazon PC More offline than online, also viewed	nipping, nan in- ny re ns, Similar no viewed
Clear website, F returns, Free sh Lower prices the store, Secure pa Books Bol.com PC More offline than online options	hipping, an in-
Clear website, F returns, Free sh Lower prices the store, Secure pa Books Bol.com PC More offline than online options	hipping, an in-
Clear website, F returns, Free sh Lower prices the Books Amazon PC More online than offline store Clear website, F returns, Free sh Lower prices the	hipping, an in- Free hipping, an in-
Store, Online respondence of the system, Same-Conting and fashion, Wehkamp, Bol.com, Shipping, Secure of the Secure of the Secure of the Secure of	day re

Clothing and fashion	Bol.com, Zalando	PC	More offline than online	Lower prices than instore
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
	2000,00		_400.	Came any empping
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 Clothing and fashion	V&D, HEMA, Bol.com, Amazon, Zalando, Nelly.com	PC PC	More offline than online Equal	Clear website, Free returns, Free shipping, Same-day shipping 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 Clothing and fashion, Sporting goods	HEMA, Bol.com, Zalando	PC, Tablet, Smartphone Smartphone	Equal Equal	Clear website, Free returns, Free shipping, Lower prices than instore, Online customer service (chat with salesperson for example), Online review system, Same-day shipping, Secure payment options 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 instore, 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 instore, 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 instore
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 instore, Same-day shipping

Clothing and fashion,				Clear website, Free returns, Free shipping, Lower prices than in- store, Same-day shipping, Secure
Books	Bol.com, Zalando	PC	More offline than online	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
ompring roos, Lask or	100			
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 Bad website design, Negative reviews from peers, Slow loading times	Yes	No		Yes
Lack of consumer privacy, Negative reviews from peers, No or unclear pictures of products	No	No		No
piotaios oi pioduots	110	110		110

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 Bad website design, High shipping fees, Negative	Yes	No		No
reviews from peers, No or unclear pictures of products, Slow loading times High shipping fees, Lack of consumer privacy, No	Yes	No		No
or unclear pictures of products, Slow loading times Bad website design, High	Yes	No		No
shipping fees, Negative reviews from peers, No or unclear pictures of products High shipping fees, No or unclear pictures of	Yes	Yes	Exclusive sales or discounts, To stay up to date about the products To stay up to date about	No
products High shipping fees, No or unclear pictures of products	No Yes	Yes	the products	Yes
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			Online customer service, Exclusive sales or discounts, To stay up to	
search terms	No	Yes	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	To stay up to date about	No
new online wateriouse	100	1 53	the products	INU

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

Bad website design, High				
shipping fees, Lack of contact information,			Exclusive sales or	
Negative reviews from			discounts, To stay up to	
peers, No or unclear pictures of products,			date about the products, To share positive or	
Slow loading times	No	Yes	negative experiences	Yes
High shipping fees, Lack				
of consumer privacy, No or unclear pictures of			Exclusive sales or	
products, Slow loading			discounts, To stay up to	
times	No	Yes	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 /	V	N		
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
products				
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,		No		Yes
Slow loading times	No	No		res
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	Voc	No		No
new online warehouse	Yes	INU		INU
Bad website design, High shipping fees, Lack of consumer privacy, Negative reviews from peers, No or unclear pictures of products, Tracking of viewed			To stay up to date about	
products or search terms	Yes	Yes	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			Exclusive sales or discounts, To stay up to	
times	Yes	Yes	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
umos	103	140		103
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			To stay up to date about	
search terms	Yes	Yes	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
pictures of products	163	140		140
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,				
contact information, Negative reviews from peers, No or unclear pictures of products, Slow loading times	Yes	No		No
contact information, Negative reviews from peers, No or unclear pictures of products,	Yes	No Yes	Exclusive sales or discounts, To stay up to date about the products	No

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 To stay up to date about	Yes
Lack of consumer privacy Bad website design, High shipping fees, Negative reviews from peers, No		Yes	the products	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 High shipping fees	Yes	No 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