APPENDIX

Appendix A: Research Papers on Trust in Virtual Communities

Research Study	Type of Paper (Conceptual / Empirical/ Experimental)	Variables Considered	Sample Size & Methodology	Findings & Comments
Abdul-Rahman & Hailes (2000)	Conceptual	Experience of agents, Reputation of recommenders and Trust	-	Explored issues of trust in a society and outlined a model for supporting trust in virtual communities, based on experience and reputation.
Brengman & Karimov (2012)	Empirical	Perceived ability, Perceived integrity, Perceived benevolence and Purchase intention	226; Multivariate Analysis of Covariance (MANCOVA)	Integration of social networking applications in an online vendor's site may signal benevolence and integrity, which in turn have a significant impact on purchase intention.
Jarvenpaa, Shaw & Staples (2004)	Empirical	Quality of task performance, Level of communication by team members, Perceived quality of a team's outcome, Cohesiveness of team, Perceived satisfaction with the team and Trust on attitude of team members	94 (Study I) & 150 (Study II)	Trust affects virtual teams differently in different situations.
Kanawattanachai & Yoo (2002)	Experimental	Cognition-based trust, Affect-based trust, Team performance	38 four-person student teams; Simulation game	High performance teams are better at developing and maintaining trust throughout the project life. Virtual teams rely more on cognitive than affective element of trust.
Jarvenpaa, Knoll & Leidner (1998)	Experimental & Empirical	Team building exercise, Perceived ability, Perceived integrity, Perceived benevolence, Team trust,	75 teams, consisting of 4-6 members; Survey of 378 respondents;	Team trust is predicted more strongly by perceived integrity than by perceived benevolence. Salience of perceived ability on trust decreases over time.

Research Study	Type of Paper (Conceptual / Empirical/ Experimental)	Variables Considered	Sample Size & Methodology	Findings & Comments
		Propensity to trust	MANOVA and ANOVA	Propensity to trust has a significant effect on trust. High trust teams exhibit swift trust.
Laroche, Habibi, Richard, & Sankaranarayanan (2012)	Empirical	Consciousness of kind among community members, shared rituals and traditions, sense of moral responsibility, social networking practices, Community engagement practices, Impression management practices, Brand use practices, Brand trust, Brand loyalty	441; Structural equation modelling (AMOS)	Brand communities established on social media have positive effects on community markers (shared consciousness, shared rituals and traditions and obligations to society). Community markers have positive effect on value creation practices (social networking, community engagement, impressions management and brand use).
Leimeister, Ebner, & Krcmar (2005)	Empirical	Competence, Goodwill, Trust	32; Descriptive statistics	Perceived goodwill and competence support creation and sustenance of trust in a virtual community and thus contribute to the implementation and maintenance of the same.
Posey, Lowry, Roberts, & Ellis (2010)	Empirical	Social influence, Perceived reciprocity, Perceived online community trust, Perceived risk beliefs, Perceived anonymity, Perceived collectivism, Perceived individualism and Self-disclosure	529; Partial Least Square (PLS Graph 3.0)	Positive social influence to use an online community increases online community self-disclosure; reciprocity, trust in an online community and tendency toward collectivism increase self-disclosure. Privacy risk beliefs decrease self-disclosure.
Ridings, Gefen, & Arinze (2002)	Empirical	Perceived responsiveess, Disposition to Trust, Perception of others confiding personal information, Ability of	663; Factor Analysis and Partial Least Square (PLS	Trust has a downstream effect on members' intention to both give and receive information through a virtual community. Ability and benevolence / integrity are

Research Study	Type of Paper (Conceptual / Empirical/ Experimental)	Variables Considered	Sample Size & Methodology	Findings & Comments
		members, Benevolence / integrity of members, Desire to give information, Desire to share information	Graph)	increased through perceived responsive relationships in virtual community by a general disposition to trust and by belief that others confide personal information.
Robert, Denis, & Hung (2009)	Experimental / Simulation	Ability, Benevolence, Integrity, Dispositional trust, Communication environment and In-group bias, Risk perception, Trust belief and Trust intention	203;Partial Least Square (PLS Graph 3.0)	Category-based processing of team member characteristics and an individual's own disposition to trust dominate the initial formation of swift trust. Once individuals accumulate sufficient information to assess a team member's trustworthiness, the effects of swift trust decline and knowledge-based trust formed using team members' behaviours (perceived ability, integrity, and benevolence) become dominant. The use of ICT increase perceived risk of team failure, which reduce the likelihood that team members would engage in future trusting behaviours.
Staples & Webster (2008)	Empirical	Trust within team, Task interdependence, Knowledge sharing within team, Virtualness and Team effectiveness	824; Partial Least Square	A strong positive relationship exists between trust and knowledge sharing for all (local, hybrid and distributed) teams. The relationship is stronger when task interdependence is low. Relationship between knowledge sharing and team effectiveness is negatively moderated by team imbalance and hybrid structures.

Appendix B: List of Journals Considered for Elaborating the Popularity of PLS-SEM

- **Strategic Management**

    1. Academy of Management Journal
    2. Administrative Science Quarterly
    3. Journal of Management
    4. Journal of Management Studies
    5. Long Range Planning
    6. Management Science
    7. Organization Science
    8. Strategic Management Journal

- **Marketing**

    1. Advances in Consumer Research
    2. European Journal of Marketing
    3. Industrial Marketing Management
    4. International Journal of Research in Marketing
    5. International Marketing Review
    6. Journal of Advertising
    7. Journal of Advertising Research
    8. Journal of Business Research
    9. Journal of Consumer Psychology
    10. Journal of Consumer Research
    11. Journal of Interactive Marketing
    12. Journal of International Business Studies
    13. Journal of International Marketing
    14. Journal of Marketing
    15. Journal of Marketing Management
    16. Journal of Marketing Research
    17. Journal of Product Innovation Management
    18. Journal of Public Policy and Marketing
    19. Journal of Retailing
    20. Journal of Service Research
    21. Journal of Academy of Marketing Science
    22. Management Science
    23. Marketing Letters
    24. Psychology and Marketing
    25. Harvard Business Review
    26. California Management Review
    27. Journal of Business
    28. Quantitative Marketing and Economics
    29. Marketing Science
    30. Sloan Management Review

- **Information System**

    1. MIS Quarterly (Considered from 2012 onwards)

Appendix C: Descriptive Statistics and Univariate Normality Assessment (Primary Study)

	Valid	Missing	Mean	Std. Deviation	Skewness	Std. Error of Skewness	Kurtosis	Std. Error of Kurtosis	Shapiro-Wilk Test		
									Statistic	p-value	Normality
Advice01	424	0	3.250	0.952	-0.298	0.119	-0.490	0.237	0.889	0	No
Advice02	424	0	3.290	0.924	-0.372	0.119	-0.316	0.237	0.883	0	No
Advice03	424	0	3.500	0.875	-0.648	0.119	0.197	0.237	0.851	0	No
Advice04	424	0	3.480	0.935	-0.507	0.119	-0.245	0.237	0.870	0	No
Advice05	424	0	3.650	0.873	-0.686	0.119	0.403	0.237	0.850	0	No
Advice06	424	0	3.320	0.920	-0.350	0.119	-0.417	0.237	0.881	0	No
Advice07	424	0	3.370	0.860	-0.373	0.119	-0.081	0.237	0.874	0	No
Advice08	424	0	3.530	0.853	-0.644	0.119	0.330	0.237	0.850	0	No
Advice09	424	0	3.360	0.905	-0.319	0.119	-0.266	0.237	0.885	0	No
Advice10	424	0	3.350	0.936	-0.371	0.119	-0.292	0.237	0.887	0	No
Advice11	424	0	3.310	0.959	-0.415	0.119	-0.311	0.237	0.886	0	No
Advice12	424	0	3.310	0.907	-0.300	0.119	-0.417	0.237	0.882	0	No
SA01	424	0	4.010	0.806	-1.001	0.119	1.594	0.237	0.799	0	No
SA02	424	0	4.000	0.849	-0.796	0.119	0.497	0.237	0.828	0	No
SBK01	424	0	4.050	0.865	-1.309	0.119	2.376	0.237	0.772	0	No
SBK02	424	0	3.780	0.741	-0.542	0.119	0.494	0.237	0.823	0	No
SBK03	424	0	3.940	0.738	-0.547	0.119	0.580	0.237	0.823	0	No
SBK04	424	0	3.790	0.880	-0.836	0.119	0.866	0.237	0.839	0	No
SBK05	424	0	3.700	0.807	-0.565	0.119	0.628	0.237	0.848	0	No
SBK06	424	0	3.690	0.855	-0.672	0.119	0.488	0.237	0.849	0	No
SR01	424	0	4.260	0.748	-1.121	0.119	1.963	0.237	0.767	0	No
SR02	424	0	4.050	0.732	-0.625	0.119	0.928	0.237	0.814	0	No
PSR01	424	0	3.570	1.052	-0.163	0.119	-0.983	0.237	0.887	0	No
PSR02d	424	0	3.200	1.020	0.208	0.119	-0.495	0.237	0.893	0	No

PSR03	424	0	3.410	0.924	-0.312	0.119	-0.428	0.237	0.885	0	No
PSS01	424	0	3.620	0.875	-0.372	0.119	-0.335	0.237	0.870	0	No
PSS02	424	0	3.700	0.896	-0.559	0.119	0.052	0.237	0.866	0	No
CN01	424	0	3.600	0.845	-0.456	0.119	0.155	0.237	0.866	0	No
CN02	424	0	3.920	0.693	-0.572	0.119	1.250	0.237	0.801	0	No
CN03	424	0	3.790	0.777	-0.539	0.119	0.620	0.237	0.840	0	No
CN04	424	0	3.500	0.875	-0.188	0.119	-0.193	0.237	0.884	0	No
CN05	424	0	3.680	0.784	-0.379	0.119	0.294	0.237	0.852	0	No
CN06	424	0	3.840	0.808	-0.703	0.119	0.969	0.237	0.837	0	No
CN07	424	0	3.640	0.819	-0.492	0.119	0.270	0.237	0.856	0	No
CN08	424	0	3.630	0.805	-0.525	0.119	1.053	0.237	0.839	0	No
Community01	424	0	3.460	0.877	-0.589	0.119	0.064	0.237	0.857	0	No
Community02	424	0	3.560	0.860	-0.625	0.119	-0.061	0.237	0.836	0	No
Community03	424	0	3.620	0.941	-0.603	0.119	0.099	0.237	0.872	0	No
Community04	424	0	3.420	0.969	-0.472	0.119	-0.377	0.237	0.876	0	No
Community05	424	0	3.690	0.934	-0.595	0.119	-0.138	0.237	0.860	0	No
Community06	424	0	3.280	0.948	-0.073	0.119	-0.578	0.237	0.898	0	No
Community07	424	0	3.650	0.803	-0.464	0.119	0.086	0.237	0.850	0	No
Community08	424	0	3.640	0.883	-0.490	0.119	0.005	0.237	0.870	0	No
EN01	397	27	3.410	0.910	-0.487	0.122	-0.114	0.244	0.874	0	No
EN02	397	27	3.240	0.932	-0.281	0.122	-0.213	0.244	0.894	0	No
EN03	397	27	3.500	0.960	-0.445	0.122	-0.228	0.244	0.886	0	No
EN04	397	27	3.810	0.835	-0.893	0.122	1.315	0.244	0.874	0	No
Error01	424	0	3.900	0.740	-0.959	0.119	2.050	0.237	0.783	0	No
Error02	424	0	3.560	0.944	-0.503	0.119	-0.349	0.237	0.866	0	No
Error03	424	0	3.670	0.915	-0.659	0.119	0.239	0.237	0.861	0	No
Error04	424	0	3.780	0.854	-0.593	0.119	0.198	0.237	0.853	0	No
Error05	424	0	3.670	0.910	-0.562	0.119	-0.058	0.237	0.864	0	No
Error06	424	0	3.990	0.711	-0.977	0.119	2.642	0.237	0.771	0	No

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Error07	424	0	3.70 0	0.901	-0.802	0.119	0.666	0.237	0.845	0	No
Error08	424	0	3.76 0	0.897	-0.828	0.119	0.761	0.237	0.842	0	No
IPEWOM 01	424	0	2.91 0	1.049	-0.084	0.119	-0.859	0.237	0.900	0	No
IPEWOM 02	424	0	2.99 0	1.012	0.069	0.119	-0.765	0.237	0.900	0	No
IPEWOM 03	424	0	3.14 0	0.907	-0.293	0.119	-0.149	0.237	0.888	0	No
IPEWOM 04	424	0	3.23 0	0.957	-0.428	0.119	-0.315	0.237	0.884	0	No
IPEWOM 05	424	0	3.39 0	0.979	-0.591	0.119	-0.174	0.237	0.870	0	No
IPEWOM 06	424	0	3.50 0	0.945	-0.725	0.119	0.325	0.237	0.859	0	No
IPEWOM 07	424	0	3.60 0	0.885	-0.800	0.119	0.654	0.237	0.841	0	No
IPEWOM 08	424	0	3.41 0	0.924	-0.547	0.119	0.036	0.237	0.873	0	No
IPEWOM 09	424	0	3.48 0	0.943	-0.556	0.119	0.015	0.237	0.876	0	No
IPEWOM 10	424	0	3.48 0	0.912	-0.580	0.119	0.072	0.237	0.867	0	No
IPEWOM 11	424	0	3.42 0	0.989	-0.578	0.119	-0.021	0.237	0.880	0	No
HP01	424	0	3.08 0	0.953	-0.232	0.119	-0.465	0.237	0.896	0	No
HP02	424	0	2.86 0	0.925	-0.031	0.119	-0.352	0.237	0.898	0	No
HP03	424	0	2.81 0	0.955	0.101	0.119	-0.376	0.237	0.903	0	No
HP04	424	0	2.29 0	0.882	0.776	0.119	0.548	0.237	0.840	0	No
HP05	424	0	2.23 0	0.882	0.639	0.119	0.193	0.237	0.854	0	No
HP06	424	0	2.29 0	0.884	0.565	0.119	0.048	0.237	0.861	0	No
HP07	424	0	3.17 0	0.948	-0.261	0.119	-0.256	0.237	0.897	0	No
HP08	424	0	3.03 0	0.924	-0.156	0.119	-0.125	0.237	0.895	0	No
HP09	424	0	2.44 0	0.992	0.287	0.119	-0.443	0.237	0.896	0	No
HP10	424	0	2.43 0	0.987	0.606	0.119	0.224	0.237	0.879	0	No
IT01	424	0	3.32 0	0.908	-0.544	0.119	0.019	0.237	0.870	0	No
IT02	424	0	3.44 0	0.920	-0.486	0.119	-0.088	0.237	0.877	0	No
IT03	424	0	3.37 0	0.921	-0.308	0.119	-0.344	0.237	0.888	0	No
IPIT01	424	0	3.38 0	0.813	-0.561	0.119	0.304	0.237	0.849	0	No
IPIT02	424	0	3.55 0	0.818	-0.504	0.119	0.115	0.237	0.852	0	No
IPIT03	424	0	3.43 0	0.822	-0.415	0.119	0.082	0.237	0.862	0	No

IPIT 04	424	0	3.520	0.799	-0.502	0.119	0.296	0.237	0.850	0	No
IPIT 05	424	0	3.490	0.805	-0.414	0.119	0.339	0.237	0.858	0	No
IPIT 06	424	0	3.530	0.833	-0.443	0.119	0.224	0.237	0.864	0	No
IPIT 07	424	0	3.640	0.796	-0.675	0.119	0.688	0.237	0.834	0	No
IPIT08	424	0	3.740	0.806	-0.669	0.119	0.816	0.237	0.839	0	No
IPOT01	424	0	3.300	0.887	-0.237	0.119	-0.251	0.237	0.887	0	No
IPOT02	424	0	3.020	0.951	-0.092	0.119	-0.525	0.237	0.900	0	No
IPOT03	424	0	2.860	0.834	0.261	0.119	-0.086	0.237	0.873	0	No
IPOT04	424	0	3.400	0.724	-0.243	0.119	0.201	0.237	0.836	0	No
IPOT05	424	0	3.370	0.764	-0.381	0.119	0.512	0.237	0.843	0	No
IPOT06	424	0	3.250	0.791	-0.155	0.119	0.179	0.237	0.863	0	No
IPOT07	424	0	3.370	0.852	-0.266	0.119	-0.068	0.237	0.878	0	No
IPOT08	424	0	3.360	0.790	-0.251	0.119	0.223	0.237	0.860	0	No
Navigation01	424	0	4.260	0.740	-1.194	0.119	2.391	0.237	0.753	0	No
Navigation02	424	0	4.290	0.663	-0.796	0.119	1.129	0.237	0.755	0	No
Navigation03	424	0	4.220	0.701	-0.714	0.119	0.857	0.237	0.790	0	No
Navigation04	424	0	4.210	0.692	-0.907	0.119	1.850	0.237	0.763	0	No
Navigation05	424	0	4.300	0.624	-0.547	0.119	0.557	0.237	0.753	0	No
Navigation06	424	0	4.330	0.608	-0.709	0.119	1.875	0.237	0.730	0	No
Navigation07	424	0	4.220	0.672	-0.858	0.119	1.909	0.237	0.758	0	No
Navigation08	424	0	3.830	0.821	-0.491	0.119	-0.120	0.237	0.844	0	No
Navigation09	424	0	3.890	0.854	-0.735	0.119	0.693	0.237	0.844	0	No
Navigation10	424	0	3.980	0.776	-0.794	0.119	1.207	0.237	0.816	0	No
Navigation11	424	0	3.820	0.888	-0.663	0.119	0.128	0.237	0.849	0	No
Navigation12	424	0	3.620	0.927	-0.427	0.119	-0.287	0.237	0.879	0	No
Navigation13	424	0	3.830	0.878	-0.527	0.119	-0.016	0.237	0.864	0	No
Navigation14	424	0	3.480	0.888	-0.254	0.119	-0.201	0.237	0.886	0	No
Navigation15	424	0	3.710	0.793	-0.431	0.119	0.314	0.237	0.853	0	No
Navigation16	424	0	4.040	0.713	-0.494	0.119	0.299	0.237	0.812	0	No

Navigation17	424	0	4.100	0.768	-0.683	0.119	0.315	0.237	0.814	0	No
Navigation18	424	0	3.970	0.765	-0.525	0.119	0.138	0.237	0.829	0	No
Navigation19	424	0	3.770	0.877	-0.525	0.119	-0.020	0.237	0.863	0	No
Navigation20	424	0	4.170	0.669	-0.874	0.119	2.479	0.237	0.757	0	No
Navigation21	424	0	4.050	0.765	-0.855	0.119	1.450	0.237	0.806	0	No
Navigation22	424	0	3.560	0.881	-0.527	0.119	0.183	0.237	0.869	0	No
Navigation23	424	0	3.610	0.877	-0.610	0.119	0.254	0.237	0.859	0	No
Navigation24	424	0	4.190	0.623	-0.447	0.119	0.766	0.237	0.760	0	No
ND01	424	0	3.770	1.025	-0.759	0.119	-0.058	0.237	0.851	0	No
ND02	424	0	3.820	0.895	-0.986	0.119	1.089	0.237	0.816	0	No
ND03	424	0	3.570	0.950	-0.531	0.119	-0.077	0.237	0.878	0	No
ND04	424	0	3.460	1.012	-0.399	0.119	-0.393	0.237	0.895	0	No
Privacy01	424	0	3.790	0.870	-0.812	0.119	0.609	0.237	0.829	0	No
Privacy02	424	0	3.620	0.975	-0.580	0.119	-0.239	0.237	0.867	0	No
Privacy03	424	0	3.480	0.955	-0.541	0.119	-0.207	0.237	0.871	0	No
Privacy04	424	0	3.630	0.820	-0.571	0.119	0.304	0.237	0.848	0	No
Privacy05	424	0	3.410	0.946	-0.434	0.119	-0.172	0.237	0.886	0	No
Privacy06	424	0	3.270	0.955	-0.222	0.119	-0.229	0.237	0.900	0	No
Privacy07	424	0	3.270	0.983	-0.360	0.119	-0.445	0.237	0.892	0	No
Privacy08	424	0	3.100	1.089	-0.231	0.119	-0.755	0.237	0.905	0	No
Privacy09	424	0	3.310	1.023	-0.354	0.119	-0.570	0.237	0.893	0	No
IP01	424	0	4.270	0.799	-1.114	0.119	1.333	0.237	0.778	0	No
IP02	424	0	4.010	0.893	-0.936	0.119	1.002	0.237	0.829	0	No
IP03	424	0	3.020	1.113	-0.243	0.119	-0.776	0.237	0.904	0	No
IP04	424	0	3.480	1.045	-0.524	0.119	-0.359	0.237	0.885	0	No
Security01	424	0	3.400	0.784	-0.342	0.119	-0.001	0.237	0.854	0	No
Security02	424	0	3.710	0.842	-0.400	0.119	0.001	0.237	0.867	0	No
Security03	424	0	3.500	0.834	-0.172	0.119	-0.438	0.237	0.871	0	No
Security04	424	0	3.450	0.826	-0.230	0.119	-0.111	0.237	0.872	0	No

SC01	424	0	3.80 0	0.809	-1.083	0.119	2.041	0.237	0.792	0	No
SC02	424	0	3.81 0	0.801	-0.972	0.119	1.693	0.237	0.804	0	No
SC03	424	0	3.83 0	0.781	-0.922	0.119	1.884	0.237	0.806	0	No
SC04	424	0	3.87 0	0.859	-1.008	0.119	1.549	0.237	0.815	0	No
SC05	424	0	3.81 0	0.892	-0.711	0.119	0.629	0.237	0.855	0	No
SC06	424	0	3.79 0	0.919	-0.886	0.119	0.889	0.237	0.841	0	No
SC07	424	0	3.63 0	0.901	-0.795	0.119	0.767	0.237	0.848	0	No
SC08	424	0	3.69 0	0.908	-0.856	0.119	0.739	0.237	0.838	0	No
SC09	424	0	3.33 0	1.016	-0.395	0.119	-0.322	0.237	0.898	0	No
SC10	424	0	3.54 0	0.919	-0.842	0.119	0.621	0.237	0.841	0	No
SC11	424	0	3.64 0	0.862	-0.651	0.119	0.541	0.237	0.855	0	No
SC12	424	0	2.98 0	1.109	0.058	0.119	-0.822	0.237	0.912	0	No
SC13	424	0	3.64 0	0.914	-0.805	0.119	0.621	0.237	0.846	0	No
SC14	424	0	3.63 0	1.066	-0.808	0.119	0.145	0.237	0.858	0	No
SC15	424	0	3.21 0	0.962	-0.437	0.119	-0.263	0.237	0.886	0	No
SC16	424	0	3.51 0	0.904	-0.690	0.119	0.206	0.237	0.851	0	No
SC17	424	0	3.04 0	1.003	-0.071	0.119	-0.557	0.237	0.908	0	No
SC18	424	0	2.94 0	1.005	-0.012	0.119	-0.744	0.237	0.901	0	No
SC19	424	0	3.54 0	0.904	-0.608	0.119	0.353	0.237	0.868	0	No
TS01	424	0	2.98 0	1.097	-0.098	0.119	-1.014	0.237	0.890	0	No
TS02	424	0	3.73 0	0.930	-1.030	0.119	0.976	0.237	0.808	0	No
TS03	424	0	3.43 0	0.933	-0.461	0.119	-0.032	0.237	0.884	0	No
TS04	424	0	3.34 0	0.930	-0.452	0.119	-0.094	0.237	0.883	0	No
TS05	424	0	3.47 0	0.952	-0.521	0.119	-0.077	0.237	0.880	0	No

Appendix D: Multivariate Normality Assessment (Primary Study)

Mardia's Multivariate Normality Test		
g1p: 14192.37	g2p: 29461.22	
chi.skew: 939061.6	z.kurtosis : 95.51763	
p.value.skew: 0	p.value.kurt: 0	
chi.small.skew: 946244.3	chi.small.skew: 946244.3	Result: Data is not multivariate normal.

NOTE: For multivariate normality, both p-values of skewness and kurtosis statistics should be greater than 0.05. If sample size (n) is less than 20 then 'p.value.small' should be used as significance value of skewness instead of 'p.value.skew'.

Henze-Zirkler's Multivariate Normality Test	Royston's Multivariate Normality Test
HZ: 1	H: 13291.71
p-value: 0	p-value: 0
Result: Data is not multivariate normal.	Result: Data is not multivariate normal.
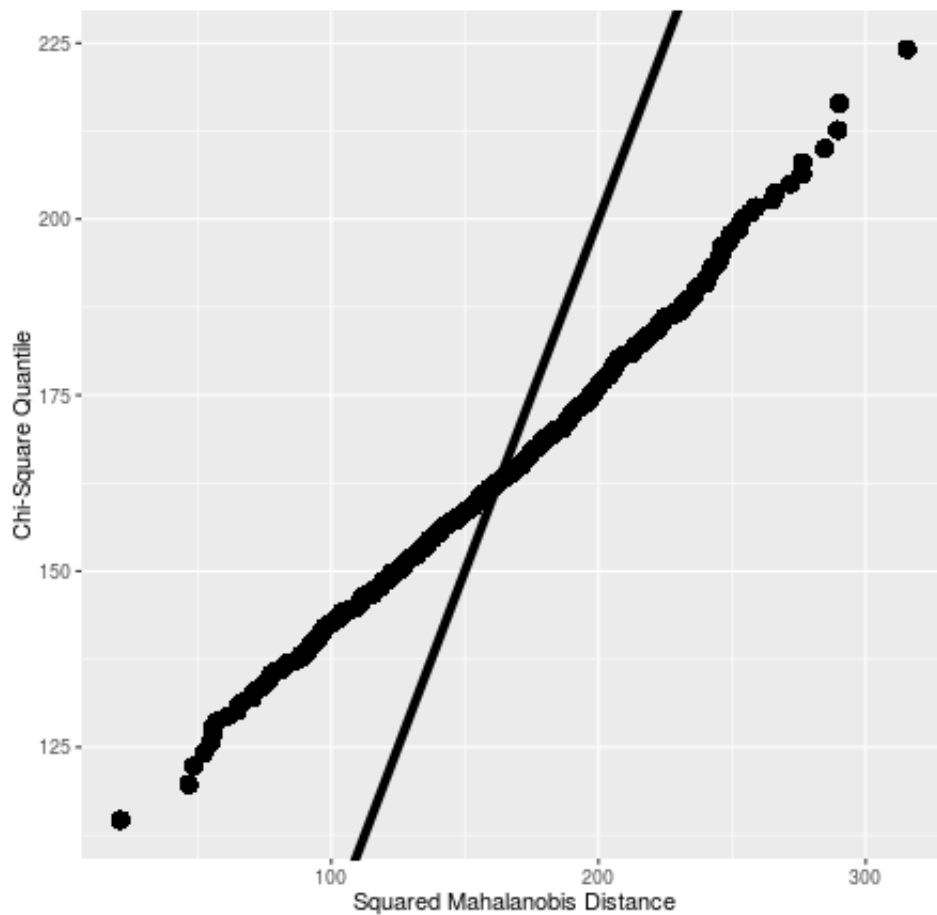
Chi Square Q-Q Plot

Appendix E: Promotion Campaign (BITS Pilani Campus) for Primary Study

Santa Returns

Have you spent a lot during the Valentine's Week?

Do you want to buy the latest fashion garments or books from Amazon or Flipkart?

How about getting Rs. 2000 in exchange for half an hour spent in a survey?

Interested??? Santa returns to the campus this February!

Gift (Worth)	Number
Rs. 2000	1
Rs. 1000	2
Rs. 500	3
Rs. 300	5
Parker or Pierre Cardin Pen	30

Apart from this, all participants will get a complimentary gift at the survey spot.

Survey Venue: Syndicate Room # 6069 (Department of Management- New Academic Block)

Survey Dates: 19 Feb 2015 (Thu) – 4 Mar 2015 (Wed)

Survey Timing: 10 AM – 1 PM ; 3 PM – 6 PM ; 7 PM – 9 PM

Requirements:

Please bring your laptop or smart phone. Internet connection will be provided by the research team through Wi-Fi. You are requested to visit the accounts of Myntra or Jabong in your preferred social networking site before appearing for the survey.

Please check your BITS Mail for more

Appendix F: Sample E-Mail to Students of IIT (Primary Study)

Hello {{Name}},

Greetings of the day!

A research team from BITS Pilani is studying the effects of social media usage. If you use any of Facebook / Google+ / LinkedIn / Twitter and have ever considered online shopping, then you are requested to share your valuable input by participating in an online survey, which is being conducted till 31 March 2015. The research is for academic purposes only (without any collaboration with any kind of commercial establishment) and all personal information of the respondents will be kept private.

As an appreciation for spending their valuable time for the survey, **five randomly chosen IITians will be given Rs. 1000** fully redeemable gift vouchers from Amazon / Flipkart. You may also refer your friends from IITs and **win assured Rs. 100 for every five referrals** resulting into proper responses.

Please click here to visit the survey page. If clicking on the link does not work, you may please copy the below mentioned URL in the address bar of your browser and press "Enter" to visit the survey page.

http://tinyurl.com/iit-osm-survey

You may follow "Survey for Gifts" on Blogspot to know more about the survey. The detailed Terms & Conditions for eligibility of gift are mentioned in this Blogspot Page. You may also follow "Survey for Gifts" on Facebook.

Thanks in advance for your valuable time and patience to participate in the survey!

[This is a part of important research activity being conducted in BITS Pilani. Still if you do not want to receive any further mail of this type, then please reply to this mail from the original mail ID to which this mail is sent and just write "**Unsubscribe**" in the body of the message. Any inconvenience is deeply regretted.]

Appendix G: Instruction to On-the-Spot Participants (Primary Study)

Academic Survey

Thanks for showing interest to participate in this survey. The survey is meant for **academic / research** purposes only. Any brand / company mentioned in this survey is only for the sake of providing example. Your privacy is of utmost importance to the research team and your personal details will not be shared with any person / organization.

All mandatory questions are marked with an asterisk. If you face any technical problem while answering questions, please ask the research team. There is absolutely no need to answer same question multiple times because of any technical issues.

As a gesture of appreciation for devoting your valuable time, you will be given an option to choose a random gift at the end of this survey. The gift will be delivered to you on or before 31 March 2015. If you use any of Facebook, Google+, LinkedIn or Twitter and complete the entire survey, then only you will be eligible for the gift. The value of the gift may be up to Rs. 2000 and can be in the form of cash, gift coupon or products. Please enter your name and e-mail in appropriate fields of the survey, if you want to get the gift.

All major gift winners will be announced on bits-survey.blogspot.in .

Special Instruction for Respondents Using Touch-Sensitive Devices

1. You may move to next question by swiping across the screen.
2. Please do not touch on the answer options when you are browsing the questions and options. You may move up and down a page by touching the part outside the area of answer options.

Terms & Conditions for Eligibility of Gift

Please read the terms and conditions for eligibility of gifts assured as a part of the survey to appreciate your interest to participate in it.

1. The participants are expected to fill the survey sincerely after properly comprehending the questions.
2. The participants must fall in the target group from which response is sought.

3. Attempt to fill the survey with junk information will lead to disqualification from getting gifts.
4. All judgement in this regard taken by the team of research scholars will be final.

Thanks once again for your time and patience to participate in the survey!

Wi-fi: scholars-2011
URL: http://tinyurl.com/bits-osm-survey

Survey[1] | **For Research Purpose Only** |

Thanks for showing interest to participate in this survey. The survey is meant for academic purposes only. Any brand / company mentioned in this survey is only for the sake of providing examples. Your privacy is of utmost importance to the research team and your personal details will not be shared with any person / organization.

The survey may take 15-20 minutes to complete properly. All questions which are marked with an asterisk (*) are mandatory.

Please tick the cell under appropriate option for your response, when the options are given in a tabular format.

You are requested to choose only one option when the options are preceded by "○".

Kindly put tick marks in as many cells as you like when "□" is followed by options for a question.

Thanks in advance, once again, for your patience and valuable time!

1) **How often do you visit the following online networking sites?***

	Less than once a month	Once a month	2-3 times a month	Once a week	2-3 times a week	Daily	Never / Don't Use
Facebook							
Google+							
LinkedIn							
Twitter							

2) **If you want to exchange information / advice with your friends to facilitate a purchase decision from an online retail store from the list given below, then you are most likely to ask your friends in*** (Mark only one)

○ Facebook   ○ Google+   ○ LinkedIn   ○ Twitter   ○ None of these

3) **On an average, how much time do you spend daily on internet?***

○ Less than 30 minutes   ○ 30 minutes to less than 1 hour   ○ 1 hour to less than 1.5 hours   ○ 1.5 hours to less than 2 hours

○ 2 hours to less than 2.5 hours   ○ 2.5 hours to less than 3 hours   ○ 3 hours or more

4) **On an average, how much time daily do you spend on these online social networking sites?***

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[1] The participants of the survey were not aware of the relation between any question and the construct. This is mentioned in the questionnaire in this thesis only to ease understanding of the constructs.

	Less than 30 minutes	30 minutes to less than 1 hour	1 hour to less than 1.5 hours	1.5 hours to less than 2 hours	2 hours to less than 2.5 hours	2.5 hours to less than 3 hours	3 hours or more	Don't use
Facebook								
Google+								
LinkedIn								
Twitter								

From now onward, whenever you come across "*Facebook / Google+ / LinkedIn / Twitter*" or "*your preferred Social Media Site*" or "*this Social Media page / account*" in a question, answer that question keeping in mind your answer given to Question 2 above only. It will be mentioned in *Italics*.

5) **Which online store would you like to evaluate for its presence on *your preferred Social Media Site*, as mentioned in Question 2.**

○ Myntra ○ Jabong ○ Zovi

From now onward, whenever you come across any question that asks you about "*your preferred online store*" or "*this store*", please answer that question keeping in mind your answer given to Question 6 above only. It will be mentioned in *Italics*.

6) **Have you visited the page of *your preferred online store* on *your preferred Social Media Site*?***

○ Yes ○ No

7) **Please indicate your level of agreement with the following statements related to *your preferred online store* (*Myntra / Jabong / Zovi*, whichever you chose in Question 6) in your *preferred Social Media Site*.*** [*Measures Store Brand Knowledge: SBK*]

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I trust this store to be honest and sincere to its promises[1]					
You are familiar with the company					
Its social media page / account represents a quality company or organization					
Its social media page / account seems to be of a company carrying products and services with reputable brand names					
You are generally familiar with other brands (products and services) being advertised on *your preferred Social Media Site*					
The quality of the brands being advertised on *this Social Media page / account* by *your*					

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[1] Global single item construct to measure convergent validity

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	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
preferred online store is consistent with the quality of the company					
This Social Media page / account is consistent with your image of the company					

8) **Please indicate your level of agreement with the following statements related to *this store* (*Myntra / Jabong / Zovi*, whichever you chose in Question 6).*** *[Measures Store Reputation: SR]*

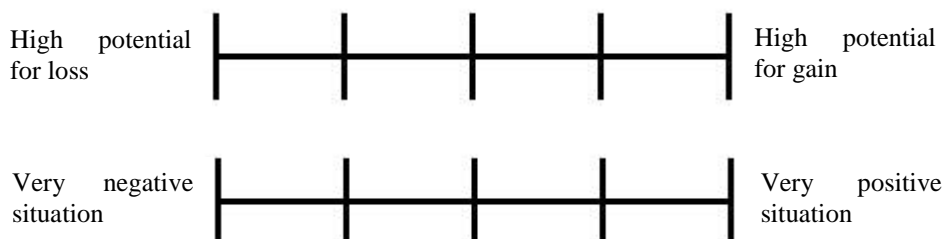|	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
This store is well known					
This store has a good reputation					

9) **Please indicate your level of agreement with the following statements related to *this store* (*Myntra / Jabong / Zovi*, whichever you chose in Question 6).*** *[Measures Perceived Store Size: PSS]*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
This store is a very large company					
This store is a big player in the market					

10) **Please indicate your level of agreement with the following statements related to *this store* (*Myntra / Jabong / Zovi*, whichever you chose in Question 6).*** *[Measures Store Attitude: SA]*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The idea of using the internet to shop from *this store* is appealing					
You like the idea of using the internet to shop from *this store*					

11) **How would you characterize the decision of whether to buy a product from *this store* (*Myntra / Jabong / Zovi*, whichever you chose in Question 6)?*** **(Encircle the vertical line to reflect your choice)** *[Measures Perceived Store Risk: PSR]*

High potential for loss ├─────┼─────┼─────┤ High potential for gain

Very negative situation ├─────┼─────┼─────┤ Very positive situation

12) **Please indicate your level of agreement with the following statement.**

What is the likelihood of your making a good bargain by buying from *this store* (*Myntra / Jabong / Zovi*, whichever you chose in Question 6, through the internet)?* *[Measures Perceived Store Risk: PSR]*

○ Highly Unlikely   ○ Unlikely   ○ Neutral   ○ Likely   ○ Highly Likely

13) **Please indicate your level of agreement with the following statements.**

If you want to purchase a product, for which you have the required amount of money and the product is available from *this store* (*Myntra / Jabong / Zovi*, whichever you chose in Question 6), then how likely are you to* *[Measures Intention to Purchase: IP]*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Return to its website or *this Social Media page / account* of *this store*?					
Purchase from *this store* in the next three months?					
Purchase from *this store* in the next year?					
Purchase from *this store* at any point of time?					

14) **Please indicate your level of agreement with the following statements in relation to your groups / network of friends on *your preferred Social Media Site*.*** *[Measures Network Density: ND]*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
There is frequent interaction among your friends					
Your network shares frequent communication					
Your network discusses common problems					
Your network shares close relationships					
Your network members share close personal relationships[1]					

15) **How would you describe your own Facebook / Google+ / LinkedIn / Twitter network (group of friends you have on *your preferred Social Media Site*)?*** *[Measures Cohesiveness: CN]*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Members of your network trust each other					
Members of your network are warm and friendly					
Members of your network treat each other with respect					

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[1] Global single item construct to measure convergent validity

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Members of your network work well together as a team					
Members of your network cooperate with each other					
Members your network are willing to share resources					
Members of your network almost always speak well of it					
Members of your network are proud to be a part of it					
Members of your network are like a friendly cooperative team[1]					

16) **How would you describe** *your own Facebook / Google+ / LinkedIn / Twitter network (group of friends you have on your preferred Social Media Site)?** *[Measures Embeddedness: EN]*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Members of your network seek opinion of other members regarding community policies					
Members of your network encourages other members to take leadership roles in the community					
Members of your network allow other members to have direct contact with them					
Members of your network make an effort to make other members feel a part of the community					
Members of your network regard other members as an integral influential part of its community[1]					

17) **How would you describe** *your preferred Social Media Site (Facebook / Google+ / LinkedIn / Twitter)?** *[Measures Navigation]*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
It is easy to navigate					
Overall layout is clear					
The layout is consistent across all pages					
The process for browsing is clear					
It has legible images, colours and text					
Simple language is used					
It uses a layout that is familiar					

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[1] Global single item construct to measure convergent validity

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
There is a readily available map (a summary of links), which allows you to figure out where to go and what you can do					
There are useful links to other online social media that aid the primary purpose of coming to *your preferred Social Media Site*					
It is visually appealing					
The visual appearance is professional					
It displays a high level of artistic sophistication/creativity					
Its features are state-of-the-art and better than most other similar services					
It visually conveys a sense of honesty					
It feels warm and comforting					
It is engaging and captures attention					
It is entertaining					
Information on it can be obtained quickly					
It enhances how you feel about a company which maintains an account in it					
Its content is easy for you to understand					
The content appears to be up-to-date					
It provides accurate and relevant information					
The illustrations for the products and services in *your preferred Social Media Site* are helpful in making a purchase decision					
You enjoy the overall experience					
It provides easy and appealing navigation with up-to-date information indicative of high professional quality[1]					

18) **Why would you choose *your preferred Social Media Site* (*Facebook / Google+ / LinkedIn / Twitter)* for exchanging purchase related information?*** *[Measures Security]*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
There are signs or symbols placed by third-party companies indicating that it had been reviewed or audited for sound business practices					
There are trust seals present (e.g. A "Tick" mark to assure that the account / page is verified)					

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[1] Global single item construct to measure convergent validity

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
There are seals of companies stating that your information here is secure					
Information is present indicating that it has received an award for sound business practices					
It provides a perception of security of personal or financial information[1]					

19) **What do you feel about** *your preferred Social Media Site (Facebook / Google+ /*

*LinkedIn / Twitter)***?*** *[Measures Privacy]*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The general privacy policy is easy to find					
The text of the privacy policy is easy to understand					
It clearly explains how user information is used					
Information regarding security of payments is clearly presented					
Informational text regarding its use of cookies is clearly presented					
The company using it as their preferred social media will not use cookies to invade your privacy in any way					
It explains clearly how your information will be shared with other companies					
You would be comfortable giving personal information here					
You would be comfortable shopping directly from here					
It provides assurance about maintaining your privacy regarding personal and financial information[1]					

20) **Why would you choose** *your preferred Social Media Site (Facebook / Google+ / LinkedIn / Twitter)* **to exchange purchase related information?*** *[Measures Absence of Error: Error]*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The internet links are generally in working order					
There are generally no errors or crashing					
Generally there are no busy server					

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[1] Global single item construct to measure convergent validity

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
messages					
There are no "Pages Under Construction"					
The "Down Time" is acceptable					
All texts and menus are displayed properly					
Your preferred Social Media Site and its contents can be accessed without requiring too much personal information					
All features of *your preferred Social Media Site* can be used without the requirement to download programs (such as downloading a "flash" program to watch a video or to hear music)					
Probability of encountering a technical error is very less in *your preferred Social Media Site[1]*					

21) **How do you feel about your friends on** *your preferred Social Media Site (Facebook / Google+ / LinkedIn / Twitter)***?*** *[Measures Tie Strength: TS]*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
You are likely to share personal confidential information with your friends on *your preferred Social Media Site*					
You are likely to spend some free time with your friends in *your preferred Social Media Site*					
You are likely to do a large favour to your friends in *your preferred Social Media Site*, if needed					
Your friends on *your preferred Social Media Site* are likely to do a large favour to you, if needed					
You are close to your friends on *your preferred Social Media Site*					
You share a personal, close and assured relationship with your friends on *your preferred Social Media Site[1]*					

22) **Please indicate your level of agreement with the following statements. In general your friends on** *your preferred Social Media Site (Facebook / Google+ / LinkedIn / Twitter)****-** *[Measures Homophily: HP]*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Think like you					

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[1] Global single item construct used to measure convergenet validity

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Behave like you					
Are like you					
Are from social backgrounds different than yours					
Have economic situations different than yours					
Have status different than yours					
Have morals like yours					
Have sexual attitude like yours					
Look like you					
Have different body structure than yours					
Are similar to you in taste, preference, social background and physical features[1]					

23) **Please indicate your level of agreement with the following statements. What do you feel about** *your preferred Social Media Site (Facebook / Google+ / LinkedIn / Twitter)***?***
[Measures Availability of Advice: Advice]

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
It helps you with sufficient information to make a purchase decision on all products being offered					
It has useful shopping support tools					
It provides a platform to get explanation of services and products being offered by different companies					
Its set up can be personalized to your needs					
It can recommend products based on your preferences					
It provides good shopping tips					
Here easy to answer questions are asked about your preferences to recommend products					
Useful shopping recommendations are made here based on your personal information and preferences					
It is helpful to you in reaching your buying decisions					
It helps in easily finding both benefits and drawbacks of products and services					
It provides easy way to contact company personnel					
It asks questions to determine needs and preferences					
It provides sufficient useful and honest information about a range of products					

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
offered by different companies based on your preference easily[1]					

24) **Why would you choose *your preferred Social Media Site (Facebook / Google+ / LinkedIn / Twitter)* to exchange purchase related information?*** *[Measures Community Features]*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Testimonial / endorsement by past users is present					
Informative magazine articles or editorial content are present					
It is easy to interact with other users of *this social networking site* who may have bought same / similar things before					
You found games/puzzles/freebies or gifts on *your preferred Social Media Site*					
You found photos of people/family/kids on *your preferred Social Media Site*					
You found bios of executives on *your preferred Social Media Site*					
It allows user direct input or posting to site					
An option is available where consumers can discuss their experience with a store and/or regarding its products					
It provides a well-knit community experience through sharing of personal recreational as well as useful information facilitating decision making process to purchase a product[1]					

25) **How do you feel about your friends on *your preferred Social Media Site (Facebook / Google+ / LinkedIn / Twitter*)?*** *[Measures Interpersonal Individual Trust: IPIT]*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Your "friends" would act in your best interest					
If you require help, your "friends" would do their best to help you					
Your "friends" are interested in your well-being, not just their own					
Your "friends" are truthful in their dealing with you					
Your "friends" generally keep their					

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[1] Global single item construct to measure convergent validity

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
commitments made to you					
Your "friends" are truthful and genuine					
Your "friends" are competent and effective in providing their advice on various issues					
In general, your "friends" are knowledgeable about their own works					
You can trust your friends for getting useful information or commitments made to you[1]					

26) **In general, what do you feel about a company promoting its products / services on** *your preferred Social Media Site (Facebook / Google+ / LinkedIn / Twitter)?* ***** *[Measures Interpersonal Organizational Trust: IPOT]*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
It will be honest and truthful with you					
You would be able to trust the company completely					
The company will not be sincere with its promises					
The company will treat you fairly and honestly					
The company can be counted on to help you					
Overall, the company seems like an excellent one					
The company seems to be interested in its own welfare					
In general, the company appears to have high integrity					

27) **What do you feel about** *your preferred Social Media Site (Facebook / Google+ / LinkedIn / Twitter)?* ***** *[Measures Institutional Trust: IT]*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Legal and technological structures adequately protect you from problems					
Encryption and other technological advances make it safe for you to initiate business transactions here					
It provides robust and safe environment in which to transact business					

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[1] Global single item construct to measure convergent validity

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
It is technically advanced to legally protect you during a business transaction[1]					

38) **Please indicate your level of agreement with the following statements in relation to** *your preferred Social Media Site (Facebook / Google+ / LinkedIn / Twitter)***?*** *[Measures Intention to Pass-along e-WOM: IPEWOM]*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
You often persuade your contacts to buy products that you like					
Your contacts rarely contact you for advice about choosing products					
Your contacts pick their products based on what you have told them					
You often influence your contacts' opinion about products					
When you consider new products, you ask your contacts for advice					
You feel more comfortable while choosing products when you have got your contacts' opinion on them					
You tend to pass on information or opinion about the products to the contacts when you find it useful					
You like to pass along your contacts' comments containing information or opinions about the product that you like to other contacts					
When you receive product related information or opinion from a friend, you will pass it along to your other contacts					
You tend to pass along your contacts' positive reviews of products to other contacts					
You tend to pass along your contacts' negative reviews of products to other contacts					

29) **Please indicate your level of agreement with the following statements in relation to** *your preferred Social Media Site (Facebook / Google+ / LinkedIn / Twitter)***?*** *[Measures Social Capital: SC]*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Interacting with people here makes you					

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[1] Global single item construct to measure convergent validity

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
interested in things that would otherwise be unknown to you					
Interacting with people here makes you want to try out new things					
Interacting with people here makes you interested in what people different from you are thinking					
Talking with people here makes you curious about other places in the world					
Interacting with people here makes you feel like part of a larger community					
Interacting with people here makes you feel connected to a bigger picture					
You are willing to spend time here to support general community activities					
Interaction with people here gives you new people to talk to					
You come in contact with new people here all the time					
There are several members here that you trust to help solve your problems					
There is a member here you can turn to for advice about making very important decisions					
There is no one here you feel comfortable talking to about intimate personal problems					
When you feel lonely, there are members here that you can talk to					
If you needed an emergency loan of Rs. 1000, you know someone here that you can turn to					
The people you interact with here would put their reputation on the line for you					
The people you interact with here would be good job references for you					
The people you interact with here would share their last dollar with you					
You do not know members well enough here to get them do anything important					
The people you interact with here would help you fight an injustice					

30) **Please indicate your level of agreement with the following statements.*** *[Measures Propensity to Trust]*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree

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	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
You generally trust other people					
You tend to count upon other people					
You generally have faith in humanity					
You feel that people are generally reliable					
You generally trust other people unless they give you reason not to					

31) **Please indicate your level of agreement with the following statements.*** *[Measures Perceived Online Expertise]*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
You are confident in your ability to assess the quality of a site					
You are confident in your ability to assess trustworthiness of web sites					
You consider yourself to be quite knowledgeable about internet sites in general					

32) **Please indicate your level of agreement with the following statements.*** *[Measures Online Shopping Risk Attitude]*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
You would feel safe completing commercial transactions over the Internet					
There is too much uncertainty associated with shopping on the Internet					

33) **Your occupation***

○ Student ○ Self-employed ○ Service ○ Home-maker ○ Unemployed

34) **Your highest educational qualification***

○ Secondary School Certificate or Below ○ Higher Secondary School Certificate or Below ○ Under Graduate or Below
○ Post Graduate or Below ○ Doctorate or Below

35) **Your age* (in years)** _____

36) **Your gender***

○ Male ○ Female

37) **Contact Details**

First Name   **Last Name**

Title   Mr. / Ms. / Dr. / Prof.   **Company
                                             Name**

House   /   **Street**
Room No.   **Address**
City   **State**
PIN Code   **Country**
Mobile No.   **E-Mail ID**

Thank you for taking our survey.

Your response is very important to us.

Appendix I: Questionnaire (Corollary Study)[1]

Please complete this small survey to help me in my research work. The survey should not take more than 5 minutes of your time. All information that you share in this survey will be kept strictly confidential and will never be disclosed to anyone else, except the research team, for any other purpose.

Your name:

Your age (in years):

Gender:	○ Male	○ Female
Educational qualification:	○ Undergraduate	○ Postgraduate

Do you use social media sites (e.g. Facebook, Twitter, LinkedIn etc.)?

                    ○ Yes   ○ No

Experience of using online social media sites:

○ Below 1 year   ○ 1-2 years   □ 2-3 years

○ 3-4 years   ○ 4-5 years   □ Over 5 years

○ No experience

Generally how frequently do you access social media sites?

○ At least one site is always open in my computer browser

○ Not more than once in a week   ○ Multiple times in a day

○ Not more than once in a day   ○ Not more than once in a fortnight

○ Not more than once in a month

○ Rarely,I don't even remember when I accessed a social network site the last time

Experiene in online purchasing

○ Under 1 year   ○ 1-2 years

○ 2-3 years   ○ 3-4 years

○ 4-5 years   ○ Over 5 years

○ No experience

Your yearly average expenditure in online purchase, since the time you started purchasing online

Never shopped online   ○ Below Rs. 1000

○ Rs.1001- Rs. 2000   ○ Rs. 2001- Rs. 3000

○ Rs. 3001-Rs. 4000   ○ Rs. 4001- Rs. 5000

○ Above Rs. 5000

Do you consult social media sites before you purchase something?

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[1] The participants of the survey were not aware of the relation between any question and the construct. This is mentioned in the questionnaire in this thesis only to ease understanding of the constructs.

(e.g. asking your friends for suggestions, posting in groups, viewing feedback of persons unknown to you to know more about the product you may want to purchase.)

○ Yes   ○ No

Please respond to the rest of the questionnaire keeping in mind your preferred social media site.

What do you feel about the following statements (1: Strongly disagree; 5: Strongly agree) *[Next three statements measure Perceived Usefulness]*

Recommendations by Social Media Site users will improve my online purchasing performance.

○ 1   ○ 2   ○   ○ 4   ○ 5

Recommendations by Social Media Site users will enhance my online purchasing effectiveness.

○ 1   ○ 2   ○   ○ 4   ○ 5

Recommendations by Social Media Site users can increase my productivity.

○ 1   ○ 2   ○   ○ 4   ○ 5

[Next three statements measure Trust]

I believe recommendations by users of Social Media Site to be true.

○ 1   ○ 2   ○   ○ 4   ○ 5

I trust information on Social Media Site to be true.

○ 1   ○ 2   ○   ○ 4   ○ 5

Social Media Site users are trustworthy.

○ 1   ○ 2   ○   ○ 4   ○ 5

[Next two statements measure Attitude]

I like purchasing online.

○ 1   ○ 2   ○   ○ 4   ○ 5

I think positively towards purchasing online.

○ 1   ○ 2   ○   ○ 4   ○ 5

[Next two statements measure Intention to Purchase.]

I will frequently purchase online in the future.

○ 1   ○ 2   ○   ○ 4   ○ 5

I will strongly recommend others to purchase online.

○ 1   ○ 2   ○   ○ 4   ○ 5

[Next three statements measure Reputation]

Social Media Site users have a reputation for being honest.

○ 1   ○ 2   ○   ○ 4   ○ 5

Social Media Site users have a good reputation on the internet.

○ 1   ○ 2   ○   ○ 4   ○ 5

I believe Social Media Site users know a lot of other such users.
○ 1 ○ 2 ○ ○ 4 ○ 5

[Next three statements measure Disposition to Trust]

I generally have faith in humanity.
○ 1 ○ 2 ○ ○ 4 ○ 5

I feel that people are generally reliable.
○ 1 ○ 2 ○ ○ 4 ○ 5

I generally trust other people unless they give me reason not to.
○ 1 ○ 2 ○ ○ 4 ○ 5