

ON-LINE APPENDIX

**TURNING VISITORS INTO CUSTOMERS: A USABILITY-CENTRIC
PERSPECTIVE ON PURCHASE BEHAVIOR IN ELECTRONIC CHANNELS**

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Appendix (Available Online)¹

Instructions Regarding Weighting Scheme and Category Weighting Items

Weights: You have 100 points to distribute across the five categories shown below. You should distribute the points based on the relative importance of the categories in determining the usability of web sites in _____ industry for your task of the _____. In other words, the more important a category is to you for sites in the _____ industry for the _____ task, the more points you allocate to it. Note that you are <u>not</u> saying how good particular site is with regard to each category, but rather how <u>important</u> each category is to you in deciding the overall usability of web sites in _____ industry for your task of the _____. The computer will show you a tally of what is allocated in the column labeled “Total” below. You may change the allocation until you finalize it by clicking it on the “Submit” button below.		
Category	Explanation	Weight
Content	The extent to which a web site offers informational and transactional capability.	
Ease of use	The extent to which using a web site is free of effort.	
Promotion	The extent to which a web site is well-promoted on the web and on other media.	
Made-for-the-medium	The extent to which a web site can be tailored to fit your specific needs.	
Emotion	The extent to which a web site evokes emotional reactions from you.	
Total (Maximum: 100 points)		

Instructions and Items For Weight Distribution Across Sub-Categories

Please allocate the ____ points that you allocated to content, across the following four sub-categories of content. You should distribute the points based on the relative importance of the sub-categories in determining the usability of web sites in _____ industry for your task of the _____. In other words, the more important a sub-category is to you for sites in the _____ industry for the _____ task, the more points you allocate to it. Note that you are <u>not</u> saying how good particular site is with regard to each sub-category, but rather how <u>important</u> each sub-category is to you in deciding the overall usability of web sites in _____ industry for your task of the _____. The computer will show you a tally of what is allocated in the column labeled “Total” below. You may change the allocation until you finalize it by clicking it on the “Submit” button below.		
Category: Content		
Sub-Category	Explanation	Weight
Relevance	The extent to which a web site offers content that is relevant to the core audience.	
Media use	The extent to which a web site uses media appropriately and effectively to communicate the content.	
Appropriate breadth and depth	The extent to which a web site provides the appropriate breadth and depth of content.	
Current and timely information	The extent to which a web site provides current and timely information.	

¹ These tables are reproduced from Agarwal and Venkatesh (2002)

	Total (Maximum: ... points)	
<i>Instructions same as before were provided.</i>		
Category: Ease of Use		
Sub-Category	Explanation	Weight
Goals	The extent to which a web site offers clear and understandable goals.	
Structure	The extent to which a web site is well-structured and organized.	
Feedback	The extent to which a web site provides clear and understandable results and feedback regarding your progress.	
	Total (Maximum: ... points)	
<i>Instructions same as before were provided.</i>		
Category: Made-for-the-Medium		
Sub-Category	Explanation	Weight
Community	The extent to which a web site offers you the opportunity to be part of an online group or community.	
Personalization	The extent to which a web site can treat you as a unique person, and respond to your specific needs.	
Refinement	The extent to which a web site reflects the most current trend(s) and provides the most up-to-date information.	
	Total (Maximum: ... points)	
<i>Instructions same as before were provided.</i>		
Category: Emotion		
Sub-Category	Explanation	Weight
Challenge	The extent to which a web site offers you an element of challenge.	
Plot	The extent to which a web site provides an interesting story-line.	
Character Strength	The extent to which a web site ties to individuals, within and outside the organization, who have credibility.	
Pace	The extent to which a web site allows you to control the pace at which information you interact with it.	
	Total (Maximum: ... points)	

Instructions for Rating Web Sites

When you rate each web site for various attributes, please rate them from the perspective of an individual/household customer of the firm. For example, if you are rating a web site on “free stuff,” provide your rating on how much or how good the “free stuff” is on the web site from your perspective as an individual/household customer. So, “free stuff” given to commercial clients will not count. Also, when you provide ratings, the weights you assigned in the first several steps do not play a role—so, it doesn’t matter whether you thought “free stuff” was important to you or not, you are simply providing a rating of the “free stuff” made available to the individual customer.