

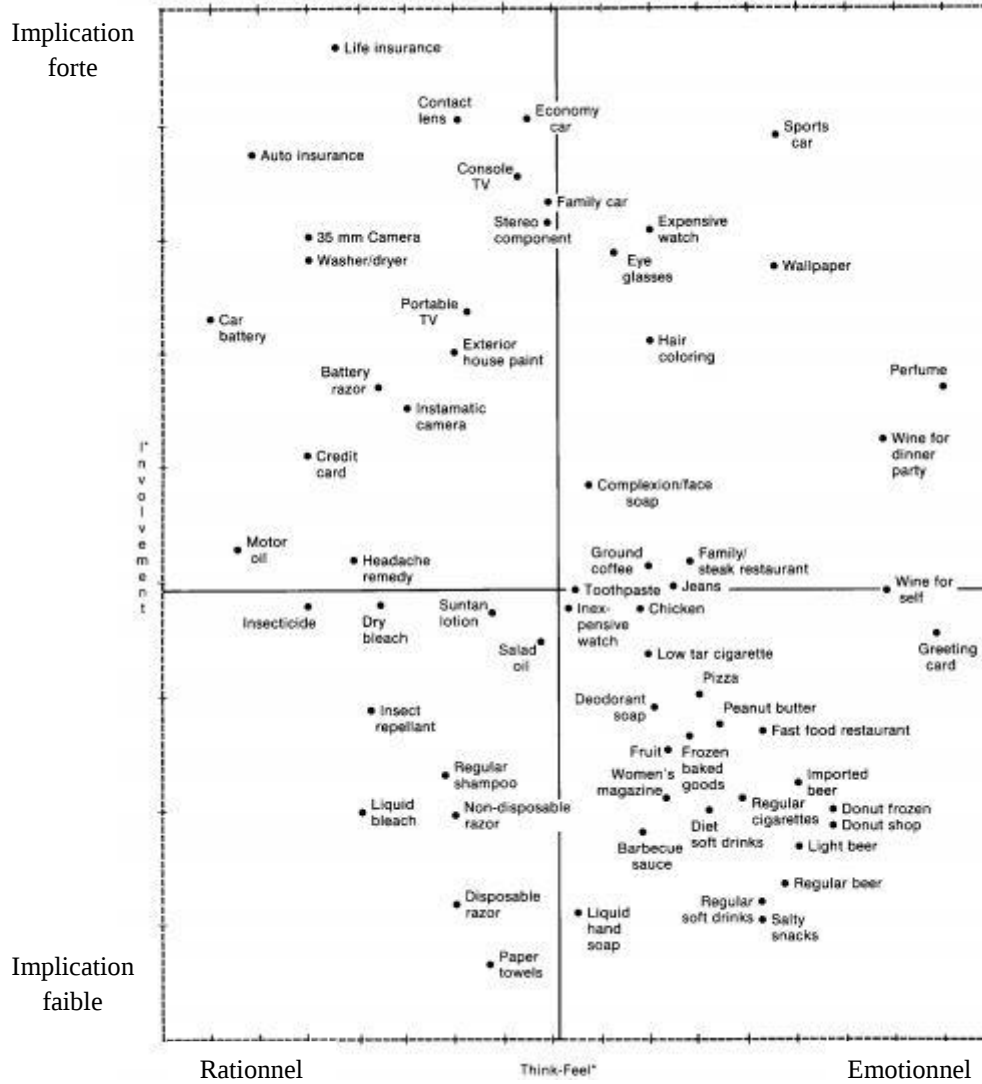
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Annexes

Annexe 1: Grille FCB

Figure 2 : Grille FCB – 60 biens communs



Source: Ratchford (1987)

Annexe 2: Le questionnaire après le pré-test

General introduction

Hello,

Thank you very much for accepting the request to fill out this online questionnaire. It won't take more than 10 minutes of your time.

I am a Master student of Management sciences at the Louvain School of Management and I'm currently working on my thesis regarding online product reviews. Your answers will help me gain valuable insights in order to conclude my thesis.

All information will of course be treated anonymously and there are no wrong or right answers.

You may start the questionnaire by clicking "next", good luck!

Part 1 - General information about Amazon

1) Have you ever visited a product review website?

Info: It's a type of website where customer can buy a product and post their opinion afterwards in order to help other customer to decide whether to buy this product or not. Examples: Amazon, TripAdvisor, consumerreports.org, epinions.com, etc.

1.1. Yes

1.2. No

2) Are you familiar with the Amazon website?

2.1. Yes

2.2. No (show introduction – go to 5))

→ Introduction Amazon (shown when 2) = No)

Amazon is a multinational e-commerce website that sells products to customers in a large variety of countries all over the world. Moreover, it is the largest online retailer selling a wide variety of products such as, electronics, clothes or books for example. Special about Amazon is that it allows customers to post product reviews and to rate those products. This has grown to be the largest online consumer forum nowadays.

3) How often do you visit the Amazon website, on average?

3.1. Never (go to Q5)

3.2. Less than once a month

3.3. 2 – 3 times a month

3.4. Once a week

3.5. 2 – 3 times a week

3.6. Daily

4) Have you ever visited the Amazon website for product reviews?

4.1. Yes

4.2. No

Part II - Manipulation of product reviews [Questionnaire 1]

[Review 1] A positive review with profile information

★★★★★ Amazing Tablet!, September 18, 2015

Customer Review

By [Peter Meyer](#)

I bought this product after spending time looking at many different tablets offered by other companies. I originally purchased it as a device to keep me entertained during my long flight to Europe. I have owned the product for over a year now, and although it was expensive, I think I have gotten a great value out of it. I use the tablet mostly as a device for reading books, but also sometimes use it just to play games or check up on my fantasy football team.

Reviewer Profile



Peter Meyer
30 years
Berlin, Germany
[Show all 8 reviews](#)

Advantages:

This tablet runs on a very advanced, but easy-to-use operating system. I did not have a very hard time adjusting to the way the system works even though I had been using other brands for some time prior. The battery life of this tablet is also very good, lasting for about eight hours under heavy use, which includes playing games, reading books, reviewing school materials, etc. The product is also very light, weighing just a bit more if not the same amount as my phone. I had a few questions when setting up my tablet and called the support team. They were very helpful and actually took control of my tablet remotely in order to answer my questions. The team is always standing by, and that is a great comfort.

Disadvantages:

I have noticed that this tablet is hard to read in the sunlight. I have taken it to the pool in order to read a book, and found it difficult to read unless I was sitting in the shade. I have yet to drop this tablet, but the fact that it is so light somewhat scares me to the point that I am not sure it would survive the fall, so I make sure to be extremely careful.

Overall Assessment:

I chose to give this tablet five stars because I absolutely love it. I have not once regretted my purchase of this product, and would be more than willing to recommend this tablet to both my family and friends.

Help other customers find the most helpful reviews

Was this review helpful to you?

[Review 3] A negative review without personal information

★☆☆☆ **Disappointing Smartphone!**, August 29, 2015

Customer Review

By [Amazon Customer](#)

Reviewer Profile



Amazon Customer

I upgraded to this Smartphone. I was looking forward to the larger screen size and faster processing speed. I have had the phone for a few months now; here is a quick list of what I can tell so far.

Advantages:

- * The screen display is decent, although I've seen better screens to be honest.
- * The processing speed is fast and reliable.
- * The phone is lightweight and thin, but this will change once you put on a case on the phone to protect the fragile build.
- * The high quality camera offers a lot of different functions. Although, not all of them are very useful and you might never use them.

Disadvantages:

- * The Phone has extremely weak reception for 3G/4G. Seems this issue has carried over from its predecessor. I get none in my apartment; my old phone always got a solid signal.
- * The call quality is often not as decent as with my previous Smartphone.
- * The audio sound is simply not loud enough.
- * The phone does not allow different sounds/ringtone to distinguish between text and email.
- * The overall material quality (only plastic) is insufficient. It appears fragile and slippery.
- * The buttons are super sensitive and poorly laid out.
- * The worst part is all the invasive bloatware! I was able to delete a few, and disabled another 18 or so, but they still take up space. There is another 1/2 dozen or so that cannot be deleted or disabled.
- * It does not really offer improvements compared to its predecessor

Overall assessment:

I would recommend not buying this phone because the disadvantages easily outweigh the advantages. And most of the advantages can also be found in the previous model. In fact, only the camera is really better than before. I would therefore recommend to buy the previous model which is way cheaper or to just go for another brand. Therefore, I can only give one star.

Help other customers find the most helpful reviews

Was this review helpful to you?

Part II - Manipulation of product reviews [Questionnaire 2]

[Review 2] A positive review without profile information

★★★★★ **Amazing Tablet!**, September 18, 2015

Customer Review

By [Amazon Customer](#)

Reviewer Profile



Amazon Customer

I bought this product after spending time looking at many different tablets offered by other companies. I originally purchased it as a device to keep me entertained during my long flight to Europe. I have owned the product for over a year now, and although it was expensive, I think I have gotten a great value out of it. I use the tablet mostly as a device for reading books, but also sometimes use it just to play games or check up on my fantasy football team.

Advantages:

This tablet runs on a very advanced, but easy-to-use operating system. I did not have a very hard time adjusting to the way the system works even though I had been using other brands for some time prior. The battery life of this tablet is also very good, lasting for about eight hours under heavy use, which includes playing games, reading books, reviewing school materials, etc. The product is also very light, weighing just a bit more if not the same amount as my phone. I had a few questions when setting up my tablet and called the support team. They were very helpful and actually took control of my tablet remotely in order to answer my questions. The team is always standing by, and that is a great comfort.

Disadvantages:

I have noticed that this tablet is hard to read in the sunlight. I have taken it to the pool in order to read a book, and found it difficult to read unless I was sitting in the shade. I have yet to drop this tablet, but the fact that it is so light somewhat scares me to the point that I am not sure it would survive the fall, so I make sure to be extremely careful.

Overall Assessment:

I chose to give this tablet five stars because I absolutely love it. I have not once regretted my purchase of this product, and would be more than willing to recommend this tablet to both my family and friends.

Help other customers find the most helpful reviews

Was this review helpful to you?

[Review 4] A negative review with profile information

★☆☆☆☆ **Disappointing Smartphone!**, August 29, 2015

Customer Review

By **Peter Meyer**

Reviewer Profile



Peter Meyer
30 years
Berlin, Germany
[Show all 8 reviews](#)

I upgraded to this Smartphone. I was looking forward to the larger screen size and faster processing speed. I have had the phone for a few months now; here is a quick list of what I can tell so far.

Advantages:

- * The screen display is decent, although I've seen better screens to be honest.
- * The processing speed is fast and reliable.
- * The phone is lightweight and thin, but this will change once you put on a case on the phone to protect the fragile build.
- * The high quality camera offers a lot of different functions. Although, not all of them are very useful and you might never use them.

Disadvantages:

- * The Phone has extremely weak reception for 3G/4G. Seems this issue has carried over from its predecessor. I get none in my apartment; my old phone always got a solid signal.
- * The call quality is often not as decent as with my previous Smartphone.
- * The audio sound is simply not loud enough.
- * The phone does not allow different sounds/ringtone to distinguish between text and email.
- * The overall material quality (only plastic) is insufficient. It appears fragile and slippery.
- * The buttons are super sensitive and poorly laid out.
- * The worst part is all the invasive bloatware! I was able to delete a few, and disabled another 18 or so, but they still take up space. There is another 1/2 dozen or so that cannot be deleted or disabled.
- * It does not really offer improvements compared to its predecessor

Overall assessment:

I would recommend not buying this phone because the disadvantages easily outweigh the advantages. And most of the advantages can also be found in the previous model. In fact, only the camera is really better than before. I would therefore recommend to buy the previous model which is way cheaper or to just go for another brand.

Help other customers find the most helpful reviews

Was this review helpful to you?

[2 product reviews will be shown. After each review, the following questions will be asked]

5) Please indicate your level of approval with the following statements

Information: [1] = strongly disagree ; [2] = disagree ; [3] = somewhat disagree ; [4]= neither agree nor disagree ; [5] = somewhat agree ; [6] = agree ; [7] = strongly agree

I think this review is ...	Degree of approval
... accurate	[1] [2] [3] [4] [5] [6] [7]
... honest	[1] [2] [3] [4] [5] [6] [7]
... believable	[1] [2] [3] [4] [5] [6] [7]
... trustworthy	[1] [2] [3] [4] [5] [6] [7]
... honest	[1] [2] [3] [4] [5] [6] [7]

6) Please indicate your level of approval with the following statements

Information: [1] = strongly disagree ; [2] = disagree ; [3] = somewhat disagree ; [4]= neither agree nor disagree ; [5] = somewhat agree ; [6] = agree ; [7] = strongly agree

I think the reviewer is ...	Degree of approval
... an expert	[1] [2] [3] [4] [5] [6] [7]
... knowledgeable	[1] [2] [3] [4] [5] [6] [7]
... qualified	[1] [2] [3] [4] [5] [6] [7]

7) What is your opinion of the product described in the review?

Information: [1] = strongly disagree ; [2] = disagree ; [3] = somewhat disagree ; [4]= neither agree nor disagree ; [5] = somewhat agree ; [6] = agree ; [7] = strongly agree

	Degree of approval
Positive	[1] [2] [3] [4] [5] [6] [7]
Appealing	[1] [2] [3] [4] [5] [6] [7]
Interesting	[1] [2] [3] [4] [5] [6] [7]
High quality	[1] [2] [3] [4] [5] [6] [7]

8) Assuming you are interested in a tablet, would you be more or less likely to purchase the product, given the information shown in the review?

[1] = Extremely unlikely

[2] = Unlikely

[3] = Neutral;

[4] = Likely

[5] = Extremely likely

Part III - Demographics and ending

12) What is your gender?

- Male
- Female

13) What is your age?

- Younger than 18 years old
- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-65 years old
- Older than 65 years old

14) What is the highest degree or level of school you have completed? *If currently enrolled, highest degree received.*

- No schooling completed
- Primary education
- Secondary education (High school)
- Bachelor's degree
- Master's degree
- Doctorate degree
- Other, namely

Ending

Congratulations, you made it to the end.

Again, I really appreciate your participation. Thank you for your help!

Patrick Kaut

For any questions or comments, don't hesitate to send me an email:

patrick.kaut@student.uclouvain.be

Annexe 3 : Comparaison des deux groupes – Khi^2 d'indépendance

Tableau 26 : Khi^2 d'indépendance : Numéro du questionnaire – sexe

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,045 ^a	1	,833		
Continuity Correction ^b	,005	1	,945		
Likelihood Ratio	,045	1	,833		
Fisher's Exact Test				,887	,473
Linear-by-Linear Association	,044	1	,833		
N of Valid Cases	197				

Tableau 27 : Khi² d'indépendance : Numéro du questionnaire – catégorie d'âge**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	,741 ^a	4	,946
Likelihood Ratio	,743	4	,946
Linear-by-Linear Association	,199	1	,655
N of Valid Cases	197		

Tableau 28 : Khi² d'indépendance : Numéro du questionnaire – niveau d'éducation**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	,005 ^a	2	,997
Likelihood Ratio	,005	2	,997
Linear-by-Linear Association	,000	1	,999
N of Valid Cases	197		

Légende des trois tableaux de Khi² d'indépendance :

1^{ère} colonne : Value = la valeur Khi²

2^{ème} colonne : df = le degré de liberté (dl)

3^{ème} colonne : Asymp. Sig = la p-valeur

Annexe 4 : L'analyse factorielle des variables dépendantes

4.1. Résultats pour la critique #1

Tableau 29 : Critique #1 - Valeurs propres et les pourcentages de variances expliqués des facteurs

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6,449	53,739	53,739	6,449	53,739	53,739	3,813	31,777	31,777
2	1,666	13,885	67,624	1,666	13,885	67,624	3,426	28,551	60,327
3	1,297	10,805	78,429	1,297	10,805	78,429	2,172	18,102	78,429
4	,535	4,461	82,890						
5	,390	3,251	86,141						
6	,341	2,843	88,984						
7	,340	2,834	91,817						
8	,262	2,187	94,004						
9	,225	1,871	95,875						
10	,183	1,529	97,404						
11	,170	1,419	98,822						
12	,141	1,178	100,000						

Extraction Method: Principal Component Analysis.

Tableau 30 : Critique #1 - Communalités

Communalities		
	Initial	Extraction
[C1] accurate	1,000	,606
[C1] honest	1,000	,771
[C1] believable	1,000	,829
[C1] trustworthy	1,000	,839
[C1] credible	1,000	,794
[C1] an expert	1,000	,800
[C1] knowledgeable	1,000	,788
[C1] qualified	1,000	,758
[C1] Positive	1,000	,821
[C1] Appealing	1,000	,830
[C1] Interesting	1,000	,782
[C1] High quality	1,000	,793

Extraction Method: Principal Component Analysis.

4.2. Résultats pour la critique #2

Tableau 31 : Critique #2 - Mesure de KMO

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,899
Bartlett's Test of Sphericity	Approx. Chi-Square	937,741
	df	66
	Sig.	,000

Tableau 32 : Critique #2 - Communalités

Communalities		
	Initial	Extraction
[C2] accurate	1,000	,749
[C2] honest	1,000	,834
[C2] believable	1,000	,861
[C2] trustworthy	1,000	,881
[C2] credible	1,000	,769
[C2] an expert	1,000	,729
[C2] knowledgeable	1,000	,768
[C2] qualified	1,000	,773
[C2] Positive	1,000	,844
[C2] Appealing	1,000	,805
[C2] Interesting	1,000	,820
[C2] High quality	1,000	,678

Extraction Method: Principal Component Analysis.

Tableau 33 : Critique #2 - Valeurs propres et les pourcentages de variances expliqués des facteurs

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6,737	56,144	56,144	6,737	56,144	56,144	3,863	32,193	32,193
2	1,853	15,442	71,586	1,853	15,442	71,586	3,380	28,163	60,356
3	,923	7,688	79,274	,923	7,688	79,274	2,270	18,918	79,274
4	,471	3,924	83,198						
5	,452	3,769	86,968						
6	,323	2,689	89,656						
7	,299	2,492	92,149						
8	,290	2,420	94,569						
9	,212	1,764	96,333						
10	,183	1,528	97,861						
11	,151	1,262	99,123						
12	,105	,877	100,000						

Extraction Method: Principal Component Analysis.

Tableau 34 : Critique #2 - Matrice factorielle après rotation varimax

Rotated Component Matrix ^a			
	Component		
	1	2	3
[C2] honest	,875	,259	,031
[C2] believable	,855	,358	,041
[C2] trustworthy	,854	,353	,164
[C2] credible	,780	,382	,121
[C2] accurate	,620	,502	,336
[C2] Interesting	,321	,839	,116
[C2] Appealing	,369	,810	,116
[C2] Positive	,463	,791	,071
[C2] High quality	,255	,759	,192
[C2] an expert	-,103	-,037	,847
[C2] qualified	,148	,225	,837
[C2] knowledgeable	,305	,221	,792

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 5 iterations.

4.3. Résultats pour la critique #3

Tableau 35 : Critique #3 - Mesure de KMO

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,833
Bartlett's Test of Sphericity	Approx. Chi-Square	1012,788
	df	66
	Sig.	,000

Tableau 36 : Critique #3 - Communalités

Communalities		
	Initial	Extraction
[C3] accurate	1,000	,610
[C3] honest	1,000	,744
[C3] believable	1,000	,847
[C3] trustworthy	1,000	,873
[C3] credible	1,000	,862
[C3] an expert	1,000	,795
[C3] knowledgeable	1,000	,738
[C3] qualified	1,000	,846
[C3] Positive	1,000	,875
[C3] Appealing	1,000	,882
[C3] Interesting	1,000	,884
[C3] High Quality	1,000	,882

Extraction Method: Principal Component Analysis.

Tableau 37 : Critique #3 - Valeurs propres et les pourcentages de variances expliqués des facteurs

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,998	41,652	41,652	4,998	41,652	41,652	3,986	33,215	33,215
2	3,528	29,396	71,048	3,528	29,396	71,048	3,535	29,461	62,676
3	1,312	10,932	81,980	1,312	10,932	81,980	2,316	19,304	81,980
4	,474	3,952	85,932						
5	,414	3,452	89,384						
6	,306	2,550	91,934						
7	,258	2,149	94,083						
8	,235	1,961	96,044						
9	,149	1,245	97,289						
10	,136	1,137	98,426						
11	,109	,908	99,334						
12	,080	,666	100,000						

Extraction Method: Principal Component Analysis.

Tableau 38 : Critique #3 - Matrice factorielle après rotation varimax

Rotated Component Matrix ^a			
	Component		
	1	2	3
[C3] trustworthy	,914	,039	,188
[C3] believable	,909	-,036	,139
[C3] credible	,905	,042	,202
[C3] honest	,852	-,077	,109
[C3] accurate	,659	,087	,409
[C3] Interesting	,025	,939	,035
[C3] Appealing	-,019	,930	,126
[C3] High Quality	,102	,930	,085
[C3] Positive	-,090	,924	,119
[C3] qualified	,273	,072	,876
[C3] an expert	,095	,214	,860
[C3] knowledgeable	,490	,029	,705

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 5 iterations.

4.4. Résultats pour la critique #4

Tableau 39 : Critique #4 - Mesure de KMO

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,854
Bartlett's Test of Sphericity	Approx. Chi-Square	970,293
	df	66
	Sig.	,000

Tableau 40 : Critique #4 - Communalités

Communalities		
	Initial	Extraction
[C4] accurate	1,000	,750
[C4] honest	1,000	,839
[C4] believable	1,000	,889
[C4] trustworthy	1,000	,885
[C4] credible	1,000	,852
[C4] an expert	1,000	,851
[C4] knowledgeable	1,000	,818
[C4] qualified	1,000	,834
[C4] Positive	1,000	,817
[C4] Appealing	1,000	,770
[C4] Interesting	1,000	,782
[C4] High Quality	1,000	,773

Extraction Method: Principal Component Analysis.

Tableau 41 : Critique #4 - Valeurs propres et les pourcentages de variances expliqués des facteurs

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5,296	44,137	44,137	5,296	44,137	44,137	3,704	30,864	30,864
2	3,165	26,374	70,511	3,165	26,374	70,511	3,134	26,114	56,979
3	1,399	11,659	82,170	1,399	11,659	82,170	3,023	25,191	82,170
4	,425	3,539	85,710						
5	,337	2,809	88,519						
6	,285	2,372	90,891						
7	,268	2,231	93,122						
8	,248	2,067	95,189						
9	,167	1,392	96,581						
10	,151	1,257	97,838						
11	,139	1,155	98,993						
12	,121	1,007	100,000						

Extraction Method: Principal Component Analysis.

Tableau 42 : Critique #4 - Matrice factorielle après rotation varimax

Rotated Component Matrix ^a			
	Component		
	1	2	3
[C4] believable	,917	-,100	,195
[C4] honest	,909	-,040	,107
[C4] trustworthy	,872	-,062	,347
[C4] credible	,841	,061	,376
[C4] Positive	-,123	,894	,053
[C4] Interesting	,078	,880	,043
[C4] Appealing	,034	,876	,048
[C4] High Quality	-,114	,870	-,062
[C4] an expert	,132	,121	,905
[C4] qualified	,280	,004	,869
[C4] knowledgeable	,310	-,056	,848
[C4] accurate	,585	,022	,638

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 5 iterations.

Annexe 5 : Statistiques descriptives des nouvelles variables créées

Tableau 43 : Statistiques descriptives des nouvelles variables créées

Descriptive Statistics							
	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Pos_Fiabilité	197	5,0051	1,12076	-,914	,173	,420	,345
Pos_Expertise	197	4,0288	1,10542	-,108	,173	-,479	,345
Pos_Attitude	197	4,9797	,99852	-,690	,173	,580	,345
Neg_Fiabilité	197	5,1513	,99225	-,890	,173	1,277	,345
Neg_Expertise	197	4,2910	1,18901	-,203	,173	-,342	,345
Neg_Attitude	197	2,8088	1,21471	,941	,173	,277	,345
Infocon_Fiabilité	197	5,0964	1,09257	-1,029	,173	1,167	,345
Infocon_Expertise	197	4,3976	1,20625	-,390	,173	-,280	,345
Infocon_Attitude	197	4,0241	1,54309	-,012	,173	-1,159	,345
Infoincon_Fiabilité	197	5,0599	1,02811	-,811	,173	,430	,345
Infoincon_Expertise	197	3,9222	1,04958	,016	,173	-,295	,345
Infoincon_Attitude	197	3,7644	1,55755	-,135	,173	-1,386	,345
Pos_Intentionachat	197	3,4264	,79598	-,676	,173	,240	,345
Neg_Intentionachat	197	2,0406	,83200	,622	,173	,021	,345
Infocon_Intentionachat	197	2,7665	1,06728	,046	,173	-,944	,345
Infoincon_Intentionachat	197	2,7005	1,07221	-,131	,173	-1,189	,345
Valid N (listwise)	197						

Annexe 6 : Effet modérateur du sexe

Tableau 44 : Effet modérateur du sexe - Résultats du t-test sur échantillons appariés

Variable indépendante	Sexe	Variable dépendante	Différence de moyenne (en valeur absolue)	Valeur-t	dl ¹	p-valeur
Valence	Homme (n = 95)	Fiabilité	0,04211	0,338	94	0,736
		Expertise	0,23158	1,627	94	0,107
		Attitude	2,20965	11,600	94	< 0,001
Informations personnelles		Fiabilité	0,21053	1,715	94	0,090
		Expertise	0,42807	1,33923	94	0,002
		Attitude	0,47281	1,614	94	0,110
		Intention d'achat	0,10526	0,587	94	0,558
Valence	Femme (n= 102)	Fiabilité	0,24314	2,240	101	0,027
		Expertise	0,29085	1,871	101	0,064
		Attitude	2,13480	13,661	101	< 0,001
Informations personnelles		Fiabilité	0,12549	1,136	101	0,259
		Expertise	0,51961	3,477	101	0,001
		Attitude	0,06127	0,232	101	0,817
		Intention d'achat	0,02941	0,157	101	0,875

En gras : les valeurs significatives

Tableau 45 : Effet modérateur du sexe - Résultats du t-test sur échantillon unique pour l'impact de la valence sur l'intention d'achat

Valence	Sexe	Moyenne	Ecart-type	Valeur-t	dl ²	p-valeur
Positive	Homme (n = 95)	3,3895	0,74797	5,075	94	<0,001
Négative		2,1053	0,85644	-10,183	94	<0,001
Positive	Femme (n = 101)	3,4608	0,84046	5,537	101	<0,001
Négative		1,9804	0,80813	-12,742	101	<0,001

En gras : les valeurs significatives

Info : Valeur testée = 3

Tableau 46 : Effet modérateur du sexe - Résultats du t-test sur échantillons indépendants

¹ Degré de liberté pour un t-test sur échantillons appariés = nombre d'observations – 1

² Degré de liberté pour un t-test sur échantillon unique = nombre d'observations – 1

Valence	Sexe	Variable dépendante	p-valeur du Test de Levene	Valeur-t	dl ³	p-valeur du t-test
Positive	Homme (n = 95)	Fiabilité	0,056	2,189	93	0,031
		Expertise	0,596	3,051	93	0,003
		Attitude	0,824	2,652	93	0,009
		Intention d'achat	0,994	0,083	93	0,934
	Femme (n = 102)	Fiabilité	0,123	-0,484	100	0,630
		Expertise	0,047**	2,959	100	0,004
		Attitude	0,221	0,501	100	0,617
		Intention d'achat	0,009**	-0,242	100	0,809
Négative	Homme (n = 95)	Fiabilité*	0,469	-0,344	93	0,732
		Expertise	0,461	0,728	93	0,469
		Attitude	0,802	1,331	93	0,186
		Intention d'achat	0,427	0,971	93	0,334
	Femme (n = 102)	Fiabilité*	0,815	-0,813	100	0,418
		Expertise	0,187	1,757	100	0,082
		Attitude	0,086	0,485	100	0,629
		Intention d'achat	0,551	0,985	100	0,327

En gras : les valeurs significatives

* Le sens de la différence est le contraire de celle anticipée dans l'hypothèse et ainsi, ces variables ne sont pas prises en considération ici

** Las variances ne sont pas homogènes, les valeurs corrigées de SPSS sont ainsi utilisées

³ Degré de liberté pour un t-test sur échantillons indépendants = nombre d'observations total - 2

Annexe 7 : Effet modérateur de l'âge

Tableau 47 : Effet modérateur de l'âge - Résultats du t-test sur échantillons appariés

Tableau 17 : Effet modérateur de l'âge - Résultats du t-test sur échantillons appariés						
Variable indépendante	Age	Variable dépendante	Différence de moyenne	Valeur-t	dl	p-valeur
Valence	18-34 ans (n = 151)	Fiabilité	0,14437	1,668	150	0,097
		Expertise	0,27373	2,384	150	0,018
		Attitude	2,02152	14,412	150	<0,001
Informations personnelles		Fiabilité*	-0,13907	-1,605	150	0,111
		Expertise	0,33113	2,909	150	0,004
		Attitude	0,13742	0,635	150	0,526
		Intention d'achat*	-0,03311	-0,235	150	0,814
Valence	> 34 ans (n = 46)	Fiabilité	0,15217	0,721	45	0,474
		Expertise	0,22464	0,892	45	0,377
		Attitude	2,66123	11,249	45	<0,001
Informations personnelles		Fiabilité	0,61304	3,202	45	0,003
		Expertise	0,94928	4,498	45	<0,001
		Attitude	0,66123	1,465	45	0,150
		Intention d'achat	0,39130	1,282	45	0,207

En gras : les valeurs significatives

* Le sens de la différence est le contraire de celle anticipée dans l'hypothèse et ainsi, ces variables ne sont pas prises en considération ici

Tableau 48 : Effet modérateur de l'âge - Résultats du t-test sur échantillon unique pour l'impact de la valence sur l'intention d'achat

Valence	Age	Moyenne	Ecart-type	Valeur-t	dl	p-valeur
Positive	18-34 ans (n = 151)	3,3709	0,79679	5,719	150	<0,001
Négative		2,0927	0,86680	-12,862	150	<0,001
Positive	> 34ans (n = 46)	3,6087	0,77397	5,334	45	<0,001
Négative		1,8696	0,68666	-11,166	45	<0,001

En gras : les valeurs significatives

Info : valeur testée = 3

Tableau 49 : Effet modérateur de l'âge - Résultats du t-test sur échantillons indépendants

Valence	Age	Variable dépendante	p-valeur du Test de Levene	Valeur-t	dl	p-valeur du t-test
Positive	18-34 ans (n = 151)	Fiabilité	0,420	0,589	149	0,557
		Expertise	0,907	3,576	149	<0,001
		Attitude	0,420	1,825	149	0,070
		Intention d'achat	0,646	-0,832	149	0,407
	> 34 ans (n = 46)	Fiabilité	0,075	1,384	44	0,173
		Expertise	0,029**	2,304	44	0,027
		Attitude	0,001**	1,290	44	0,206
		Intention d'achat	0,082	1,066	44	0,270
Négative	18-34 ans (n = 151)	Fiabilité*	0,105	-2,464	149	0,015
		Expertise	0,087	0,251	149	0,802
		Attitude	0,350	0,552	149	0,582
		Intention d'achat	0,855	0,895	149	0,372
	> 34 ans (n = 46)	Fiabilité	0,009	3,360	44	0,002
		Expertise	0,267	3,964	44	<0,001
		Attitude	0,581	1,530	44	0,133
		Intention d'achat	0,584	1,186	44	0,242

En gras : les valeurs significatives

* Le sens de la différence est le contraire de celle anticipée dans l'hypothèse et ainsi, ces variables ne sont pas prises en considération ici

** Las variances ne sont pas homogènes, les valeurs corrigées de SPSS sont ainsi utilisées

Annexe 8 : Effet modérateur de la fréquence de visite

Tableau 50 : Effet modérateur de la fréquence de visite - Résultats du t-test sur échantillons appariés

Variable indépendante	Fréquence de visite	Variable dépendante	Différence de moyenne	Valeur-t	dl	p-valeur
Valence	Jamais ou rarement (n= 42)	Fiabilité	0,20476	1,211	41	0,233
		Expertise	0,08730	0,410	41	0,684
		Attitude	1,91667	8,151	41	<0,001
Informations personnelles		Fiabilité*	-0,17619	-1,037	41	0,306
		Expertise	0,18254	0,862	41	0,394
		Attitude	0,33333	0,884	41	0,382
		Intention d'achat	0,14286	0,578	41	0,566
Valence	Régulièrement (n = 155)	Fiabilité	0,13032	1,381	154	0,169
		Expertise	0,30968	2,557	154	0,012
		Attitude	2,23978	15,840	154	<0,001
Informations personnelles		Fiabilité	0,09419	0,995	154	0,321
		Expertise	0,55484	4,812	154	<0,001
		Attitude	0,23978	1,050	154	0,296
		Intention d'achat	0,04516	0,300	154	0,765

En gras : les valeurs significatives

* Le sens de la différence est le contraire de celle anticipée dans l'hypothèse et ainsi, ces variables ne sont pas prises en considération ici

Tableau 51 : Effet modérateur de la fréquence de visite - Résultats du t-test sur échantillon unique pour l'impact de la valence sur l'intention d'achat

Valence	Fréquence de visite	Moyenne	Ecart-type	Valeur-t	dl	p-valeur
Positive	Jamais ou rarement (n = 42)	3,3333	0,78606	2,748	41	0,009
Négative		2,1429	0,78310	-7,094	41	<0,001
Positive	Régulièrement (n = 155)	3,4516	0,79930	7,034	154	<0,001
Négative		2,0129	0,84506	-14,543	154	<0,001

En gras : les valeurs significatives

Info : valeur testée = 3

Tableau 52 : Effet modérateur de la fréquence de visite - Résultats du t-test sur échantillons indépendants

Valence	Fréquence de visite	Variable dépendante	p-valeur du Test de Levene	Valeur-t	dl	p-valeur du t-test
Positive	Jamais ou rarement (n = 42)	Fiabilité	0,507	0,164	40	0,870
		Expertise	0,026**	1,218	40	0,231
		Attitude	0,283	1,070	40	0,291
		Intention d'achat	0,313	-0,653	40	0,518
	Régulièrement (n = 155)	Fiabilité	0,755	1,241	153	0,216
		Expertise	0,335	4,192	153	<0,001
		Attitude	0,679	1,946	153	0,053
		Intention d'achat	0,134	0,226	153	0,821
Négative	Jamais ou rarement (n = 42)	Fiabilité*	0,903	-1,269	40	0,212
		Expertise*	0,653	-0,075	40	0,940
		Attitude*	0,672	-0,095	40	0,925
		Intention d'achat	0,266	0,903	40	0,372
	Régulièrement (n = 155)	Fiabilité*	0,695	-0,268	153	0,789
		Expertise	0,139	2,028	153	0,044
		Attitude	0,616	1,614	153	0,109
		Intention d'achat	0,666	1,136	153	0,258

En gras : les valeurs significatives

* Le sens de la différence est le contraire de celle anticipée dans l'hypothèse et ainsi, ces variables ne sont pas prises en considération ici

** Les variances ne sont pas homogènes, les valeurs corrigées de SPSS sont ainsi utilisées