

## Survey questionnaire

### Introduction to the survey

The research is carried out by a second year Master's student of Corporate Sustainable Management in Université catholique de Louvain. The study aims to reveal the relationship between online consumer reviews and consumer buying behavior in household appliances category.

Anyone who has bought home appliances at least once from an online shop is invited to take part in the survey.

The survey is completely anonymous, has 18 questions, and takes about 10 minutes to complete.

Your contribution to this study is very important, as the results of the study will help researchers learn more about how the online consumer reviews influence buying behavior. It is also hoped that the information gathered will be useful to other researchers in the future.

The data collected from the survey will be stored in an online portal for the duration of the survey (until 01.05.2023). At the end of the survey, the data will be removed from the web portal and stored for one year on an electronic storage medium with password protection.

- Which of the following household appliances have you purchased online in the past year? (select all that apply) a) Refrigerator b) Dishwasher c) Oven d) Cooktop e) Microwave f) Washer/Dryer g) Vacuum cleaner h) Blender/Juicer i) Coffee maker/Espresso machine j) Electric kettle k) Other
- What is the price range of the household appliances you usually purchase online? a) less than 100€ b) 100€-249€ c) 250€ – 499€ d) 500€ - 999€ e) Not sure
- To what extent do you agree with the following statements? (from strongly disagree to strongly agree)

|                                                                                    | Strongly disagree (1) | Disagree (2) | Neutral (3) | Agree (4) | Strongly agree (5) |
|------------------------------------------------------------------------------------|-----------------------|--------------|-------------|-----------|--------------------|
| 1. Online consumer reviews influence my decision to purchase a household appliance |                       |              |             |           |                    |

|                                                                                            |  |  |  |  |  |
|--------------------------------------------------------------------------------------------|--|--|--|--|--|
| 2. I always read online consumer reviews before making a purchase of a household appliance |  |  |  |  |  |
|--------------------------------------------------------------------------------------------|--|--|--|--|--|

**Annex 6 (Continuation)**

|                                                                                                                                 |  |  |  |  |  |
|---------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| 3. I consider online consumer reviews to be an important factor when purchasing a household appliance                           |  |  |  |  |  |
| 4. Online consumer reviews are a reliable source of information for me when making a decision to purchase a household appliance |  |  |  |  |  |
| 5. I am more likely to purchase a household appliance if it has positive online consumer reviews                                |  |  |  |  |  |
| 6. I have changed my mind about purchasing a household appliance based on negative online consumer reviews                      |  |  |  |  |  |
| 7. The overall rating of a household appliance on a website influences my decision to purchase it                               |  |  |  |  |  |
| 8. I compare the online consumer reviews of multiple household appliances before making a purchase decision                     |  |  |  |  |  |
| 9. I have purchased a household appliance solely based on the online consumer reviews, without seeing it in person              |  |  |  |  |  |
| 10. I have left online consumer reviews for                                                                                     |  |  |  |  |  |

|                                               |  |  |  |  |  |
|-----------------------------------------------|--|--|--|--|--|
| household appliances<br>that I have purchased |  |  |  |  |  |
|-----------------------------------------------|--|--|--|--|--|

### Annex 6 (Continuation)

4. How would you rate the importance of online consumer reviews in your purchase decision-making process for household appliances?
- a) Not important at all (1)
  - b) Slightly important (2)
  - c) Neutral (3)
  - d) Very important (4)
  - e) Extremely important (5)

5. How does the the following factors influence your trust in online consumer reviews for household appliances?

|                                              | Doesn't<br>influence<br>at all (1) | Influences a<br>little bit (2) | Influences<br>moderately<br>(3) | Influences a<br>lot (4) | Has a significant<br>influence (5) |
|----------------------------------------------|------------------------------------|--------------------------------|---------------------------------|-------------------------|------------------------------------|
| The number of<br>reviews                     |                                    |                                |                                 |                         |                                    |
| The average rating<br>of the product         |                                    |                                |                                 |                         |                                    |
| The quality of the<br>reviews                |                                    |                                |                                 |                         |                                    |
| The credibility of<br>the review<br>platform |                                    |                                |                                 |                         |                                    |

6. Have you ever changed your purchase decision for a household appliance based on online consumer reviews?
- a) Yes
  - b) No
7. How do you perceive the accuracy of online consumer reviews for household appliances?
- a) Yes
  - b) No
8. Which of the following types of online consumer reviews do you find most helpful for household appliances?
- a) Positive reviews
  - b) Negative reviews
  - c) Mixed reviews
  - d) All of the above

9. Which of the following factors do you think can influence the credibility of online consumer reviews for household appliances? Please rank the following factors in order of importance, with 1 being the most important and 7 being the least important

|                          | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--------------------------|---|---|---|---|---|---|---|
| The length of the review |   |   |   |   |   |   |   |

**Annex 6 (Continuation)**

|                                          |  |  |  |  |  |  |  |
|------------------------------------------|--|--|--|--|--|--|--|
| The use of specific details              |  |  |  |  |  |  |  |
| The tone of the review                   |  |  |  |  |  |  |  |
| The reviewer's profile information       |  |  |  |  |  |  |  |
| The overall rating of the product        |  |  |  |  |  |  |  |
| The number of reviews for the product    |  |  |  |  |  |  |  |
| The platform where the review was posted |  |  |  |  |  |  |  |

10. How likely are you to write an online consumer review for a household appliance after making a purchase?
- Not likely at all (1)
  - Not very likely (2)
  - Neutral/Undecided (3)
  - Somewhat likely (4)
  - Very likely (5)
11. How would you rate the overall impact of online consumer reviews on your purchasing behavior for household appliances?
- Not significant at all (1)
  - Not very significant (2)
  - Neutral (3)
  - Somewhat significant (4)
  - Very significant (5)
12. How important is it to you that an e-shop has a review feature when purchasing household appliances online?

- a) Not important at all (1)
- b) Slightly important (2)
- c) Neutral (3)
- d) Very important (4)
- e) Extremely important (5)

13. Would you consider purchasing a household appliance from an e-shop that does not have a review feature? A) Yes b) No

#### **Annex 6 (Continuation)**

14. How much do you trust an e-shop that does not have a review feature when purchasing household appliances online?

- a) Not at all (1)
- b) Not very much (2)
- c) Neutral/Undecided (3)
- d) Moderately (4)
- e) Completely/Very much (5)

15. If a e-shop did not have an online review feature, would you still consider purchasing from them or would you choose a different platform with online reviews?

- a) Yes, I would still purchase from the store without a review feature
- b) No, I would not purchase from the store without a review feature and would choose a different platform
- c) I would read reviews about the product on other platforms before making a decision
- d) It would depend on the specific circumstances, such as the availability of the product, price, and delivery options

16. Gender:

- a) Male
- b) Female
- d) Prefer not to say

17. Age:

- a) Under 18
- b) 18-24
- c) 25-34
- d) 35-44
- e) 45-54
- f) 55-64
- g) 65 or older

18. What is your approximate monthly income in euros (€)?

- a) Less than €400 per month
- b) 400€ - 800€ per month
- c) 800€ - 1200€ per month
- d) 1200€ - 1600€ per month
- e) 1600€ - 2000€ per month
- f) More than 2000€ per month
- g) Prefer not to say