The Role of Motivational Factors and Gender on E-Satisfaction

A Comparison of Sweden and Germany

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ABSTRACT

Through the past decades online shopping has become a big part of today’s societies. This has to do with consumers adapting to a modern world where purchasing products and services online has become normal. There are many theories behind the adaption of consumers to modern technology, which in addition is looking at consumer’s attitudes and behaviours. There are many online motivational factors that have been researched and adapted to e-commerce. The outcome of a decision process can either be satisfaction or dissatisfaction, which influences consumers in future purchase decisions. Motivational factors have shown to influence e-satisfaction. When looking at consumer behaviour, it is interesting to examine gender differences, as men and women have different shopping intentions. Previous research has shown that men tend to find online shopping more convenient and men tend to purchase online more often than women. These are factors that can influence every society and therefore the research questions are:

RQ 1: *Are there any similarities between Sweden and Germany regarding online shopping motivation and e-satisfaction?*

RQ 2: *Are there any similarities between Sweden and Germany regarding gender differences and e-satisfaction?*

With a descriptive and exploratory purpose, a qualitative approach and a case study with semi-structured interviews with ten Germans and ten Swedes the research questions could be answered. Mostly, there were similarities found between societies regarding both research questions. However, differences could be identified within gender differences.
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Fel! Bokmärket är inte definierat.
1. Introduction

In this chapter, the reader will be given an introduction to the topic of the thesis. This will start with some general information, which is also referred to as background information of a certain topic. Followed by this, there will be a problem discussion, introducing the reader to a present problem, which will result in the overall purpose of the study.

1.1 Background

An important factor of shopping online is customer experience (CE), which is very important in an e-retail. Researchers have argued that “effective retail management strategies have been linked to the creation of customer experience (CE), which in turns lead to successful performance outcomes” (Gentile et al., 2007; Grewal et al., 2009; Tynan and McKechnie, 2009; Verhoef et al., 2009; cited in Rose et al., 2012).

Customer experience has been considered being part of consumer behaviour due to previous research, such as focusing on the interaction between customers’ experiences and the web (web experience) (Hoffman and Novak, 1996; Novak, Hoffman and Yung, 2000). Other research focused on retail and shopping experienced by customers online (e.g. Overby and Lee, 2006; Noble, Haytko and Phillips, 2005), whereas the aim was to find out shopping preferences and intentions of product purchase. Due to observations of online retailing, the importance of consumer experience is considered being essential for growth of online shopping (Elliot and Fowell, 2000). However, research has shown that purchase growth and online shopping have not walked hand in hand through history (Overby and Lee, 2006).

Different activities are involved in consumer behaviour. First of all, purchasing activities involve the research and gathering of information, the evaluation of the information gathered, ending in the decision of where to purchase goods or services and the actual purchasing. (Kardes, Cronley and Cline, 2014). However, in order to discover the “perfect” place to purchase the good or service, both sellers and consumers need to trust each other (Taylor and Strutton, 2010). As online retailing involves parties not facing each other, some people might hesitate buying online (Dittmar, Long and Meek, 2004). Customers do not have the possibility to physically examine a product and will not be able to pick up the product right after purchasing due to delivery taking time (Corbitt, Thanasankit and Yi, 2003). Therefore, trust is essential for an e-commerce to work and is associated with satisfaction and loyalty towards an e-retailer (ibid).

Consumers are essential for a business-to-consumer (B2C) e-commerce business. B2C is a classification of e-commerce involving the buying and selling of products or services between the sellers and customers (Sameti, Khalili and Sheybani, 2016). It is the consumers who decide to
purchase goods or services presented on the Internet. Consumer behaviour studies the decision-making of consumers whether to buy a product or not (Sameti, Khalili and Sheybani, 2016). It is also associated to the consumers’ activities (purchase, use/consume, disposal) and consumers’ responses (emotional, mental, behavioural), as shown in Figure 1.1 below. (Kardes, Cronley and Cline, 2014)

Figure 1.1: What is Consumer Behaviour

Source: Adapted from Kardes, Cronley and Cline, 2014

Many articles within the area of consumer behaviour are concerned with “information seeking, decision-making, privacy (security), trust, pricing and so on” (Sameti, Khalili and Sheybani, 2016, p.42). The decision-making of a consumer, according to Sproles and Kendall (1986), is the evaluation of different products and approach of making choices, while having affective and cognitive characteristics (modern products versus quality products). Normally, decision-making involves gathering information of a certain product or service but it might be difficult to retain all the information (Häubl and Trifts, 2000).

There are two different kinds of shopping behaviour: hedonic and utilitarian (Overby and Lee, 2006). Hedonic shoppers and utilitarian shoppers have different values when browsing on the Internet and shopping (ibid). Hedonic shopping value is created by the excitement, which combines pleasure and arousal while shopping (Babin and Darden, 1996). Utilitarian shopping value can be defined as the process of an overall assessment of all the benefits of a product and brings consideration into the shopping process (Hoffman and Novak, 1996). Whereas hedonic value could be compared to a shopping spree “for fun”, utilitarian is the process of shopping for something specific that you need. According to previous studies (Noble, Haytko and Phillips,
2009; Pope, Brown and Forrest, 1999; Jayawardhena, Wright and Dennis, 2007), the use of Internet and online shopping suggests gender differences. Previous research has shown that women make use of the Internet more often than men do, using it 17 per cent more often than men (Madrigal, 2012 cited in Ruane and Wallace, 2013). However, this does not necessarily mean that women are more loyal to e-businesses as consumers can have different shopping values when entering a web site (ibid). They might be looking for diversity, the cheapest price of a certain product and so on, leading to either hedonic or utilitarian shopping behaviour and later on to trust, satisfaction or loyalty (Cui and Lai, 2013).

1.2 Problem Discussion

As mentioned before, there are many factors influencing consumer’s motivational behaviour of online shopping. A huge concern that affects online shopping behaviour is perceived risk, due to the fact that high risk could discourage customers to purchase and therefore is correlated to perceived trust (Taylor and Strutton, 2010). When perceived risk is high, consumers will have a low perceived trust, which means that they are negatively correlated (ibid). Kim, Ferrin and Rao (2008) define consumer’s trust as the belief of the seller to fulfil its transactional obligations. Moorman, Deshpande and Zaltman (1993) believe that trust is a way of consumer’s being willing to rely with confidence on the partner whom he or she is exchanging, while Morgan and Hunt (1994) perceive trust as the “confidence in the exchange partner’s reliability and integrity”. Trust is therefore a critical factor in any exchange of goods and services purchased online and leads to customer e-loyalty and e-satisfaction (Sameti, Khalili and Sheybani, 2016). According to Sameti, Khalili and Sheybani (2016), customer satisfaction can be considered the most important factor of repurchasing from the same retailer and is viewed as the main input for customer loyalty. Customer satisfaction and customer loyalty have a positive correlation because high customer satisfaction will make a customer more loyal to a company (Sameti, Khalili and Sheybani, 2016). If a company can create higher loyalty than the competition, they are more likely to earn a consumer’s trust, which is the main contributor to customer loyalty and satisfaction (ibid). This is also a way for an e-business to create competitive advantage, because happy and satisfied customers are more likely to return for another purchase (ibid).

Hofstede (1993, p. 89) defines culture as “the collective programming of the mind which distinguishes one group or category of people from another”. The “category of people” can be referred to as the nation, gender culture, region, generation culture, social class, family, and organisational culture (Hofstede, 1994). According to Hofstede (2001), Sweden and Germany differ in four dimensions of his model and are similar in two dimensions. They are very similar in ‘Power Distance’ and ‘Individualism versus Collectivism’ (ibid). Sweden and Germany are two different cultures. Sweden has almost reached a population of ten million (SCB, 2016), whereas Germany’s population is over 80 million (Worldometers, 2016). Most Swedes seem to have ordered a product or service online (e-barometern, 2013). In 2012, Sweden’s online retails
reached an increase in up to 17 per cent (ibid). An explanation for this could be the trust in online retailers and safety issues (SvD Näringsliv, 2016). Riksbanken (Swedish National Bank) in Sweden predicts a cash free society by 2030. Nowadays, there is only one out of five that pays in cash for a product or service. Compared to the world, Sweden stands out when it comes to the reduced use of cash. One explanation for this is a technology friendly and well-educated household. (Bränström, 2016). In Germany, profits of online transactions increased to seven per cent in 2012, which is 16 per cent of the total trade turnover. However, two third of consumers still remain loyal to physical stores, where a higher pricing does not seem to be a criteria. Many people seem to use the online environment as a “showroom”, where they prepare their purchase online and then go to get the researched product in-store. This results in a profit that is eleven times higher than traditional shopping. (Berger, 2013)

Many recent studies have been focusing on online consumer behaviour (e.g. Guzzo, Ferri and Grifoni, 2016, Dennis et al., 2009). Consumer behaviour is not always voluntary or under control, instead it is said to be planned or deliberate (Guzzo, Ferri and Grifoni, 2016). The performance of behaviour can be limited by external factors (Ajzen, 1991). There are many factors influencing consumers’ decision-making while purchasing online (Teo and Yeong, 2003). Some of these are connected to trust, leading to satisfaction and loyalty (ibid). Hasan (2010) identified that few studies have had focus on gender differences within online shopping attitude. In addition, there is still some research missing on gender differences within e-shopping behaviour and the effects of it regarding loyalty and satisfaction on companies based online (Hasan, 2010). There has also been a lack of research pointed out about gender differences and that men and women have different decisions in encouraging online shopping (Cyr and Bonnani, 2005 cited in Hasan, 2010). It is said that women, in comparison to men, tend to prefer traditional shopping due to the input of social interaction, which cannot be found in online shopping (Dittmar, Long and Meek, 2004). Satisfaction has been shown to be the strongest predictor of purchasing behaviour (Bhattacherjee, 2001), and whether or not a successful long-term relationship with an e-commerce can be adopted (Guzzo, Ferri and Grifoni, 2016). According to Hofstede (2001), Sweden and Germany have both similarities and differences within their culture and therefore it seems relevant to analyse both countries in regards to online motivational factors and gender differences regarding online satisfaction.

1.3 Overall Purpose & Research Questions

The purpose of this thesis is to provide more insights to the factors influencing consumer experience within the e-retail environment. Consumers are differently satisfied by online companies, which can depend on motivational factors depending on gender or shopping motivation. Therefore, the research questions are as followed:
RQ 1: *Are there any similarities or differences between Sweden and Germany regarding online shopping motivation and e-satisfaction?*

RQ 2: *Are there any similarities or differences between Sweden and Germany regarding gender differences and e-satisfaction?*

### 1.4 Thesis Outline

This thesis includes five chapters including Introduction, Literature Review, Methodology, Data Presentation, Data Analysis and finishing with Findings and Conclusions. Chapter One presents different ideas and problems concerning international business and has been narrowed down the overall purpose of this study and the research questions this thesis will try to examine. The second chapter, Literature Review, outlines theories that are related or connected to the proposed research questions stated in Chapter One leading to a conceptual framework. Chapter Three, Methodology, in this thesis will provide information on how this study will find evidence for the proposed research and how data is going to be collected and analysed. The following Chapter Four, Data Presentation and Analysis, will provide a presentation of the empirical data found in the study and an analysis relating the data to the conceptual framework. Last but not least, Chapter Five will present Finding and Conclusions of this study. It will also be concerned with Implications leading to the absolute part of this study, Further Research. To provide the reader with a more narrow specification of this study, a thesis outline is shown below in Figure 1.2:
Chapter 1 *Introduction*

Chapter 2 *Literature Review*

Chapter 3 *Methodology*

Chapter 4 *Empirical Data*

Chapter 5 *Data Analysis*

Chapter 6 *Findings and Conclusion*

**Figure 1.2:** Thesis Outline
2. Literature Review

In this chapter, theories that are applicable to Research Question One and Two will be presented. Theses theories are concerned with consumer behaviour and attitudes in an online environment, online shopping motivation, gender differences and satisfaction. The result of these theories will lead to a connection of the most relevant ones and lead to a conceptual framework.

2.1 E-consumer behaviour

Consumer attitude has had a significant impact on e-consumer behaviour (e.g., Wu, 2003; Cho, 2004). Businesses can create and manage effective websites by understanding online shopping attitudes and retain their customers (Hasan, 2010). According to Rodgers and Harris (2003), the number of Internet users is equal between genders, whereas men tend to purchase more often than women.

Many recent studies have been focusing on e-consumer behaviour (e.g., Guzzo, Ferri and Grifoni, 2016; Dennis et al., 2009). Models used to explain e-consumer behaviour and user technology acceptance are the Theory of Reasoned Action (TRA) (Ajzen and Fishbein, 1980); Theory of Planned Behaviour (TPB) (Ajzen, 1985); the Technology Acceptance Model (TAM) (Davis, 1989); and the Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al., 2003). These theories are explained in the following.

2.1.1 Theory of Reasoned Action (TRA)

The TRA describes social behaviour to be “motivated by an individual’s attitude towards executing that behaviour” (Guzzo, Ferri and Grifoni, 2016). The main area of this model is behavioural intentions, which is influenced by ‘attitude of the behaviour’ and ‘subjective norms’ (Ajzen and Fishbein, 1980). ‘Attitude of the behaviour’ refers to a person’s judgement that behaviour can either be good or bad (Guzzo, Ferri and Grifoni, 2016). ‘Subjective norms’ refer to beliefs of someone telling you how to behave or not and the motivation to comply with these referents (Ajzen and Fishbein, 1980). Both ‘attitude of the behaviour’ and ‘subjective norm’ are ‘social factors’, where another individual influences purchase intention (Dennis et al., 2009).

Attitudes are key concept in the Theory of Reasoned Action (TRA) (Ajzen and Fishbein, 1980) and have a multidimensional construct with cognitive, affective, and behavioural components (Fishbein and Ajzen, 1975). First of all, what the consumer knows about an object is referred to as cognitive function, such as the convenience of online shopping (Hasan, 2010). The affective function is concerned with whether the consumer likes or dislikes an object (ibid). Emotions, feelings, and moods are all important when explaining consumer behaviour within an affective state (Éthier et al., 2006). The website’s atmospheric qualities can impact the consumer’s affective state and influences consumer’s attitudes, the satisfaction level of their experience, and
whether approach- or avoidance behaviour is the result of it. Lastly, the behavioural function analyses the type of action the consumer is taking regarding an object (Hasan, 2010).

2.1.2 Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour was introduced by Ajzen (1985, 1991) and includes subjective norms (SN), beliefs and attitudes towards a behaviour (A), behaviour (B), behavioural intention (BI), and perceived behavioural control (PBC). TPB has not only been widely applied in a marketing and consumer behaviour context (Berger, 1993 cited in Venkatesh, Morris and Ackerman, 2000), but also leisure behaviour (Ajzen and Driver, 1992). TPB describes behaviour not always to be under control or voluntary. Instead it is described as deliberate and planned, which refers to ‘perceived behavioural control’ (PBC) (Guzzo, Ferri and Grifoni, 2016). PBC is defined as the difficulty or ease perceived by an individual to perform behaviour, which could be facilitated or limited by external factors (Ajzen, 1991). Ajzen (1991) suggests that empirical studies have shown to significantly improve the modelling of behaviour by adding PBC to the model.

2.1.3 Technology Acceptance Model (TAM)

The Technology Acceptance Model is based on the TRA by Ajzen and Fishbein (1980) and is used to investigate user’s acceptance and the use of technology (Davis, 1989). This model has identified perceived usefulness and perceived ease of use to be relevant to online shopping (ibid). Perceived usefulness is used to explain whether the technology can improve the user’s performance and is the outcome of the shopping experience (ibid). Generally, it is concerned with how the Internet can make the outcome of online shopping more enhanced (ibid). Perceived ease of use refers to the effort the individual has to come up with in order to use technology (Venkatesh et al., 2003) and refers to the process of the shopping process (Davis, 1989). However, the TAM has been criticized for ignoring a few factors influencing e-shopping behaviour, such as social factors, situational factors, and consumer traits (Guzzo, Ferri and Grifoni, 2016).

The Technology Acceptance Model (TAM) has been used to explain shopping motivation. The TAM was originally used to explain a user’s attitude towards the use of job-related new technology (Guzzo, Ferri and Grifoni, 2016). There are two important determinants of a person’s attitude, one of them being perceived “usefulness” and the other one “ease of use”, as mentioned before (ibid). More recently, researchers have added another determinant to the TAM: enjoyment (Childers et al., 2001). Enjoyment has shown to affect technology adoption (ibid), especially for hedonic motivated shoppers who simply enjoy and have fun with their shopping experience (Babin, Darden and Griffin, 1994).
Trust has been found to be part of the TAM; together with perceived ease of use and perceived usefulness it is used to explain a variance of consumer intention (Gefen et al., 2003 cited in Guzzo, Ferri and Grifoni, 2016). It was found to be the most important factor influencing decisions made by e-consumers (Hongjun and Aiwu, 2014 cited in Guzzo, Ferri and Grifoni, 2016).

2.2 Customer Satisfaction

There are several actions involved in consumer behaviour, such as obtaining, consuming and disposing of a product or service (Engel, Blackwell and Miniard, 1995). This process is important for every market researcher. Consumer behaviour includes many situational and personal variables. There have been a few models introduced through the past decades in order to explain consumer decision-making. Engel, Kollat and Blackwell (EKB) introduced a model in 1968. The EKB model was an extension of the original five-stage problem-solving process by John Dewey’s (1910) and applied consumer behaviour to the model (Darley, Blankson and Luethge, 2010). In 1995, the model was developed and has since been used to evaluate consumer’s decision-making. This widely accepted five-stage model has many advantages, such as being general and applicable to many situations. The EKB model specifically takes both positive and negative outcomes of a purchase into account. The relevance of post-purchase outcome is important when looking at satisfaction of online consumers. (Teo and Yeong, 2003; Darley, Blankson and Luethge, 2010)

The consumer decision process model includes different stages of consumer behaviour. The model includes the stages: recognition of a need, information search, and evaluation of alternatives, actual purchase and after purchase evaluation. The post purchase evaluation will reveal whether a consumer feels satisfied with the choices he or she made. (Teo and Yeong, 2003). The decision process is shown in Figure 2.1.

![Figure 2.1: Consumer Decision Process Model](source: Teo and Yeong, 2003)
A customer can be faced with an imbalance of desired and actual needs, which results in the *stimulation of the need*. The consumer begins to *search for information* for a specific product or service in order to make the right decision regarding purchase. The Internet offers a wide range of products that can be considered for purchase. This is where the consumer has to make an *evaluation of all alternatives* available in order to make the “perfect” purchase. The consumer *purchases* the product or service and has to *evaluate post-purchase*. Criteria for the purchase decision are all information memorised through research and will be used for the post-purchase evaluation. The evaluation involves satisfaction or dissatisfaction and aids to future decision-making or leads to post-purchase dissonance. (Teo and Yang, 2003)

Satisfaction has a significant influence on consumers future online shopping (Bhattacherjee, 2001). It has shown to be the strongest predictor of continuing shopping intention and refers to the emotions or feelings of the consumer’s past online shopping experience (ibid). Chang, Cheung and Lai (2005) describe satisfaction as the confirmation of what the consumer expected from the use of information technology, which is based on perceived usefulness and expectations. As satisfaction has showed to influence shopping intention and behaviour, it is an important long-term factor for a successful relationship with e-commerce adoption (Guzzo, Ferri and Grifoni, 2016). Therefore, a satisfied individual is more likely to influence others when having a positive shopping experience (Bhattacherjee, 2001).

### 2.3 Shopping Motivation in Online Shopping

Motivation of shopping behaviour was first explored by Tauber (1972) who suggested that shopping is not only for utilitarian value, but also for the satisfaction obtained by the shopping process. Hirschman and Holbrook (1982) identified consumers to be “problem solvers” or seeking for fun, enjoyment, sensory stimulation, fantasy, and arousal. These factors of shopping motivation were added to Tauber’s (1972) original model: pleasure, aesthetics, emotions, feelings and enjoyment. Arnold and Reynolds (2003) developed six shopping motivations, including shopping adventure, value, idea, role, social, and relaxation shopping. However, the fundamental parts of shopping motivation are instrumental and hedonic and are used to understand consumer shopping behaviour (Babin, Darden and Griffin, 1994).

Sameti, Khalili and Sheybani (2016) have identified several motivational factors influencing selection of commercial websites. Their study suggested several motivational factors for selection of commercial websites to be influencing consumer’s decision. These factors used for their study were visual aesthetics, user-friendliness, trustworthiness, pricing, products and services’ brand, security, online advertising, and brand of commercial website. Kim, Xu and Gupta (2012) used perceived trust and perceived price to evaluate online shopping and purchase intention. They found perceived trust to be more valuable for both repeat and potential customers. Kim, Ferrin and Rao (2008) looked at purchase intention, perceived risks, perceived benefits and trust in
regards to consumer’s decision-making. Throughout this thesis several motivational factors that stick out are trust, perceived risks and benefits, visual aesthetics and user-friendliness, which are explained in the following.

2.3.1.1 Trust

Trust can be defined as the willingness on relying on another party one has confidence in (Taylor and Strutton, 2010); or is the subjective belief (probability) in another party or entity fulfilling its transactional obligations consumers understand them (Kim, Ferrin and Rao, 2008). Most studies within trust and e-commerce have focused on privacy, security, technical aspects, and public key infrastructure of trust, while more present studies have evaluated behavioural and social aspects of trust (Kim, Ferrin and Rao, 2008). For an e-commerce to be successful trust is regarded as one of the prerequisite to achieve success and reduce perceived risk. On one hand the consumer has to have trust in the other party, and on the other hand the consumer needs to have trust in the control mechanism they are doing transactions with (Sameti, Khalili and Sheybani, 2016). Trust can be increased through the website’s perceived ease of use, which can increase how the consumer perceives the usefulness of a website (Koufaris and Hampton-Sosa, 2004 cited in Sameti, Khalili and Sheybani, 2016, p. 47). Trust is also the result of a satisfactory shopping experience and might result in re-patronisation (Sameti, Khalili and Sheybani, 2016).

Sameti, Khalili and Sheybani (2016) did not only find a strong correlation between trustworthiness and security, but also between trustworthiness and pricing. It is important that the online customer feels safe using an e-commerce website. Only when this is achieved, he or she can build a trustworthy relationship with the brand. The range of products and services offered online allows the consumer to try and find the cheapest price possible and for the selling brand to achieve competitive advantage. However, consumers seem to be willing to pay more money for a same product when they do not believe in or trust the other party, solely to ensure quality and delivery of the product. (Sameti, Khalili and Sheybani, 2016)

2.3.1.2 Perceived Risk and Perceived Benefits

Perceived risk is important in the decision of making an online purchase or not. Kim, Ferrin and Rao (2008) define perceived risk as “a consumer’s belief about the potential uncertain negative outcomes from the online transaction”. Perceived benefit is being defined as “a consumer’s belief about the extent to which he or she will become better off from the online transaction with a certain website” (Kim, Ferrin and Rao, 2008). There are several types of risks involved in an online transaction, where three have been identified to in the case of online shopping: Product risk, financial risk, and information risk (Bhatnagar, Misra and Rao, 2000). Product risk involves the product itself and the probability of defects. Financial risk relates to the marketing channel,
where a transaction could go wrong and consumers end up paying double due to technical errors or double-clicks on purchase button. Information risk includes security and privacy, such as submitting credit card details and risking credit card fraud. (Kim, Ferrin and Rao, 2008)

Consumers perceive a greater risk in online shopping compared to traditional shopping. Traditional shopping gives the customer the opportunity to evaluate the product (e.g., feel, see, try), which decreases perceived risk. However, there are many benefits to online shopping, such as increased convenience, reduced pricing, saved time, and increased variety. The more the consumer perceives benefits with a website, the more willing he or she is to return, which leads to increased trust in the company. (Kim, Ferrin and Rao, 2008)

2.3.1.3 Visual Aesthetics

Visual aesthetics refers to what the consumer observes to be pleasant for the eye and has shown to be an essential factor affecting consumer perceptions. Aesthetics improves experiences of enjoyment and interest as the positive emotions can lead to more business transactions. Thus, customer satisfaction will be the outcome of the activity of experiencing a nice-looking website. Visual aesthetics has shown to be strongly correlated to user-friendliness, security, trustworthiness, and pricing. (Sameti, Khalili and Sheybani, 2016)

2.3.1.4 User-friendliness

The overall functionality and website design is referred to as user-friendliness (Chen, Hsu and Lin, 2010). It is the ability of businesses to create a website providing all information necessary for the customer in order to be able to make simple and quick decisions. Providing more information to the customer can create faster and more satisfactory decisions. Usability is regarded as key issue of marketing strategy and quality of the website relates to product, design, service quality, technology and logistics. (Sameti, Khalili and Sheybani, 2016). According to Yu et al. (2011) e-satisfaction can be influenced by the service quality and logistics speed and affects customers in their decision. Sameti, Khalili and Sheybani (2016) have found a correlation between user-friendliness and visual aesthetics, commercial website’s brand, and brand of commercial websites.

2.4 Gender Differences in Online Shopping

The study of gender differences focuses on the differences of male and female in online shopping environments regarding behaviour and attitudes (Hasan, 2010). Overall, studies have shown significant differences in individual’s attitudes towards information technology (Gattiker and Hlavka, 1992, cited in Van Slyke, Comunale and Belanger, 2002) and in the behaviour of
According to Hasan (2010), there is still research missing on gender differences in computer-related behaviours, attitudes and beliefs. He showed that few studies have been focusing on gender differences within online shopping, especially the examination on gender differences in online shopping attitude.

According to Dittmar, Long and Meek (2004), who studied gender differences in both online and offline environments, showed that men’s attitude do not change looking at both environments. They also pointed out that, compared to men, women’s attitudes tend to prefer traditional shopping environments. Cyr and Bonanni (2005) came to the conclusion that men tend to spend more money and time on online shopping than women do, even tend to purchase more often (Van Slyke, Comunale and Belanger, 2002).

Even though an online business offers pictures on their website, customers cannot touch a product, as they would do in a physical environment (Dittmar, Long and Meek, 2004). Zhou, Dai and Zhang (2007) have provided three different explanations for examining differences of gender in online shopping. First of all, women have a different shopping orientation than men, due to the fact that men prefer convenience to social interaction (ibid). In comparison women view shopping as a social interaction where they can talk to someone face-to-face, which cannot be found in online shopping (Dittmar, Long and Meek, 2004). The other explanation is that products and services offered online seem to favour men (Van Slyke, Comunale and Belanger, 2002). Lastly, women tend to enjoy the physical evaluation (touching, feeling) of products before a purchase (Dittmar, Long and Meek, 2004).

Men and women often have different shopping intentions, beliefs or attitudes (Moore and Benbasat, 1991 cited in Van Slyke, Comunale and Belanger, 2002). They seem to have different perceptions regarding usefulness and ease of information technologies (ibid). According to Cyr and Bonanni (2005, cited in Hasan, 2010), men have more favourable perceptions than women “regarding website design, website trust, website satisfaction, and e-loyalty”. They also point out that there is a lack of research about gender differences and whether men and women decide differently on encouraging in online shopping or not.

2.5 Hofstede’s Six Dimensional Model

Geert Hofstede (1980) proposed a model to characterize national culture. He suggested that this model is a common way to describe a society, not individual’s in particular. In Hofstede’s (1980) first model he proposed four different dimensions: Power Distance, Uncertainty Avoidance, Individualism-Collectivism, and Masculinity. A fifth dimension was added by Hofstede and Bond (1988), which suggested that cultures could be determined by ‘Long-Term Orientation’ versus ‘Short-Term Orientation’. Lastly, Michael Minkov conducted a research using data from the World Values Survey (Minkov, 2007 cited in Hofstede, 2011), allowing new calculations on the
fifth dimension and adding a sixth dimension ‘Indulgence’ into the model (Hofstede, Hofstede and Minkov, 2010). The six dimensions are described in the following:

**Power Distance** – This can be defined “as the extent to which the less powerful members of organizations and institutions (like the family) accept and expect that power is distributed unequally” (Hofstede, 2011, p. 9). This dimension is concerned with individuals not being equal in societies and is about how less powerful members accept the distribution of power to be unequal. (Hofstede, 2011)

**Uncertainty Avoidance** – This dimension evaluates if members of a society feel threatened by unknown or ambiguous situations, which results in avoidance of a certain situation. People will try to avoid these kinds of situations and a high level of this dimension results in anxiety, which people will try to avoid by working hard. (Hofstede, 1980)

**Individualism versus Collectivism** – This dimension is about how individuals in society integrate into groups (Hofstede, 2011). Individualism implies for cultures where people take care of themselves and their closest families only, also referred to as ‘loosely knit social framework’. Collectivism implies ‘tight social frameworks’ with people identifying between in-groups (e.g., organisations, relatives) and out-groups. People expect their in-groups to protect them in exchange for loyalty. (Hofstede, 1980)

**Masculinity versus Feminism** – This dimension investigates the differences between gender in society and their distribution of values. Masculinity refers to assertive and ambiguous societies, whereas feminism is a more caring and modest pole. (Hofstede, 2011)

**Long-Term Orientation versus Short-Term Orientation** – This dimension analyses how society’s deal with challenges in the present and future while maintaining links to the past (Hofstede, 2011).

**Indulgence versus Restraint** – This dimension is based on ‘happiness research’. Indulgence is referred to when people have a weak control of their natural and basic human impulses and desires (e.g., enjoying life, having fun). (Hofstede, 2011)

**2.6 Conceptual Framework**

The previous sections have identified theories and explanations regarding both research questions. All theories have been taken into account and are being put into the conceptual framework and the most relevant are being applied to each research question.

**2.6.1 Hofstede’s Cultural Dimension – Germany and Sweden**
As mentioned before, when comparing two different countries, the Hofstede’s Cultural Dimension are very relevant. This model compares the different dimensions of a culture and is shown in Figure 2.2 below.

![Figure 2.2: Hofstede's Cultural Dimensions - Germany in Comparison to Sweden](image)

Source: The Hofstede Centre

As one can see in Figure 2.2 above there is no difference between both countries regarding power distance and individualism versus collectivism. Both countries score around 30 in Power Distance, which means that both countries are highly decentralised, supported by a strong middle class. A slightly higher score is achieved on Individualism versus Collectivism. Both Germany and Sweden have scores around 70, which indicates strong Individualist societies. What this means is that societies are focusing more on parent-children relationships rather than be taking care of everybody else. They believe in self-actualisation and loyalty is based on personal preferences. Communication in Individualist societies is very direct and people are being very honest. (Hofstede, 2001)

However, Germany and Sweden are different when it comes to the remaining four dimensions: Masculinity versus Feminism, Uncertainty Avoidance, Long-Term versus Short-Term Orientation, and Indulgence versus Restraint. These are explained in the following in regards to each country.
Masculinity
Germany is considered a Masculine society with a score of 66. Their performance is highly valued and people get a lot of self-esteem from their tasks. People enjoy showing status through material things, such as watches, cars or technical devices. Sweden, on the other hand, scores a five on this dimension, which represents a feminist society. The characteristics of a feminist country are work-life balance and everyone being involved, contributing to decision-making. Swedes value their free time and favour flexible working hours and enjoy everything in moderation. (Hofstede, 2001)

Uncertainty Avoidance
Germany scores 65 in this dimension, which is higher than Sweden (29) and shows a preference to avoid uncertainty. For Germans, in order to create certainty everything is well thought of. Combined with their low Power Distance, they try to strongly rely on expertise to make up for such a high score in Uncertainty Avoidance. In comparison, Swedes have a more relaxed attitude where practice counts more. There should not be more rules than needed and should easily be adapted if they do not work within a low Uncertainty Avoidance country. (Hofstede, 2001)

Long-Term Orientation
Germany's high score of 83 indicates a pragmatic country. People believe that the truth is depending on the time, context or situation and is concept of a society with a pragmatic orientation. Traditions are easily adapted to new conditions and show a strong propensity in saving and investing. Sweden lies between Long-Term- and Short-Term Orientation with a score of 53, which leads to no clear preference on this dimension. (Hofstede, 2001)

Indulgence
Germany is naturally a Restraint country with a score of 40 and therefore has a tendency of pessimism and cynicism. However, compared to an Indulgent society like Sweden (78), leisure time is not viewed as important and their actions are restraint by social norms and indulgence seems somewhat wrong. Indulgence societies, such as Sweden, enjoy their life, have fun and realise their desires and impulses with positive attitudes, meaning they are optimistic about most things in life. (Hofstede, 2001)

2.6.1 RQ 1: What are the similarities between Germany and Sweden regarding online motivational factors and satisfaction?

For the first research question, there has been a summarization of previous research, theories and studies in Fel! Hittar inte referenskälla. in the following. This thesis focuses on the motivational factors trust, perceived risks and benefits, visual aesthetics, user-friendliness and/in regards to online satisfaction. Fel! Hittar inte referenskälla. describes the theories used for this
study in the left column and the references used to support the theories in the right column. However, the middle column states the numbers that each theory has been assigned to, which will be referred to throughout the thesis.

Table 2.1: Conceptual Framework for Research Question One

<table>
<thead>
<tr>
<th>Name of Theory</th>
<th>Number for Theory</th>
<th>References</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trust</td>
<td>1</td>
<td>• Taylor and Strutton (2010)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Kim, Ferrin and Rao (2008)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Sameti, Khalili and Sheybani (2016)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Bhatnagar, Misra and Rao (2000)</td>
</tr>
<tr>
<td>Visual Aesthetics</td>
<td>3</td>
<td>• Sameti, Khalili and Sheybani (2016)</td>
</tr>
<tr>
<td>User-Friendliness</td>
<td>4</td>
<td>• Chen, Hsu and Lin (2010)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Sameti, Khalili and Sheybani (2016)</td>
</tr>
<tr>
<td>Online Satisfaction</td>
<td>5</td>
<td>• Sameti, Khalili and Sheybani (2016)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Guzzo, Ferri and Grifoni (2016)</td>
</tr>
</tbody>
</table>

2.6.2 RQ 2: What are the similarities between Germany and Sweden regarding gender differences and e-satisfaction?

For the second research question, this study will look at gender differences and hedonic and utilitarian values in regards to online satisfaction, which are represented in Table 2.2 below. The left column describes the theories used for this study and the right column represents the references used to support the theories. However, the middle column is the same as Fel! Hittar inte referenskälla., where theories have been applied numbers in order for the reader being able to refer to the theory.
### Table 2.2: Conceptual Framework for Research Question Two

<table>
<thead>
<tr>
<th>Name of Theory</th>
<th>Number for Theory</th>
<th>References</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender Differences</td>
<td><strong>6</strong></td>
<td>• Hasan (2010)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Van Slyke, Communale and Belanger (2002)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Dittmar, Long and Meek (2004)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Cyr and Bonanni (2005)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Zhou, Dai and Zhang (2007)</td>
</tr>
<tr>
<td>Hedonic &amp; Utilitarian Value</td>
<td><strong>7</strong></td>
<td>• Overby and Lee (2006)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Babin, Darden and Griffin (1994)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Tauber (1972)</td>
</tr>
<tr>
<td>Online Satisfaction</td>
<td><strong>8</strong></td>
<td>• Sameti, Khalili and Shebani (2016)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Bhattacherjee, 2001</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Cheung and Lai (2005)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Guzzo, Ferri and Grifoni (2016)</td>
</tr>
</tbody>
</table>
3. Methodology

This chapter introduces the methods that were applied for this thesis. There are different stages that are presented in this chapter in order to get a picture of how this thesis is structured. This chapter will present different types of methods relevant for this study and why. Figure 3.1 below shows the different stages that are necessary for this thesis to become reliable and valid.

Figure 3.1: The Methodological Path

Source: Adapted from Foster, (1998, p. 81)

3.1 Research Purpose

First of all, the most important part of the methodology was to decide on the purpose of the study. The research purpose is a way of finding answers to the research questions with the application of scientific procedures (Bickman and Rog, 2008, p. 16). The most important factor or aim is to find out hidden truths that are yet to be discovered (ibid). According to Yin (2014, p.7), there are three different types of research purposes: exploratory, descriptive, and explanatory.
Table 3.1: Types of Research Purposes

| Exploratory                      | • Seeks to identify procedures or research questions (Yin, 2014, p. 238)  
|                                 | • Generally used to provide direction or overview of study’s topic (Bickman and Rog, 2008, p. 92)  
|                                 | • Provides information about outstanding issues (Bickman and Rog, 2008, p. 92).  
|                                 | • Helps to imply variables for future research (Bickman and Rog, 2008, p. 92).  
|                                 | • Commonly used for emerging social issues (Bickman and Rog, 2008, p. 92).  
| Descriptive                     | • Used in real-world context to describe phenomenon (Yin, 2014, p. 238).  
|                                 | • Originally used for probability sampling design, commonly used for survey research (Bickman and Rog, 2008, p. 93).  
| Explanatory                     | • Seeks to explain why or how something came to happen (Yin, 2014, p. 238).  
|                                 | • Examines the expected relationships between variables and/or differences between groups (Bickman and Rog, 2008, p. 93).  

This study intends to describe consumer attitudes towards online shopping and is therefore a descriptive case study. The research does also try to explain a relationship between consumers and online satisfaction with regards to motivational factors and gender. It states present issues of online consumer behaviour that are to be compared between two countries. However, it is partly exploratory as well because the intention is to explain a variation in one or more variables (Bickman and Rog, 2008, p. 93). In addition, this research tends to explore a problem that has been formulated into research questions, which are ought to be answered.

3.2 Research Approach

There are two types of approaches to answer the research questions after deciding on the research purpose: structured approach and unstructured approach. A structured approach refers to a quantitative study, which has been predetermined in all its steps with the respondent beforehand. The unstructured approach is classified as the qualitative study and allows the researcher some flexibility in the process. A quantitative study explores the extent of a problem by quantifying the variation, whereas a qualitative study focuses on the nature of a problem without quantifying it. (Dawson, 2002; Kothari, 1985; Kumar, 2005)

For this study a qualitative approach has been chosen. The goal of this study is to gain a greater understanding about the similarities or differences between Germany and Sweden. This study is focusing on the nature (consumer) of an issue, rather than the extent. This study intends to describe different opinions in online shopping and customer satisfaction by looking at a variation of individual’s. It is qualitative by looking at consumer’s words rather than collected numbers.
3.3 Research Strategy

After research purpose and research approach the researcher has to decide on the strategy they want to use. According to Yin (2014, p.9), there is five research methods to use when conducting a study: experiment, survey, archival analysis, history, and case study. These conditions, as he calls them, are put into Table 3.2 in the following. This table explains what research method is relevant for each research question asked.

Table 3.2: Relevant Situations for Different Research Methods

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Form of Research Question</th>
<th>Requires Control of Behavioural Events?</th>
<th>Focuses on Contemporary Events?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experiment</td>
<td>How, why?</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Survey</td>
<td>Who, what, where, how many, how much?</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Archival Analysis</td>
<td>Who, what, where, how many, how much?</td>
<td>No</td>
<td>Yes/No</td>
</tr>
<tr>
<td>History</td>
<td>How, why?</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Case Study</td>
<td>How, why?</td>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Source: Adapted from Yin, 2014, p. 9.

For this research, a case study has been evaluated to be most suitable. A case study is defined as “a study that investigates a contemporary phenomenon in depth and in its real-world context” (Yin, 2014, p. 237). According to Yin (2014, p.10), a case study, history, and experiment are most likely to be used when dealing with “how” and “why” questions. The reason a case study is a great fit is that this study is focusing on a contemporary event, which means that it is something happening in the present. In addition, this study does not require any control of behavioural events, which means that the researcher does not depend on control. All in all, this study is set to find similarities from a real-life situation and therefore a case study seems relevant.

3.4 Data Collection

The next step in the process of conducting a study is data collection. There are two types of data collection and are referred to as primary and secondary sources. Primary sources (primary data) are collected for the first time and secondary sources (secondary data) are built on data that had been collected or analysed previously. A primary source can be observation methods, survey methods, contact methods (e.g., mail, telephone, personal interviews), or experimental methods. (Dawson, 2002; Kothari, 1985; Kumar, 2005)
To identify the sources of evidence, a researcher needs to evaluate the different possibilities. According to Yin (2014, p. 106), there are six different sources of evidence for a case study: documentation, archival records, interviews, direct observations, participant observation, and physical artifacts. All of these have strengths and weaknesses. However, for this study the primary source is interviews and described in Table 3.3 below.

Table 3.3: One Source of Evidence: Strengths and Weaknesses

<table>
<thead>
<tr>
<th>Source of evidence</th>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
</table>
| Interviews         | • Targeted – focuses directly on case study topics  
                    • Insightful – provides explanations as well as personal views (e.g., perceptions, attitudes, and meanings) | • Bias due to poorly articulated questions  
                    • Response bias  
                    • Inaccuracies due to poor recall  
                    • Reflexivity – interviewee gives what interviewer want to hear |

Source: Adapted from Yin, 2014, p. 106

Using interviews for your case study can be one of the most important source of evidence to use. An interview is more likely to follow a guided conversation, instead of being completely structured. This does also refer to an “unstructured interview”, where an interview does not follow any specific guidelines and gives room for exploration within the conversation. An interview guide can be used but leaves the answers open, which leads to a semi-structured interview. The Interviewer gives the interviewee the possibility to answer in his or her own words and the interviewer can follow up with a “why” question. In order to be able to recall the interview, an interviewer can record the conversation but needs to make sure that all parties give approval to this. This will make sure that the interviewer can listen to the recorded conversation over and over again, because he or she might not have been able to write down everything during the conversation. (Yin, 2014, p. 110)

For interviews, there are two different types you could use: individual interviews or focus group interviews (Bryman and Bell, 2005). In the case of this study, individual interviews have been chosen, because this study is looking for differences in opinions of individual’s with regards to gender. The data collected from individual interviews is easier to evaluate than focus group interviews (Bryman and Bell, 2005). It is easier to recall the answers from every single person when recording interviews as long as everything is properly labelled. Moreover, I have been looking at similarities between gender and motivational factors of online shopping and comparing two countries. Therefore, I believe that personal interviewing is most suitable for this
An interview guide has been prepared prior to the actual interviews and can be found in Appendix 1. The questions in the interview guide are all connected to the conceptual framework in order to answer both research questions.

This thesis is built on scientific articles and studies that have investigated different areas within e-commerce, e-consumer behaviour, customer satisfaction, decision process, motivational factors of online shopping, and gender differences. However, primary sources will be used in order to investigate both research questions. For this research intercept interviewing (Dawson, 2002; Kothari, 1985; Kumar, 2005) has been chosen. This type of method can be very time-consuming depending on the size of the sample selection and involves talking to people on the streets, in their homes, offices, or shopping malls. The interviewer needs to get the interviewee’s attention and persuade him or her to cooperate. Due to judgemental sampling, the interviewer has to judge correctly on factors (e.g., age, race) and leaves room for bias and error. (Dawson, 2002; Kothari, 1985; Kumar, 2005)

### 3.5 Sample Selection

Samples are used to draw conclusions on a large population by observing their behaviour and thoughts. There are three steps that need to be considered in the sample selection. First of all, the researcher will decide on the sample (who will be surveyed?). Secondly, the sample size (how many people will be surveyed?) is important and depends on how much time the researcher can invest in the study. Obviously, large samples tend to have a better accuracy on the problem than smaller samples do, but as mentioned before, time has to be considered. Lastly, the sampling (how should the sample be chosen?) needs to be discussed. There are two different types of sampling methods, which are explained in the following Table 3.4. (Dawson, 2002; Kothari, 1985; Kumar, 2005)
Table 3.4: Sample Selection Methods

<table>
<thead>
<tr>
<th>Type of Sample</th>
<th>Sample Categories</th>
</tr>
</thead>
<tbody>
<tr>
<td>Probability Sampling</td>
<td>• <em>Simple Random Sample</em> – equal chance within population to be chosen as sample</td>
</tr>
<tr>
<td></td>
<td>• <em>Stratified Random Sample</em> – population has been divided into exclusive groups and randomly picked from this group</td>
</tr>
<tr>
<td></td>
<td>• <em>Cluster (Area) Sample</em> – Mutually divided groups of people into blocks and one sample out of each block is drawn.</td>
</tr>
<tr>
<td>Non-Probability Sampling</td>
<td>• <em>Convenience Sample</em> – a way to select the easiest members from the population to gather information.</td>
</tr>
<tr>
<td></td>
<td>• <em>Judgement Sample</em> – judging which people seem relevant or non-relevant for the study.</td>
</tr>
<tr>
<td></td>
<td>• <em>Quota Sample</em> – interviewing a few people from each group.</td>
</tr>
</tbody>
</table>

Source: Dawson, 2002; Kothari, 1985; and Kumar, 2005

The sample selection for this study has been non-probability sampling. The data has been collected in two different cities, which are Stockholm, Sweden, and Berlin, Germany. This study has been using convenience sampling by choosing to interview people that were sitting down on a bench somewhere because they are more likely to have time for your interview questions. In addition, it is judgemental because I had to make sure that all of the participants were citizens of each respective country. However, there were three Danish citizens in Berlin, Germany that were willing to help with the study but I had to turn them down because it would not go well with the results of the study. In addition, there have been one male and one female in Stockholm, Sweden who had never been shopping online, which I decided to include in the study. The reason for this is that in this study I am comparing gender differences and motivational factors. I believed that it is important to include those two because it would not jeopardise the study and believed it would be interesting. Lastly, this study has been using quota sampling to make sure that there will be an equal number of men and female from each country. From each country five female and five male have been interviewed, which equals a number of ten interviewees from Sweden and ten interviewees from Germany.

3.6 Data Analysis

The last part of a research is to analyse the empirical data collected beforehand. There are four general strategies to use for data analysis, which are relying on theoretical propositions, working your data from the “ground up”, developing a case description, and examining plausible rival explanations (Yin, 2014, p. 140). These are all described in the following.
Relying on theoretical propositions
This strategy is used when a case study is based on previous theories and studies. The theoretical part can be referred to as propositions that are reflected by research questions and literature review. This is the preferred strategy when analysing empirical data. (Yin, 2014, p. 136)

Working your data from the “ground up”
This is the complete opposite to the first strategy. Using this strategy means that the researcher is going through the data thoroughly looking for patterns and concepts, suggesting new relationships. (Yin, 2015, p. 136-137)

Developing a case description
This strategy is used when data is being organised by a descriptive framework. When having difficulties using either one of the first strategies, this third strategy is a possibility. In case the researcher has collected an extensive amount of data without being sure of the actual research purpose or being able to establish useful concepts from this, this third strategy can be used. (Yin, 2014, p. 139)

Examining plausible rival explanations
This type of method is a combination of the three methods explained before. It intends to find definitions and do some testing on rival explanations found during a case study. (Yin, 2014, p. 140)

In this study, the case has been based on previous theoretical propositions written as research questions and explained in the literature review. Therefore, the strategy used has been ‘relying on theoretical propositions’. In addition, this can be viewed as a within case analysis, since the empirical data that has been collected through interviews is connected to previous theories and studies (Miles and Huberman, 1994). However, by comparing two countries, this study suggests a cross-case analysis to be of importance. A cross-case comparison looks at the data collected in many different ways (Eisenhardt, 1989). Different dimensions or categories can be selected, which will look at similarities within a group connected to intergroup differences (ibid). This type of analysis forces the investigator to look beyond first impressions by analysing the data more, which enhances the probability of capturing the main findings in the data (ibid). Miles and Huberman (1994) have identified three stages to make the data analysis process more understandable and have been chosen for this study. These three stages, data reduction, data display, and drawing conclusion, are explained in the following.

• Data Reduction – This is referred to as the process of analysis helping to select, focus, shorten, and organise the data in order to draw conclusions. (Miles and Huberman, 1994)

• Data Display – After reducing the empirical data, it is possible to present and organise the data in a way to facilitate the ability of drawing conclusions. (Miles and Huberman, 1994)
• *Drawing Conclusions* – The last stage of analysing data is to determine the meaning of patterns, occurrences, explanations, possible configurations, and propositions. (Miles and Huberman, 1994)

### 3.7 Reliability and Validity

In order to ensure quality throughout an empirical study, there have been four different test established. The four tests have been widely used within case study research and are construct validity, internal validity, external validity, and reliability. These test have been summarized into the following Table 3.5.

**Table 3.5: Case Study Tactics for Four Design Tests**

| Construct Validity                      | • Use multiple sources of evidence  
|                                       | • Establish chain of evidence      
|                                       | • Have key informants review draft case study report |
| Internal Validity                      | • Do pattern matching              
|                                       | • Do explanation building          
|                                       | • Address rival explanations       
|                                       | • Use logic models                 |
| External Validity                      | • Use theory in single-case studies 
|                                       | • Use replication logic in multiple-case studies |
| Reliability                            | • Use case study protocol          
|                                       | • Develop case study database      |

*Source: Adapted from Yin, 2014, p. 45*

Construct Validity in this study has been established by the use of several theories in the conceptual framework, which has been used to establish a chain of evidence. Multiple sources of evidence have been used, by conducting a great number of interviews, which in this case have been 20 semi-structured interviews. A supervisor has reviewed the interviewed guide in order to ensure the questions being relevant for this study. Internal validity in this case has been looking at correlations between different factors, as this study is to some extent explanatory. Moreover, this study has been looking for patterns and relationships between two countries and relating those to previous literature. However, when it comes to external validity, Yin (2014) argues that it is used to draw generalizations of the chosen area after taking the results into account. In this case, the study has been very small (20 participants), which has lead to the conclusions of a small mindset
and limits any generalization. To make this study reliable, an interview guide has been prepared prior to data collection and all interviews were recorded with the approval of all participants. The methodological process that has been used for this study in order to achieve validity and reliability is shown in Figure 3.2.

![Figure 3.2: The Methodological Process](image-url)
4. Empirical Data

This chapter presents all data from the interviews. Thesis interviews have been summarized into four different tables and explained. The data was collected in Stockholm, Sweden on one day and in Berlin, Germany on another day. After the summary follow two tables that will show which question from the interview guide is relevant for each research question.

The Interview Guide, which consisted of twelve questions, can be found in Appendix 1. These questions are all related to the research questions and the conceptual framework. However, because it was a semi-structured interview, no answering alternatives were given to the interviewee’s. The answering alternatives in Appendix 1 were only to provide some guidelines for the interviewer. They were mostly able to answer with ‘yes’ or ‘no’ and give me additional information on their opinions regarding each question. The following tables in this chapter will provide all responses summarized into different tables and explained according to the content of each table.

4.1 Empirical Data for Stockholm, Sweden

A general question prior to any interview was whether people had ever shopped online. Surprisingly, the first two respondents had never purchased a good or service online, one female and one male and both living in Stockholm. As this was not expected, I decided to let them take part in the interviews, which also meant that I had to improvise regarding the Interview guide, as some question they would not have been able to answer. Sometimes I had to clarify Question Five from Appendix 1. The example that I used is that you can get the same product for different prices online. Either you can get it at a company that is well known or you go for a cheaper alternative from a company that you do not know. Their answers have been put into a different table, which is Table 4.1. In addition, I have provided the questions that were adjusted to the situation in the same table. The spaces that are left empty in the Question’s column in Table 4.1 are questions that have not been changed during the Interview and can therefore be found in Appendix 1.

4.1.1 Interviewee’s with no online shopping experience

The following Table 4.1 shows responses of both interviews with interviewee’s who had no online shopping experience.
### Table 4.1: Respondents Who Never Had Purchased Online

<table>
<thead>
<tr>
<th>Question</th>
<th>Female 1</th>
<th>Male 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Store</td>
<td>Store</td>
</tr>
<tr>
<td>2 – changed to how often they show in general</td>
<td>Two times a month</td>
<td>Every other month</td>
</tr>
<tr>
<td>3</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>4</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>5</td>
<td>She did not think the pricing matter as long as the quality was the same or as good.</td>
<td>He thought that the pricing did not matter and simply depended on what he was looking for</td>
</tr>
<tr>
<td>6</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>7 – Both told me they were looking online but never buying, so I decided they were able to answer this question</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>9</td>
<td>- Many pictures of a product, especially clothing - It should be easy to use - Too many headlines made homepages look bad</td>
<td>- It should be easy to use - He wanted there to be relevant products, meaning he does not want there to be thousands and thousands of products when he was looking for something specific</td>
</tr>
<tr>
<td>10 – This was changed to whether they gather information online before they go buy something in a physical store</td>
<td>Sometimes, but mostly not</td>
<td>No</td>
</tr>
<tr>
<td>11</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>12</td>
<td>She identified herself being somewhere in between hedonic and utilitarian</td>
<td>He identified himself as hedonic. What might be relevant to mention, is that he used to work in a store for eight years so knew where to go and what he wanted when he needed something.</td>
</tr>
</tbody>
</table>

### 4.1.2 Male Interviewee’s in Sweden

The remaining data from the interviews in Stockholm have all been summarised into two different tables below. The first table, Table 4.2, summarizes the remaining male interviewee’s answers. All these men had previous online shopping experience and were able to answer to every single question.

### Table 4.2: Swedish Interviewee's - Males

<table>
<thead>
<tr>
<th>Question</th>
<th>Male 2</th>
<th>Male 3</th>
<th>Male 4</th>
<th>Male 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Store, because you can see what you buy, wants to see what he buys</td>
<td>Store, because you can see what you buy, depends on what you buy</td>
<td>Store, because you can see and feel the product. Sometimes even try on (clothing).</td>
<td>Online, because it is cheaper.</td>
</tr>
<tr>
<td></td>
<td>Once a year</td>
<td>Two times a year</td>
<td>Two times a year</td>
<td>Once a month.</td>
</tr>
<tr>
<td>---</td>
<td>-------------</td>
<td>------------------</td>
<td>------------------</td>
<td>---------------</td>
</tr>
<tr>
<td>3</td>
<td>Dissatisfied – he bought shoes and they did not fit</td>
<td>Satisfied – he last purchase was a set of knives</td>
<td>Satisfied, very.</td>
<td>Dissatisfied, as the product was defective.</td>
</tr>
<tr>
<td>4</td>
<td>Yes, easier to buy, trust a company, would not buy from a company he does not know</td>
<td>Yes, you feel safer, which actually might depend more on the supplier, and it depends on the company.</td>
<td>Yes, if he is satisfied, trust establishes and he is more willing to repurchase from the same company.</td>
<td>Yes, if a company has a brand that says that they are trustworthy, they lose in case they are not.</td>
</tr>
<tr>
<td>5</td>
<td>Pricing influences to some extend. He would choose the cheaper alternative as long as there is some trust in the company</td>
<td>Regarding pricing he would always choose the cheaper alternative, if he believes he can get the same product for a cheaper price. If you go online, you are actually out to buy the cheapest</td>
<td>Pricing does matter to some extend, as long as it is the same product and he can get it cheaper he will get the cheaper one.</td>
<td>Pricing does not matter.</td>
</tr>
<tr>
<td>6</td>
<td>No</td>
<td>No, has not thought about it, and added that he felt like online shopping was more smooth.</td>
<td>No, not yet.</td>
<td>No.</td>
</tr>
<tr>
<td>7</td>
<td>Yes, website should look professional and serious.</td>
<td>Yes, a website should look professional and serious.</td>
<td>Yes, a website should be structured properly.</td>
<td>Yes, a nice-looking layout does make a company look reliable.</td>
</tr>
<tr>
<td>8</td>
<td>Yes, it should show simplicity.</td>
<td>Yes, probably more subconsciously</td>
<td>Yes</td>
<td>Yes.</td>
</tr>
<tr>
<td>9</td>
<td>• Many pictures of a product  • Free delivery</td>
<td>• Pictures of a product, preferably a 360 degree view  • Delivery should be fast</td>
<td>• Many pictures of a product  • Easy to use, easy menus.  • Delivery seems not to be any concern.</td>
<td>- Easy to use  - A website should always have reviews  - easy navigated</td>
</tr>
<tr>
<td>10</td>
<td>• Collect information, such as quality</td>
<td>• Compared prices  • Read up on information</td>
<td>Yes, when he finds a product he wants, he will use a service called Pricerunner to find the cheapest alternative possible.</td>
<td>Yes.</td>
</tr>
<tr>
<td>11</td>
<td>He saw online shopping as a complement to traditional shopping.</td>
<td>He felt that online shopping might be convenient, still he preferred shopping at a physical store</td>
<td>Yes, he does not have to move and is lazy.</td>
<td>Yes, it is better and cheaper. Still he likes traditional shopping.</td>
</tr>
<tr>
<td>12</td>
<td>Utilitarian</td>
<td>Utilitarian. Regards shopping as an inconvenience.</td>
<td>Utilitarian</td>
<td>Hedonic</td>
</tr>
</tbody>
</table>

By looking at Table 4.1 and Table 4.2, we can identify that four out of five males prefer going to a store rather than shopping online. However, men seem to shop online rather often, varying
between once a month and once a year. Two out of five respondents viewed themselves as hedonic shoppers, meaning they enjoy the whole shopping process. However, both of the hedonic shoppers had different preferences of purchase place. The follow up question was to generally know whether or not they had been satisfied with their last online purchase. Two out of five had not been satisfied with their received products, which were returned. The first dissatisfied customer mentioned that the product had not been a fit (shoes). The other man shared that the product he received had a defect upon arrival.

Everyone perceived trust to be important and influence their online shopping behaviour. Comments to this were that if there is trust you can rely on the company and you are more willing to repurchase from them. This relates to a consumer who is satisfied with their purchase and experiencing a positive post-purchase behaviour. When it comes to pricing I have found that, even though people feel like trust is important, they still want to purchase the cheapest product possible (which might even be the reason they purchase products or services online). Furthermore, even if they do not know the company, they will still purchase from the website with the cheapest products or services. In addition, nobody of the male participants seemed to care about the risks of online shopping. Even the mentioning of different risks, such as leaving credit cards details, did not seem to concern the men.

The layout has shown to play an important role for the male interviewee’s. Answers I received for this question were, that the layout of a website should look professional and serious, it should look similar to a physical store, it should be structured properly, and look good. All men experienced a more satisfied shopping experience, if the layout of a website is to be nice-looking.

When it comes to information seeking all four males that had purchase something online were either comparing prices or collecting information. One interviewee even mentioned an online service called Pricerunner. This is a service that is used by many online shoppers to find the cheapest price. This website collects all prices from each website’s that offer the certain product and presents them ranking from cheapest to most expensive. Online shopping was also viewed as convenient.

### 4.1.3 Female Interviewee’s in Sweden

The next table, Table 4.3, presents the remaining female answers from the interviews in Stockholm, Sweden.
### Table 4.3: Swedish Interviewee's - Females

<table>
<thead>
<tr>
<th>Question</th>
<th>Female 2</th>
<th>Female 3</th>
<th>Female 4</th>
<th>Female 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Depends on what you are buying. She said that she prefers to buy online when she knows what she is looking for, such as books or music.</td>
<td>It depends on what you are buying she purchases a lot online, but still thinks a traditional store is better.</td>
<td>It depends, sometimes you cannot get certain products in store or in the case of clothing your size might be sold out in store.</td>
<td>Store, because you are able to examine the product you want to buy.</td>
</tr>
<tr>
<td>2</td>
<td>On special occasions, such as birthdays, Christmas, etc.</td>
<td>A few times a month.</td>
<td>One to two times a month.</td>
<td>Once every other month.</td>
</tr>
<tr>
<td>3</td>
<td>Yes.</td>
<td>Yes.</td>
<td>Yes</td>
<td>Yes.</td>
</tr>
<tr>
<td>4</td>
<td>Yes, she always gets tips from her colleagues recommending different websites, which makes it easier to trust them.</td>
<td>Yes, absolutely. She wants the transactions to be safe, a qualitative product, and able to return it. In addition, you should be able to contact the company.</td>
<td>Yes, she chooses only to purchase products from known companies.</td>
<td>Yes, prefers to purchase products from well-known companies.</td>
</tr>
<tr>
<td>5</td>
<td>Mostly cheapest product or when she got a tip about something.</td>
<td>She said she was very critical when there is a big difference in price for the same product, but is willing to give more unknown companies a chance.</td>
<td>No, sometimes companies can offer the same product cheaper because they take in a larger amount from the supplier and get it cheaper than others.</td>
<td>No, sometimes she will go online when she saw something in a store to find a cheaper alternative.</td>
</tr>
<tr>
<td>6</td>
<td>No. She mentions that she thinks about the risks, but still orders online and has always gone well. PayPal seems to lower the risks in her opinion.</td>
<td>No, not that much. However, she thinks about them.</td>
<td>No, but she thinks about it and when she buys she prefers to get a bill instead of leaving credit card details.</td>
<td>No, probably subconsciously.</td>
</tr>
<tr>
<td>7</td>
<td>Yes, if the layout of a website is unstructured, she will leave it and go somewhere else.</td>
<td>Yes, a website should look professional and attractive.</td>
<td>Yes, it should look professional, have neutral colours and have a clear layout.</td>
<td>Yes, the layout should be nice-looking and professional.</td>
</tr>
<tr>
<td>8</td>
<td>Yes</td>
<td>No, not in general, but she would not access it if did not look good.</td>
<td>Yes.</td>
<td>Yes.</td>
</tr>
</tbody>
</table>
| 9        | • Easy to read  
• Nice-looking  
• Headings  
• Details | • Reviews  
• Information about the product or service  
• Tips, such as washing instructions of clothing  
• Pictures of the product | • Pictures of the product  
• Information about the product  
• Nice overview  
• Reviews | • Many pictures of the product  
• Information about the product  
• Reviews  
• Great structure |
| 10       | Not very often | Yes, a lot. | Sometimes, depending on the product she is purchasing. | No, not really. |
| 11       | No | Can be good to look for prices and sizes (clothing) and in case you do not have time to go to a store. | No, because if it is not a fit, the process of sending it back might be quite a long process. | No, in a store you know what you are getting which might not be the case with online purchases. |

As you can see in Table 4.1 and Table 4.3, three out of five interviewee’s could not say whether they prefer online or traditional shopping. They said that it depends on what they are buying, or if a product is unavailable in-store they might look for it on the Internet. This means that no female
in Sweden had a clear preference for online shopping. However, even if there is no preference for online shopping, four out of five have had a previous online shopping experience. The number of shopping online ranged from one or two times a month to once every other month. No female has been dissatisfied with her last order, which indicates a high e-satisfaction.

Every female in Table 4.3 perceived trust to be important. One woman tends to purchase from companies that she has already had positive experiences with and that are familiar. Another female felt that it is important for the transactions to be safe, or trust could be established by recommendations from others, such as colleagues. No woman in Sweden was concerned about the risks of online shopping and would choose a cheaper price for a product, rather than purchasing on a familiar website. The layout is important for every female in Table 4.3 three of them found that they were satisfied when a website is nice-looking. For a website to be user-friendly, they suggested that website’s should have pictures, reviews, information, headings and a great structure. The opinions were different on Question 10 and only one was able to say that she looks for information prior to purchase. Most women did not find online shopping more convenient than traditional shopping.

4.2 Empirical Data for Berlin, Germany

Prior to every interview, the interviewee was asked if he or she had purchased a product or service online. In this case, everyone had previous experience with online shopping, which was very good. Some people seemed to have difficulties with Question Five, so I used the following example to clarify what I meant. The example that I used is that you can get the same product for different prices online. Either you get it at a company that is well known or you go for the cheaper alternative from a company that you do not know.

4.2.1 Male Interviewee’s in Germany

In Berlin, Germany, most people were very helpful and willing to be interviewed. The answers of each interview are summarized in Table 4.4 below.

Table 4.4: German Interviewee's - Males

<table>
<thead>
<tr>
<th>Question</th>
<th>Male 1</th>
<th>Male 2</th>
<th>Male 3</th>
<th>Male 4</th>
<th>Male 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Online.</td>
<td>Store, because you can see and feel the product, such as trying on clothes.</td>
<td>Store, because you can see what you are buying.</td>
<td>Store, because you can feel the fabric, see if it fits, you know what you get.</td>
<td>Store, because you can get the product faster and see what you are buying.</td>
</tr>
<tr>
<td>2</td>
<td>Three times a month</td>
<td>A few times a year, depending on the need.</td>
<td>Barely.</td>
<td>Once a month.</td>
<td>Once every other month.</td>
</tr>
<tr>
<td>3</td>
<td>Yes.</td>
<td>Yes.</td>
<td>No, because the picture shown of the product</td>
<td>Yes.</td>
<td>Yes.</td>
</tr>
</tbody>
</table>
Yes. At first he was not sure but then realized that it actually is important.

Yes, because the same products that are offered online are mostly available in-store.

Yes, but it depends.

No, not directly.

Yes, trust is very important because it means that you can rely on the other party.

No, because if you can get it cheaper, you should buy the cheaper product.

No, if there is the same product for a cheaper price, he would purchase the cheaper one.

Yes, if you know the brand you feel secure about quality and delivery.

No, if there is a cheaper alternative, he will go for that one.

Yes, because it might reflect the quality of the product.

No, because if you can get it cheaper, you should buy the cheaper product.

Yes, if you know the brand you feel secure about quality and delivery.

Yes, trust is very important because it means that you can rely on the other party.

Yes, it should be customer friendly and structured.

Yes, it should look professional.

Yes, because it indirectly represents the company and their image.

Yes, it should be customer friendly and structured.

Yes, it should look professional.

Yes, because it indirectly represents the company and their image.

Yes, it should be customer friendly and structured.

Yes, it should look professional.

Yes, because it indirectly represents the company and their image.

Yes, it should be customer friendly and structured.

Yes, it should look professional.

Yes, because it indirectly represents the company and their image.

• An overview
• Categories
• Search function
• Not too overloaded

• Offering and describing different paying methods
• Return policy
• A variety of products

• A website needs to be clear
• It should be structured

• Pictures of a product are useful
• Good overview
• Information should be clear

• Many pictures of a product
• Search function
• Structured

Yes, he was looking at reviews before purchasing a product or service that is available on the same website.

Sometimes, depending on the type of product he is purchasing. For example he would look for information and customer reviews for technical products.

Yes, sometimes if you do not know the product or brand.

Yes, he checks multiple websites and compares them.

Yes, mostly when booking a trip somewhere and when buying something technical.

Yes.

On one hand it might be more convenient, but on the other hand he does not know if the quality is good, if it fits, etc. Therefore, stores are better.

Yes, but still prefers physical stores, if it is possible.

Yes.

Utilitarian.

Utilitarian.

Utilitarian

Utilitarian

Utilitarian

Utilitarian

Utilitarian

What was very surprising in Germany was that only one out of five males preferred shopping online, although everyone classified themselves into utilitarian motivated shoppers. The others, who preferred traditional shopping, all said that in-store shopping enables them to see the product, even feel or touch it. However, four out of five had been satisfied with their previous online purchase. One man mentioned that his dissatisfaction was due to the website’s picture not being the same as the actual product.

One out of five interviewee’s felt that trust does not influence their online shopping behaviour. Only two men felt that pricing influences the trustworthiness of a company. What was surprising is that three out of five would go for the cheaper alternative, even if this means trusting a company you have never heard of before. When it comes to the risks of online shopping only three men were able to give a concrete answer. They perceived that their online shopping was not
affected by the risks. The other two could not give a clear answer for this question. One man said, that there is a bigger risk of online companies not wanting to return a product. The other one mentioned was not sure about the answer either and added that it might be more subconsciously.

All men agreed on the website’s layout influencing how you perceive a company. They added that it should be well structured, look professional, and that it represents the company’s image. Everyone felt a greater satisfaction when the website was nice-looking. Some of the website’s features to make it user-friendly are a great overview, a search function, clear information, or pictures of the product. Everyone seemed to be gathering information before a purchase, even though one mentioned that it also depends on the product you are purchasing. Furthermore, everyone finds online shopping convenient, even though they might prefer traditional shopping.

### 4.2.2 Female Interviewee’s in Germany

The following Table 4.5 represents a summary of all the answers provided by the female participants of their interviews.

<table>
<thead>
<tr>
<th>Question</th>
<th>Female 1</th>
<th>Female 2</th>
<th>Female 3</th>
<th>Female 4</th>
<th>Female 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Both, if she cannot find a product in the store, she will try to find it on the Internet.</td>
<td>Store.</td>
<td>Store, because you can evaluate the product.</td>
<td>Online, because she works long hours during the week and always has plans during the weekend.</td>
<td>Online</td>
</tr>
<tr>
<td>2</td>
<td>Two times a month.</td>
<td>Once every three months.</td>
<td>Two times a month.</td>
<td>Two times a month.</td>
<td>Two times a month.</td>
</tr>
<tr>
<td>3</td>
<td>Yes.</td>
<td>Yes, it does influence where she shops.</td>
<td>No, it had looked completely different than on the Internet.</td>
<td>Yes.</td>
<td>Yes.</td>
</tr>
<tr>
<td>4</td>
<td>Yes, because that means that you are most likely to be satisfied.</td>
<td>Yes.</td>
<td>Yes. However, it still depends on where you are ordering.</td>
<td>Yes, she believes customer opinion and a safe shop is important.</td>
<td>Yes, prefers familiar or known brands or where she has had positive experiences.</td>
</tr>
<tr>
<td>5</td>
<td>No, if it is available at the merchant in town she will buy it there.</td>
<td>Yes</td>
<td>No, she has not been paying attention to that.</td>
<td>No, she sometimes goes to a physical store and then tries to find the product cheaper on the Internet.</td>
<td>No.</td>
</tr>
<tr>
<td>6</td>
<td>No, nothing has ever happened.</td>
<td>No.</td>
<td>No, it is mostly safe.</td>
<td>No.</td>
<td>No, now that there is a time where there is PayPal, she does not feel that there are any risks.</td>
</tr>
<tr>
<td>7</td>
<td>Yes, it should be appealing.</td>
<td>Yes, should be set up great, as is shows seriousness.</td>
<td>Yes.</td>
<td>Yes, because she is a graphic artist she finds the layout to be very important.</td>
<td>Yes</td>
</tr>
<tr>
<td>8</td>
<td>Yes.</td>
<td>Yes.</td>
<td>Yes.</td>
<td>Yes, especially because you can now show through your smartphone.</td>
<td>Yes</td>
</tr>
<tr>
<td>9</td>
<td>• Many pictures • Should have an • A nice • Aesthetic • Many pictures</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
In Germany, the preference of where to shop is varying. Two females prefer to shop online, one of them mentions that she works a lot and does not have the time to go to a store and therefore orders online. One female respondent prefers shopping in a store and the remaining two did not have a clear preference. The interviewee preferring both shopping alternatives told me that if she cannot find a product in store, she would go online and try to find it there. Most of the females said they were shopping online two times a month. Four out of five respondents have been satisfied with their last purchase and one experienced the picture of the product not to be the same as the picture shown online.

Regarding trust influencing online shopping behaviour, everyone perceived it to be important. One told me that she prefers familiar or known brands where she had experienced a positive shopping experience. Another female respondent answered that trust is important, as you are more likely to be satisfied with your purchase. Only one respondent said that pricing would play an important role, which was surprising. Nobody seems to find online shopping risky, as nothing has ever happened. In addition, companies, such as PayPal, seem to make the online business less risky.

The layout of a website influences every respondent in their purchase behaviour. The layout should be appealing, should be set up great and show seriousness, especially if you are a graphic artist. All respondents perceive greater satisfaction when a website is nice-looking, which includes the smartphone version according to one female respondent. There are many factors a website needs in order to be user-friendly according to my respondents. A few of them include many pictures of a product, a search function, different categories, includes navigation, and a clear menu.
Three out of five look for information before they purchase a product or service. By reading through reviews or different forums a consumer can find out whether it is worth buying or not. There was no clear difference in opinions on the convenience of online shopping. Some found it to be more convenient, whereas others were not sure or felt like a physical store is more convenient. Four out of five female respondents identified themselves as hedonic shoppers.

4.3 Interview Questions relevant for Conceptual Framework

All questions in the Interview Guide relate to the conceptual framework and are therefore relevant for this study. The questions from the interview guide in Appendix I all have a purpose and are used to answer my research questions. Some of the questions are more relevant for research question one and some others are more relevant for research question two. However, the interview questions used to answer research question one are summarized in Table 4.6 below.

Table 4.6: Interview Questions Relevant for Research Question One

<table>
<thead>
<tr>
<th>Research Question 1</th>
<th>Questions from the Interview Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motivational factors and e-satisfaction</td>
<td>3, 4, 5, 6, 7, 8, 9, 10</td>
</tr>
</tbody>
</table>

These questions were chosen to find links between online motivational factors of e-consumers and e-satisfaction. These questions are all linked to the Conceptual Framework and will be analysed in the following chapter. The same applies for Table 4.7. All these questions can be linked to the conceptual framework and is why they will be used to analyse research question two.

Table 4.7: Interview Questions Relevant for Research Question Two

<table>
<thead>
<tr>
<th>Research Question 2</th>
<th>Questions from the interview</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender differences and e-satisfaction</td>
<td>1, 2, 3, 4, 5, 6, 7, 8, 11, 12</td>
</tr>
</tbody>
</table>
5. Data Analysis

Chapter Five presents an analysis of the presented data from Chapter Four. The collected data is being connected to the Conceptual Framework and applied to each research question. The data analysis is being presented by each research question individually, where data has been reduced in order to be able to answer both research questions.

5.1 RQ 1: What are the similarities between Germany and Sweden regarding online motivational factors and e-satisfaction?

As shown in Table 4.6, the question relevant to analyse research question one are question 3, 4, 5, 6, 7, 8, 9 and 10. The motivational factors of this study are trust, perceived risks and benefits, visual aesthetics, and user-friendliness. These factors are being discussed in the following and compared between both countries. For research question one I will not be making a comparison between genders, which means for each country the genders are being combined.

5.1.1 Trust

Trust is very important when you are shopping online because you are relying on another party fulfilling its obligations (Taylor and Strutton, 2010). Trust is also used as a tool to reduce perceived risk and build a more successful business (Sameti, Khalili and Sheybani, 2016). Another factor that can increase trust is ‘perceived ease of use’, which represents an effortless use of a particular mechanism (Davis, 1989).

When I asked interviewee’s in Sweden whether or not trust influences their online shopping behaviour, everyone said yes (excluding the two who had never purchased a product or service online). Reasons for this were that if you trust a company, you are more willing to purchase and repurchase a product or service. Trust can be the outcome of a satisfactory shopping experience (Sameti, Khalili and Sheybani, 2016). Interviewee’s mentioned that they feel safer when they can trust the e-commerce, which increases satisfaction and their willingness to repurchase from the same company. Furthermore, Swedish interviewee’s said that if you can trust a company you feel safer in the whole purchasing process, including transactions, which lowers perceived risks. The same applied in Germany. All ten interviewee’s found it easier to purchase from a company that is or seems trustworthy. Reasons for this were that you know you can rely on the other party. In addition, a trustworthy company is more likely to satisfy the customer, which might lead to loyalty. Another factor is that Germans want to feel safe during the process and therefore trust is very important. This goes in line with the Technology Acceptance Model (Davis, 1989) and the research by Taylor and Strutton (2010). Consumers want to be able to make safe transactions, which means they need to be able to trust the mechanisms to work. Furthermore, companies need to make sure that the mechanism they are using is fully working, so they can fulfil their
obligations (Taylor and Strutton, 2010). This seems to be working in both Germany and Sweden, as nobody had any trust issues with online shopping.

However, when it comes to pricing, every interviewee in Sweden said that the pricing does not reflect on the trustworthiness of a company. Three out of ten interviewee’s in Germany felt that the pricing influences the company’s trustworthiness. The reasons for this were that if you know the company, you feel more confident and safe in relying on the other party and their quality of the product or service. Sameti, Khalili and Sheybani (2016) found a positive correlation between trustworthiness and pricing, which does not apply for Sweden. In Germany, three from the interviewee’s found that the pricing reflects the trustworthiness of a company. This does indicate that Sameti, Khalili and Sheybani (2016) were right to some extent.

5.1.2 Perceived Risks and Benefits

Perceived risk is what the customer feels could be a negative outcome of an online transaction with another party (Kim, Ferrin and Rao, 2008). Different risks have been identified by Bhatnagar et al. (2000) and are financial risks, product risk and information risk. In Sweden not one single interviewee was concerned about the risks of online shopping and therefore it did not influence their online shopping behaviour. In comparison, Germans do not seem to be that concerned either. There were two men that were not sure of how they felt about it. One man said that he was aware of the risks, but probably more subconsciously. The other man mentioned that there is a risk of a company not wanting to return the product, which would lead to no return of money. The Swedish interviewee’s mentioned that they are not affected by the risks. However, some thought about the risks involved more subconsciously. One female said that she is not concerned as there are services, such as PayPal. Another female said she does not leave her credit card details and always asks for an invoice instead.

When it comes to the benefits of reduced pricing in online shops, six interviewee’s in Sweden and five interviewee’s in Germany gave a clear statement of choosing the cheaper alternative. Convenience is another perceived benefit of online shopping and can affect consumers (Kim, Ferrin and Rao, 2008). In Sweden three of the interviewee’s (all men) perceived online shopping to be more convenient compared to traditional shopping. However, in Germany six people perceived online shopping to be more convenient, whereas two of them still preferred traditional shopping in-store.

5.1.3 Visual Aesthetics

What can be pleasant for the eye when looking at the Internet, is the look and the layout of a website and influences how consumer’s perceive the company (Sameti, Khalili and Sheybani,
2016). The questions relevant from the interview guide for this section are questions seven, eight and nine (*Appendix 1*).

In Germany and Sweden, interviewee’s found the layout to be of importance for a website. Everyone felt a greater satisfaction when they were able to look at a website whose layout was nice-looking, showing professionalism, being well structured and appealing for the consumer. In addition, one interviewee said that he is more willing to purchase and repurchase from a company if the layout is good looking. Another opinion on this, was that one interviewee said that the layout and structure of the website represents the image of a company. All of the responses go in line with previous studies, especially by Sameti, Khalili and Sheybani (2016).

5.1.4 User-Friendliness

To identify the user-friendliness of a website, interviewee’s were asked what they perceive to be important for a website in order to be user-friendly (Question Nine, *Appendix 1*). Table 5.1 shows the summarized responses of Question Nine, comparing Sweden and Germany. These are the factors that people felt were relevant for a website to be user-friendly.

**Table 5.1: Comparison of Responses Between Germany and Sweden - User-Friendliness**

<table>
<thead>
<tr>
<th>Sweden</th>
<th>Germany</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Many pictures of a product (sometimes a 360 degree view)</td>
<td>• It should have an overview</td>
</tr>
<tr>
<td>• Free and fast delivery</td>
<td>• Contain different categories</td>
</tr>
<tr>
<td>• Easy to use</td>
<td>• A search function</td>
</tr>
<tr>
<td>• Easy menus</td>
<td>• Not too overloaded with products</td>
</tr>
<tr>
<td>• A website should have reviews</td>
<td>• Visible description of different paying methods</td>
</tr>
<tr>
<td>• It should be easy to navigate and well structured</td>
<td>• Visible return policy</td>
</tr>
<tr>
<td>• There should be headings and details</td>
<td>• A variety of products</td>
</tr>
<tr>
<td>• A website should be nice-looking</td>
<td>• The website should be well structured</td>
</tr>
<tr>
<td>• Contain information about the product or service</td>
<td>• Information should be clear</td>
</tr>
<tr>
<td>• Visible return policy</td>
<td>• An intuitive web design</td>
</tr>
</tbody>
</table>

According to Chen *et al.* (2010), a website should be functional, provide all information necessary for the customer, which can create more satisfactory decisions. Furthermore, the customer is affected by logistics, such as delivery costs and time, and quality of the service (Yu *et al.*, 2011). Table 5.1 shows that both countries have mentioned many features, which they perceive to be of importance for user-friendliness. For functionality, only Germans said they want a search function on a website that helps them to limit the products or services they are looking
for. For delivery, Germans did not expect the supplier to offer free or fast, next-day delivery. They seem to be more understanding, which proves Hofstede (2001) to be right. According to Hofstede (2001), Germans are long-term orientated and pragmatic, which indicates that they have more patience and therefore do not care as much about delivery. One German woman said that she does not expect delivery to be free. She was aware of that if she ordered online it was simply something that has to be expected and accepted. These are the only two differences that could be found between the countries. Otherwise, there seem to be more similarities in opinions of user-friendliness than differences.

5.2 RQ 2: What are the Similarities Between Germany and Sweden Regarding Gender Differences and E-Satisfaction?

For this research question, the following questions from Appendix 1 are used for the analysis: 1, 2, 3, 4, 5, 6, 7, 8, 11, and 12. These questions are all relevant regarding gender differences in Germany and Sweden. They are also used to evaluate the differences in e-satisfaction. The analysis for Research Question Two is divided into four different parts were answers have been categorized into online consumer experience, online shopping attitude, online shopping motivation and satisfaction versus dissatisfaction. The summarization for the matrices used are taken from Table 4.2, Table 4.3, Table 4.4 and Table 4.5 with the difference of comparing males between Germany and Sweden, and comparing women between Germany and Sweden. What might affect this analysis is that in Sweden one man and one woman did not have a previous online shopping experience.

<table>
<thead>
<tr>
<th>Germany vs. Sweden</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Males</strong></td>
</tr>
<tr>
<td>• Four prefer traditional in-store shopping and one person prefers online shopping vs. four prefer traditional in-store shopping and one prefers online shopping.</td>
</tr>
<tr>
<td>• Online shopping varied from three times a month to a few times a year vs. online shopping varied from once a month to once a year and one had never shopped online.</td>
</tr>
<tr>
<td><strong>Females</strong></td>
</tr>
<tr>
<td>• Two prefer traditional in-store shopping, two prefer online shopping and one enjoys both vs. two prefer traditional in-store shopping and three said that it depended on what they are purchasing.</td>
</tr>
<tr>
<td>• Online shopping varied from two times a month (four females) to once every three months vs. online shopping varied from a few times a month to once every other month and one had never shopped online.</td>
</tr>
</tbody>
</table>
A comparison between men and women in online consumer experience in Sweden shows that more men prefer traditional shopping over online shopping. In addition, the variation in the number of times purchases had been made online was almost the same between the genders, as shown in Table 5.2. Hofstede, (2001) identified Sweden as a feminist society, which means that they value their free time, work-life balance and prefer a social life. Sweden is also an Indulgence society, which means that they try to enjoy their life, have fun and realise their desires (ibid). This might explain why Swedish people much rather choose to go to a real store. An online purchase always brings difficulties because you will not get your product or service mostly upon purchase and have to wait for delivery. However, the number of times both men and women order something online is quite high shows that people seem to be satisfied with the purchases they have made previously.

By comparing German men and women, we can see that the responses are the same as in Sweden. Four out of five men preferred a more traditional shopping environment. Two women said they had a preference for traditional shopping, two preferred online shopping and one enjoyed both. This indicates a bigger variance in shopping preference between the genders. Although Theory 6 indicates that men tend to purchase more often online compared to women, this study indicates the opposite. Out of five female interviewee’s, four women said they purchase a good or service online about three times a month, whereas the variation in online shopping men differed from three times a month to a few times a year.

A cross-case analysis between Swedish and German men shows that the number of participants that preferred traditional shopping was the same. Four out of five male participants found in-store shopping to be of preference. As previous research has shown (Theory 5), this study goes in line with the findings of others.

When comparing Swedish women and German women, three Swedes mentioned that their shopping preference depended on what they were buying. This means that no woman could tell that she prefers online shopping. In comparison, two German women said they prefer online shopping to traditional shopping. One of the females said that it was a great way of purchasing necessities when you have long working hours. However, four out five of the women in each country have had a positive shopping experience prior to the interviews.
Table 5.3: Online Shopping Attitude Matrix

<table>
<thead>
<tr>
<th></th>
<th>Germany vs. Sweden</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Males</strong></td>
<td>• Five utilitarian motivated vs. two hedonic motivated and three utilitarian motivated.</td>
</tr>
<tr>
<td></td>
<td>• Four perceive online shopping as convenient and one could not give a clear answer vs. three perceive online shopping as convenient, one perceives online shopping as a complement and one has never shopped online.</td>
</tr>
<tr>
<td><strong>Females</strong></td>
<td>• Four hedonic motivated and one utilitarian motivated vs. three utilitarian motivated, one hedonic motivated and one in between.</td>
</tr>
<tr>
<td></td>
<td>• Two perceive online shopping as convenient and three do not perceive online shopping as convenient vs. three perceive online shopping as convenient, one perceived it to be an alternative when lacking time and one has never shopped online</td>
</tr>
</tbody>
</table>

As one can see in Table 5.3, the majority of Swedish men and women identified themselves as utilitarian motivated shoppers. The number of men that found online shopping to be of convenience is the same number as the Swedish women. There is no difference in gender when it comes to online shopping attitude in Sweden and suggests more similarities than differences. As an indulgent society, people seem to care less about any bad outcome that could come from an online purchase (Hofstede, 2011).

A comparison between men and women in Germany shows that all men have identified themselves as utilitarian shoppers. However, most women identify themselves as hedonic shoppers. This is what Theory 6 suggests, that men and women have different shopping orientation and men prefer convenience. Something that contradicts these responses is that only four of these men perceived online shopping as more convenient. In comparison, only two women found online shopping more convenient than traditional shopping.

By comparing Swedish men and German men, every man in Germany identified his shopping motivation to be of utilitarian nature. In comparison, only three out of five Swedish men identified themselves to have utilitarian values. There is no difference in preference of shopping environment between Sweden and Germany. The majority of men prefer traditional shopping, even though research indicated a preference of online shopping in men, due to a greater convenience (Theory 6).

What is interesting is that in Germany four women identified themselves as hedonic motivated shoppers. If you compare this to Sweden, only one woman perceived herself having a hedonic shopping motivation. Germans try to avoid uncertainty by creating certainty through doing things that are mostly well thought of (Hofstede, 2011). This might be an explanation to why most women in Germany are hedonic motivated shoppers and mostly get the things they need and no unnecessary things.
Table 5.4: Online Shopping Motivation Matrix

<table>
<thead>
<tr>
<th></th>
<th>Germany vs. Sweden</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Males</strong></td>
<td>Four influenced by trustworthiness and one not influenced by trustworthiness vs. four being influenced by trustworthiness and one never shopped online.</td>
</tr>
<tr>
<td></td>
<td>Three influenced by pricing and two not influenced by pricing vs. two influenced by pricing, two influenced by pricing to some extent and one not influenced by pricing.</td>
</tr>
<tr>
<td></td>
<td>Three not concerned about risks and two could not provide a clear answer vs. four not concerned about risks and one has never shopped online.</td>
</tr>
<tr>
<td></td>
<td>Five influenced by layout vs. four influenced by layout and one never shopped online.</td>
</tr>
<tr>
<td><strong>Females</strong></td>
<td>Five influenced by trustworthiness vs. four influenced by trustworthiness and one never shopped online.</td>
</tr>
<tr>
<td></td>
<td>Four influenced by pricing and one not influenced by pricing vs. four influenced by pricing and one not influenced by pricing</td>
</tr>
<tr>
<td></td>
<td>Five not concerned about risks vs. four not concerned about risks and one has never shopped online.</td>
</tr>
<tr>
<td></td>
<td>Five influenced by layout vs. four influenced by layout and one never shopped online.</td>
</tr>
</tbody>
</table>

Trust has shown not to differ between the genders in Sweden. There is a slight difference in perception of pricing of a company. Four out of five women said that the price of a product or service does not influence the trustworthiness of a company. They would choose a cheaper alternative, even if this would mean trusting a non-familiar e-commerce. The layout of a website influences how Swedes perceive the company and they would not purchase from a company whose website is unstructured or lacks information. One woman, who said she was generally not influenced by the layout, could be influenced more subconsciously than she thinks. In Sweden, nobody is taking the risks of online shopping into account.

A comparison of gender in Germany shows that the trustworthiness of a company influences more women than men. However, the majority of men also perceived trustworthiness to be of importance. The pricing of a product or service does influence more women than men. Four out of five women would choose a cheaper alternative if possible. In comparison, three men would go for the cheaper alternative and two men would choose a pricier alternative if it were an unfamiliar company. This shows a positive correlation between trustworthiness and pricing, which goes in line with Theory 5. A significant difference could be established when it comes to the risks. Not one single woman was concerned about the risks of online shopping, which is surprising, as most women tend to be overthinking certain things. This contradicts Hofstede’s (2001) Uncertainty Avoidance dimension, where German’s usually try to avoid certain situations where the outcome could be uncertain.

Trustworthiness is equally important to Swedish and German men. However, pricing tends to be of more importance to Swedes, where two are influenced directly and two men to some extent. Compared to Sweden, two Germans would choose a more expensive alternative in case they felt
a company would not be trustworthy. In Sweden, men could provide a clear answer on the risks of online shopping. Whereas they perceived the risks to be influencing their online shopping behaviour, two German men were not able to provide a clear statement on this.

All female participants from this study, except for the one who had never shopped online, felt that their behaviour was influenced by the trustworthiness of a company. There is no difference in opinions whether pricing does influence the perception of a company. Four out of five women find pricing not to represent the image of a company and would go for a cheaper alternative if possible. The same applies for the riskiness of online shopping. No difference between the countries could be established. There is no woman that is concerned with the risks of online shopping. Some of them might be thinking about them more subconsciously, however are not influenced in their shopping behaviour.

### Table 5.5: Satisfaction vs. Dissatisfaction Matrix

<table>
<thead>
<tr>
<th></th>
<th>Germany vs. Sweden</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Males</strong></td>
<td>Four satisfied and one dissatisfied vs. two dissatisfied, two satisfied and one who never shopped online.</td>
</tr>
<tr>
<td></td>
<td>Five perceive greater satisfaction with a nice-looking website vs. four perceive greater satisfaction with a nice-looking website and one has never shopped online.</td>
</tr>
<tr>
<td><strong>Females</strong></td>
<td>Four satisfied and one dissatisfied vs. four satisfied and one who never shopped online.</td>
</tr>
<tr>
<td></td>
<td>Five perceive greater satisfaction with a nice-looking website vs. three perceive greater satisfaction with a nice-looking website, one did not perceive greater satisfaction with a nice-looking website in general and one never shopped online.</td>
</tr>
</tbody>
</table>

A comparison of Swedish men and women showed that more men than women experienced greater satisfaction of a nice-looking website. Something that is pleasant for the eye has shown to be an essential factor that is affecting consumer perceptions (Theory 3 and 5). One woman, who said she was generally not influenced by the layout, could be influenced more subconsciously than she thinks. Every interviewee is more positive towards online shopping and believes that the benefits are greater than the risks (Table 5.4). This indicates that they have had more satisfactory experiences prior the interviews and might continue this experience in the future.

Comparing German men and women shows that the layout and the look of a website influences both women and men in a way that if a website is nice-looking a more satisfactory experience is the outcome. The same applies for the perception of a company in regards to the layout (Table 5.4). Everyone felt that the layout of a website represents the image and professionalism of a company and should be appealing for the consumer. The layout was very important for men and
women in Germany and is the first step of establishing trust and creating a satisfactory shopping experience.

Every male interviewee that has had online shopping experience perceived greater satisfaction when the layout of a website was nice-looking. In addition, all men in both countries with previous experience found the layout to be influencing their perception of the company. There seems to be a trend information search prior to a purchase. Four out of five men said they look for reviews or information of a product before they actually make a purchase. This indicates that information research is very important and that this could lead to a higher satisfaction (Theory 8).

When it comes to the overall layout of the website and whether or not women are influenced by a nice looking website, every female interviewee finds the layout to be of importance and influencing how they perceive the company. However, one Swedish woman was generally not concerned with the look of a website and therefore did not find it to influence the shopping experience. The remaining women perceive greater satisfaction when they have a nice-looking website to look through. The gathering of information does not happen as often as the men’s information-seeking. There is some inconsistency within this category, which means that some inform themselves prior to purchase, some do it sometimes, or they simply do not do it at all.
6. Findings and Conclusions

This last chapter will discuss what has been found in the previous chapter and find conclusions that relate to previous studies. Chapter Six will start with the discussion and answering of both research questions, followed by implications of the study and suggestions for future research.

6.1 Answers to Research Questions

To draw final conclusions for this study, both research questions are discussed separately in order to give precise answers to each research question.

6.1.1 RQ 1: What are the similarities between Germany and Sweden regarding online motivational factors and e-satisfaction?

Now that the analysis has been done, findings and conclusions can be drawn. The purpose of this research question was to explore four online motivational factors and their influence on e-satisfaction. Furthermore, the study was used to compare Germany and Sweden. The findings regarding trust shows that Germans and Swedes are very similar. Both countries perceive trust to be of importance when it comes to online shopping. Interviewee’s even said that they are more satisfied when they believe that the company they are doing transactions with is trustworthy. More people perceive benefits than risks from online shopping in both countries. Visual aesthetics, such as the layout, is very important for both Swedes and Germany. Everyone perceives greater satisfaction if the layout of a website is nice looking and the layout is well-structured and looking professional. There are many factors that influence user-friendliness. Interviewee’s from both countries feel almost the same about these with the exception of delivery and a search function. Delivery time and cost is important for some Swedes, whereas most Germans want a search function on the website. User-friendliness is definitely important for e-satisfaction as every interviewee had their opinion on what they wanted in order for them to stay on a website. However, for research question one I am only able to say that both countries have more similarities than differences in regards to the four online motivational factors and e-satisfaction.

6.1.2 RQ 2: What are the similarities between Germany and Sweden regarding gender differences and e-satisfaction?

The purpose of this research question was to find similarities between men and women combined with e-satisfaction. This has then been compared between two countries in Chapter Five, which are Germany and Sweden. Many similarities were found between both countries. Comparing genders in both Sweden and Germany leads to the conclusion that men prefer going to a store,
whereas women prefer both. This is the most significant difference that could be established and does also contradict previous research. When comparing men from both countries, the most significant difference is that all men in Germany have utilitarian shopping values, whereas men in Sweden seem to have both hedonic and utilitarian values. By comparing women in Germany and Sweden, the only significant difference was that most women have hedonic values. In Sweden it seems to more of a mix, which means that the women are both utilitarian and hedonic motivated shoppers. Regarding e-satisfaction, I have found that there are similarities in every aspect: most interviewee’s have been satisfied with their purchases. If they were not satisfied, it had nothing to do with any kind of online motivational factor, but with the product.

6.2 Implications for Practitioners

There are implications that should be taken into consideration when conducting a similar study. People can benefit from this thesis in a way that two different countries have been compared by a within-case analysis and a cross-case analysis and there has been a lot of information found. Bigger companies, especially those that provide an online business in both Sweden and Germany, can make use of this study. Those people can have a look at what I have found and use it in order to do improvements to their overall website, or even marketing strategy by looking at the preferences of both genders.

6.3 Limitations

There are some limitations that should be noted for this study. First of all, it is important to keep in mind that the empirical data is based on a small sample of respondents. This study definitely could have looked differently in regards to the outcome if there would have been a bigger sample and more interviews. If I would have chosen to do a quantitative study instead of qualitative, a survey could have been sent out to a lot more people and my findings would have been differently. People interviewed might have represented a certain group and the outcome of this study could have been different if I had talked to other people. In addition, the interviews took place on a Friday and a Saturday and the outcome of the interviews could have been different if I had chosen to do my interviews on a Monday or Tuesday. I was also set to do a judgmental sampling, which I had to forget about in two cases where I managed to find Danish citizens who were on vacation. These are all limitations that could have contributed to a different outcome of my study.
6.4 Suggestions for Further Research

This study has been focusing on the general industry of online shopping, not any specific industry, such as fashion, beauty, cars, or else. For the future, researchers could choose to limit this same study to a certain industry. This could probably lead to different answers within the interviews and later on to different conclusions.

Another approach for future research could focus on other motivational factors of online shopping. This study had to limit these factors due to time restrictions. Both Sameti et al. (2016) and Kim et al. (2012) mention other factors, such as online advertising, products and services’ brand, purchase intention, and more.

I have focused my study on comparing Germany and Sweden. Another researcher could try to compare one of these countries to other countries or choose completely different ones to start with. If time would not be an issue, he or she could do a quantitative study trying to examine more than two countries in a study.

The decision-making process involves many different stages: the recognition of need, search for information, alternative evaluation, the purchase and post-purchase evaluation. This study has focused on the first and last stage of the process. Moreover, it was focused on e-consumer satisfaction, which is part of the post-purchase evaluation. For the future, researchers could focus on different stages within the decision-making process or choose a different factor within post-purchase evaluation, such as loyalty.
**List of References**


Appendices

Appendix 1: Interview Guide

Interview Guide Semi-Structured Interviews

General Information

Gender
Age

Interview Questions

1. Do you prefer shopping online or at a physical store?
   a. Online
   b. Store
   c. Why? Because you can touch it, see it, etc.
2. How often to you purchase a product or service online?
   a. Once a week
   b. Once a month
   c. Once a year
   d. Etc.
   e. Why?
3. Were you satisfied with your purchase?
   a. Why?
   b. Why not?
4. Would you say that trust (such as privacy and security) has influenced your online shopping behaviour?
   a. Yes
   b. No
   c. Reason?
5. Does the pricing of a product or service influence the trustworthiness of a company?
   a. Would you rather buy a product from a well-known online company and pay more money or are you looking for the cheapest price?
6. Do the risks of online shopping affect your purchase behaviour?
   a. Yes
   b. No
   c. Why?
7. Does the layout of a website influence how you perceive the company?
   a. Yes
   b. No
   c. What kind of layout do you prefer? Are colours important, etc.? Do you feel more satisfied when you
8. Do you perceive greater satisfaction when a website is nice-looking?
   a. Yes
   b. No
   c. Why?
9. What do you feel does a website need in order to be user-friendly?
a. Many pictures of a product
b. Easy to use
c. Customer loyalty program
d. Different paying methods
e. Fast delivery
f. Etc.

10. Do you gather information of a product before you purchase online?
   a. Compare prices?
   b. Read up on information
   c. Just looking for fun and buying, no information
   d. Etc.

11. Do you feel that online shopping is more convenient?
12. Do you see yourself as a hedonic or utilitarian shopper?
    a. Explain hedonic and utilitarian