Attitudes and Preferences of Dutch online shoppers

Prof. dr. Jesse Weltevreden, dr. Tibert Verhagen, Nelleke de Boer MSc
Perceptions of Dutch online shoppers about TLDs (1)

is a website that is trustworthy

- .nl: 3.17
- .com: 3.14
- .be: 3.13
- .net: 3.11
- .store: 2.93
- .shop: 2.92

No significant differences between mean scores of TLDs.

is a website that offers a good service

- .be: 3.15
- .com: 3.14
- .nl: 3.12
- .net: 3.08
- .shop: 3.03
- .store: 3.03

No significant differences between mean scores of TLDs.

is a website where I can buy a product

- .nl: 4.26
- .shop: 4.21
- .com: 4.17
- .store: 4.11
- .be: 4.1
- .net: 4.08

No significant differences between mean scores of TLDs.

is a website where I can easily buy a product

- .nl: 3.97
- .com: 3.87
- .shop: 3.76
- .net: 3.75
- .be: 3.66
- .store: 3.59

Mean score of .store significantly differs from .nl.
Perceptions of Dutch online shoppers about TLDs (2)

is a website with a large range of products

<table>
<thead>
<tr>
<th>TLD</th>
<th>Mean Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>.nl</td>
<td>3.96</td>
</tr>
<tr>
<td>.com</td>
<td>3.76</td>
</tr>
<tr>
<td>.net</td>
<td>3.72</td>
</tr>
<tr>
<td>.shop</td>
<td>3.72</td>
</tr>
<tr>
<td>.store</td>
<td>3.70</td>
</tr>
<tr>
<td>.be</td>
<td>3.64</td>
</tr>
</tbody>
</table>

Mean score of .be significantly differs from .nl.

is a website that offers the best prices

<table>
<thead>
<tr>
<th>TLD</th>
<th>Mean Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>.shop</td>
<td>3.11</td>
</tr>
<tr>
<td>.com</td>
<td>3.10</td>
</tr>
<tr>
<td>.nl</td>
<td>3.07</td>
</tr>
<tr>
<td>.be</td>
<td>3.04</td>
</tr>
<tr>
<td>.net</td>
<td>3.02</td>
</tr>
<tr>
<td>.store</td>
<td>3.02</td>
</tr>
</tbody>
</table>

No significant differences between mean scores of TLDs.

is a website that deals with my privacy carefully

<table>
<thead>
<tr>
<th>TLD</th>
<th>Mean Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>.nl</td>
<td>3.11</td>
</tr>
<tr>
<td>.com</td>
<td>3.10</td>
</tr>
<tr>
<td>.be</td>
<td>3.08</td>
</tr>
<tr>
<td>.net</td>
<td>3.02</td>
</tr>
<tr>
<td>.store</td>
<td>3.01</td>
</tr>
<tr>
<td>.shop</td>
<td>2.97</td>
</tr>
</tbody>
</table>

No significant differences between mean scores of TLDs.

is a website that is owned by a Dutch company

<table>
<thead>
<tr>
<th>TLD</th>
<th>Mean Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>.nl</td>
<td>3.40</td>
</tr>
<tr>
<td>.com</td>
<td>3.11</td>
</tr>
<tr>
<td>.net</td>
<td>3.06</td>
</tr>
<tr>
<td>.shop</td>
<td>3.05</td>
</tr>
<tr>
<td>.store</td>
<td>2.78</td>
</tr>
<tr>
<td>.be</td>
<td>2.10</td>
</tr>
</tbody>
</table>

Mean score of .nl significantly differs from .be, .store, .shop and .net. Mean score of .shop significantly differs from .nl and .be. Mean score of .be significantly differs from all other TLDs.
Attitudes of Dutch online shoppers towards visiting a specific TLD

The extent to which Dutch consumers think it is a **good idea** to visit a website to buy products online

<table>
<thead>
<tr>
<th>TLD</th>
<th>Mean Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>.nl</td>
<td>3.52</td>
</tr>
<tr>
<td>.com</td>
<td>3.49</td>
</tr>
<tr>
<td>.net</td>
<td>3.33</td>
</tr>
<tr>
<td>.be</td>
<td>3.16</td>
</tr>
<tr>
<td>.shop</td>
<td>3.08</td>
</tr>
<tr>
<td>.store</td>
<td>3.04</td>
</tr>
</tbody>
</table>

Mean score of .nl significantly differs from .store and .shop.
Mean score of .com significantly differs from .store and .shop.

The extent to which Dutch consumers think it is a **pleasant idea** to visit a website to buy products online

<table>
<thead>
<tr>
<th>TLD</th>
<th>Mean Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>.nl</td>
<td>3.27</td>
</tr>
<tr>
<td>.com</td>
<td>3.27</td>
</tr>
<tr>
<td>.net</td>
<td>3.09</td>
</tr>
<tr>
<td>.be</td>
<td>3.06</td>
</tr>
<tr>
<td>.shop</td>
<td>2.99</td>
</tr>
<tr>
<td>.store</td>
<td>2.96</td>
</tr>
</tbody>
</table>

No significant differences between mean scores of TLDs.

The extent to which Dutch consumers think it is a **wise idea** to visit a website to buy products online

<table>
<thead>
<tr>
<th>TLD</th>
<th>Mean Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>.nl</td>
<td>3.36</td>
</tr>
<tr>
<td>.com</td>
<td>3.29</td>
</tr>
<tr>
<td>.net</td>
<td>3.15</td>
</tr>
<tr>
<td>.be</td>
<td>3.02</td>
</tr>
<tr>
<td>.shop</td>
<td>2.90</td>
</tr>
<tr>
<td>.store</td>
<td>2.90</td>
</tr>
</tbody>
</table>

Mean score of .nl significantly differs from .store, .shop and .be.
Mean score of .com significantly differs from .store and .shop.

The extent to which Dutch consumers think it is a **positive idea** to visit a website to buy products online

<table>
<thead>
<tr>
<th>TLD</th>
<th>Mean Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>.nl</td>
<td>3.35</td>
</tr>
<tr>
<td>.com</td>
<td>3.26</td>
</tr>
<tr>
<td>.net</td>
<td>3.19</td>
</tr>
<tr>
<td>.be</td>
<td>3.14</td>
</tr>
<tr>
<td>.shop</td>
<td>3.01</td>
</tr>
<tr>
<td>.store</td>
<td>2.96</td>
</tr>
</tbody>
</table>

Mean score of .nl significantly differs from .store and .shop.
Preference of Dutch online shoppers for specific TLDs (1)

General (domestic) context

<table>
<thead>
<tr>
<th>TLD</th>
<th>Mean Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>.nl</td>
<td>4.62</td>
</tr>
<tr>
<td>.com</td>
<td>3.01</td>
</tr>
<tr>
<td>.net</td>
<td>2.02</td>
</tr>
<tr>
<td>.shop</td>
<td>2.00</td>
</tr>
<tr>
<td>.be</td>
<td>1.86</td>
</tr>
<tr>
<td>.store</td>
<td>1.49</td>
</tr>
</tbody>
</table>

Cross-border context

<table>
<thead>
<tr>
<th>TLD</th>
<th>Mean Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>.com</td>
<td>3.74</td>
</tr>
<tr>
<td>.co.uk</td>
<td>2.82</td>
</tr>
<tr>
<td>.de</td>
<td>2.60</td>
</tr>
<tr>
<td>.net</td>
<td>2.04</td>
</tr>
<tr>
<td>.shop</td>
<td>1.95</td>
</tr>
<tr>
<td>.store</td>
<td>1.84</td>
</tr>
</tbody>
</table>

Mean score of .shop significantly differs from .nl, .com and .store.
Mean score of .shop significantly differs from .com, .co.uk, and .de.
## Preference of Dutch online shoppers for specific TLDs (2)

### General (domestic) context

<table>
<thead>
<tr>
<th>1st choice</th>
<th>2nd choice</th>
<th>3rd choice</th>
<th>4th choice</th>
<th>5th choice</th>
<th>6th choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>.nl</td>
<td>.com</td>
<td>.net</td>
<td>.shop</td>
<td>.store</td>
<td>.be</td>
</tr>
<tr>
<td>81%</td>
<td>9%</td>
<td>5%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>7%</td>
<td>13%</td>
<td>23%</td>
<td>19%</td>
<td>12%</td>
<td>28%</td>
</tr>
<tr>
<td>2%</td>
<td>14%</td>
<td>21%</td>
<td>21%</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>5%</td>
<td>14%</td>
<td>19%</td>
<td>21%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>2%</td>
<td>9%</td>
<td>18%</td>
<td>26%</td>
<td>30%</td>
<td>20%</td>
</tr>
<tr>
<td>6%</td>
<td>8%</td>
<td>17%</td>
<td>17%</td>
<td>28%</td>
<td>17%</td>
</tr>
</tbody>
</table>

### Cross-border context

<table>
<thead>
<tr>
<th>1st choice</th>
<th>2nd choice</th>
<th>3rd choice</th>
<th>4th choice</th>
<th>5th choice</th>
<th>6th choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>.com</td>
<td>.co.uk</td>
<td>.net</td>
<td>.shop</td>
<td>.store</td>
<td>.de</td>
</tr>
<tr>
<td>47%</td>
<td>16%</td>
<td>18%</td>
<td>18%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>6%</td>
<td>29%</td>
<td>14%</td>
<td>11%</td>
<td>12%</td>
<td>5%</td>
</tr>
<tr>
<td>5%</td>
<td>15%</td>
<td>16%</td>
<td>18%</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>15%</td>
<td>18%</td>
<td>27%</td>
<td>20%</td>
<td>20%</td>
<td>14%</td>
</tr>
<tr>
<td>12%</td>
<td>5%</td>
<td>16%</td>
<td>27%</td>
<td>25%</td>
<td>15%</td>
</tr>
<tr>
<td>16%</td>
<td>10%</td>
<td>21%</td>
<td>19%</td>
<td>22%</td>
<td>16%</td>
</tr>
</tbody>
</table>
Perception of Dutch online shoppers about trustworthiness of TLDs

General (domestic) context

- .nl: 3.42
- .be: 3.08
- .com: 3.08
- .net: 2.76
- .shop: 2.63
- .store: 2.58

Cross-border context

- .co.uk: 3.13
- .com: 3.12
- .de: 3.1
- .net: 2.76
- .store: 2.64
- .shop: 2.63
Reasons to rank .nl first/last

- Easy to contact
- Product line inspired by the Dutch market
- It’s Dutch
  - Clear
  - Well known
  - A feeling
  - Old fashion
  - A habit
  - Trustworthy
  - To ordinary

Orange: explanations for TLD as first preference
Blue: explanations for TLD as last preference
Size explanation indicates the frequency of mention
Reasons to rank .com first/last

Well know
Commercial
A feeling

Broader product line
Difficult to contact in case of problems
Foreign website
International

It can be anything
Big organization
Not trustworthy

Trustworthy

Orange: explanations for TLD as first preference
Blue: explanations for TLD as last preference
Size explanation indicates the frequency of mention
Reasons to rank .net first/last

Unknown

- Less commercial
- Is a Dutch organization
- Onprofessional
- Fake
- Cheap
- Not trustworthy
- Don’t associate .net with a shop

Orange: explanations for TLD as first preference
Blue: explanations for TLD as last preference
Size explanation indicates the frequency of mention
Reasons to rank .shop first/last

Indicates a store

Professional, Trustworthy, Less commercial

Fake, Not trustworthy

Cheap, A feeling

Unknown

Orange: explanations for TLD as first preference
Blue: explanations for TLD as last preference
Size explanation indicates the frequency of mention
Reasons to rank .store first/last

Indicates a store
Negative feeling
Professional
Foreign country
International
Trustworthy
Wide product line
Cheap
Fake
Unknown

Orange: explanations for TLD as first preference
Blue: explanations for TLD as last preference
Size explanation indicates the frequency of mention
Reasons to rank .com first/last crossborder context

Well known

Professional

International

Trustworthy

American

To broad

Big organization

Commercial

Expensive

Clear

Unclear country of origin

Feeling

Wide product range

Orange: explanations for TLD as first preference
Blue: explanations for TLD as last preference
Size explanation indicates the frequency of mention
Reasons to rank .co.uk first/last crossborder context

Unknown
Professional
Foreign country
Less trustworthy
Unprofessional

English
Trustworthy
English organization
Well known
Positive experiences

Shipment costs
Less shipment costs
More expensive
Feeling

Orange: explanations for TLD as first preference
Blue: explanations for TLD as last preference
Size explanation indicates the frequency of mention
Reasons to rank .net first/last crossborder context

**Feeling**
- Old fashion
- Foreign website
- Feeling

**Cheap**
- Not trustworthy
- International

**Unprofessional**
- Less trustworthy
- Trustworthy
Reasons to rank .shop first/last crossborder context

**Orange:** explanations for TLD as first preference

- Unclear
- Cheap
- Not professional
- Clear
- Feeling

**Blue:** explanations for TLD as last preference

- Not trustworthy
- Professional
- Web shop
- Because of the word ‘shop’
- Commercial

**Trustworthy**

**Unknown**

**Commercial**

**Not trustworthy**

Amsterdam University of Applied Sciences
Reasons to rank .store first/last crossborder context

- Orange: explanations for TLD as first preference
- Blue: explanations for TLD as last preference
- Size explanation indicates the frequency of mention

- Foreign web shop
- German Feeling
- Feeling
- Foreign Professional
- Unknown country of origin
- Not professional
- Less trustworthy
- Unknown
- Broad product line
Reasons to rank .de first/last crossborder context

- Feeling
- Trustworthy

Orange: explanations for TLD as first preference
Blue: explanations for TLD as last preference
Size explanation indicates the frequency of mention

German web shop

Feeling: German
Trustworthy: German

Country of origin is clear
Unknown
Positive experiences
Less shipment costs
Less trustworthy
All the additional analysis (AVOVA’s and multiple regression analysis) are performed with the independent variables age, gender, education, product condition, frequency people shop online and frequency people shop at foreign Web shops. The significant results for .shop are highlighted in the next slides.
Perceptions of Dutch online shoppers about TLDs (Q3) (1)

Is a website that is trustworthy
• **Education**: People with a high, medium and low education significantly differ in the extent to which they find .shop trustworthy. **People with a lower education find .shop more trustworthy than people with a medium or high education**.
• **On average, how often do you buy goods and services via the internet**: One can see that for .shop there is a significant difference between the people that shop online 'at least once per month' and the people that shop 'at least once per week'. **People who shop online on a monthly basis find .shop more trustworthy than people who shop online on a weekly basis**.

is a website where I can buy a watch or book
• No significant effect of the independent variables on this variable.

is a website that offers a good service
• **Education**: There is an significant effect of education on whether people find .shop a website that offers a good service. **People with a medium education more often think than people with a high education that .shop provides a good service**.

is a website with a large range of products
• No significant effect of the independent variables on this variable.
is a website where I can easily buy a product

- **Gender:** There is a significant effect of gender on whether people think .shop is a website where they can easily buy a product. **Females are more likely to believe that .shop is a website where they can easily buy a product than men.**

is a website that deals with my privacy carefully

- **Education:** There is a significant effect of education on whether people believe that .shop is a website that deals with their privacy carefully. **People with a higher education are less likely to believe that .shop is a website that deals with their privacy carefully than people with a medium education.**
- **Product condition:** People in the book condition and people in the watch condition significantly differ in the extent to which they find that .shop will deals with privacy carefully. **People in the book condition are more likely to believe that .shop is a website deals with their privacy carefully**

is a website that offers the best prices for a product

- **Education:** People with a higher education are less likely to believe that .shop is a website that offers the best prices for a product than people with a medium or low education.

is a website that is owned by a Dutch company

- **Product condition:** People in the book condition and people in the watch condition significantly differ in the extent to which people find that .shop is owned by a Dutch company. **People in the book condition are more likely to indicate that .shop is a website that is owned by a Dutch company.**
Attitudes of Dutch online shopers towards visiting a specific TLD (Q4) (1)

The extent to which Dutch consumers think it is a **good idea** to visit a website to buy products online

- *Education*: There is a significant effect of education on the extent to which Dutch consumers think it is a good idea to visit .shop to buy products online. **People with a higher education are less likely to think it is a good idea to visit .shop than people with a medium education.**

- *How many times people shop online*: People who shop online on a monthly basis score higher on the statement "To what extent do you think it is a good idea to visit a .shop website when you want to buy a product“ than people who shop online on a weekly basis in the .shop condition.

The extent to which Dutch consumers think it is a **wise idea** to visit a website to buy products online

- *Product condition*: People in the book condition and people in the watch condition significantly differ in the extent to which they find that it is a wise idea to visit .shop. **People in the book condition believe it is a wiser idea to visit .shop than people in the watch condition.**

- *How many times people shop online*: There is a difference between the people that shop 'at least once per month' and people that shop 'at least once per week'. **People who shop on a monthly basis score higher on the statement "To what extent do you think it is a wise idea to visit .shop when you want to buy a product“ then people who shop online on a weekly basis.**

The extent to which Dutch consumers think it is a **pleasant idea** to visit a website to buy products online

- *Education*: People with a high education and medium education differ in the extent to which they find that it is a pleasant idea to visit .shop. **People with a medium education find it a more pleasant idea to visit a .shop website than people with a high education.**
The extent to which Dutch consumers think it is a positive idea to visit a website to buy products online

- **Education**: people with a high education and medium education significantly differs in the extent to which people find that it is a positive idea to visit a .shop website. **People with a medium education find it a better idea to visit a .shop website than people with a high education.**

- **Product condition**: People in the book condition and people in the watch condition differ in the extent to which people find that it is a positive idea to visit a .shop website. **People in the book condition find it a better idea to visit a .shop website than people in the watch condition.**
Preference of Dutch online shoppers for specific TLDs

General (domestic) context
- **Age**: there is a significant effect of the age on whether people would put a .shop website first in a general (domestic) context. The age groups 18-35 and 35-55 are significantly less inclined then the group 55+ to put a .shop website first.
- **Education**: there is a significant effect of education on whether people would .shop first in the general condition. People who have a high education are significant less positive about .shop then people with a low education.

Cross-border context
- **Age**: There is a significant effect of the age on whether people would put a .shop website first in a cross border condition. The age groups 18-35 and 35-55 are significant less positive then the group 55+.
- **Education**: There is a significant effect of education on whether people would put a .shop website first in a cross border condition. People who have a high education are significant less positive about a .shop website then people with a low education.
Perception of Dutch online shoppers about trustworthiness of TLDs

General (domestic) context

• Age: There is a significant effect of the age on whether people find .shop a trustworthy website in the general (domestic) context. The age groups 18-35 and 35-55 are significant find a .shop website less trustworthy then the group 55+.

• Education: There is a significant effect of education on whether find .shop trustworthy in the general condition. People who have a high education find a .shop website less trustworthy that .shop then people with a low education.
Perception of Dutch online shoppers about trustworthiness of TLDs

Cross-border context

- **Age:** There is a significant effect of the age on whether people find .shop a trustworthy website in a cross-border context. The age groups 18-35 and 35-55 find a .shop website less trustworthy than people in the group 55+.

- **Education:** There is a significant effect of education on whether people find .shop trustworthy. People who have a high education find .shop less trustworthy than people with a low education. People with a medium education find .shop more trustworthy more positive than people with a low education.

- **Product:** There is a significant effect of product. People who are in the book condition trust .shop more than people who are in the watch condition in the cross-border condition.

- **How many times people shop online:** There is a significant effect of how many times people buy products online on how trustworthy people find .shop in a cross border condition. People who indicate to shop at least once per week on the internet find .shop less trustworthy then people who indicate who shop less than once per month on the internet.

- **How many times people shop at foreign website:** There is a significant effect of how regularly people shop at foreign websites. People who occasionally buy products at foreign websites trust .shop more than people who indicate that they never shop at foreign websites.
Thank you