***Example:***

***Add your research model:***

***Item generation:***

|  |  |  |
| --- | --- | --- |
| **Dimension** | **Item** | **Source of Item (Research)** |
| ***Perceived web- quality dimensions*** | ***Perceived Risk:***  *1- I worry about credit card information being stolen.*  *2- I worry about the product quality on the Internet.*  *3- I worry about safe transaction on line.*  *4- I worry about how my personal information might be used when I buy online.* | Based on Zhang, X. and Prybutok, V.R. (2005). |
| ***Web Site Content:***  *1- The website has an ideal amount of images/graphics.*  *2- The graphics on this website are appealing.*  *3- The contents of this website are useful for my purpose.*  *4- I am kept well informed of the developments at this website.* | Based on Montoya, Voss, and Grewall (2003), and Wolfinbarger, Gilly (2001). |
| ***Convenience of Service:***  *1-Using the Internet makes it easier for me to shop.*  *2- Online shopping is convenient.*  *3- Shopping on line saves time compared to going to traditional store.* | Based on Zhang and Prybutok (2005).  And Kim, Kim, and Lennon (2006). |
| ***PC knowledge*** | 1-I know a lot about conducting purchases via the Internet.  2-I am experienced in conducting purchases via the Internet.  3-I am an expert buyer of products/services via the Internet.  4- I am informed about conducting purchases via the Internet. | Adapted from (Jamal and Naser 2002). |
| ***E-trust*** | 1-I believe that this vendor is consistent in quality and service.  2-I believe that this vendor is keen on fulfilling my needs and wants.  3-I believe that this vendor is honest.  4-I believe that this vendor is trustworthy.  5- I believe that this vendor has high integrity. | Items adapted and modified from Einwiller (2003), Jarvenpaa et al. (2000), and Garbarino and Lee (2003). |
| ***E-loyalty*** | 1- I seldom consider switching to another website.  2- As long as the present service continues, I doubt that I would switch websites.  3- I try to use the website whenever I need to make a purchase.  4- When I need to make a purchase, this website is my ﬁrst choice.  5- I like using this website.  6- To me this website is the best retail website to do business with. | (Based on Zeithaml, Berry, and Parasuraman 1996 and Gremler 1995) |

*Measures used a 7-point Likert type (from strongly agree to strongly disagree)*

***Add your Hypotheses development:***