Appendix F – Overall Means of the Perceived Benefits, Costs, Service quality

Table F.1 Ascending Means of benefits, risks, costs, and service quality for users

	N	Mean	Std. Deviation
Bfnt7 Compare prices and get more information.	84	2.05	.727
Bfnt5 Get information about unusual items.	84	2.17	.656
Bfnt9 Find items that are difficult to find elsewhere.	88	2.17	.820
Bfnt11 Reduce wasting my used items.	50	2.18	.825
Bfnt3 Lower my costs in selling items.	50	2.22	.790
Bfnt2 Find sellers for the item(s) that I want to buy quickly.	88	2.24	.884
Bfnt4 Lower my costs in buying items.	88	2.28	.802
Bfnt10 Enjoy browsing the great collection of items in an auction web site.	84	2.30	.861
*Bfnt1 Find buyers for the item(s) that I want to sell quickly.**	*50*	*2.40*	*.990*
*Bfnt6 Gives me excitement when I bid for items.**	*88*	*2.52*	*.971*
Bfnt8 Exciting to meet face-to-face with people I don't know before to complete the transaction.	84	2.93	.889
Cost2 It is easy to learn.	84	2.13	.741
Cost4 The fee that I have to pay is reasonable.	84	2.30	.788
*Cost3 It is does not require a lot of effort to use.**	*84*	*2.46*	*.783*
*Cost5 I am pleased with the fee I have to pay for using OLA's.**	*84*	*2.52*	*.799*
*Cost1 It is not time-consuming to use.**	*84*	*2.55*	*.962*
Cost6 I don't need to keep my ratings and the feedback I received.	84	2.93	.926
Cost7 My ratings and the feedback I received are NOT important to me.	84	3.43	.935
Risk1 The item I buy does not match the seller's descriptions.	88	1.92	.847
*Risk8 My personal information being misused when I use OLA's.**	*84*	*2.31*	*1.018*
*Risk3 The item will be broken during shipping.**	*84*	*2.33*	*.923*
*Risk2 The seller will not deliver the item to me as promised.**	*88*	*2.47*	*.982*
Risk6 I will regret buying items that I don't need.	88	2.74	1.011
Risk5 I will sell at lower than the market price.	50	2.86	.990
Risk4 I will pay higher than the market price.	88	2.88	.969
Risk7 People around me will disapprove my using of OLA's.	84	3.27	.910
Efcy1 The web site makes it easy to get anywhere on the site.	84	2.02	.640
Efcy4 This site is well organized.	84	2.15	.736
Efcy3 The web site loads its pages fast.	84	2.19	.702
SQ_Mean_Avbl	84	2.21	.463
Efcy2 Information at this site is well organized.	84	2.33	.734
*Rsp2 It takes care of problems promptly.**	*84*	*2.45*	*.735*
*Rsp1 It tells me what to do if my transaction is not processed.**	*84*	*2.46*	*.667*
SQ_Mean_Cont	84	2.80	.663

* - These are found to be not significantly different from the value of 2.5 in the one-sample t-test.

Table F.2 Ascending Means of Benefits, Costs, Risks perceived for Non-users

	N	Mean	Std. Deviation
*NUBfnt1 Find sellers for items I want to buy.**	*61*	*2.49*	*.698*
*NUBfnt3 Find buyers for items I want to sell.**	*61*	*2.51*	*.698*
*NUBfnt4 Lower my costs in selling.**	*61*	*2.66*	*.704*
NUBfnt2 Lower my costs in buying.	61	2.79	.686
*NUCost2 I don't want to create another set of user name and password.**	*59*	*2.64*	*.943*
NUCost1 I don't want to learn to use OLA web sites.	59	2.83	.950
NURisk2 The item I buy will not match the seller's descriptions	61	1.97	.752
NURisk3 The seller will not send the item to me as promised.	61	2.10	.831
NURisk6 My personal information will be used by the other party for illegal purposes.	61	2.11	.915
NURisk5 The buyer will not pay as promised.	61	2.16	.800
*NURisk1 I will buy items at higher than the market price.**	*61*	*2.52*	*.868*
*NURisk4 I will sell items at lower than the market price.**	*61*	*2.66*	*.772*
NURisk7 People around me will dislike my using of OLA's.	59	3.14	.973

* - These are found to be not significantly different from the value of 2.5 in the one-sample t-test.