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MASTER THESIS

INDIVIDUAL DIFFERENCES IN ACCEPTANCE AND USE OF SENSORY ENABLING TECHNOLOGIES

INDIVIDUALŪS SENSORINIŲ TECHNOLOGIJŲ PRIĖMIMO IR NAUDOJIMO SKIRTUMAI

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Table 1 List of Abbreviations

NFT	Need for Touch
PU	Perceived Usefulness of SET
PEOU	Perceived Ease-of-Use of SET
PE	Perceived Entertainment Value of SET
SE-TAM	Sensory Enabling Technology Acceptance Model

Source: Created by Author

INTRODUCTION

For two years the world has been shut down due to a global pandemic. There are many, very serious consequences of this, but one of the very tangible consequences have been, that stores have been closed for business and that people have been restricted to their homes. With limited access to stores and more time on our hands, online shopping has risen drastically (Clement, 2020). Furthermore, e-commerce has had a steady rise for the past several years, why this shift from physical- to online stores was already happening (Renaldi, 2020). For some people, shopping online comes naturally, while for others, it has been an involuntary necessity.

Some of the issues people have with online shopping are the risk associated with the purchase, such as receiving the wrong item, or that the item was different than expected (In Shim & Lee, 2011). According to a study, 76% of consumers would return fewer items bought online, if they had more information about them, prior to purchase. However, in the current market, returns are at an all-time high, reaching more than $550 billion in 2020, creating more than 2.2 billion kilograms of packaging waste each year (*Optoro 2018 Impact Report*, 2018). Additionally, consumers experience a lack of trust when they do not feel confident evaluating the product on the available information, or when the item they receive does not live up to their expectations, why consumers end up shying away from e-commerce and limiting their options of retail (San-Martín et al., 2017; In Shim & Lee, 2011)

Online shopping allows for a larger variety of items, better comparison of prices, and more flexibility of when and where to shop (Baubonienė & Gulevičiūtė, 2015). However, shopping online limits consumers' ability to evaluate through touch, why online consumers now evaluate the product by other means, such as price and packaging, or brand experiences (Ng et al., 2013; Gao et al., 2018; San-Martín et al., 2017). In more traditional retail settings, consumers use their haptic sense to navigate through items; this is called the Need for Touch. Touching an item helps the customer to evaluate the quality, aids the purchase decision, increases their sense of ownership even before the purchase, and can increase the satisfaction with the product (Peck & Childers, 2003; Peck and Shu 2009).

According to studies (Duarte & Silva, 2020; Workman & Caldwell, 2007), the Need for Touch varies depending on the consumer's culture, among other things. This is i.e., due to

cultural aspects such as Uncertainty Avoidance, Collectivism, and Power Distance (Duarte & Silva, 2020; Lee & Kacen, 2008). For example, cultures with high(er) Power Distance, are less likely to engage in impulsive, hedonic shopping, but are more inclined to instrumental Need for Touch (Zhang et al., 2010; Peck & Childers, 2006).

The use of Sensory Enabling Technologies has already been widely applied in online retail (Kim & Forsythe, 2008; *Threekit*, 2020). These technologies come in many variations, but common for all is that they allow the consumer to experience sensory stimulation, often as a proxy for the sensory feedback experienced in physical retail settings (Kim & Forsythe, 2008). The application of Sensory Enabling Technologies allows the consumer to gain more information about the product and experience less anxiety and perceived risk of the purchase (In Shim & Lee, 2011). Types of Sensory Enabling Technologies vary from synchronous communication to static pictures or interactive experiences with one's surroundings (Y. J. Lee et al., 2017; San-Martín, et al., 2017; Scholz & Duffy). However, consumers prefer different types of sensory stimulation, depending on variables such as type of Need for Touch, attitude, and Social Influence. These variables are all related to the cultural background and personal characteristics of the individual, why it is paramount to explore which types of Sensory Enabling Technologies cater to which types of people (Yoo & Kim, 2012; Overmars & Poels, 2015).

Problem: Does Sensory Enabling Technologies influence the Intention to Buy, differently, depending on the individual and social characteristics of the user?

Aim: To examine the influence of Sensory Enabling Technologies on the intention to buy, for individuals with different levels of Need for Touch, Technology Anxiety, Social Influence and Power Distance, in online purchase situations.

Objectives:

- Analyse theories and previous research on the following topics:
    - How culture influences individuals' purchase behaviour
    - How the Need for Touch is influenced and influences the individual in online purchase situations
    - How Sensory Enabling Technologies simulate haptic- and other sensory stimuli

    - Understanding and predicting individuals' behaviour
    - Understanding and predicting individuals' acceptance and use of technology
2. Develop a methodology to research the influence of Sensory Enabling Technologies on Intention to Buy.
3. Hereafter collect primary data on the individual's attitude toward Sensory Enabling Technologies, based on individual and social characteristics, and their intention to buy.
4. The data will be analysed to understand and discuss the implications of the variables on the individual's Intention to Buy. This includes:
    - The role of the individuals' Need for Touch and Technology Anxiety on the individuals' attitude towards SET
    - The effects of static vs. interactive SET
    - The effect of hedonic vs. utilitarian type of product
    - The influence by the individuals' Power Distance and Social Influence on the attitudes towards SET and product, as well as on the intention to buy
5. Lastly, the findings will be concluded upon and given some general recommendations for future research on the topic.

In order to examine this topic, the research will be conducted using an experimental, 2^3, between subjects, factorial design. The manipulated variables will be SET (static/interactive) product (hedonic/utilitarian), and country (high Power Distance / low Power Distance). The data in this research is analysed using correlation analysis, linear- and multiple regression, mediation- and moderation analysis, and factorial analysis of variance in SPSS.

1. THEORETICAL ASPECTS OF THE ACCOMMODATION OF INVOLUNTAY ONLINE PURCHASES THROUGH SENSORY ENABLING TECHNOLOGIES

1.1. Individual Influences on the Online Purchase Propensity

1.1.1. The Influence by Cultural Dimensions on the Individuals' Purchase Decisions

As culture is at the core of this research, we need to have a common understanding of what it entails. In this research, culture is defined as follows: "Culture is the collective programming of the mind which distinguishes the members of one category of people from another." (Samovar et al., 2017, p. 51). This definition acknowledges the effect culture has on the people within it. This is not to disregard the dichotomous relation in which culture shapes behaviour, and behaviour shapes culture (Toynbee et al., 1964). However, as this research focuses on the effect of culture, the working definition has been limited to this. Furthermore, when developing this definition, Hofstede was focusing on national cultures. This aligns well with the present research, as cultural notions in this project will also be related to national culture, and not e.g., corporate culture or subcultures. The following sections will elaborate on some of the cultural traits that could be relevant for this research.

First, is the notion of **Power Distance**, which describes the attitude towards inequality in a society. Power Distance is very tangible, as the measures of it (form of government and financial inequality in the population) are confined to the nation. If there is naturalisation and acceptance of unequal power distributions in culture, this is an indication of a high(er) Power Distance (Hofstede Insights, 2020). This naturalisation of inequality influences the purchase experiences that consumers have, as it influences the relationship between the consumer (in power) and the worker (subject to power/servant) (Choi et al., 2020). In this position of power, consumers are more vocal about issues, have higher expectations and evaluate the general quality of products lower, than individuals in low Power Distance cultures (Gao et al., 2018; Mattila, 1999). Furthermore, cultures with high Power Distance have less tendency to be impulsive and show more self-restraint in their hedonic purchases. This is possibly due to their strict cultural tendencies and focus on order (Zhang et al., 2010). A study found that individuals from high Power Distance cultures were more likely to purchase the less hedonic alternative when asked to choose between juice (healthy) or cola (hedonic) (Zhang et al., 2010). This aligns well with a study by Choi et al. (2020), which found that individuals from

high Power Distance cultures place more value on subjective norms and have a higher motivation to follow these norms. If hedonic purchases are outside of the cultural norm, individuals from high Power Distance cultures would have even less inclination to choose these. Several studies have also found that Power Distance influences the acceptance and use of technology. As we will explore in later chapters, there is much research on the topic of how people interact and use new technologies, and in this, there is found a large discrepancy for individuals with different levels of Power Distance. It has been noted that high Power Distance individuals are less likely to try new technologies, why this dimension might have a large influence on our research (Matusitz & Musambira, 2013; Isaacs S, 2022; Sriwindono & Yahya, 2012).

This ties in well with the notion of **indulgence versus restraint** cultures, which describes the extent to which, individuals in the culture act on their desires and impulses (Hofstede, 2001). The research found that overall *subjective well-being*, or happiness in more colloquial terms, was correlated with certain scores on the cultural dimensions and that these, were also interconnected. He found that countries with high individualism, low masculinity (femineity) and high indulgence were all predictors of a nation, with high subjective well-being (Hofstede et al., 2010, p. 280). However, according to Hofstede's research, there can only be found a clear correlation between indulgence and Power Distance (Hofstede et al., 2010). In indulgent cultures, the countries have a larger tendency to spoil themselves and focus on leisure and pleasure activities. The same is the case for their purchases, which are largely based around hedonic pleasures, why there is also found a correlation between obesity and indulgence (Hofstede et al., 2010). Whereas in restraint cultures, individuals will have less tendency to make decisions based on pleasure or joy and are much more affected by the perceived social norms. From these social norms, they understand which pleasures are self-indulgent or not, to make decisions about their behaviour (Hofstede et al., 2010).

In high **individualism** cultures, however, individuals have much less regard for the subjective norms of their society. This cultural dimension is related to the individual's sense of self, whether they think of themselves as individuals, or as members of a group. In collectivistic cultures, the subjective norms are much more important, as well as their motivation to follow these (Hofstede Insights, 2020). Due to this, collectivistic cultures have less tendency to make impulsive purchases, as they are often more uncertain, and have less input from the individual's reference groups (Cakanlar & Nguyen, 2019). On the other hand, a study by Lee

& Kacen (2008) found, that when collectivistic individuals do make impulsive purchases, they have a much better post-purchase experience, and less post-purchase regret (Lee & Kacen, 2008; Bushra*, 2015), which can be attributed to their Social Influence at the time of purchase. This tendency to avoid uncertainties and pain, as opposed to prioritising pleasure, is also quite typical for individuals from collectivistic cultures. In a study by Aaker & Lee (2001), they found that collectivistic individuals were much more likely to respond to marketing associated with the avoidance of something, e.g., uncertainty, than messages associated with approaching something, e.g., pleasure. Contrary, for individualistic cultures, the individuals were more likely to react to messages with a self-regulatory focus, which was associated with gaining something and hedonic pleasure (Aaker & Lee, 2001).

Continuing this notion of avoidance behaviour, we find the cultural dimension of **uncertainty avoidance**. This describes how much effort the individual is willing to endure, to avoid uncertainty, or how uncomfortable the individual feels in uncertain and changing situations. In European and Western societies, there have been found a clear positive correlation between uncertainty avoidance and Power Distance (Hofstede, 2001). Individuals from high uncertainty avoidance cultures have a high emotional need for rigid rules and strict social norms, to ensure that all proceeds as planned (Hofstede, 2001). Due to this, they rely on – and have a strong sense of responsibility towards the perceived social norms of their culture. This makes them more influenced by Social Influence in general. Contrary, individuals from low uncertainty avoidance cultures, are more likely to make more independent and impulsive judgments, why they are influenced by other factors, than the perceived social norms (Hofstede et al., 2010).

Through the research mentioned in this chapter, there has been presented evidence that culture influences purchase behaviour. However, through years of **globalisation**, clear distinctions and boundaries to national culture have been erased, and countries around the world are increasingly sharing the same traits (Meng et al., 2008; Ogden et al., 2004). This is not to invalidate the research on the influence of national culture, but rather to introduce alternative influences. Several studies have pointed to the impact of materialism or westernisation, as a global influence on consumer purchase behaviour (Bushra*, 2015; Saleh, 2012; Danish et al., 2012). These found that a globalised influence increased hedonic and conspicuous consumption and even post-purchase regret. In 2015, Bushra found that Pakistani consumers had an increased number of impulsive purchases, a tendency mainly

found in individualistic and indulgent countries. However, Pakistan is at zero on the indulgence scale, and very collectivistic (*Country Comparison - Hofstede Insights*, 2019), why the impulsive purchases were deemed to stem from external factors. This is further substantiated in the finding, that the consumers experienced post-purchase regret, which is common for individuals in low indulgence - collectivistic cultures (Bushra*, 2015; Saleh, 2012; Lee & Kacen, 2008). From this, we understand that not all behaviour is caused by the national culture but can also be caused by trans-cultural (global) phenomenon's, such as materialism.

1.1.2. The Need for Touching Products and Its Effect on Online Purchasing

Every day, we navigate, explore, and decide, using touch. According to Peck and Shu (2009) our haptic sense, touch, helps us evaluate and navigate through daily life, especially in purchasing situations. This preference to evaluate through touch is called Need for Touch (Peck & Childers, 2006). In this research, we will work from the definition, that the Need for Touch is "a preference for the extraction and utilisation of information obtained through the haptic system" (Peck & Childers, 2003, p. 431). The **Need for Touch** [NFT] consists of two dimensions; instrumental and autotelic.

The **instrumental** dimension of NFT describes pre-purchase touch, in planned purchases. It is used to explore the practical aspects of the product, and functions to give the consumer information about the product (Peck & Childers, 2003). Because of this salient purchase goal, the touch is oriented towards solving a problem. Furthermore, this continued focus on the product is found to correlate with increased quality consciousness, as there is more possibility to evaluate and compare products, as they are planned purchases (San-Martín et al., 2017).

The **autotelic** NFT is related to hedonic purchases, and pleasure-seeking through the shopping experience. Autotelic NFT is characterised by being impulsive, persuading, and is most often correlated with a lack of a salient purchase goal (Peck & Childers, 2003). Individuals with high autotelic NFT will often experience an urge to feel items they pass by and are often persuaded by soft haptic stimulation (Peck & Childers, 2006; Peck & Wiggins, 2006)

In a study by Danish et al., (2012), there was found to be a correlation between type and levels of NFT, and age. They found that younger respondents have larger hedonic motives in purchasing and less salient purchase goals, which leads to conspicuous consumption (Danish et al., 2012). These traits are indicative of high autotelic NFT. Furthermore, younger respondents also have a higher online purchase propensity, which coincides with low(er) instrumental NFT (González-Benito et al., 2015). Correspondingly, older respondents have more propensity to shop in physical stores, and they report sensory input to be more important in choosing products, which is indicative of high(er) levels of instrumental NFT (González-Benito et al., 2015). This is further substantiated by Schifferstein (2006), who found a correlation between high(er) age and reporting more importance of NFT and other sensory information.

There has also been found an effect of gender, on the individual's level of NFT. In a study by Schifferstein (2006), it was found that individuals who identified as women, placed more importance on sensory feedback and stimulation, than those who identified as male, why women had a large(r) Need for Touch. However, both genders generally recognised haptic and visual stimuli as the most important sensory stimuli (Schifferstein, 2006). Furthermore, women were found to be more inclined to purchase unfamiliar products and brands, and have more conspicuous consumption (Danish et al., 2012). Both of these inclinations are linked with autotelic NFT, why these findings further substantiate the effect of gender.

The Need for Touch also varies within products. For some items, touching seems like an integral part of the purchase process, especially if needing to evaluate quality or fit (San-Martín et al., 2017). The need to evaluate the attributes of a product is often related to non-standardised products or products which attributes vary (González-Benito et al., 2015). For example, the attributes of clothing, such as material, size and fit of a shirt vary across brands and styles, why are important to evaluate before purchase. On the other hand, standardised pre-packed food, such as eggs, touching the item will not provide further information about the product, why touch is not necessary (González-Benito et al., 2015). This is also illustrated in the research the author was able to find. In most cases, the research was focused on garments, like scarves or hoodies, and in these cases, they found a relation between NFT and intention to buy (Silva et al., 2020; Overmars & Poels, 2015; Kim & Forsythe, 2009; Workman & Caldwell, 2007). However, in one of the few studies found, where the used product was not a garment, the researchers were not able to find the same, clear relations, as

in the other studies (Vieira, 2013). However, since there have been so many studies on garments and similar items, it is important to expand the field, so our research becomes less homogeneous and more reflective of the real world. In a study by Pino et al. (2019), they focused on electronics and found a clear effect by the individuals NFT.

In 2003, Citrin et al. found that individuals with high instrumental NFT were less likely to purchase through non-touch media, however, in 2013 Vieira found no support for this notion. This discrepancy is probably caused by the normalisation of online purchasing during those 10 years, where the internet became a much more common space for everyone. However, there has been found a negative relation between the individual levels of instrumental NFT, and their evaluation of the product quality in non-touch situations (San-Martín, et al., 2017). The lack of opportunity to evaluate an item through touch, negatively impacts the individual's perception of the quality, why these individuals tend to perceive any online item as worse than those in physical stores However, brands can affect consumers' evaluations of products and quality (San-Martín et al., 2017). When consumers go online to purchase products linked with high(er) Need for Touching and evaluation, the brand of the item plays a large role. According to San-Martín et al. (2017), the customer's evaluation of the brand, largely influences their perception of the quality of the item, in an online context. And this notion goes both ways: Brands are used for substituting the touching experience, while the customers' levels of NFT also have a positive impact on brand experiences (Duarte & e Silva, 2020). Having a strong brand can even mitigate negative experiences (Gao et al., 2018). In 2018, Gao et al. found that the positive impact of a strong brand influenced consumers to have fewer negative opinions about bad experiences than was the case with non-branded companies.

1.1.3. The Intertwinement between NFT and Culture in Relation to Online Purchasing

Individualistic cultures have a higher tendency to shop online, as it gives a broader range of unique products (Baubonienė & Gulevičiūtė, 2015). Whereas collectivistic cultures have more pleasure, and higher product satisfaction, when purchasing in-store, with other people (Lee & Kacen, 2008). From a study by San-Martín et al. (2017), we find a correlation between shopping orientation (e.g., online, vs. in-store), and the type of NFT, why we can assume, that individualistic cultures have high(er) levels of autotelic NFT, and collectivistic cultures have high(er) instrumental NFT. However, when considering the possibility of

saving money (minimising losses), individuals from collectivistic cultures are more inclined to purchase online (Aaker & Lee, 2001). This indicates that the shopping orientation and the type of NFT are influenced by other factors than individualism. This is further substantiated by the notion of globalisation mentioned above (The Influence by Cultural Dimensions on the Individuals' Purchase Decisions), as it influences cultures across national boundaries.

Individuals from high Power Distance cultures are more influenced by instrumental NFT and have a high(er) tendency to exercise self-restraint (Zhang et al., 2010). This corresponds well with their low inclination to make impulse purchases, as these are based on hedonic and non-salient purchase goals (Peck & Childers, 2003). Furthermore, the traits of high Power Distance cultures, such as less impulsive purchases and uncertainty avoidance have been found to correlate with a high(er) quality consciousness (Choi et al., 2020). This has been theorised to be caused by the more well-considered purchase behaviour, and the less hedonic and novelty-oriented purchases (Choi et al., 2020). As high Power Distance cultures show higher tendencies to instrumental NFT, we understand that their purchase motivation is often goal-oriented and that their sensory input is focused on collecting information about the item. This aligns well, with the research that points to high Power Distance Individuals choosing functional products, over hedonic ones (Zhang et al., 2010).

1.2. Technologies Used for Accommodating Sensory Input in Online Purchasing

A way to compensate for the lack of touch in online retail is through the use of **Sensory Enabling Technology** [SET]. As the name indicates, these are tools that enable the customer to experience the product through their senses. Examples of these tools are a 3D rotational view, videos of the product, or virtual try-on (Kim & Forsythe, 2008). Individuals with high NFT react well to SET's, as the technologies can be used for both hedonic as well as instrumental purposes (Y. J. Lee et al., 2017; Overmars & Poels, 2015). According to Kim & Forsythe (2008), a large variety of pictures, from different angles and distances, cater well to individuals with high instrumental NFT. This is further substantiated in a 2018 study, where the availability of different/variating pictures was among the most important criteria when purchasing online (Bucko et al., 2018). Other SETs are interactive and encourage the customer's participation, this increases the hedonic joy of the purchase. However, individuals with high instrumental NFT were found to be less inclined to use alternative forms of SETs,

why they prefer a large variety of pictures, over the more interactive SETs (Kim & Forsythe, 2008; Overmars & Poels, 2015).

Relating this to online retail, we find several studies examining the importance of external stimuli, such as the visual expression of the website. Since websites are, in their nature, non-touch situations, the stimuli are more often visual or communicational. When shopping online, the individual is focused on converting the stimuli, or the visual and social cues from the website, into meaningful information. Studies categorised these cognitions into two groups, decision-making (instrumental) and experimental (autotelic) (McKinney, 2004; Stell & Paden, 2002; Peng & Kim, 2014), aligning with the definitions from the NFT framework (1.1.2 The Need for Touching Products and Its Effect on Online Purchasing). As explored by San-Martín, et al. (2017), high NFT negatively affects consumer evaluations in non-touch situations, why the need for SET implementation arises. To allow for evaluations in online retail, SETs create a stimulus, allowing the individual to evaluate the item, and thus, continue their browsing on the site. The visual and social cues of the site can elicit ease of use, trustworthiness, and entice more browsing (Kühn & Petzer, 2018). Peng & Kim (2014) found that both internal stimuli and external stimuli have a positive effect on purchases. These include stimulating visuals such as bright colours, visual aesthetics, or good information architecture (Peng & Kim, 2014; Kühn & Petzer, 2018). As pleasure derived from visual aesthetics were found to correlate with high NFT, it is reasonable to assume that this, as well as good information architecture, would have a positive impact on the NFT (Workman & Caldwell, 2007). This aligns well with a distinction of stimuli as low task-relevant (e.g., the background of the site, font type) or high task-relevant (e.g., pictures and description). The purpose of the present research is not to identify how the consciousness of the stimuli affects the purchase decision, though that would be an interesting topic, why these distinctions will not be made regarding the stimuli in this research. However, the knowledge in this section, explains that whether the individual perceives the stimuli consciously or not, it can still have an impact on their purchase behaviour.

The reason why SETs can compensate for haptic stimuli is that we can perceive touch, even when it is not happening. A study by Peck & Shu (2009) found that asking a consumer to imagine touching or owning the item, increased the perceived ownership and valuation of the item. And according to Serino, et.al. (2008), visual stimuli can have the same effect as imagining, why watching hands touching objects can give the consumer the perception of

touching the item themselves. This is further substantiated by Kim, et al. (2009), who found that virtually trying an item on, created some of the same responses, as actually holding the item, especially when the body resembled one's own (Kim, et al., 2009; Serino, et.al., 2008). However, if it is a model and not a virtual try-on, the body is all the consumer wants to see. In a study by Yoo & Kim (2012), they found that including the model's face on pictures, only distracted the consumers from the actual item they were viewing, why they perceived fewer details about the item. This counteracts the purpose of SETs and does not help to compensate for the NFT.

SETs have in several studies been viewed in terms of visual stimuli (San-Martín, et al., 2017; Scholz & Duffy, 2018; Overmars & Poels, 2015), which comes naturally, as visual processing is the most used sense for the majority of people (Schifferstein, 2006). However, in a study by Y. J. Lee et al. (2017), they examined the impact of SET's, in the form of synchronous and asynchronous communication on a website. Through this, they found that synchronous communication, such as a direct chat on the site, had a significant effect in meeting the consumer's sensory needs. As described earlier, this leads to higher product evaluations, more brand loyalty and perceived ownership (Y. J. Lee et al., 2017; Peck & Shu, 2009; San-Martín, et al., 2017). As communication has been found to be an effective compensation for instrumental touch, perhaps other forms of communication could prove to be effective as well (Y. J. Lee et al., 2017). Individuals with high instrumental NFT are inclined to conduct pre-purchase research and are influenced by other's reviews of products (Baubonienė & Gulevičiūtė, 2015). In the past years, video reviews of products have reached staggering levels, and nearly 2/3 of shoppers report to have been influenced in a purchase, by review videos (*Product review video watch time statistics*, n.d.). These videos are informational about the attributes of the product, showcase it from different angles, and can even elicit the feeling of touching the item yourself, which can help substitute actual touch (Serino, et. al., 2008; Peck & Shu, 2009). Furthermore, the personalisation of the information and reviews can be indicative of social norms. This notion of social norms, or influence from others, have a large influence on individuals from high Power Distance cultures, why these videos would also be aiding in their purchase decision (Choi et al., 2020).

Though communicative SETs have been found to be an effective technology to mitigate the instrumental NFT in some individuals, this is not necessarily the case for all. According to Bloch et al. (2003), one should take an individual's levels of Centrality of Visual Product

Aesthetics into consideration in relation to sensory stimulation. In a study by Workman & Caldwell (2007), they found a positive correlation between an individual's levels of NFT and their levels of Centrality of Visual Product Aesthetics. As the visual aesthetics give cues to other sensory feedback, it was explained that individuals who seek visual product information, would also be more likely to seek haptic information (and the other way around) (Workman & Caldwell, 2007; Cho & Workman, 2015). As described previously (1.1.2. The Need for Touching Products and Its Effect on Online Purchasing), the individual's level of NFT is interdependent on several factors, such as culture and gender, why we can assume that the levels of Centrality of Visual Product Aesthetics (interdependent on NFT) are also interdependent on these factors. Thus, one should consider variables, such as NFT and Centrality of Visual Product Aesthetics when deciding on the type(s) of SET's applied, and into which contexts. However, as the focus of present research is primarily on minimising the negative connotations of online shopping for individuals with high NFT, and not on increasing the pleasure, the measure of Centrality of Visual Product Aesthetics will not be included to decide the types of SETs applied.

The application of SETs can have consequences beyond the immediate purchase experience. When applying technologies that allow the consumer to gain more sensory information about the product, the consumer experiences less anxiety and perceived risk of the purchase (In Shim & Lee, 2011) Furthermore, a study conducted by Scholz and Duffy (2018) found that "*a close and intimate (rather than transactional) relationship […] can emerge due to how the branded Augmented Reality is incorporated into consumers' intimate space and their sense of self*" (Scholz & Duffy, 2018, p. 11), when applying interactive SET's, such as Augmented Reality in online retail contexts. This study indicates that the application of SET's can have long term consequences in the brand and consumer relation, which was found to have a positive effect on the quality perception and information credibility for individuals with high NFT (San-Martín et al., 2017). The product presentation has also been found to have a direct impact on the perception of the product quality (Ma et al., 2020; Yoo & Kim, 2012; Kühn & Petzer, 2018; Baytar et al., 2020). And in this context, it is not only the type of SET, that matters, but also the execution of it. In their study, Ma et al. (2020) found that a short product video created a higher product quality perception than a longer one. The same was found to be the case for outdoor videos, versus indoor video.

1.3. Review of Theoretical Models for Understanding and Predicting Consumer Behaviour and Technology Acceptance

1.3.1. Theoretical Framework by The Stimulus-Organism-Response

In 2002, Jacoby presented a revised conceptual framework of the Stimulus-Organism-Response model, which proposes that a given action in the external environment is a **stimulus** that influences an **organism** in such a way, that a **response** takes place, implying that the three elements are interconnected (Baytar et al., 2020; Jacoby, 2002). According to the framework, our actions are built from seven sectors across the three elements, which are all affected by, and affecting each other, making the model dynamic. This framework has been widely used in the creation of other frameworks, further substantiating the notions of the Stimulus-Organism-Response framework. The Stimulus-Organism-Response framework will not be explored in further detail, as the model will not be used in this research. The reason for including it, is because the relations in the Stimulus-Organism-Response, will serve as the basic framework for this research, as we assume the same relations between the stimulus, organism, and response. The following models in this chapter are all based on the same paradigm and are therefore compatible for further, combined application in this research.

1.3.2. Understanding Consumer Behaviour through The Theory of Planned Behaviour

The Theory of Planned Behaviour has been considered to be one of the most influential theories on the relationship between attitude and behaviour (Manstead & Parker, 1995). According to the Theory of Planned Behaviour, behaviour is determined by behavioural intent, which in turn is determined by attitude, subjective norms, and perceived behavioural control. In theory, behaviour can be measured by the behavioural intent, as long as both are measured with the same (specific and exact) measures, such as target, timeframe and action, and that the behaviour follows the intention (almost) immediately, for the intention to stay the same until acted upon (Manstead & Parker, 1995). These notions of behaviour and intention and their internal relationships have been tested and tried and substantiated in many studies over the years (Manstead & Parker, 1995). This is also the same relation that is at the core of the rest of the models in this research. Due to this, the present research will work from these notions of behaviour and intention and apply the same understanding of their relationship into all of the applied models.

Ajzen (1991) found that there is a linear relationship between the strength of intention, and the probability of behavioural success if the individual has the physical power and ability to perform the behaviour, as well as the resources (money, time, etc.) to do so. These factors would constitute the *actual* behavioural control and can vary much from the individuals' *perceived* behavioural control. The notion of **perceived behavioural control** is related to the individual's notion of how likely they are to succeed with the behaviour (Ajzen, 1991). Another determinant of intention is the individual's **attitude** towards the behaviour. These attitudes are formed based on beliefs about the action, consisting of a cost/benefit consideration (Manstead & Parker, 1995). In a recent study, the researchers used Theory of Planned Behaviour as an extended model, with e.g., e-distrust and perceived benefits, as variables affecting attitude, making this measure more exact (Arora & Sahney, 2018). As the last variable, Theory of Planned Behaviour notes the presence of external stimuli or **subjective norms**. These are a set of normative beliefs about (important) others' opinions about the behaviour in question, and a notion about what would be perceived as outside 'the norm' for the individuals reference groups.

White Baker et al. (2007) measured the influence on gender, age, and level of education, on the relationship between attitude, subjective norms, and perceived behavioural control, and intention. Though different individuals have different responses to the variables, their study found no impact of the included mediating variables (White Baker et al., 2007). Others have suggested additional variables as well, namely, personal values and affective evaluations (Manstead & Parker, 1995). Their studies found that these elements were not part of the existing variable attitudes, why the addition of affective evaluations would widen the scope for understanding social behaviour (Manstead & Parker, 1995).

These extended versions of the model are the symptom of a greater underlying issue; that the model is not sufficient in its predicting power, on its own (Sniehotta et al., 2014). Besides being criticised for being too static and descriptive, the model does also not account for 'inclined abstainers'; individuals who have every intention to act but fail to do so. Looking into e-commerce, this is a widely known issue, with an average of more than 70 % of abandoned shopping carts (Khalid Saleh & Ayat Shukairy, 2011), we can understand how this model is not well suited for research in this field. However, the relationships and research done with this model, can give us insight and further substantiate the following models.

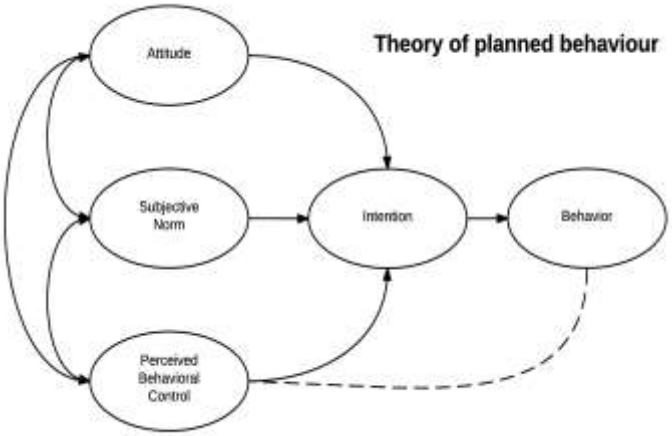


Figure 1: Theory of Planned Behaviour Model

Source: Ajzen, 1991

1.3.3. Factors of Technology Acceptance by The Unified Theory of Acceptance and Use of Technology

In 2003, Venkatesh et al., went through eight models of behaviour and technology acceptance, tested and selected variables, and proposed a **Unified Theory of Acceptance and Use of Theory** (Venkatesh et al., 2003). In the following, we will start at the end, with the dependent variable, and work our way back to the independent, and see how the moderators are influencing these.

Intention describes the sum of motivation an individual has to act (Ajzen, 1991). As explained previously (1.1.2. The Need for Touching Products and Its Effect on Online Purchasing), an individual's NFT is determined by cultural and individual traits, and is, therefore, an indication of the individual's purchase process, and whether it is based on hedonic urges, or instrumental goals (Peck & Childers, 2003). Either way, we use our haptic touch to explore, be persuaded and gain information about the product; softness and fit, or weight and materials, and thus, we evaluate through our touch (Peck & Wiggins, 2006). This haptic evaluation of the product, as well as the previous and current cognitions by the individual are some of the influences on the attitude towards the behaviour, and in extension, the **intention to buy** (1.3.1. Theoretical Framework by The Stimulus-Organism-Response; 1.3.2. Factors of Technology Acceptance by The Unified Theory of Acceptance and Use of Technology). This denotes how willing a consumer is to buy a product, depending on the price, time and place (Morwitz, 2012). Based on the Theory of Planned Behaviour

framework, the intention should be an accurate measure of behaviour, as long as the behaviour is in the (perceived) control of the individual, and that there is a minimal time difference between the intention and behaviour (Ajzen, 1991).

Now, starting from the top, we look into **Performance Expectancy,** which is described as the degree to which, the individual expects the technology to ease or aid their performance in the behaviour (Venkatesh et al., 2003). Next is **Effort Expectancy**, describing the individual's perception of how difficult the technology is to use, and how much effort it will take to perform the behaviour (Venkatesh et al., 2003). In Unified Theory of Acceptance and Use of Technology, Performance Expectancy and Effort Expectancy are recognised as being more prevalent in men. The moderating effect of gender is based on the social constructs and gender reinforcements made between the genders, and therefore nothing inherently biological. This is substantiated in the discrepancies between studies. The paper by Venkatesh et al. (2003), and research by Minton and Schneider (1980) pointed to men being far more goal- and task-oriented, than women, why the variables would be more influential. However, in 2017, Boyd found the opposite to be true, that women have much more salient task- and goal orientation. This indicates that these gender differences vary over time and are not static. Due to this, the moderating role of gender, as proposed by Venkatesh et al. (2003), will not be included in this research framework.

The last variable to influence behavioural intent is **Social Influence**, which describes the individual's perception of what others believe they should do. This is often influenced heavily by the culture of the individual. As Choi et al. (2020) found, individuals from high Power Distance cultures, place a high(er) degree of importance on perceived social norms. The impact of Social Influence is further weighed by the individual's motivation to follow these (Ajzen, 1991). Venkatesh et al. (2003) note that an increased age makes the individual more sensitive to conform to other expectations, while others point to gender and age not influencing Social Influence in any significant way (White Baker et al., 2007). Furthermore, the effect of Social Influence lowers, as the experience increases, even across age and gender (Venkatesh et al., 2003). However, in a study by Huang et al. (2014), it was discovered that the effect of Social Influence generally lasts no longer than three days, and thus, is not effective for long. Due to this, gender and age are not included as variables for Social Influence, to avoid further speculation of the results.

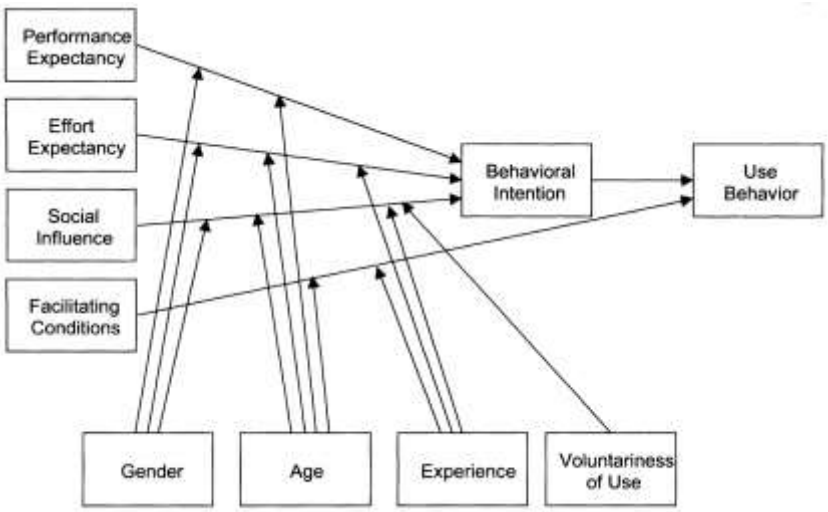


Figure 2: Unified Theory of Acceptance and Use of Technology

Source: Venkatesh et al., 2003

1.3.4. Exploring The Sensory Enabling Technology Acceptance Model for Online Purchasing

This last model included, is called the **Sensory Enabling Technology Acceptance Model** [SE-TAM], and is based on, as the name suggests, the Technology Acceptance Model (Kim & Forsythe, 2008). As mentioned above (1.3.3. Factors of Technology Acceptance by The Unified Theory of Acceptance and Use of Technology), the Unified Theory of Acceptance and Use of Technology model was based on the Technology Acceptance Model, why there are several overlaps between these models, which will be noted in the following. The SE-TAM explores the variables that influence an individual's opinion on, and acceptance of, sensory enabling technology. As SET's will be applied and measured in this research, it is important to explore which factors influence the respondent's attitude and evaluation of the SET, to understand whether it is the cultural or individual differences that account for the acceptance of sensory enabling technologies. Several studies point to, that unless forced, individuals are more likely to emit a behaviour, that they find to be useful, achievable, and entertaining (Ajzen, 1991; Bloch et al., 2003; Bucko et al., 2018; Peck & Childers, 2006; Venkatesh et al., 2003). However, in the following, we examine how these factors are influenced by Power Distance and NFT.

Beginning at the top-left corner, we find the independent variables **Perceived Usefulness of SET** [PU] and **Perceived Ease-of-Use of SET** [PEOU], these cover the same as the Performance Expectancy and Effort Expectancy variables above (1.1.3. Factors of

Technology Acceptance by The Unified Theory of Acceptance and Use of Technology), why they will not be elaborated on further. Though it is worth noticing that the SE-TAM differentiate between the types of NFT, the variables satisfy, and that the PU and PEOU are catering to the instrumental NFT. This is substantiated in studies, where it was found that PU and PEOU were influenced by a utilitarian orientation (Wang, 2016; Pino et al., 2019). PU also has the largest effect on loyalty from the consumer, why a lack of PU will be critical to the brand-consumer relationship (Y. J. Lee et al., 2017). Due to the positive relation between PU, PEOU and instrumental NFT, and brand loyalty, we can expect that these will also correlate positively with high Power Distance cultures.

Perceived Entertainment Value of SET [PE] is directed towards the autotelic NFT and the hedonic pleasure of using the SET. According to Kim & Forsythe (2008), the PE result in an increased likelihood of Actual Use of SET, as the enjoyment of the shopping situation is a motivating factor for purchasing (Bloch et al., 2003; Aaker & Lee, 2001; Peck & Childers, 2006). However, due to the self-restraining nature of individuals from high Power Distance cultures, the hedonic motivations of using SETs are expected to serve as a deterrent for use (Zhang et al., 2010). This is further substantiated in the correlation between high Power Distance and instrumental NFT, which has a clear goal-orientation, why these individuals are more focused on performance, than pleasure.

Lastly, the moderating effects of **Technology Anxiety** and **Innovativeness** describe the character traits of the consumer, and thus, their perception of SETs. According to Kim & Forsythe (2008), technological anxiety and innovativeness differ depending on the type of technology. Innovative respondents had a higher likelihood of trying newer technologies, while the quite opposite was true, for those with Technology Anxiety. However, for more common technologies, there was no difference between the two groups (Kim & Forsythe, 2008). This indicates a correlation with the instrumental NFT, as individuals with high instrumental NFT were found to be less likely to try alternative types of SETs (Kim & Forsythe, 2008). According to Meuter et al., (2003), the trait of Innovativeness is a less important factor, than Technology Anxiety, when looking at use behaviour. Furthermore, as individuals with high innovativeness would be just as likely to use more common technologies, it is not expected to have an influence on our measurement of Technology Anxiety or provide any additional information in this context.

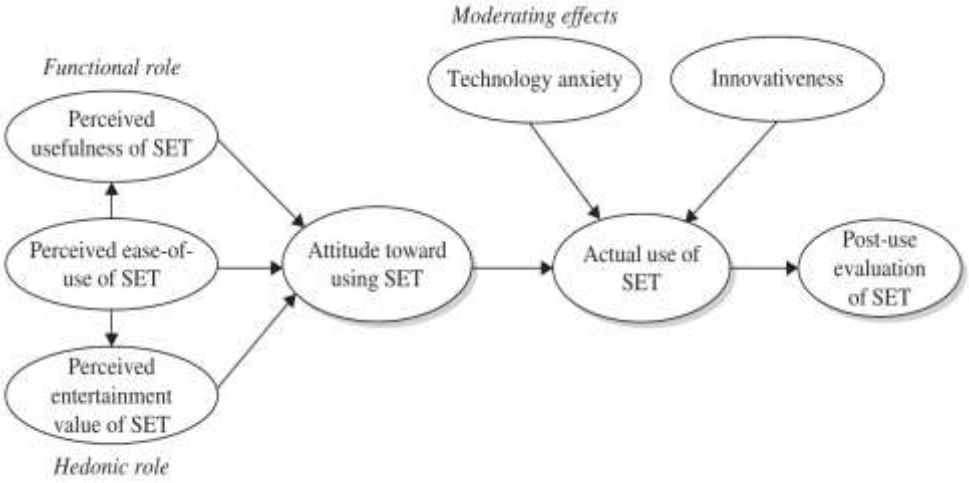


Figure 3: SE-TAM

Source: Kim & Forsythe, 2008

To summarise, this theoretical analysis began by exploring the individual differences in online purchase propensity. First, going through how the culture of the individual influences their purchase habits and choices. Through this, we found that Power Distance is a strong indicator of the consumers' purchase behaviour. Second, we explored why haptic stimulation is important for consumers, through a term is called the Need for Touch. As NFT is a cognitive phenomenon, it varies across cultures and depends on an individual's characteristics, e.g., age or goal orientation. The need for product touch is also influenced by the type of product. Standardised and/or prepacked products offer no further sensory information in touch, opposed to variating products, which can differ in their attributes, and thus are important to evaluate. With the continued rise of online retail, consumers are more exposed to non-touch situations, and therefore have to evaluate the products through the use of Sensory Enabling Technologies. These account for tools such as 360°-rotation or virtual try-on. However, for individuals with high NFT, there are several negative implications of online retail, as well as the usage of some of these SETs.

For understanding the behaviour of these individuals, the present research looked to several models. Starting at the very basis of behaviour, we find the Stimulus-Organism-Response model, which explains the interaction between external stimuli, the individual, and behaviour. From this model, we continue to the Theory of Planned Behaviour which assumes a link between behavioural intent, and behaviour. Building on this understanding of behaviour, we

now look at behaviour with, and acceptance of technologies. One of the two models introduced was the Unified Theory of Acceptance and Use of Technology. The Unified Theory of Acceptance and Use of Technology model included several well-known variables, as well as several new variables. Lastly, we look at the more specific Sensory Enabling Technology Acceptance Model, which focuses on the application of SET's, rather than technology in general. The SE-TAM includes both variables from Theory of Planned Behaviour, as well as variables from Unified Theory of Acceptance and Use of Technology. This review of the models and theories used in the present research should account for their compatibility and how they can be intertwined within the methodical framework and research.

2. METHODOLOGY FOR EXPLORING THE USE OF SENSORY ENABLING TECHNOLOGIES DEPENDING ON INDIVIDUAL AND CULTURAL TRAITS

2.1. The Purpose of The Research and Proposed Research Model

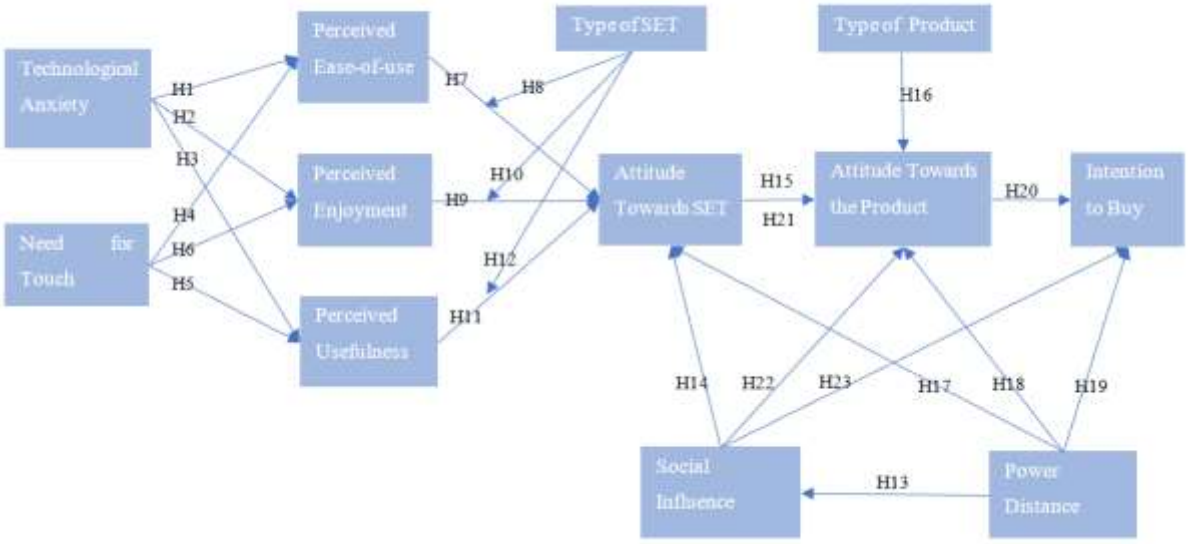
Throughout the literature analysis in the first part of this paper, we explored Sensory Enabling Technology, and the impact these can have on consumers intention to buy a product. We also analysed other characteristics and influences, on the consumers' willingness to use and to enjoy these SETs, when shopping online. Though each variable has been researched on its own, there are not many studies looking into the internal relations of these factors, and how they influence the individual's intention to buy. Furthermore, the rapid development in the technological field and the accessibility to new technologies can have had a large influence on the individual's level of comfort with SET's. Due to this, it is important to re-examine the results from previous studies, to see how this technological development, have changed individuals' technology acceptance.

The variables identified in the literature analysis, which will be used for this research is *Need for Touch* (Peck & Childers, 2003), *Technology Anxiety* (Meuter et al., 2003), *Power Distance* (Hofstede, 2001), *Social Influence* (Venkatesh et al., 2003), as well as the types of SET's and products (Kim & Forsythe, 2008; González-Benito et al., 2015). By applying the relations proposed by the SE-TAM (1.3.4. Exploring The Sensory Enabling Technology Acceptance Model for Online Purchasing), we can understand the roles of Perceived- Ease-of-Use, Enjoyment and Usefulness in relation to attitude. By combining this framework with the proposed relations from other research, as the Theory of Planned Behaviour, we are able to propose the following model for this research. The purpose of the research model is to support the aim of this research; *to examine the impact of 360°-rotation and virtual try-on, & hedonic- and utilitarian products on the purchase intention, depending on chosen personal and cultural characteristics of the individual, such as NFT and Power Distance.*

The proposed research model is strongly influenced by the SE-TAM model, including several of the same variables and relations. However, to suit this research, several other variables have been included. The model proposes that individual characteristics influence our perception of and attitude towards the technology and that this, in turn, affects our product

perception and intention to buy the product. The model consists of five independent variables, which include three attribute variables, and two active variables. The two activities are the Type of SET and the Type of Product, which will be manipulated. Furthermore, there are six mediating variables, as well as the dependent variable Intention to Buy. Their internal relations, as well as the hypotheses, will be elaborated on in the following.

Figure 4: Research Model



Source: Created by Author

2.2. Hypotheses to be Explored in This Research

Studies have found Technological Anxiety to be the most influential predictor of use behaviour, as they found that a higher level of TA, correlated with lower levels of use behaviour and lower satisfaction with the technology (Meuter et al., 2003; Venkatesh et al., 2003; Kim & Forsythe, 2009; Magsamen-Conrad et al., 2015). Technological Anxiety is inherently related to the individual's perceived lack of behavioural control, why the ability to perform the behaviour is the primary focus of an individual with high Technology Anxiety (Meuter et al., 2003). Furthermore, Kim & Forsythe (2008) found that there was a clear negative impact of TA, on the use behaviour of Virtual Try-on, using Augmented Reality technology. However, since then, Augmented Reality has become an everyday technology for entertainment and communication, with the introduction of face filters on social media (McDermott, 2019). Due to this, the author does not anticipate that Technology Anxiety will

have a direct impact on the Attitude towards the SET, as otherwise hypothesised by Kim & Forsythe (2008).

H1: Technological Anxiety will negatively influence Perceived Ease-of-Use

H2: Technological Anxiety will negatively influence Perceived Enjoyment

H3: Technological Anxiety will negatively influence Perceived Usefulness

As described earlier (1.1.2. The Need for Touching Products and Its Effect on Online Purchasing), the individual preference for haptic information when purchasing goods consist of two different motivations: hedonic and utilitarian. Common to both motivations are, that the touch helps the individual explore the attributes of the product and experience a sense of ownership (Peck & Childers, 2006). Several authors found a relationship between product type and type and level of NFT (Silva et al., 2020; Overmars & Poels, 2015; Kim & Forsythe, 2009; Workman & Caldwell, 2007). However, the scale by Peck & Childers (2003) used in this research, pertains to the individuals' levels of NFT independent of a specific product, why there is no link between NFT and product type, in this research model. Furthermore, the products used in this research has specifically been selected to not create a bias, in relation to the NFT (2.3. Methods and Instruments for Data Collection).

According to previous research, individuals who are focused on completing a task or achieving a goal, will focus on the effectiveness of the technology and thus be influenced by the performance (Perceived Usefulness and Ease-of-Use) (Huang & Liao, 2014). Lee et al. (2017) found a positive relationship between high autotelic NFT and Perceived Enjoyment. This is further substantiated by the notion that individuals with hedonic motivations are seeking enjoyment in the purchase situation, and thus would be positively affected by the PE (Peck & Childers, 2003). Generally, we assume that individuals who need Sensory Enabling Technologies (high NFT), will have more positive reactions to them, than those who have less of a need (low NFT). Based on this we hypothesise the following:

H4: Need for Touch will positively influence Perceived Ease-of-use

H5: Need for Touch will positively influence Perceived Usefulness

H6: Need for Touch will positively influence Perceived Enjoyment

In the SE-TAM proposed by Kim & Forsythe (2008), they state that attitude is comprised of Perceived Ease-of-Use, -Enjoyment and -Usefulness. Based on the framework, we can assume the same relations. The Type of SET has been used as an independent variable in

several similar research (Verhagen et al., 2014; Silva et al., 2020), which further substantiates its independent role, in this research.

H7: Perceived Ease-of-use influences the Attitude towards the SET

H8: Type of SET will moderate the relation between Perceived Ease-of-use and the Attitude towards the SET

H9: Perceived Enjoyment influences the Attitude towards the SET

H10: Type of SET will moderate the relation between Perceived Enjoyment and the Attitude towards the SET

H11: Perceived Usefulness influences the Attitude towards the SET

H12: Type of SET will moderate the relation between Perceived Usefulness and the Attitude towards the SET

Social Influence describes the context or the social support of the individual. If an individual has a perception that their surroundings support their actions, they will be more likely to emit the action. However, this is highly influenced by their willingness to follow the perceived social norms, which is in turn influenced by their Power Distance (Venkatesh et al., 2003). Social Influence has a greater influence on individuals from high Power Distance cultures (Choi et al., 2020). High Power Distance individuals are used to more explicit and strict rules, why they are more inclined to follow the rules of their society and social groups. Due to this, we expect that the impact of Social Influence will be greater for individuals in high Power Distance cultures.

H13: Power Distance will have a positive impact on Social Influence

H14: Social Influence will have a positive impact on Attitude Towards the SET

Several studies discovered a link between the online product presentation, and the customer's attitude towards the product (Ma et al., 2020; Yoo & Kim, 2012; Kühn & Petzer, 2018; Baytar et al., 2020), with an overall notion that a high-quality product display allowed for the perception of high product quality. However, the majority of these studies are based around clothing, why the findings are not very diverse. Furthermore, we also find a difference in how well the products are presented by different technologies, why some products would be more beneficial to display with certain SETs than others. Based on this, we hypothesise the following:

H15: The Attitude Towards the SET influences the Attitude Towards the Product

H16: The Attitude Towards the Product is influenced by the Type of Product

According to a paper by Zhang et al. (2010), there is a clear relationship between the individuals perceived Power Distance and their attitude towards different products. They found that high Power Distance individuals had a more positive attitude to, and a larger intention to buy, products that they understood as functional, and the opposite, for hedonic products (Zhang et al., 2010). However, studies also found a negative correlation between Power Distance and technology acceptance and use (Matusitz & Musambira, 2013; Isaacs S, 2022; Sriwindono & Yahya, 2012). By including Power Distance in this model, we will be able to examine whether there is an actual relation between Power Distance and the respondents' attitudes and intentions, or if the Power Distance is not an influencing factor.

H17: The individual's Power Distance influences the Attitude Towards SET

H18: The individual's Power Distance influences the Attitude Towards the Product

H19: The individual's Power Distance influences the Intention to Buy

In their studies concerning the attitude towards SETs, several papers found this positive attitude to have a positive influence on the intention to buy the product displayed (Ma et al., 2020; Yoo & Kim, 2012; Kühn & Petzer, 2018; Baytar et al., 2020). Additionally, Jaafar (2013) found the consumer's attitude towards the product to be among the largest influences on intention to buy.

H20: Attitude towards the Product has a direct, positive, impact on the Intention to Buy

H21: Attitude Towards the Product will mediate the impact of Attitude Towards the SET, on the Intention to Buy

According to Al-Maghrabi & Dennis (2011), Social Influence can have a large impact on a shopping decision. In non-touch situations, an individual can use others' recommendations or approval as a deciding factor, and thus not need other forms of evaluation, such as haptic touch (Al-Maghrabi & Dennis, 2011). From the work of Venkatesh et al. (2003), we find Social Influence to be a strong and direct influence on Intention to Buy.

H22: Social Influence will have a positive impact on Attitude Towards the Product.

H23: Social Influence has a direct impact on the Intention to Buy

2.3. Methods and Instruments for Data Collection

To be able to identify and isolate what influences the intention to buy, this research will examine the micro-level of the topic, meaning on an individual level, rather than from a macro perspective. A large amount of research already done on this topic was made through quantitative research (Table 3 Research Sampling Size Comparison). Quantitative research has the advantage, that it (most often) includes a larger sample size than qualitative research, why it enables us to have a more precise understanding of the surveyed group (Saunders et al., 2016). It furthermore allows for finding statistical relations, and correlations between different factors. With an origin from the natural sciences and the ability to analyse very large data sets, quantitative research is thought to have a greater accuracy (Saunders et al., 2016). Due to these reasons, the quantitative method will be applied to test the aforementioned hypotheses.

The main research instrument is a questionnaire. Not only has this instrument been widely applied in similar research, but by using a questionnaire, we can reach more respondents with fewer resources (Saunders et al., 2016). Furthermore, in the nature of the topic, online shopping and sensory enabling technologies, the questionnaire is distributed online to the respondents, as this will allow them to experience the technologies.

As we are interested in exploring how different variables influence each other, and how they influence the dependent variable, Intention to Buy, it makes sense to apply the method of a statistical experiment. According to Malhotra (2010), statistical experiments allow for the control and analysis of several independent variables at once. This research will apply a factorial experiment design, due to the number of manipulated variables. These will be explained in the following.

According to the research model, there are several factors and relations to investigate. This creates the need for applying a factorial design, to create experimental conditions for each of the possible combinations (Malhotra, 2010). In this research, the factorial design will consist of three factors, with two levels each, thus creating a 2^3 factorial design. In the table below (Table 2 Factorial Design) the different conditions of the factorial design are shown. Each questionnaire will have two conditions, these can be found in Appendix 1 & 2.

Table 2 Factorial Design

Experiment Condition Number	**Country**	**Type of SET**	**Type of Product**
1	Country A	SET A	Product A
2	Country A	SET B	Product B
3	Country A	SET B	Product A
4	Country A	SET A	Product B
5	Country B	SET A	Product A
6	Country B	SET B	Product B
7	Country B	SET B	Product A
8	Country B	SET A	Product B

Source: Created by Author

As this research cannot possibly encompass everything in this field, the author must set some meaningful limitations. Currently, there are three main limitations, which create the scope of the research: Products, SETs and market.

Product

In order to make the research somewhat general and not too specific for a small group of people, the product should be one that people of different demographics (age, sex, etc.) can use. Furthermore, it should differ in the importance of evaluating through touch. As mentioned in the literature analysis (1.1.2. The Need for Touching Products and Its Effect on Online Purchasing), the Need for Touch differs depending on the product, as some products do not offer important sensory information, while touch is imperative for other products. Due to this, two different products with different attributes, have been selected: A desk, and a pair of sunglasses. Both items are unisex and can be used by all ages, why they do not create demographic issues. Furthermore, a desk can be largely evaluated from a picture, while the sunglasses would be expected to be tried on, for a full evaluation.

Another important consideration regarding the products is that they should differ in motivation, meaning that one product is primarily utilitarian, while the other product is more hedonic, as this might create a difference in their evaluation, based on the respondent's Power Distance and NFT (1.1.1. The Influence by Cultural Dimensions on the Individuals' Purchase Decisions; 1.1.2. The Need for Touching Products and Its Effect on Online Purchasing).

Sensory Enabling Technologies

The sensory enabling technologies used in this research, have been chosen due to several characteristics. First, they should be able to work well with both products, in order to showcase the different products with the technologies. Second, they should work well on smartphones, since this device accounts for more than 55 % of all online purchases (Sabanoglu, 2021). Third, it was important that the SETs catered to the same senses (touch and visual) but had different attributes and different applications, why one is static in nature, and the other is interactive. Due to these considerations, it was decided to use 360-degree rotation and Augmented Reality / Virtual try-on.

Markets

As elaborated in 1.1.1 The Influence by Cultural Dimensions on the Individuals' Purchase Decisions, the culture of an individual can have a large influence on their shopping behaviour. Several studies linked high Power Distance with high Instrumental NFT, high degree of Social Influence, and low hedonic/enjoyment motives (Choi et al., 2020; Zhang et al., 2010). These are all variables in the research model, why it was decided to use Power Distance as a cultural indicator, and a way to identify two different markets. These two markets were decided to be Denmark and Belarus, due to their different levels of Power Distance (18 and 95, respectively (*Country Comparison - Hofstede Insights*, 2021)), and due to the accessibility of respondents in each country. Furthermore, since both countries are very homogeneous, with 90% of Danish descent in Denmark, and 84% of Belarusian descent in Belarus, we expect the results to be indicative of the rest of the population (*Denmark Population 2020*, n.d.; *Belarus Population 2021*, 2021).

2.4. Selection of Respondents and Sample Size for Experimental Research

The respondents of the current research are chosen based on a few demographic criteria: 1) respondents must be a minimum of 18 years old, and 2) they must live in either Denmark or Belarus. There has not been chosen any necessary characteristics or level of experience to participate, since all levels of experience with e-commerce and the technologies can be useful.

For this research, nonprobability sampling is used. This method has been chosen, as there is no real need for the probability calculations that probability sampling offers, thus, non-probability sampling suffices for this research. Furthermore, the respondents will be chosen by convenience sampling. By using this sampling technique, we are not able to conclude anything about the population as a general, but this will give us an insight into whether the hypotheses have any validity (Malhotra, 2010).

To determine the necessary sampling size, the comparative research method was used. This method uses the sampling size from similar research and uses this as an average for current research (Malhotra, 2010). Due to this, a number of similar, nonprobability, research has been identified and described in the table below.

Table 3 Research Sampling Size Comparison

Author	Method of Data Collection	Year	Sampling size
Kim & Forsythe	Online Survey	2008	354
Huang & Liao	Online Survey	2014	220
González-Benito, et al.	Online Survey & In-Person Survey	2015	270
Manzano, et al.	In-Person Survey	2016	256
Arora & Sahney	Online Survey	2018	282
McKinney	Online Survey	2004	370
Cho & Workman	Online Survey	2015	276
Prashar, Vijay & Parsad	Online Survey	2017	318
Duarte & Silva	Online Survey	2020	295
Total			293

Source: Created by Author

According to the table, the average sample size of the previous research is 293 respondents. In the current research, we round up to 300 respondents in total. This accounts for 150 respondents pr. questionnaire.

2.5. The Structure of The Questionnaire and Scales

The questionnaire was created to explore the variables from the research model. 10 scales were selected, along with some demographic questions, totalling 86 questions. During the creation of the questionnaire, the author minded the order of the questions and that everything

was clearly stated. The questions were all closed-ended and made use of two types of scales: the 7-point Likert scale and nominal scales. The Likert scale was used to measure the respondents' attitude to the items, where 1 = Strongly disagree and 7 = Strongly agree. The nominal, ordinal and ratio scales were used for measuring the demographics of the respondents since these differ depending on the question. The full version of the questionnaires, including the videos, can be found in Appendix 2 & 3. The following will be an overview of the questionnaires.

Section 1&2: The purpose of sections 1 and 2 is to measure the respondent's Intention to Buy after using a SET. These two sections are almost identical, though they differ in their combination of SET and Product (Table 2 Factorial Design). These sections consist of a video showing the application of the SET with the given product, as well as the following scales: *Perceived Ease-of-use, Perceived Enjoyment, Perceived Usefulness, Attitude towards SET* (Kim & Forsythe, 2008), *Attitude towards the Product* (Ma, et al., 2020), and *Intention to Buy* (Taylor & Todd, 1995; Martins et al., 2019).

The PEOU and PU scales have both been used in several studies, showing their compatibility, and confirming their validity (Agarwal & Prasad, 1998; Moon & Kim, 2001; Davis, 1989; Oh & Yoon, 2014; Green, 2004). Alternatively, Venkatesh et al., (2003) applied different scales for PEOU and PU, however, these were more focused on applying the technologies into a work setting and are therefore not applicable in this research. Scales with negative items (e.g., by Taylor & Todd (1995) have purposefully been avoided, as Davis (1989) pointed out, that these were only found to decrease the reliability of the scales. The Perceived Enjoyment scale was also in the original SE-TAM framework by Kim & Forsythe (2008) and thus are shown to be a good match for the overall framework and the related scales. An alternative scale has been developed based on flow theory (Moon & Kim, 2001), as there have been found a relation between the immersion of the experience (the flow) and the overall attitude, and intention to buy (Kühn & Petzer, 2018; Baytar et al., 2020). However, since immersion and flow are not part of this research, the author chose not to include scales based on this paradigm.

An often-used scale for measuring the Attitude towards the SET, is the semantic differential scale, using statements and rating them on a scale from good to bad, or pleasant to unpleasant (Fishbein & Icek Ajzen, 2015; Davis, 1989; Taylor & Todd, 1995; Dwivedi et al., 2017; Reid

et al., 2018). However, this research is focused on more than the cognitions of the individual, why this type of scale was not included. Other authors included elements from the Diffusion of Innovation realm, but these scales were, again, mainly focused on the cognitive elements (Shih & Fang, 2004). Following these considerations, two scales by Peng & Kim (2014) and Kim & Forsythe (2008) was chosen, since these, combined include elements of emotion, behaviour, and cognition. As for the Attitude towards the Product, Ma et al. (2020) found that online product presentation influenced the perceived quality of the product, why this was an important item for the Attitude Towards the Product scale to include.

When choosing the scale for Intention to Buy, it was imperative to find one that included items for cognition, behaviour and emotion related to Intention to Buy. Thus, scales like the one by Grewal et al. (1998) was avoided since this (and similar ones) only included items on behaviour. With this in mind, two scales by Taylor & Todd (1995) and Martins et al. (2019) were combined, since they cover cognition, emotion and behaviour, and also both the product and the SET. Thus, we are able to understand how the Intention to Buy is formed, and which elements were key.

Section 3: This section seeks to understand the individual characteristics of the respondent. Thus, this section includes the following scales: *Technological Anxiety* (Kim & Forsythe, 2008), *Power Distance* (Yoo, et al., 2011), *Need for Touch* (Peck & Childers, 2003), and *Social Influence* (Wei, et al., 2009).

The measure of Technological Anxiety has also been used in the original SE-TAM framework and would work well with the other scales. Furthermore, the items are editions of the scale by Meuter et al. (2003), which have also been widely applied in similar research (Tueanrat et al., 2021; Galdolage, 2021; Feys et al., 2021; Uddin et al., 2021).
Due to the large acknowledgement of Hofstede's cultural framework, many authors have created scales for measuring the different dimensions. In their work, Yoo, et al. (2011) went through the previous scales of Hofstede's five dimensions and found the weaknesses and issues with these. This knowledge was then applied to make a comprehensive and valid scale for each of the dimensions. With this knowledge in mind and the Cronbach's Alpha score of the Power Distance scale, the author feels confident that it will be sufficient for current research.

When looking into Need for Touch, the first names to appear are always Peck & Childers, and this author has not seen a paper on the topic, that did not reference them. With countless citations of their Need for Touch scale and the massive number of times the scale has been successfully implemented, the 12-item Need for Touch scale by Peck & Childers (2003) is the obvious choice (Tueanrat et al., 2021; Petit et al., 2021; De Canio & Fuentes-Blasco, 2021). Furthermore, the scale is designed to measure not only the level of NFT in the individual but also the distinct levels of autotelic and instrumental NFT.

According to Walker (2015), Social Influence can be divided into three categories, conformity, where you act according to your idea of other's wishes, power, where you can coerce actions, and authority, a legitimate power, where orders are followed (different from coercing). Seeing as the action to purchase something online, is a personal choice, and not something ordered by other's, the Social Influence scale will only include items concerning the conformity parts of Social Influence. Based on this, we can deselect other scales, which include the different notions of Social Influence.

Section 4: This section includes questions about the respondent's demography and does therefore only include questions concerning age, sex and income. Though none of these factors has been included in the research model, it is interesting too, 1) know the demographics of the respondents, and 2) check if there is any pattern in responses, depending on the demographics.

To ensure the validity of the questionnaire, the items used had previously been measured to have high reliability, according to the Cronbach's Alpha Score, in previous studies. In the table below (Table 4 Overview of Scales Used) all constructs are summarised, including the Cronbach Alpha score for each scale. You can find all the original scales and their items, in Appendix 1.

Table 4 Overview of Scales Used

Measurement	Author	Year	Number of items	Scale	Cronbach Alpha
Perceived Ease-of-use	Kim & Forsythe	2008	4	7-point Likert scale	.884
Perceived Usefulness	Kim & Forsythe	2008	3	7-point Likert scale	.908
Perceived Enjoyment	Kim & Forsythe	2008	4	7-point Likert scale	.911
Attitude towards SET	Peng & Kim; Kim & Forsythe	2014 2008	6	7-point Likert scale	.884
Attitude towards Product	Ma, et al.	2020	4	7-point Likert scale	.924
Intention to Buy	Taylor & Todd; Martins et al.	1995, 2019	5	7-point Likert scale	.932
Need for Touch	Peck & Childers	2003	12	7-point Likert scale	Auto., .93 Ins., .90
Social Influence	Wei, et al.	2009	4	7-point Likert scale	.79
Technological Anxiety	Meuter, et al.	2003	9	7-point Likert scale	.90
Power Distance	Yoo, et al.	2011	5	7-point Likert scale	.84

Source: Created by Author

3. INITIAL ANALYSES OF THE RESPONDENTS AND SCALES USED

3.1. The Demographic Characteristics of the Respondents

Respondents. The two surveys had 62 respondents in total, with 30 in Questionnaire 1, and 32 in Questionnaire 2. But with each respondent being exposed to two different situations, we have a total of 124 responses for the conditions in the questionnaires.

This number is quite a lot lower than the number of respondents, suggested earlier, in 2.4. Selection of Respondents and Sample Size for Experimental Research. This is probably caused by three issues. First is the language barrier, as the questionnaires were distributed in English, and would therefore only be answered by people who know English, which is not a major part of the populations in the selected countries. Second, is the length of the questionnaire. As each respondent was exposed to two situations, they must answer quite a few questions, which can also deter respondents. Third, is the oversaturation of questionnaires right now, as most Master-students are sending their questionnaires at the same time, which creates a lot more competition for responses.

The following is a description of the respondents that did answer the questionnaire.

Gender. Across the two questionnaires, there was a fairly equal distribution of genders, with 46% men and 54% women in total. However, there was a clear difference between the genders, in each questionnaire, with Questionnaire 1 having an overweight of women (65%) and only 44% women in Questionnaire 2. See Table 5 for elaboration of the distribution. The Chi-Square test shows a difference between Men in Questionnaire 1 and 2, and Women in Questionnaire 1 and 2 ($X^2(1)=5{,}806$, $p=0{,}016$) (Table 5 Distribution of Gender, Country, Age, and Income between Questionnaire 1 and 2; Appendix 4.1: Gender).

Country. The total number of respondents show an equal distribution between the two categories, Belarus (49%), and Denmark (51%). The Chi-square test ($X^2(1)=0{,}032$, $p=0{,}859$) shows that there is no significant difference in the distribution of countries, in the two questionnaires (Table 5 Distribution of Gender, Country, Age, and Income between Questionnaire 1 and 2; Appendix 4.2: Country). See Table 5 for the percentages.

Age. In the questionnaire, the respondents gave their age in numbers, which have later been sorted into five categories, <=20, 21-30, 31-40, 41-50, and >=51. Not surprisingly, the largest category is Age 21-30 (50%), as these are the main people in the channels used to distribute the survey. After that, the second highest category is 42-50 (23%), followed by 31-40 (16%) and >=51 (11%). The smallest age category is also the youngest, with only 1,6% of the respondents being >=20. See Table 5 for more elaborate data. Using Cross tabulations, we are able to see if there is any significant difference between the age in the two questionnaires. According to this, there is no significant difference in any of the categories, between the two questionnaires (Table 5 Distribution of Gender, Country, Age, and Income between Questionnaire 1 and 2; Appendix 4.3: Age).

Income. In the questionnaire, respondents were asked to indicate their approximate monthly salary, within predefined categories (>500, 501-1000, 1001-2000, 2001-3000 >3001, EUR). The categories were indicated in BYN, DKK and EUR, for everyone's benefit. From these responses, we find that there is a fairly equal distribution of income categories, with the two largest being 501-1000 EUR (32%) and 1001-2000 EUR (24%). This also lives up to the expectations of the author and previous research, as the most prevalent age-category is 21-30, why the respondents are not making very high salaries (Routley, 2018). The third largest category is 2001-3000 (19%), followed by <500 and >3001, which are both at 13%. Using cross-tabulations, we find that there are some differences between the two questionnaires. In the categories <500 EUR and 2001-3000 EUR, there is a significant difference between the two questionnaires. There is no definite explanation for this discrepancy if we look to the rest of the data. However, for the other categories, cross-tabulations show no significant difference (Table 5 Distribution of Gender, Country, Age, and Income between Questionnaire 1 and 2; Appendix 4.4: Income). See Table 5 for more elaborate data.

Table 5 Distribution of Gender, Country, Age, and Income between Questionnaire 1 and 2

Baseline characteristic	Questionnaire 1		Questionnaire 2		Full sample	
	n	%	*n*	%	*n*	%
Gender						
Female	38_a	65,5	28_b	43,8	66	54,1
Male	20_a	34,5	36_b	56,3	56	45,9
Country						
Belarus	30_a	50	30_a	48,4	68	49,2
Denmark	30_a	50	32_a	51,6	82	50,8
Age Category						
<=20	0_a	0	2_a	3,1	2	1,6
21-30	26_a	43,3	36_a	56,3	62	50
31-40	12_a	20	6_a	9,4	18	14,5
41-50	18_a	30	10_a	15,6	28	22,6
>=51	4_a	7,6	10_a	15,6	14	11,3
Income						
<500 EUR	4_a	6,7	12_b	18,8	16	12,9
501-1000 EUR	16_a	26,7	22_a	34,4	38	30,6
1001-2000 EUR	14_a	23,3	16_a	25	30	24,2
2001-3000 EUR	16_a	26,7	8_b	12,5	24	19,4
>3001 EUR	10_a	16,7	6_a	9,4	16	12,9

Each subscript letter denotes a subset of No of questionnaire categories whose column proportions do not differ significantly from each other at the 0,05 level

Source: Created by Author

3.2. Testing The Reliability of The Scales

To ensure that the scales used to measure the different variables from the research model are adequate, as well as free from random error, we perform reliability analysis on them. When the scales were originally selected, their reliability was also considered as a factor. However, we want to ensure that the reliability of the scales does not differ widely, for this data.

Cronbach's Alpha was used to test the reliability, based on the rule of thumb that $\alpha > 0,6$. Reliability analysis show that $\alpha > 0,6$ for all scales, as presented in Table 6. Please find α for all items in the constructs, in Appendix 1: Overview of Scales and Items.

All scales are presented with all original items, except for Technology Anxiety, which has been edited in this research. Original analysis showed that α = 0,732, so several variables were excluded[1], so the scale could reach α = 0,938.

Table 6 Reliability of Scales

Variable	**# Items**	**Cronbach's α**
Perceived Usefulness	4	,938
Perceived Ease-of-use	3	,907
Perceived Enjoyment	4	,943
Attitude towards SET	6	,955
Attitude towards Product	4	,933
Intention to Buy	5	,944
Need for Touch	12	,974
Social Influence	4	,947
Technological Anxiety	6	,938
Power Distance	5	,957

Source: Created by Author

3.3. Correlations of Respondents Demographic and Psychographic Characteristics

To understand if there are any basic issues with the reliability of the data, it can be beneficial to check the basic assumptions of the data and see if it aligns with our assumptions and previous data.

Income. The data show that the Danish (m=3,23) respondents report having higher monthly salaries than the respondents from Belarus (m=2,6), aligning with the general data (Appendix 6.1: Correlation Between Income and Country; *Average Monthly Salary*, 2021). We also find that income has a positive correlation with age (r=0,625, p=<0,001), also aligning with our assumptions (Appendix 6.2: Correlation Between Income and Age; Routley, 2018).

[1] Variables deleted: 1) I am sure of my ability to interpret technological output, 2) I am confident, 3) I can learn technology-related skills I am able to keep up with important technological advances

NFT. The data show that Belarusians (m=4,1) report lower levels of NFT, including Instrumental NFT, than Danes (m=4,89) (Appendix 6.5: Correlation Between Instrumental NFT and Power Distance). This is contrary to previous research, which claims that high Power Distance Counties have higher levels of Instrumental NFT (Appendix 6.4: Correlation Between NFT and Country; Exploring The Sensory Enabling Technology Acceptance Model for Online Purchasing).

Technological Anxiety. The data indicate a positive correlation between age and the levels of Technological Anxiety (r=0,365, p=<0,001), meaning that respondents with higher age report higher levels of Technological Anxiety, in line with our assumptions (Appendix 6.6: Correlation Between Technology Anxiety and Age; Exploring The Sensory Enabling Technology Acceptance Model for Online Purchasing).

Power Distance. The data show that the respondents from Belarus (m=4,99) report a higher Power Distance than the Danes (m=2,78) do. This is completely in line with the theory and data on the topic (1.1.1. The Influence by Cultural Dimensions on the Individuals' Purchase Decisions).

Table 7 Descriptive Statistics and Correlations for Country and Income, NFT, Power Distance and Technological Anxiety

Logistic parameter	Belarus		Denmark		*t*(120)	*p*	Cohen's *d*
	M	*SD*	*M*	*SD*			
Income	*2,6*	*1,028*	*3,23*	*1,323*	*-2,910*	*0,004*	*1,188*
NFT	*4,1*	*1,356*	*4,89*	*1,538*	*-3,025*	*0,003*	*1,452*
Power Distance	*4,99*	*1,264*	*2,78*	*1,411*	*9,111*	*<0,001*	*1,341*
Technological Anxiety	*3,67*	*1,331*	*2,90*	*1,243*	*3,298*	*0,001*	*1,287*

Source: Created by Author

Table 8 Descriptive Statistics and Correlations for Age, and Income, Power Distance and Technology Anxiety

Logistic parameter	Age >=35		Age <35		*t*(122)	*p*	Cohen's *d*
	M	*SD*	*M*	*SD*			
Income	*3,86*	*0,979*	*2,35*	*1,020*	*8,019*	*<0,001*	*1,006*
Power Distance	*4,42*	*1,567*	*3,50*	*1,777*	*2,867*	*0,005*	*1,706*
Technological Anxiety	*3,77*	*1,325*	*2,95*	*1,282*	*3,362*	*0,001*	*1,297*

Source: Created by Author

4. THE INFLUENCE ON ATTITUDE TOWARDS SET BY INDIVIDUAL CHARACTERISTICS AND PERCEIVED ATTRIBUTES OF SET

Previous studies found Technological Anxiety to be the most influential predictor of use behaviour (Meuter et al., 2003; Venkatesh et al., 2003; Kim & Forsythe, 2009; Magsamen-Conrad et al., 2015). Furthermore, Kim & Forsythe (2008) found that there was a clear negative impact of Technology Anxiety, on the use behaviour of Virtual Try-on, using Augmented Reality technology, which is also one of the SETs tested in this research. The hypotheses H1, H2, and H3 all hypothesise that Technology Anxiety will negatively influence PE, PEOU and PU.

Multiple regression analysis show that Technology Anxiety does not have a significant influence on PEOU (t=-1,66, p=0,098), or on PU (t=-1,65, p=0,102), meaning that **H1 and H3 are rejected** (Appendix 7: Multiple Regression using independent variables Technological Anxiety and NFT, and dependent variable PEOU; Appendix 8: Multiple Regression using independent variables Technological Anxiety, and NFT, and dependent variable PU). **H2 is accepte**d (R^2=0,273, F(2)=22,73, p<0,001), as Technology Anxiety was found to have influence on PE (t=-2,07, p=0,04). However, Pearson correlation shows a 'very weak' (-0,17) correlation, between PE and TA, why this relationship is not expected to have much influence (Appendix 9: Multiple Regression using independent variables Technological Anxiety and NFT, and dependent variable PE). Find all relevant data in tables 9, 10, 11, displayed below.

These results are contradicting the theoretical background and previous research listed above but are in line with the author's expectations. The latest research was conducted in 2015, and since then, Augmented Reality, and similar SETs, have become everyday technology for entertainment and communication, with the introduction of face filters on social media, among other (McDermott, 2019). In addition, Kim & Forsythe (2009) noted that for very common technologies, Technology Anxiety did not impact use behaviour. This further substantiates the notion that the SETs have become so common, that they are no longer influenced by Technology Anxiety (1.3.4. Exploring The Sensory Enabling Technology Acceptance Model for Online Purchasing).

However, another relevant factor is the Need for Touch. SETs are technologies specifically designed to mimic sensory input, in situations where actual sensory stimuli are not possible. The sensory input from haptic touch is especially important for individuals with high NFT (1.1.2. The Need for Touching Products and Its Effect on Online Purchasing). With this in mind, we assume that individuals with high NFT will value SETs higher. The hypotheses H4, H5, and H6 all hypothesise that NFT will influence PE, PEOU and PU.

According to multiple regression analysis, **H4, H5, and H6 are all accepted**. Analysis show that NFT does have a positive impact on PEOU (R^2=0,226, F(1)=35,65, p<0,001), PE (R^2=0,273, F(2)=22,73, p<0,001), and PU (R^2=0,278, F(1)=46,94, p<0,001) (Appendix 7: Multiple Regression using independent variables Technological Anxiety and NFT, and dependent variable PEOU; Appendix 8: Multiple Regression using independent variables Technological Anxiety, and NFT, and dependent variable PU; Appendix 9: Multiple Regression using independent variables Technological Anxiety and NFT, and dependent variable PE). Find all relevant data in tables 9, 10, 11, displayed below.

Table 9 The impact of Need for Touch on Perceived Ease-of-Use

Coefficients[a]								
Model		Unstandardised Coefficients		Standardised Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3,449	0,434		7,950	<0,001		
	NFT	0,430	0,072	0,473	5,983	<0,001	1,000	1,000
	Technological Anxiety	-0,134	0,080	-0,132	-1,667	0,098	1,000	1,000
a. Dependent Variable: PEOU								

Source: Created by Author

Table 10 The impact of Need for Touch on Perceived Enjoyment

Coefficients[a]								
Model		Unstandardised Coefficients		Standardised Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3,500	0,427		8,202	<0,001		
	NFT	0,450	0,071	0,494	6,376	<0,001	1,000	1,000
	Technological Anxiety	-0,163	0,079	-0,161	-2,074	0,040	1,000	1,000
a. Dependent Variable: PE								

Source: Created by Author

Table 11 The impact of Need for Touch on Perceived Usefulness

Coefficients[a]								
Model		Unstandardised Coefficients		Standardised Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3,228	0,421		7,660	<0,001		
	NFT	0,479	0,070	0,525	6,868	<0,001	1,000	1,000
	Technological Anxiety	-0,128	0,078	-0,126	-1,650	0,102	1,000	1,000
a. Dependent Variable: PU								

Source: Created by Author

4.1.1. The Influence on Attitude towards SET by The Perceived Attributes of SET

In the SE-TAM proposed by Kim & Forsythe (2008), they state that attitude is comprised of Perceived Ease-of-Use, -Enjoyment and -Usefulness. Based on the framework, we can assume the same relations. H7, H9, H11 assumes that PEOU, PE, PU will influence the Attitude towards the SET. H8, H10, H12 hypothesise that the Type of SET will moderate the relations between PEOU, PE, PU, and Attitude towards SET.

H7, H9, H11 are all accepted using Multiple Regression Analysis (R^2=0,837, F(4)=153,05, p<0,001). We find that PEOU (t=1,99, p=0,048), PE (t=4,84, p<0,01), and PU (t=5,44,

p<0,01) have an influence on the Attitude Towards SET (Appendix 12: Multiple Regression using independent variables PEOU, PE, PU, Power Distance, and Social Influence, and dependent variable Attitude towards SET).

Table 12 The impact of Perceived Enjoyment, Perceived Ease-of-Use, and Perceived Usefulness on Attitude towards SET

Coefficients[a]								
Model		Unstandardised Coefficients		Standardised Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-0,248	0,258		-0,960	,0,339		
	PE	0,391	0,081	0,389	4,846	<0,001	0,213	4,705
	PEOU	0,168	0,084	0,167	1,998	0,048	0,196	5,095
	PU	0,425	0,078	0,423	5,444	<0,001	0,226	4,422

a. Dependent Variable: Attitude towards SET

Source: Created by Author

However, **H8, H10, H12 are rejected** using moderation analysis, as there was not found a significant moderating effect on the relations between Attitude towards SET, and PEOU (t=0,97, p=0,60), PE (t=0,52, p=0,60), and PU (t=1,35, p=0,178) (Appendix 13: Moderation analysis using independent variable PEOU, dependent variable Attitude towards SET, and moderating variable Type of SET; Appendix 14: Moderation analysis using independent variable PE, dependent variable Attitude towards SET, and moderating variable Type of SET; Appendix 15: Moderation analysis using independent variable PU, dependent variable Attitude towards SET, and moderating variable Type of SET).

Table 13 Moderation Analysis using independent variable PEOU, dependent variable Attitude towards Set, and moderating variable Type of SET

Model Summary						
R	R^2	MSE	F	Df1	Df2	p
0,8490	0,7208	0,5464	103,24	3	120	<0,001
Model						
	coefficient	se	t	p	LLCI	ULCI
Int_1	0,0513	0,0976	0,5253	0,6003	-0,1420	0,2445
Interaction 1: PEOU x SET						

Source: Created by Author

Table 14 Moderation Analysis using independent variable PE, dependent variable Attitude towards Set, and moderating variable Type of SET

Model Summary						
R	R^2	MSE	F	Df1	Df2	p
0,8657	0,7494	0,4904	119,60	3	120	<0,001
Model						
	coefficient	se	t	p	LLCI	ULCI
Int_1	0,0485	0,0922	0,5257	0,6000	-0,1341	0,2311
Interaction 1: PE x SET						

Source: Created by Author

Table 15 Moderation Analysis using independent variable PU, dependent variable Attitude towards Set, and moderating variable Type of SET

Model Summary						
R	R^2	MSE	F	Df1	Df2	p
0,8765	0,7683	0,4534	132,61	3	120	<0,001
Model						
	coefficient	se	t	p	LLCI	ULCI
Int_1	0,1202	0,0888	1,3524	0,1788	-0,0558	0,2961
Interaction 1: PU x SET						

Source: Created by Author

5. PERCEIVED SOCIAL INFLUENCES ON ATTITUDES TOWARDS SET AND PRODUCT

5.1.1. The Effects of The Perceived Social Influence of the Respondents

Social Influence describes the context or the social support of the individual. If an individual has a perception that their surroundings support their actions, they will be more likely to emit the action. However, this is highly influenced by their willingness to follow the perceived social norms, which is in turn influenced by their Power Distance (Venkatesh et al., 2003; Choi et al., 2020).

H13 assumes that there is a positive relation between Power Distance and Social Influence. **H13 is accepted** using linear regression. However, the Pearson Correlation show a weak correlation, and Coefficient of Determination is very low (R^2=0,044, t=2,36, p=0,02), why we don't expect the relationship to be very influencing (Appendix 17: Linear regression using independent variable Power Distance, and dependent variable Social Influence).

Table 16 Regression analysis of the relation between Social Influence and Power Distance

Coefficients[a]								
Model		Unstandardised Coefficients		Standardised Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3,933	0,330		11,924	<0,001		
	Power Distance	0,185	0,078	0,209	2,360	0,020	1,000	1,000

a. Dependent Variable: Social Influence

Source: Created by Author

H14 assumes a positive impact from Social Influence on the Attitude towards SET. **H14 is rejected** using multiple regression**.** Initial analysis show that there is no significant influence on the Attitude towards SET, from Social Influence (t=1,58, p=0,116) (Appendix 12: Multiple Regression using independent variables PEOU, PE, PU, Power Distance, and Social Influence, and dependent variable Attitude towards SET).

Table 17 Regression analysis of the relation between Attitude towards SET and Social Influence

Coefficients[a]								
Model		Unstandardised Coefficients		Standardised Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-0,248	0,258		-0,960	,0,339		
	Social Influence	0,035	0,036	0,39	0,961	0,338	0,834	1,199
a. Dependent Variable: Attitude towards SET								

Source: Created by Author

According to Al-Maghrabi & Dennis (2011) and Venkatesh et al. (2003), Social Influence can have a large impact on a purchase decision, as others' recommendations can substitute sensory information, in non-touch situations. Based on this, we assume that Social Influence will have an influence on the Attitude towards Product (H22) and Intention to Buy (H23).

H22 is rejected using multiple regression**.** The data show no significant influence of Social Influence (t=0,34, p=0,734), on the Attitude towards Product (Appendix 18: Multiple Regression using independent variables Attitude towards SET, Power Distance, and Social Influence, and dependent variable Attitude towards Product).

Table 18 Regression analysis on the relation between Attitude towards Product and Social Influence

Coefficients[a]								
Model		Unstandardised Coefficients		Standardised Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	0,810	0,311		2,608	0,010		
	Social Influence	0,016	0,046	0,019	0,340	0,734	0,836	1,196
a. Dependent Variable: Attitude towards Product								

Source: Created by Author

There is also no significant influence by Social Influence (t=0,83, p=0,406) on the dependent, Intention to Buy, why **H23 is also rejected** using multiple regression (Appendix 20: Multiple Regression using independent variables Power Distance, Attitude towards Product and Social Influence, and dependent variable Intention to Buy).

Table 19 Regression analysis on the relation between Intention to Buy and Social Influence

Coefficients[a]								
Model		Unstandardised Coefficients		Standardised Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	0,755	0,306		2,486	0,015		
	Social Influence	0,037	0,044	0,043	0,834	0,406	0,864	1,157

a. Dependent Variable: Intention to Buy

Source: Created by Author

Contrary to expectations, Social Influence does not have any significant influence on any variables in this research. These results are not in line with previous research and the assumptions of the literature review. The results might be explained by the constructs and situations used to measure Social Influence. The construct was hypothetical, and the respondent had to consciously consider if this hypothetical would have an influence on their actions. However, our cultural and Social Influences are often not deliberate or conscious when they are happening, so the respondent would not be able to tell whether Social Influence does impact their choices or not, in daily life. Another possible source of error comes from the time between a Social Influence has happened, and until the respondents answered the questionnaire. According to Huang et al. (2014), Social Influence only lasts a few days, so the respondent might not be under any form of Social Influence, at the time of response. Based on this, future research should take into account that Social Influence might be better measured as a manipulated variable, rather than measured by a construct.

5.1.2. The Influence of The Respondents' Perceived Power Distance

According to a paper by Zhang et al. (2010), there is a relationship between the individuals perceived Power Distance and their attitude towards different products. The same research

show that the type of product (hedonic or utilitarian), will also impact the Intention to Buy, depending on the individual's Power Distance. Therefore, we hypothesise that Power Distance will influence the Attitude towards SET (H17) Product (H18) and Intention to Buy (H19).

H18 is rejected using multiple regression**.** Initial test shows that Power Distance has no significant influence on Attitude towards Product (t=1,10, p=0,727) (Appendix 18: Multiple Regression using independent variables Attitude towards SET, Power Distance, and Social Influence, and dependent variable Attitude towards Product).

Table 20 Regression analysis on the relation between Attitude towards Product and Power Distance

Coefficients[a]								
Model		Unstandardised Coefficients		Standardised Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	0,810	0,311		2,608	0,010		
	Power Distance	0,043	0,039	0,059	1,103	0,272	0,918	1,089

a. Dependent Variable: Attitude towards Product

Source: Created by Author

H19 is also rejected using multiple regression**.** Analysis shows no significant influence of Power Distance (t=-1,03, p=0,303), which means that it will not have an influence on the dependent, Intention to Buy (Appendix 20: Multiple Regression using independent variables Power Distance, Attitude towards Product and Social Influence, and dependent variable Intention to Buy).

Table 21 Regression Analysis on the relation between Intention to Buy and Power Distance

Coefficients[a]								
Model		Unstandardised Coefficients		Standardised Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	0,755	0,306		2,486	0,015		
	Power Distance	-0,039	0,038	-0,051	-1,035	0,303	0,946	1,057
a. Dependent Variable: Intention to Buy								

Source: Created by Author

Previous analysis show that the distribution of Power Distance does live up to the assumptions of theory and previous research (Appendix 6.7: Correlation Between Power Distance and Country). Based on this, we can assume that the measure of Power Distance is somewhat accurate and that there is no influence on Attitude towards Product and Intention to Buy, as the analysis suggests. A reason for this can be the fact that both product types (sunglasses and desk) are products that have a function, and that they were both very neutral in their look, i.e. plain colours, simple design. This might lessen the aversion high Power Distance individuals have against hedonic purchases, and therefore lessen the influence on the intention to buy. Studies by Saleh (2012) and Danish et al. (2012) also come with another plausible explanation. They suggest that the rising globalisation and globalised culture minimises the influence of national cultures, and therefore the effects of e.g. Power Distance. This could explain why we are not seeing the same results, as in other studies.

H17 is accepted using Multiple Regression Analysis (R^2=0,837, F(4)=153,05, p<0,001). We find that Power Distance (t=2,37, p=0,019) have an influence on the Attitude Towards SET (Appendix 12: Multiple Regression using independent variables PEOU, PE, PU, Power Distance, and Social Influence, and dependent variable Attitude towards SET).

Table 22 The impact of Power Distance on Attitude towards SET

Coefficients[a]								
Model		Unstandardised Coefficients		Standardised Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-0,248	0,258		-0,960	,0,339		
	Power Distance	0,072	0,030	0,091	2,375	0,019	0,932	1,073
a. Dependent Variable: Attitude towards SET								

Source: Created by Author

The data show that Power Distance does have an influence on the Attitude towards SET, as the previous research suggests (Matusitz & Musambira, 2013; Isaacs S, 2022; Sriwindono & Yahya, 2012). These findings suggest that e-commerce stores in countries with high Power Distance should be more conservative with the SETs, than in low Power Distance countries. However, further analysis show no significant mediating effect by Attitude towards SET, on the relation between Power Distance and the Intention to Buy (Appendix 22: Mediation analysis using independent variable Power Distance, dependent variable Intention to Buy, and mediating variables Attitude towards SET, Attitude towards Product). This suggests that the findings from H17 are not massively impactful for the overall purchase decision.

6. THE INFLUENCE BY THE INDIVIDUALS' ATTITUDES ON INTENTION TO BUY

The following will examine if there is a difference in the individuals' attitudes to SET and product, based on the three manipulated conditions of this study, used in the factorial 2^3 design of this research. The manipulated variables are type of SET (static/interactive), type of product (hedonic/utilitarian) and country (high Power Distance/low Power Distance) (2.3. Methods and Instruments for Data Collection). Using SPSS, the data was analysed using Factorial Analysis of Variance, testing if the type of SET, type of product and country have an influence on the Attitude towards Product.

H16 assumes that the Attitude Towards the Product is influenced by the Type of Product. Using Factorial Analysis of Variance, we found that the effect of the product on the Attitude towards the Product, is not statistically significant (F(1)=0,273, p=0,602) (Appendix 19: Factorial ANOVA, using independent variables Country, Type of Product, and dependent variable Attitude towards Product). **H16 is rejected**. Factorial Analysis of Variance show that there is also no significant influence by (F(1)=0,352, p=0,554) or country (F(1)=0,581, p=0,447), on the Attitude towards Product.

Table 23 Means of Factorial Analysis of Variance, for the influence on Attitude towards Product, by the type of product, SET and country

Attitude towards Product	*M*	*F*(1)	*p*
Type of SET		0,352	0,554
Virtual try-on	4,88		
360° rotation	5,03		
Type of Product		0,007	0,933
Sunglasses	4,95		
Desk	4,97		
Country		0,581	0,447
Belarus	4,86		
Denmark	5,05		

Source: Created by Author

H15 hypothesises that Attitude Towards the SET influences the Attitude Towards the Product. **H15 hypothesis is accepted** (R^2=0,683, F(1)=262,34, p<0,001). Regression analysis

show that Attitude towards Product is positively influenced by Attitude towards SET (t=16,19, p<0,001) (Appendix 18: Multiple Regression using independent variables Attitude towards SET, Power Distance, and Social Influence, and dependent variable Attitude towards Product).

Table 24 The impact of Attitude towards SET on Attitude towards Product

Coefficients[a]								
Model		Unstandardised Coefficients		Standardised Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1,052	0,243		4,320	<0,001		
	Attitude towards SET	0,769	0,047	0,826	16,197	<0,001	1,000	1,000
a. Dependent Variable: Attitude towards Product								

Source: Created by Author

Additionally, the Type of Product was not found to have a moderating effect on the relation between Attitude towards SET and Attitude towards Product (R2(1)=0,0002, p=0,784) (Appendix 19.1: Moderation Analysis using independent variable Attitude towards SET, dependent variable Attitude towards Product and moderating variable Type of Product), or between Attitude towards Product and Intention to Buy (R2(1)<0,001, p=0,948) (Appendix 19.2: Moderation Analysis using independent variable Attitude towards Product, dependent variable Intention to Buy and moderating variable Type of Product).

Table 25 Moderation Analysis using independent variable Attitude towards SET, dependent variable Attitude towards Product, and moderating variable Type of Product

Model Summary						
R	R^2	MSE	F	Df1	Df2	p
0,8519	0,7258	0,5124	105,85	3	120	<0,001
Model						
	coefficient	se	t	p	LLCI	ULCI
Int_1	0,0065	0,1007	0,0646	0,9486	-0,1930	0,2060
Interaction 1: Attitude towards Product x Product						

Source: Created by Author

These results and the data do not indicate if the Type of Product does genuinely not influence the Attitude towards the Product, or if these results are due to other issues. The respondents were given no information or points for comparison to similar products. Due to this, they might not have been able to create a nuanced attitude, as they would have been, under natural circumstances. Under different conditions, the type of product might be more influential.

This could also be seen as a success marker that the products have been selected well. As they were selected to fit all possible respondents, no matter the country, age, gender, etc. Had one product been clearly suited for one demographic, there would have been a larger discrepancy in the Attitude towards the Product.

Several papers found a positive relationship between the Attitude towards SET and the intention to buy the product displayed (Ma et al., 2020; Yoo & Kim, 2012; Kühn & Petzer, 2018; Baytar et al., 2020). Additionally, Jaafar (2013) found the consumer's attitude towards the product to be among the largest influences on intention to buy. Based on this, we assume that Attitude towards Product directly influences the Intention to Buy (H20) and mediates the relation between Attitude towards SET and Intention to Buy (H21).

To examine if there were other variables influencing the Attitude towards Product and the Intention to buy, two Multiple Regression analysis were conducted. The first analysis found that, out of NFT, Technological Anxiety, PEOU, PE, PU, Power Distance, Social Influence, and Attitude towards SET, only Perceived Usefulness (t=2,851, p=0,005) and Attitude towards SET (t=4,244, p<0,001) had an influence on Attitude towards Product (R^2=0,713, F(6)=48,416, p<0,001) (Appendix 10: Multiple Regression Using Independent Variable PE, PU, PEOU, Social Influence, Power Distance, and Attitude Towards SET, on Dependent Variable Attitude Towards Product). Most of these findings, like the influence by Attitude towards SET, is completely in line with previous research and theory. However, the influence by PU is new, and could possibly be interesting for further research. The second analysis tested all the same abovementioned variables' influence on Intention to Buy. Out of these, Attitude towards SET (t=3,624, p<0,001), and Attitude towards Product (t=5,339, p<0,001) were the only ones shown to have an influence on the Intention to buy, aligning with previous research and theory (R^2=0,829, F(7)=80,453, p<0,001) (Appendix 11: Multiple regression

using independent variables PE, PU, PEOU, Social Influence, Power Distance, and Attitude towards SET, Attitude towards Product, on dependent variable Intention to Buy).

Table 26 Multiple Regression testing all variables' influence on Attitude towards Product

Coefficients[a]								
Model		Unstandardised Coefficients		Standardised Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	0,472	0,331		1,427	0,156		
	PU	0,312	0,109	0,333	2,851	0,005	0,179	5,572
	PEOU	-0,058	0,107	-0,062	-0,544	0,587	0,190	5,266
	PE	0,082	0,110	0,087	0,743	0,459	0,177	5,634
	Social Influence	0,002	0,045	0,002	0,040	0,968	0,828	1,208
	Power Distance	0,076	0,040	0,104	1,900	0,060	0,827	1,209
	Attitude towards SET	0,487	0,115	0,523	4,244	<0,001	0,161	6,193

a. Dependent Variable: Attitude towards Product

Source: Created by Author

Table 27 Multiple Regression testing all variables' influence on Intention to Buy

Coefficients[a]								
Model		Unstandardised Coefficients		Standardised Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	0,112	0,272		0,413	0,681		
	PU	-0,013	0,092	-0,013	-0,143	0,887	0,168	5,959
	PEOU	0,053	0,087	0,054	0,614	0,540	0,189	5,279
	PE	0,187	0,090	0,190	2,083	0,039	0,177	5,660
	Social Influence	-0,017	0,037	-0,019	-0,456	0,649	0,828	1,208
	Power Distance	0,034	0,033	0,044	1,033	0,304	0,802	1,247
	Attitude towards SET	0,363	0,100	0,372	3,624	<0,001	0,140	7,146
	Attitude towards Product	0,401	0,075	0,382	5,339	<0,001	0,287	3,483

a. Dependent Variable: Intention to Buy

Source: Created by Author

The data show that the Attitude towards Product (t=17,96, p<0,001) has a positive influence on Intention to Buy (R2 = 0,726, F(1)=322,8, p<0,001), leading us to **accept H20** using multiple regression (Appendix 20: Multiple Regression using independent variables Power Distance, Attitude towards Product and Social Influence, and dependent variable Intention to Buy).

Table 28 The impact of Attitude towards Product on Intention to Buy

Coefficients[a]								
Model		Unstandardised Coefficients		Standardised Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	0,705	0,250		2,821	0,006		
	Attitude towards Product	0,894	0,050	0,852	17,967	<0,001	1,000	1,000
a. Dependent Variable: Intention to Buy								

Source: Created by Author

Furthermore, **H21 is accepted** using mediation analysis. Analysis show that the Attitude towards Product has a mediating effect on the relation between the Attitude towards SET and the Intention to Buy (R^2=0,32, p<0,001) (Appendix 21: Mediation analysis using independent variable Attitude towards SET, dependent variable Intention to Buy, and mediating variable Attitude towards Product).

Table 29 Mediation analysis of Attitude towards SET on Intention to Buy, mediated by the Attitude towards the Product

Model Summary						
R	R^2	MSE	F	Df1	Df2	p
0,875	0,765	0,430	398,473	1,000	122,000	<0,001
Model, Attitude towards SET on Intention to Buy						
	coefficient	se	t	p	LLCI	ULCI
Total effect of X on Y	0,855	0,042	19,961	<0,001	0,7702	0,939
Direct effects of X on Y	0,526	0,067	7,833	<0,001	0,393	0,660
Indirect effects of X on Y	0,328	0,077			0,180	0,485

Source: Created by Author

Though not revolutionary, these findings are important when seen in the perspective of the findings above, in H16. The previous analysis show that the Type of Product does not have a

significant impact on the Attitude towards Product or the relation between Attitude and Intention to Buy, which could lead one to assume that there might be issues with the data or the research design, as the Type of Product seems to be an integral part of purchasing the product. However, with these findings, we see that the respondents' attitude towards the purchased product, has more influence, than which type of product is sold.

THE CONCLUSIONS, LIMITATIONS AND RECCOMENTATIONS OF THIS RESEARCH

1. From theory and previous studies, we understand that perceived behavioural control (aka. facilitating conditions, Technology Anxiety, etc.) influence attitude and behaviour, also in the case of usage of technologies. When individuals doubt their ability to perform an action, they are less likely to try, in which case the SETs will not be utilised properly on the site. However, the data did not indicate that Technology Anxiety had any noteworthy impact on the perceived attributes of the SET. This does not disprove the theory, as this is more likely to be an indicator that the SETs have become so normalised, that people don't doubt their ability to use the technologies because Technology Anxiety does not have an impact when the technology is normalised.
2. The term Need for Touch describes the levels of importance a person places on sensory stimuli as an information source. Theory show that people with high NFT can benefit greatly from SETs, as they simulate sensory input. Previous research indicates a positive relation between NFT and attitude towards SETs, which was also present in this research. NFT was shown to have a positive influence through perceived attributes of SET.
3. Based on the SE-TAM model we assume that the perceived attributes of the SET influence the Attitude towards the SET, which was also clearly shown in the data. PE, PEOU, and PU have a direct influence on the attitude, however, this was not mediated by the type of SET, as hypothesised. The reason behind this might be because both the SETs used in this research are fairly well-known, why there was no big discrepancy in how people interact with them.
4. Moving away from the individual attributes, we look into the effects of the respondents' social context. According to theory, the individuals' social context will influence their attitudes and purchase decisions. To represent the social context, Power Distance and Social Influence was included in the data and assumed to influence each other, attitudes, and intentions. The research show a small relation between Power Distance and Social Influence, and from Power Distance to Attitude towards SET. This lack of influence on other variables by Power Distance can indicate a rise in a globalised culture and a lesser effect by national cultures.

5. Social Influence did not influence any other variables, such as Intention to Buy or Attitude towards Product. This can be due to a flawed research design that did not account for the unconscious nature of culture, and for the limited time individuals are affected by Social Influence.
6. The Type of Product was not found to have an influence on any variables. This could be due to the selection and presentation of products, which will be discussed in the next section, Limitations. A fair assumption could be, that the respondents had too little information about the product and were therefore not able to create any attitude towards either product.
7. Lastly, we explore if the Attitude towards SET influences the Attitude towards the Product and the Intention to Buy, a relation proposed in the research model. The research show a clear relationship between these variables, which supports the basic assumptions and framework of this research.

LIMITATIONS

When understanding the customer behaviour in online purchase situations, there are a plethora of variables to include pertaining to the customer, the site, and the products. As no research can encompass all variables, there was set some limitations.

1. The options for e-commerce are continuously evolving, and users are now exposed to many options for purchasing products online. When deciding on the two SETs used, the author sought to use a well-known one and one which was newer and more innovative. However, since the latest research on the topic was conducted, and since this research began in 2020, a record-high number of people have been shopping online and have therefore been exposed much more to these ‘new’ technologies, like virtual try-on. Hence why both technologies were evaluated somewhat similar. For future research, it would make sense to include technologies that are completely new or changing the way we shop online, rather than technologies that re-use everyday technology, as this might create more distinctive results.
2. In line with the above, another limitation is the research, which is the base of this thesis. The most current, relevant, research conducted on this topic is commonly between 5-10 years old. In some fields, this is not a huge issue, but in e-commerce and marketing, we cannot ignore the massive progress that has been made in those

years. Therefore, many of the findings in these papers are at risk of being severely outdated. This has of course had an impact on this research, as the model and hypotheses are based on previous research.

3. Due to resource restrictions and the current pandemic situation, the research design was based around a survey, showing a video of how the technologies were used. As a result, the research design was restricting the presentation of the SETs and products, because the respondents were not able to use the technology themselves. Due to this, their perception of the products and SETs was severely limited, as the respondent's do not get a sense of how easy or enjoyable the technology would be if they used it themselves.
4. The questionnaire had a very limited number of respondents. An appropriate number of respondents makes the data more reliable. This limited number can cause issues with the reliability of the research and can be the cause behind why several analyses were inconclusive, due to no significance in the data. Based on this, this research cannot say anything conclusive, but rather give an impression of tendencies.

RECOMMENDATIONS FOR FUTURE RESEARCH

1. As described above, in Limitations, the research design posed some limitations to the research. This experiment would have been much more suitable as an actual physical experiment, where people would use the actual site and a conductor would track their actions and interaction with the site. This would have allowed the respondents to get a more natural sense and stronger attitude towards the SET, as well as the product.
2. If the research was conducted as a physical experiment, it would also have been possible to manipulate with more variables, such as Social Influence. In future research, Social Influence could be presented as a manipulated variable to simulate the unconscious processes of cultural and social impact, rather than have the respondents evaluate their social impact themselves.
3. For future research, it could also be beneficial to include other product categories and other SETs. This will give a more nuanced perspective on how the variables are related if we have more situations to compare.
4. Today, most web shops conduct their own research, as A/B testing on their site, which is highly granular and very updated, as these tests are always running on sites. For

future research, researchers could use this type of data from companies to gain insight into the topic. The researcher would not be able to use own scales, but the data would be highly accurate into the actual online behaviour, purchase behaviour, and the demographics of the respondents, all very valuable for this topic.

INDIVIDUAL DIFFERENCES IN ACCEPTANCE AND USE OF SENSORY ENABLING TECHNOLOGIES

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SUMMARY

126 pages, 29 tables, 4 figures, 105 references.

This research aims to examine the impact of 360°-rotation and virtual try-on, & hedonic- and utilitarian products on the purchase intention, depending on chosen personal and cultural characteristics of the individual, including NFT, Technology Anxiety, Social Influence and Power Distance.

This research is comprised of three main sections: A review of existing theory and research on the topic, methodology of the research, and statistical analysis of the data.

The literature analysis included reviews of relevant research and models, which led to the development of the research model for this research. The model is based on the Theory of Planned Behaviour, Unified Theory of Acceptance and Use of Technology, and the SE-TAM model and is aligned with the aim and objectives of this thesis. The research design proposes a 2^3 within-subjects factorial statistical experiment. The three conditions are 1) country (Denmark, Belarus), 2) SET (360°-rotation and virtual try-on) and 3) product (sunglasses and desk). The experiment was conducted using an online questionnaire, where the different conditions (SET x Product) was shown being used, in a video. The questionnaires gathered 62 respondents; each being exposed to two conditions each. This gives us a total of 124 valid responses to the different conditions. The data collected was analysed using SPSS to give an answer to the hypotheses and aim, with was to examine how different individual and social factors, influenced an individual's attitude and intention to buy when exposed to different Sensory Enabling Technologies.

The data in this research has been analysed using correlation analysis, linear- and multiple regression, mediation- and moderation analysis, and factorial analysis of variance in SPSS. The analysis revealed no significant impact by the social variables, Social Influence and Power Distance, on the attitudes or intention to buy. Technology Anxiety was also not found to have an impact, which aligns with the technological progress made since the last research was conducted. NFT, however, was found to have an impact on the perceived attributes of SETs, as well as on the attitude towards the SET. Furthermore, there was found a direct relation between the Attitude towards SET, Attitude towards Product, and Intention to Buy, indicating that the technology used to present a product, does influence the Intention to Buy the product.

INDIVIDUALŪS SENSORINIŲ TECHNOLOGIJŲ PRIĖMIMO IR NAUDOJIMO SKIRTUMAI

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SANTRAUKA

126 puslapiai, 29 lentelės, 4 figūros, 105 literatūros šaltiniai.

Šiuo tyrimu siekiama ištirti 360° sukimosi ir virtualaus išbandymo bei hedoninių ir utilitarinių produktų poveikį ketinimui pirkti, atsižvelgiant į pasirinktas asmenines ir kultūrines asmens savybes, tokias kaip NFT ir Power Distance.

Šį tyrimą sudaro trys pagrindinės dalys: esamos teorijos ir tyrimų ta tema apžvalga, tyrimo metodika ir statistinė duomenų analizė.

Literatūros analizė apėmė aktualių tyrimų ir modelių apžvalgas, dėl kurių buvo sukurtas šio tyrimo modelis. Jis yra pagrįstas planuoto elgesio teorija ir SE-TAM modeliu ir yra suderintas su šios baigiamojo darbo tikslu ir uždaviniais. Tyrimo planas siūlo 23 tiriamųjų faktorių statistinį eksperimentą. Trys būkles yra 1) šalys (Danija, Baltarusija), 2) SET (360° sukimosi ir virtualus išbandymas) ir 3) produktai (akiniai nuo saulės ir stalas). Eksperimentas buvo atliktas naudojant internetinį apklausa, kuriame vaizdo įraše buvo parodytos skirtingos būkles (SET x produktas). Anketose buvo surinkti 62 respondentai; kiekvienas yra veikiamas dviejų sąlygų. Iš viso gauname 124 tinkamus atsakymus į 4 skirtingas būkles. Surinkti duomenys buvo analizuojami naudojant SPSS, siekiant atsakyti į hipotezes ir tikslas buvo ištirti, kaip skirtingi individualūs ir socialiniai veiksniai įtakoje asmens nuomonė ir ketinimą pirkti, kai buvo veikiamos skirtingos SETs.

Šio tyrimo duomenys buvo analizuojami naudojant koreliacinę analizę, tiesinę ir daugybinę regresiją, tarpininkavimo ir moderacijos analizę bei faktorinę dispersijos analizę. Analizė atskleidė, kad socialiniai kintamieji, Social Influence ir Power Distance, neturėjo reikšmingos įtakos nuomoni ar ketinimams pirkti. Taip pat nenustatyta, kad Technology Anxeity turėjo įtakos, o tai atitinka technologinę pažangą, padarytą nuo tada, nuo paskutinio tyrimo atlikimo. Nustatyta, kad NFT turėjo įtakos PE, PEOU ir PU, taip pat nuomonė į SET. Be to, buvo nustatytas tiesioginis ryšys tarp nuomono į SET, nuomono į produktą ir ketinimą pirkti. Tai rodo, kad gaminiui pateikti naudojama technologija daro įtaką ketinimui pirkti produktą.

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8. APPENDICES

Appendix 1: Overview of Scales and Items

Perceived Attributes of SET

Variable	# Items	Cronbach's α	Source
Perceived Usefulness	4	,938	(Kim & Forsythe, 2008)
SET* is useful for my online shopping		,823	
SET* enhances my effectiveness when shopping online		,898	
SET* is helpful in buying what I want online		,845	
SET* improves my online shopping ability		,848	
Perceived Ease-of-use	3	,907	(Kim & Forsythe, 2008)
Using SET* is clear and understandable		,762	
Using SET* does not require a lot of mental effort		,864	
SET* is easy to use		,824	
Perceived Enjoyment	4	,943	(Kim & Forsythe, 2008)
Shopping with SET* is fun		,883	
Shopping with SET* is exciting		,858	
Shopping with SET* is enjoyable		,865	
Shopping with SET* is interesting		,850	

Attitudes towards SET, Product, and Intention to Buy

Variable	# Items	Cronbach's α	Source
Attitude towards SET	6	,955	(Peng & Kim, 2014; Kim & Forsythe, 2008)
SET* will be reliable		,880	
I expect SET* to work well		,884	
SET* will have a faultless result		,849	
I prefer using the SET*		,840	
Purchasing in the online stores using the SET* generally benefits the consumers		,841	
Using the SET* is a good thing		,858	
Attitude towards Product	4	,933	(Ma et al., 2020)
Product* is reliable		,844	

Product* is well-made		,864	
Product* is of good quality		,849	
Product* is durable		,818	
Intention to Buy	5	,944	(Taylor & Todd, 1995; Martins et al., 2019)
I intend to use SET* the next time I shop online		,862	
I intend to use SET* whenever I have the possibility to		,842	
I find purchasing the Product* to be worthwhile		,842	
I will purchase the Product* in the future		,881	
I will recommend others to purchase this Product*		,808	

Individual Variables: Need for Touch and Technology Anxiety

Variable	**# Items**	**Cronbach's α**	**Source**
Need for Touch	12	,974	(Peck & Childers, 2003)
When walking through stores, I can't help touching all kinds of products		,800	
Touching products can be fun		,890	
I place more trust in products that can be touched before purchase		,898	
I feel more comfortable purchasing a product after physically examining it		,864	
When browsing in stores, it is important for me to handle all kinds of products		,874	
If I can't touch a product in the store, I am reluctant to purchase the product		,868	
I like to touch products even if I have no intention of buying them		,864	
I feel more confident making a purchase after touching a product		,827	
When browsing in stores, I like to touch lots of products		,874	
The only way to make sure a product is worth		,847	

buying is to actually touch it			
There are many products that I would only buy if I could handle them before purchase		,848	
I find myself touching all kinds of products in stores		,875	
Technological Anxiety	6	,938	(Meuter et al., 2003)
I have difficulty understanding most technological matters		,736	
I feel apprehensive about using technology		,802	
When given the opportunity to use technology, I fear I might damage it in some way		,847	
Technological terminology sounds like confusing jargon to me		,831	
I have avoided technology because it is unfamiliar to me		,856	
I hesitate to use technology for fear of making mistakes I cannot correct.		,828	

Social Variables: Social Influence and Power Distance

Variable	**# Items**	**Cronbach's α**	**Source**
Social Influence	4	,947	(Wei et al., 2009)
Friend's suggestion and recommendation will affect my decision to use new technologies, like SET*		,872	
Family members/relatives have influence on my decision to use new technologies, like SET*		,900	
I will use new technologies, like SET* if my colleagues use it		,883	
I will use new technologies, like SET* if it is widely used by people in my community		,839	
Power Distance	5	,957	(Yoo et al., 2011)
People in higher positions should make most decisions without consulting people in lower		,905	

positions	
People in higher positions should not ask the opinions of people in lower positions too frequently	,909
People in higher positions should avoid social interaction with people in lower positions	,902
People in lower positions should not disagree with decisions by people in higher positions	,896
People in higher positions should not delegate important tasks to people in lower positions	,842

Appendix 2: Questionnaire, Type 1

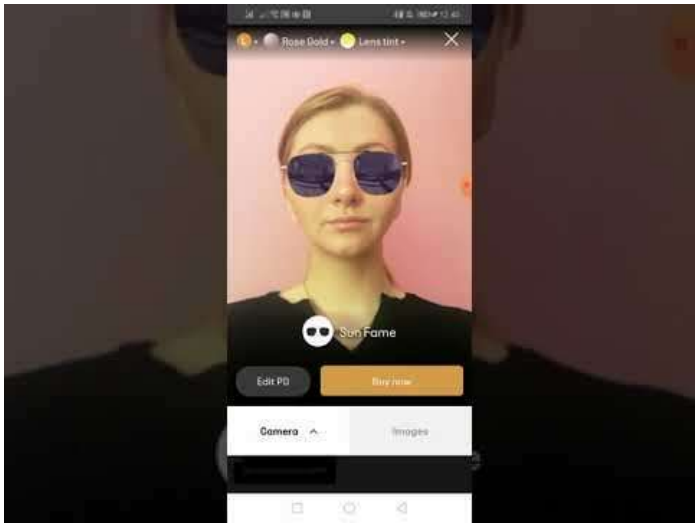
The purpose of this questionnaire is to explore the best ways to present items in online stores, to ensure that you enjoy your shopping experience, and get all the information you need about the products.

During the survey, you will be presented with some products, and you will need to answer some questions about these. The survey will take around 10 minutes to complete.

The research is part of a Master Project for Vilnius University, and your answers will only be used for this project. Your information will of course be completely anonymous.

Buying sunglasses

Please watch the short video below, and answer the following questions, concerning the technology used. Consider your own reaction and emotions, if you were to buy sunglasses online, using virtual try-on.



What is your opinion of the virtual try-on?

1. Virtual try-on is useful for my online shopping
2. Virtual try-on enhances my effectiveness when shopping online
3. Virtual try-on is helpful in buying what I want online
4. Virtual try-on improves my online shopping ability
5. Using virtual try-on is clear and understandable
6. Using virtual try-on does not require a lot of mental effort
7. Virtual try-on is easy to use
8. Shopping with virtual try-on is fun
9. Shopping with virtual try-on is exciting
10. Shopping with virtual try-on is enjoyable
11. Shopping with virtual try-on is interesting
12. Virtual try-on will be reliable
13. I expect virtual try-on to work well
14. Virtual try-on will have a faultless result
15. I prefer using the virtual try-on
16. Purchasing in the online stores using the virtual try-on generally benefits the consumers
17. Using the virtual try-on is a good thing

What do you think about the sunglasses?

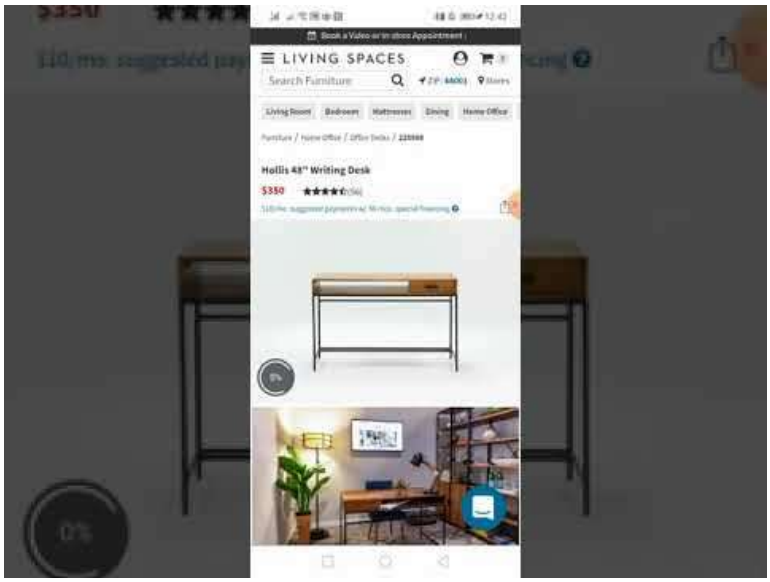
1. These sunglasses are reliable
2. These sunglasses are well-made
3. These sunglasses are of good quality.
4. These sunglasses are durable

What is your overall impression of the virtual try-on and the sunglasses?

1. I intend to use virtual try-on the next time I shop online
2. I intend to use virtual try-on whenever I have the possibility to
3. I find purchasing these sunglasses to be worthwhile
4. I will purchase these sunglasses in the future
5. I will recommend others to purchase these sunglasses

Buying a desk

Please watch the short video below, and answer the following questions, concerning the technology used. Consider your own reaction and emotions, if you were to buy a desk online, using 360° rotation.



What is your opinion of 360° rotation?

1. 360° rotation is useful for my online shopping
2. 360° rotation enhances my effectiveness when shopping online
3. 360° rotation is helpful in buying what I want online
4. 360° rotation improves my online shopping ability
5. Using 360° rotation is clear and understandable
6. Using 360° rotation does not require a lot of mental effort
7. 360° rotation is easy to use
8. Shopping with 360° rotation is fun
9. Shopping with 360° rotation is exciting
10. Shopping with 360° rotation is enjoyable
11. Shopping with 360° rotation is interesting
12. 360° rotation will be reliable
13. I expect 360° rotation to work well
14. 360° rotation will have a faultless result
15. I prefer using the 360° rotation
16. Purchasing in the online stores using the 360° rotation generally benefits the consumers
17. Using the 360° rotation is a good thing

What do you think about the desk?

1. This desk is reliable
2. This desk is well-made
3. This desk is of good quality.
4. This desk is durable

What is your overall impression of the virtual try-on and the sunglasses?

1. I intend to use the 360° rotation the next time I shop online
2. I intend to use the 360° rotation whenever I have the possibility to
3. I find purchasing the desk to be worthwhile
4. I will purchase this desk in the future
5. I will recommend others to purchase this desk

Your Experience

This next section is concerning your general experience and culture.

Consider the following statements, in the context of how you normally act, going through a store

1. When walking through stores, I can't help touching all kinds of products.
2. Touching products can be fun.
3. I place more trust in products that can be touched before purchase.
4. I feel more comfortable purchasing a product after physically examining it.
5. When browsing in stores, it is important for me to handle all kinds of products.
6. If I can't touch a product in the store, I am reluctant to purchase the product.
7. I like to touch products even if I have no intention of buying them.
8. I feel more confident making a purchase after touching a product.
9. When browsing in stores, I like to touch lots of products.
10. The only way to make sure a product is worth buying is to actually touch it.
11. There are many products that I would only buy if I could handle them before purchase.
12. I find myself touching all kinds of products in stores.

How much do you agree with the following?

1. Friend's suggestion and recommendation will affect my decision to use *SET
2. Family members/relatives have influence on my decision to use *SET

3. I will use *SET if my colleagues use it
4. I will use *SET if the technology is widely used by people in my community
5. I am confident I can learn technology-related skills
6. I have difficulty understanding most technological matters
7. I feel apprehensive about using technology
8. When given the opportunity to use technology, I fear I might damage it in some way
9. I am sure of my ability to interpret technological output
10. Technological terminology sounds like confusing jargon to me
11. I have avoided technology because it is unfamiliar to me
12. I am able to keep up with important technological advances
13. I hesitate to use technology for fear of making mistakes I cannot correct.

How much do you agree with the following?

1. People in higher positions should make most decisions without consulting people in lower positions
2. People in higher positions should not ask the opinions of people in lower positions too frequently
3. People in higher positions should avoid social interaction with people in lower positions
4. People in lower positions should not disagree with decisions by people in higher positions
5. People in higher positions should not delegate important tasks to people in lower positions.

Which gender do you identify with?

1. Male
2. Female
3. Prefer not to say / Other

Where do you live?

1. Belarus
2. Denmark

What is your age?

1. Enter your age in numbers

What is your approximate monthly salary?

1. Less than 500 EUR (4000 DKK / 1400 BYN)
2. Between 501-1000 EUR (4001-7500 DKK / 1401-2900 BYN)
3. Between 1001-2000 EUR (7501-15.000 DKK / 2901-5700 BYN)
4. Between 2001-3000 EUR (15.001-22.000 DKK / 5701-8500 BYN)
5. More than 3001 EUR (+22.001 DKK / +8501 BYN)

Thank you

Thank you so much for your participation. Your answers are giving us valuable insight.

Appendix 3: Questionnaire, Type 2

Questionnaire on Online Purchases

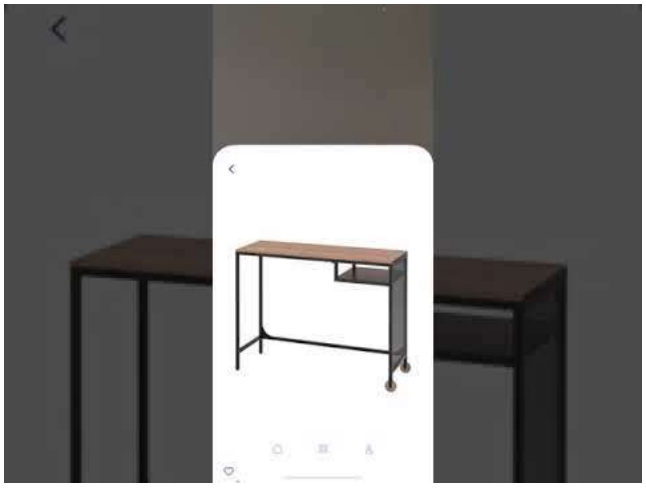
The purpose of this questionnaire is to explore the best ways to present items in online stores, to ensure that you enjoy your shopping experience, and get all the information you need about the products.

During the survey, you will be presented with some products, and you will need to answer some questions about these. The survey will take around 10 minutes to complete.

The research is part of a Master Project for Vilnius University, and your answers will only be used for this project. Your information will of course be completely anonymous.

Buying a desk

Please watch the short video below, and answer the following questions, concerning the technology used. Consider your own reaction and emotions, if you were to buy a desk online, using virtual try-on.



What is your opinion of the virtual try-on?

1. Virtual try-on is useful for my online shopping
2. Virtual try-on enhances my effectiveness when shopping online
3. Virtual try-on is helpful in buying what I want online
4. Virtual try-on improves my online shopping ability
5. Using virtual try-on is clear and understandable
6. Using virtual try-on does not require a lot of mental effort
7. Virtual try-on is easy to use
8. Shopping with virtual try-on is fun
9. Shopping with virtual try-on is exciting
10. Shopping with virtual try-on is enjoyable
11. Shopping with virtual try-on is interesting
12. Virtual try-on will be reliable
13. I expect virtual try-on to work well
14. Virtual try-on will have a faultless result
15. I prefer using the virtual try-on
16. Purchasing in the online stores using the virtual try-on generally benefits the consumers
17. Using the virtual try-on is a good thing

What do you think about the desk?

1. This desk is reliable
2. This desk is well-made
3. This desk is of good quality.
4. This desk is durable

What is your overall impression of the virtual try-on and the sunglasses?

1. I intend to use virtual try-on the next time I shop online
2. I intend to use virtual try-on whenever I have the possibility to
3. I find purchasing the desk to be worthwhile
4. I will purchase this desk in the future
5. I will recommend others to purchase this desk

Buying sunglasses

Please watch the short video below, and answer the following questions, concerning the technology used. Consider your own reaction and emotions, if you were to buy a desk online, using 360° rotation.

What is your opinion of 360° rotation?

1. 360° rotation is useful for my online shopping
2. 360° rotation enhances my effectiveness when shopping online
3. 360° rotation is helpful in buying what I want online
4. 360° rotation improves my online shopping ability
5. Using 360° rotation is clear and understandable
6. Using 360° rotation does not require a lot of mental effort
7. 360° rotation is easy to use
8. Shopping with 360° rotation is fun
9. Shopping with 360° rotation is exciting
10. Shopping with 360° rotation is enjoyable
11. Shopping with 360° rotation is interesting

12. 360° rotation will be reliable
13. I expect 360° rotation to work well
14. 360° rotation will have a faultless result
15. I prefer using the 360° rotation
16. Purchasing in the online stores using the 360° rotation generally benefits the consumers
17. Using the 360° rotation is a good thing

What do you think about the sunglasses?

1. These sunglasses are reliable
2. These sunglasses are well-made
3. These sunglasses are of good quality.
4. These sunglasses are durable

What is your overall impression of the virtual try-on and the sunglasses?

1. I intend to use the 360° rotation the next time I shop online
2. I intend to use the 360° rotation whenever I have the possibility to
3. I find purchasing these sunglasses to be worthwhile
4. I will purchase these sunglasses in the future
5. I will recommend others to purchase these sunglasses

Your Experience

This next section is concerning your general experience and culture.

Consider the following statements, in the context of how you normally act, going through a store

1. When walking through stores, I can’t help touching all kinds of products.
2. Touching products can be fun.
3. I place more trust in products that can be touched before purchase.
4. I feel more comfortable purchasing a product after physically examining it.
5. When browsing in stores, it is important for me to handle all kinds of products.
6. If I can’t touch a product in the store, I am reluctant to purchase the product.
7. I like to touch products even if I have no intention of buying them.
8. I feel more confident making a purchase after touching a product.
9. When browsing in stores, I like to touch lots of products.

10. The only way to make sure a product is worth buying is to actually touch it.
11. There are many products that I would only buy if I could handle them before purchase.
12. I find myself touching all kinds of products in stores.

How much do you agree with the following?

1. Friend's suggestion and recommendation will affect my decision to use *SET
2. Family members/relatives have influence on my decision to use *SET
3. I will use *SET if my colleagues use it
4. I will use *SET if the technology is widely used by people in my community
5. I am confident I can learn technology-related skills
6. I have difficulty understanding most technological matters
7. I feel apprehensive about using technology
8. When given the opportunity to use technology, I fear I might damage it in some way
9. I am sure of my ability to interpret technological output
10. Technological terminology sounds like confusing jargon to me
11. I have avoided technology because it is unfamiliar to me
12. I am able to keep up with important technological advances
13. I hesitate to use technology for fear of making mistakes I cannot correct.

How much do you agree with the following?

1. People in higher positions should make most decisions without consulting people in lower positions
2. People in higher positions should not ask the opinions of people in lower positions too frequently
3. People in higher positions should avoid social interaction with people in lower positions
4. People in lower positions should not disagree with decisions by people in higher positions
5. People in higher positions should not delegate important tasks to people in lower positions.

Which gender do you identify with?

4. Male
5. Female
6. Prefer not to say / Other

Where do you live?

3. Belarus
4. Denmark

What is your age?

2. Enter your age in numbers

What is your approximate monthly salary?

6. Less than 500 EUR (4000 DKK / 1400 BYN)
7. Between 501-1000 EUR (4001-7500 DKK / 1401-2900 BYN)
8. Between 1001-2000 EUR (7501-15.000 DKK / 2901-5700 BYN)
9. Between 2001-3000 EUR (15.001-22.000 DKK / 5701-8500 BYN)
10. More than 3001 EUR (+22.001 DKK / +8501 BYN)

Thank you

Thank you so much for your participation. Your answers are giving us valuable insight.

Appendix 4: Demographic Analysis of Respondents

Appendix 4.1: Gender

Chi-square test:

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Which gender do you identify with? * No of questionnaire	122	98,4%	2	1,6%	124	100,0%

Which gender do you identify with? * No of questionnaire Crosstabulation

			No of questionnaire		
			1,00	2,00	Total
Which gender do you identify with?	MALE	Count	20a	36a	56
		% within No of questionnaire	34,5%	56,3%	45,9%
	FEMALE	Count	38a	28a	66
		% within No of questionnaire	65,5%	43,8%	54,1%
Total		Count	58	64	122
		% within No of questionnaire	100,0%	100,0%	100,0%

Each subscript letter denotes a subset of No of questionnaire categories whose column proportions do not differ significantly from each other at the .05 level.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5,806a	1	,016		
Continuity Correction b	4,962	1	,026		
Likelihood Ratio	5,862	1	,015		
Fisher's Exact Test				,019	,013
Linear-by-Linear Association	5,758	1	,016		
N of Valid Cases	122				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 26,62.

b. Computed only for a 2x2 table

Appendix 4.2: Country

Chi-square test:

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Where do you live? * No of questionnaire	122	98,4%	2	1,6%	124	100,0%

Where do you live? * No of questionnaire Crosstabulation

			No of questionnaire		
			1,00	2,00	Total
Where do you live?	BELARUS	Count	30a	30a	60
		% within No of questionnaire	50,0%	48,4%	49,2%
	DENMARK	Count	30a	32a	62
		% within No of questionnaire	50,0%	51,6%	50,8%
Total		Count	60	62	122
		% within No of questionnaire	100,0%	100,0%	100,0%

Each subscript letter denotes a subset of No of questionnaire categories whose column proportions do not differ significantly from each other at the ,05 level.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,032[a]	1	,859		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,032	1	,859		
Fisher's Exact Test				1,000	,501
Linear-by-Linear Association	,031	1	,859		
N of Valid Cases	122				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 29,51.

b. Computed only for a 2x2 table

Appendix 4.3: Age

Mann-Whitney U test:

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Age in Categories	124	2,9194	1,11601	1,00	5,00
No of questionnaire	124	1,5161	,50177	1,00	2,00

Ranks

	No of questionnaire	N	Mean Rank	Sum of Ranks
Age in Categories	1,00	60	66,00	3960,00
	2,00	64	59,22	3790,00
	Total	124		

Test Statistics[a]

	Age in Categories
Mann-Whitney U	1710,000
Wilcoxon W	3790,000
Z	-1,133
Asymp. Sig. (2-tailed)	,257

a. Grouping Variable: No of questionnaire

Crosstabs:

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age in Categories * No of questionnaire	124	100,0%	0	0,0%	124	100,0%

Age in Categories * No of questionnaire Crosstabulation

			No of questionnaire		
			1,00	2,00	Total
Age in Categories	1,00	Count	0[a]	2[a]	2
		% within No of questionnaire	0,0%	3,1%	1,6%
	2,00	Count	26[a]	36[a]	62
		% within No of questionnaire	43,3%	56,3%	50,0%
	3,00	Count	12[a]	6[a]	18
		% within No of questionnaire	20,0%	9,4%	14,5%
	4,00	Count	18[a]	10[a]	28
		% within No of questionnaire	30,0%	15,6%	22,6%
	5,00	Count	4[a]	10[a]	14
		% within No of questionnaire	6,7%	15,6%	11,3%
Total		Count	60	64	124
		% within No of questionnaire	100,0%	100,0%	100,0%

Each subscript letter denotes a subset of No of questionnaire categories whose column proportions do not differ significantly from each other at the ,05 level.

Appendix 4.4: Income

Mann-Whitney U test:

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
What is your approximate monthly salary?	124	2,99	1,238	1	5
No of questionnaire	124	1,5161	,50177	1,00	2,00

Ranks

	No of questionnaire	N	Mean Rank	Sum of Ranks
What is your approximate monthly salary?	1,00	60	71,40	4284,00
	2,00	64	54,16	3466,00
	Total	124		

Test Statistics[a]

	What is your aproximate monthly salary?
Mann-Whitney U	1386,000
Wilcoxon W	3466,000
Z	-2,746
Asymp. Sig. (2-tailed)	,006

a. Grouping Variable: No of questionnaire

Crosstabs:

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
What is your approximate monthly salary? * No of questionnaire	124	100,0%	0	0,0%	124	100,0%

What is your approximate monthly salary? * No of questionnaire Crosstabulation

			No of questionnaire		
			1,00	2,00	Total
What is your approximate monthly salary?	Less than 500 EUR	Count	4[a]	12[b]	16
		% within No of questionnaire	6,7%	18,8%	12,9%
	Between 501-1000 EUR	Count	16[a]	22[a]	38
		% within No of questionnaire	26,7%	34,4%	30,6%
	Between 1001-2000 EUR	Count	14[a]	16[a]	30
		% within No of questionnaire	23,3%	25,0%	24,2%
	Between 2001-3000 EUR	Count	16[a]	8[b]	24
		% within No of questionnaire	26,7%	12,5%	19,4%
	More than 3001 EUR	Count	10[a]	6[a]	16
		% within No of questionnaire	16,7%	9,4%	12,9%
Total		Count	60	64	124
		% within No of questionnaire	100,0%	100,0%	100,0%

Each subscript letter denotes a subset of No of questionnaire categories whose column proportions do not differ significantly from each other at the .05 level.

Appendix 5: Means of Variables

Overall means for all groups:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PU_VAR	124	2	7	4,98	1,375
PEOU_VAR	124	2	7	4,96	1,368
PE_VAR	124	2	7	5,01	1,373
ATT_SET_VAR	124	2	7	4,94	1,382
ATT_PROD_VAR	124	1	7	4,85	1,286
INT_BUY_VAR	124	1	7	5,04	1,350
NFT_VAR	124	2	7	4,53	1,507
SOC_INF_VAR	124	2	7	4,64	1,555
TECH_ANX_VAR	124	1	7	3,24	1,350
PD_VAR	124	1	6	3,83	1,756
Valid N (listwise)	124				

Group 1:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PU_VAR	30	2	7	4,88	1,397
PEOU_VAR	30	2	7	4,98	1,347
PE_VAR	30	2	7	5,10	1,224
ATT_SET_VAR	30	3	7	4,94	1,126
ATT_PROD_VAR	30	3	7	4,83	1,116
INT_BUY_VAR	30	2	7	4,99	1,236
NFT_VAR	30	3	7	4,89	1,142
SOC_INF_VAR	30	2	7	5,03	1,298
TECH_ANX_VAR	30	1	7	3,36	1,469
PD_VAR	30	1	6	4,00	1,831
Valid N (listwise)	30				

Group 2:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PU_VAR	30	3	7	5,43	1,292
PEOU_VAR	30	3	7	5,36	1,286
PE_VAR	30	3	7	5,21	1,235
ATT_SET_VAR	30	3	7	5,28	1,290
ATT_PROD_VAR	30	3	7	5,17	1,145
INT_BUY_VAR	30	3	7	5,39	1,104
NFT_VAR	30	3	7	4,89	1,142
SOC_INF_VAR	30	2	7	5,03	1,298
TECH_ANX_VAR	30	1	7	3,36	1,469
PD_VAR	30	1	6	4,00	1,831
Valid N (listwise)	30				

Group 3:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PU_VAR	32	2	7	4,86	1,476
PEOU_VAR	32	2	7	4,80	1,381
PE_VAR	32	2	7	4,76	1,546
ATT_SET_VAR	32	2	7	4,77	1,563
ATT_PROD_VAR	32	1	7	4,67	1,467
INT_BUY_VAR	32	1	7	4,83	1,558
NFT_VAR	32	2	7	4,20	1,747
SOC_INF_VAR	32	2	7	4,27	1,713
TECH_ANX_VAR	32	1	6	3,14	1,256
PD_VAR	32	1	6	3,66	1,710
Valid N (listwise)	32				

Group 4:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PU_VAR	32	3	7	4,79	1,298
PEOU_VAR	32	2	7	4,74	1,431
PE_VAR	32	2	7	4,99	1,465
ATT_SET_VAR	32	2	7	4,79	1,490
ATT_PROD_VAR	32	2	7	4,76	1,370
INT_BUY_VAR	32	2	7	4,98	1,436
NFT_VAR	32	2	7	4,20	1,747
SOC_INF_VAR	32	2	7	4,27	1,713
TECH_ANX_VAR	32	1	6	3,14	1,256
PD_VAR	32	1	6	3,66	1,710
Valid N (listwise)	32				

Appendix 6: Basic Assumptions of Respondents

Appendix 6.1: Correlation Between Income and Country

Correlations

			Where do you live?	What is your approximate monthly salary?
Spearman's rho	Where do you live?	Correlation Coefficient	1,000	,256**
		Sig. (1-tailed)	.	,002
		N	122	122
	What is your approximate monthly salary?	Correlation Coefficient	,256**	1,000
		Sig. (1-tailed)	,002	.
		N	122	124

**. Correlation is significant at the 0.01 level (1-tailed).

Appendix 6.2: Correlation Between Income and Age

Correlations

			What is your approximate monthly salary?	Age in Categories
Spearman's rho	What is your approximate monthly salary?	Correlation Coefficient	1,000	,625**
		Sig. (1-tailed)	.	<,001
		N	124	124
	Age in Categories	Correlation Coefficient	,625**	1,000
		Sig. (1-tailed)	<,001	.
		N	124	124

**. Correlation is significant at the 0.01 level (1-tailed).

Appendix 6.3: Correlation Between NFT and Gender

Correlations

			NFT_VAR	Which gender do you identify with?
Spearman's rho	NFT_VAR	Correlation Coefficient	1,000	,078
		Sig. (1-tailed)	.	,198
		N	124	122
	Which gender do you identify with?	Correlation Coefficient	,078	1,000
		Sig. (1-tailed)	,198	.
		N	122	122

Appendix 6.4: Correlation Between NFT and Country

Correlations

			Where do you live?	NFT_VAR
Spearman's rho	Where do you live?	Correlation Coefficient	1,000	,265**
		Sig. (1-tailed)	.	,002
		N	122	122
	NFT_VAR	Correlation Coefficient	,265**	1,000
		Sig. (1-tailed)	,002	.
		N	122	124

**. Correlation is significant at the 0.01 level (1-tailed).

Appendix 6.5: Correlation Between Instrumental NFT and Power Distance

Correlations

		PD_VAR	INS_NFT_VAR
PD_VAR	Pearson Correlation	1	-,254**
	Sig. (1-tailed)		,002
	N	124	124
INS_NFT_VAR	Pearson Correlation	-,254**	1
	Sig. (1-tailed)	,002	
	N	124	124

**. Correlation is significant at the 0.01 level (1-tailed).

Appendix 6.6: Correlation Between Technology Anxiety and Age

Correlations

			TECH_ANX_VAR	Age in Categories
Spearman's rho	TECH_ANX_VAR	Correlation Coefficient	1,000	,365**
		Sig. (1-tailed)	.	<,001
		N	124	124
	Age in Categories	Correlation Coefficient	,365**	1,000
		Sig. (1-tailed)	<,001	.
		N	124	124

**. Correlation is significant at the 0.01 level (1-tailed).

Appendix 6.7: Correlation Between Power Distance and Country

Correlations

			PD_VAR	Where do you live?
Spearman's rho	PD_VAR	Correlation Coefficient	1,000	-,635**
		Sig. (1-tailed)	.	<,001
		N	124	122
	Where do you live?	Correlation Coefficient	-,635**	1,000
		Sig. (1-tailed)	<,001	.
		N	122	122

**. Correlation is significant at the 0.01 level (1-tailed).

Appendix 6.8: Correlation Between Social Influence and Country

Correlations

			SOC_INF_VAR	Where do you live?
Spearman's rho	SOC_INF_VAR	Correlation Coefficient	1,000	-,094
		Sig. (1-tailed)	.	,151
		N	124	122
	Where do you live?	Correlation Coefficient	-,094	1,000
		Sig. (1-tailed)	,151	.
		N	122	122

Appendix 7: Multiple Regression using independent variables Technological Anxiety and NFT, and dependent variable PEOU

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	3,449	,434		7,950	<,001		
	TECH_ANX_VAR	-,134	,080	-,132	-1,667	,098	1,000	1,000
	NFT_VAR	,430	,072	,473	5,983	<,001	1,000	1,000

a. Dependent Variable: PEOU_VAR

Correlations

		PEOU_VAR	NFT_VAR
Pearson Correlation	PEOU_VAR	1,000	,476
	NFT_VAR	,476	1,000
Sig. (1-tailed)	PEOU_VAR	.	<,001
	NFT_VAR	,000	.
N	PEOU_VAR	124	124
	NFT_VAR	124	124

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,476[a]	,226	,220	1,209	2,221

a. Predictors: (Constant), NFT_VAR

b. Dependent Variable: PEOU_VAR

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52,061	1	52,061	35,658	<,001[b]
	Residual	178,189	122	1,461		
	Total	230,269	123			

a. Dependent Variable: PEOU_VAR
b. Predictors: (Constant), NFT_VAR

Coefficients[a]

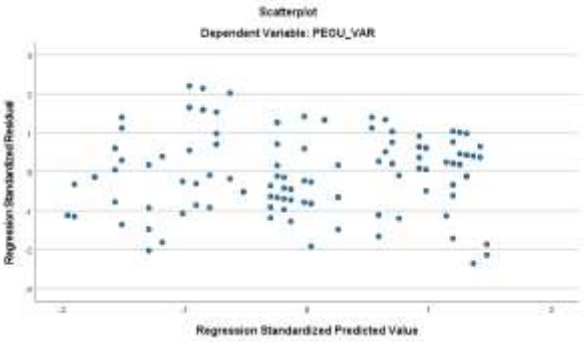
Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	3,005	,345		8,706	<,001		
	NFT_VAR	,432	,072	,476	5,971	<,001	1,000	1,000

a. Dependent Variable: PEOU_VAR

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,69	5,92	4,96	,651	124
Std. Predicted Value	-1,957	1,472	,000	1,000	124
Standard Error of Predicted Value	,109	,239	,150	,034	124
Adjusted Predicted Value	3,74	5,99	4,96	,650	124
Residual	-2,848	2,663	,000	1,204	124
Std. Residual	-2,357	2,204	,000	,996	124
Stud. Residual	-2,384	2,221	,000	1,004	124
Deleted Residual	-2,915	2,705	-,001	1,224	124
Stud. Deleted Residual	-2,432	2,258	-,001	1,011	124
Mahal. Distance	,000	3,829	,992	,925	124
Cook's Distance	,000	,067	,008	,012	124
Centered Leverage Value	,000	,031	,008	,008	124

a. Dependent Variable: PEOU_VAR



Tests of Normality

	Kolmogorov-Smirnov[a] Statistic	df	Sig.	Shapiro-Wilk Statistic	df	Sig.
Standardized Residual	,037	124	,200*	,990	124	,476

*. This is a lower bound of the true significance.
a. Lilliefors Significance Correction

Appendix 8: Multiple Regression using independent variables Technological Anxiety, and NFT, and dependent variable PU

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	3,228	,421		7,660	<,001		
	NFT_VAR	,479	,070	,525	6,868	<,001	1,000	1,000
	TECH_ANX_VAR	-,128	,078	-,126	-1,650	,102	1,000	1,000

a. Dependent Variable: PU_VAR

Correlations

		PU_VAR	NFT_VAR
Pearson Correlation	PU_VAR	1,000	,527
	NFT_VAR	,527	1,000
Sig. (1-tailed)	PU_VAR	.	<,001
	NFT_VAR	,000	.
N	PU_VAR	124	124
	NFT_VAR	124	124

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,527[a]	,278	,272	1,173	2,088

a. Predictors: (Constant), NFT_VAR
b. Dependent Variable: PU_VAR

ANOVA[a]

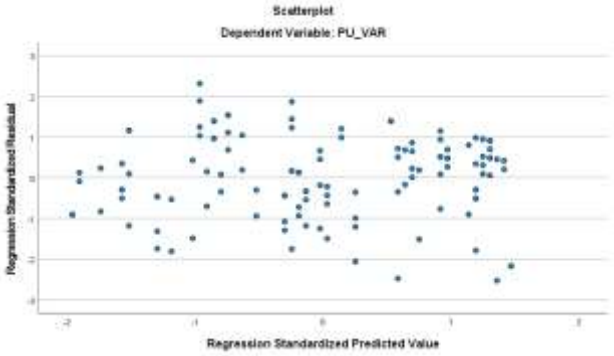
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64,643	1	64,643	46,942	<,001[b]
	Residual	168,004	122	1,377		
	Total	232,647	123			

a. Dependent Variable: PU_VAR
b. Predictors: (Constant), NFT_VAR

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,56	6,05	4,98	,725	124
Std. Predicted Value	-1,957	1,472	,000	1,000	124
Standard Error of Predicted Value	,105	,232	,145	,033	124
Adjusted Predicted Value	3,60	6,12	4,98	,724	124
Residual	-2,968	2,715	,000	1,169	124
Std. Residual	-2,530	2,314	,000	,996	124
Stud. Residual	-2,559	2,332	,000	1,004	124
Deleted Residual	-3,039	2,758	-,001	1,187	124
Stud. Deleted Residual	-2,620	2,376	-,002	1,011	124
Mahal. Distance	,000	3,829	,992	,925	124
Cook's Distance	,000	,078	,009	,013	124
Centered Leverage Value	,000	,031	,008	,008	124

a. Dependent Variable: PU_VAR



Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Standardized Residual	,065	124	,200*	,988	124	,359

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Appendix 9: Multiple Regression using independent variables Technological Anxiety and NFT, and dependent variable PE

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,523[a]	,273	,261	1,180	2,137

a. Predictors: (Constant), TECH_ANX_VAR, NFT_VAR

b. Dependent Variable: PE_VAR

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	3,500	,427		8,202	<,001		
	NFT_VAR	,450	,071	,494	6,376	<,001	1,000	1,000
	TECH_ANX_VAR	-,163	,079	-,161	-2,074	,040	1,000	1,000

a. Dependent Variable: PE_VAR

Correlations

		PE_VAR	NFT_VAR	TECH_ANX_VAR
Pearson Correlation	PE_VAR	1,000	,497	-,170
	NFT_VAR	,497	1,000	-,019
	TECH_ANX_VAR	-,170	-,019	1,000
Sig. (1-tailed)	PE_VAR	.	<,001	,030
	NFT_VAR	,000	.	,418
	TECH_ANX_VAR	,030	,418	.
N	PE_VAR	124	124	124
	NFT_VAR	124	124	124
	TECH_ANX_VAR	124	124	124

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,52	6,23	5,01	,717	124
Std. Predicted Value	-2,079	1,699	,000	1,000	124
Standard Error of Predicted Value	,106	,284	,178	,045	124
Adjusted Predicted Value	3,46	6,27	5,01	,717	124
Residual	-3,315	2,325	,000	1,170	124
Std. Residual	-2,809	1,970	,000	,992	124
Stud. Residual	-2,877	1,987	,001	1,005	124
Deleted Residual	-3,477	2,364	,002	1,202	124
Stud. Deleted Residual	-2,968	2,012	,000	1,013	124
Mahal. Distance	,006	6,144	1,984	1,490	124
Cook's Distance	,000	,135	,009	,017	124
Centered Leverage Value	,000	,050	,016	,012	124

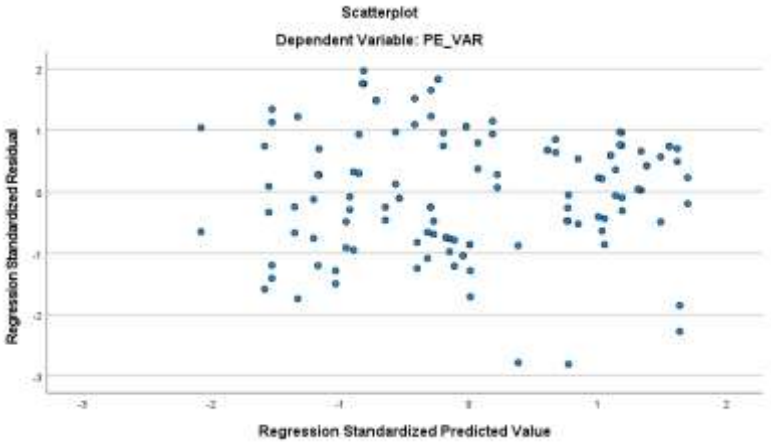
a. Dependent Variable: PE_VAR

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Standardized Residual	,056	124	,200*	,986	124	,244

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction



Appendix 10: Multiple Regression Using Independent Variable PE, PU, PEOU, Social Influence, Power Distance, and Attitude Towards SET, on Dependent Variable Attitude Towards Product

Descriptive Statistics

	Mean	Std. Deviation	N
ATT_PROD	4,85	1,286	124
PU_VAR	4,98	1,375	124
PEOU	4,96	1,368	124
PE_VAR	5,01	1,373	124
SOC_INF_VAR	4,64	1,555	124
PD_VAR	3,83	1,756	124
ATT_SET	4,94	1,382	124

Correlations

		ATT_PROD	PU_VAR	PEOU	PE_VAR	SOC_INF_VAR	PD_VAR	ATT_SET
Pearson Correlation	ATT_PROD	1,000	,791	,725	,742	,296	-,035	,826
	PU_VAR	,791	1,000	,857	,840	,299	-,199	,874
	PEOU	,725	,857	1,000	,862	,270	-,174	,848
	PE_VAR	,742	,840	,862	1,000	,248	-,248	,865
	SOC_INF_VAR	,296	,299	,270	,248	1,000	,209	,319
	PD_VAR	-,035	-,199	-,174	-,248	,209	1,000	-,119
	ATT_SET	,826	,874	,848	,865	,319	-,119	1,000
Sig. (1-tailed)	ATT_PROD	.	,000	,000	,000	,000	,348	,000
	PU_VAR	,000	.	,000	,000	,000	,013	,000
	PEOU	,000	,000	.	,000	,001	,026	,000
	PE_VAR	,000	,000	,000	.	,003	,003	,000
	SOC_INF_VAR	,000	,000	,001	,003	.	,010	,000
	PD_VAR	,348	,013	,026	,003	,010	.	,095
	ATT_SET	,000	,000	,000	,000	,000	,095	.
N	ATT_PROD	124	124	124	124	124	124	124
	PU_VAR	124	124	124	124	124	124	124
	PEOU	124	124	124	124	124	124	124
	PE_VAR	124	124	124	124	124	124	124
	SOC_INF_VAR	124	124	124	124	124	124	124
	PD_VAR	124	124	124	124	124	124	124
	ATT_SET	124	124	124	124	124	124	124

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,844[a]	,713	,698	,706	1,852

a. Predictors: (Constant), ATT_SET, PD_VAR, SOC_INF_VAR, PEOU, PU_VAR, PE_VAR

b. Dependent Variable: ATT_PROD

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	144,975	6	24,162	48,416	,000[b]
	Residual	58,390	117	,499		
	Total	203,365	123			

a. Dependent Variable: ATT_PROD

b. Predictors: (Constant), ATT_SET, PD_VAR, SOC_INF_VAR, PEOU, PU_VAR, PE_VAR

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,472	,331		1,427	,156		
	PU_VAR	,312	,109	,333	2,851	,005	,179	5,572
	PEOU	-,058	,107	-,062	-,544	,587	,190	5,266
	PE_VAR	,082	,110	,087	,743	,459	,177	5,634
	SOC_INF_VAR	,002	,045	,002	,040	,968	,828	1,208
	PD_VAR	,076	,040	,104	1,900	,060	,827	1,209
	ATT_SET	,487	,115	,523	4,244	,000	,161	6,193

a. Dependent Variable: ATT_PROD

Collinearity Diagnostics[a]

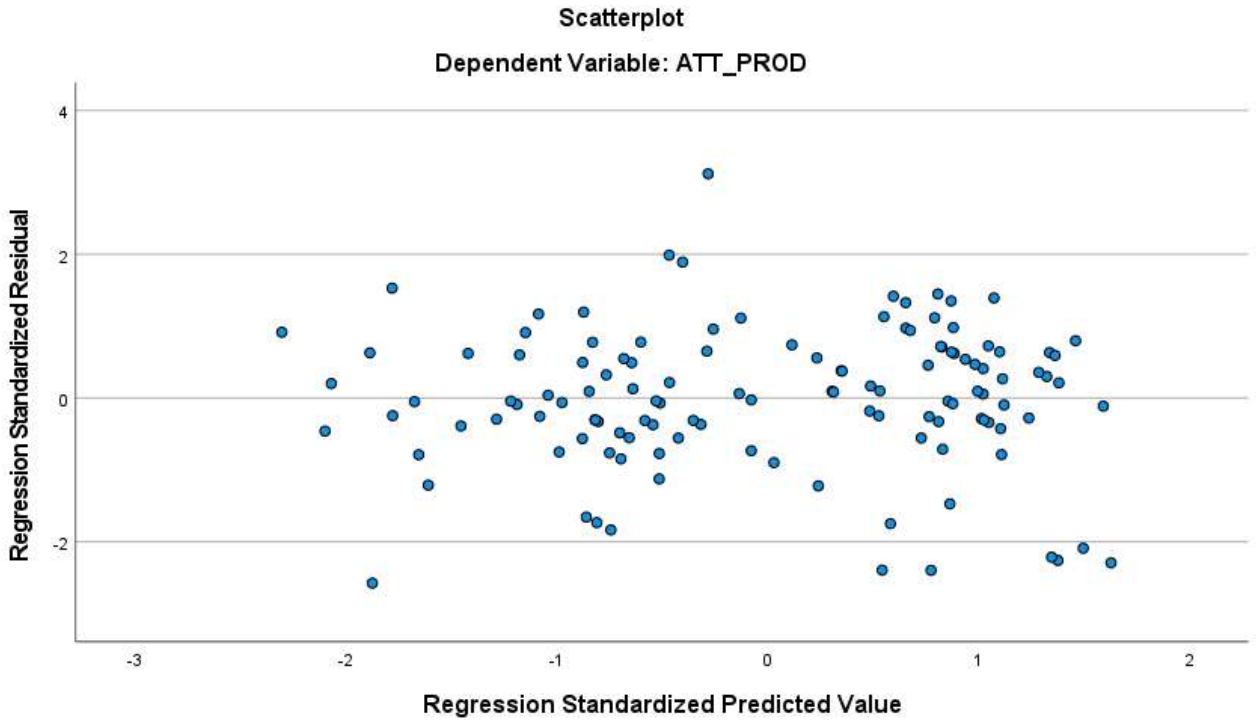
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions						
				(Constant)	PU_VAR	PEOU	PE_VAR	SOC_INF_VAR	PD_VAR	ATT_SET
1	1	6,640	1,000	,00	,00	,00	,00	,00	,00	,00
	2	,225	5,428	,00	,00	,00	,00	,01	,45	,00
	3	,072	9,595	,00	,00	,00	,00	,95	,20	,00
	4	,033	14,171	,91	,01	,01	,00	,03	,26	,02
	5	,011	24,313	,02	,49	,24	,29	,01	,01	,08
	6	,011	25,146	,00	,11	,57	,26	,00	,00	,27
	7	,007	29,946	,06	,39	,18	,44	,00	,08	,62

a. Dependent Variable: ATT_PROD

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,35	6,62	4,85	1,086	124
Std. Predicted Value	-2,301	1,628	,000	1,000	124
Standard Error of Predicted Value	,071	,331	,162	,043	124
Adjusted Predicted Value	2,30	6,68	4,85	1,081	124
Residual	-1,818	2,204	,000	,689	124
Std. Residual	-2,574	3,119	,000	,975	124
Stud. Residual	-2,779	3,218	-,002	1,012	124
Deleted Residual	-2,120	2,346	-,003	,743	124
Stud. Deleted Residual	-2,863	3,357	-,004	1,026	124
Mahal. Distance	,248	26,049	5,952	4,016	124
Cook's Distance	,000	,183	,012	,026	124
Centered Leverage Value	,002	,212	,048	,033	124

a. Dependent Variable: ATT_PROD



Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Standardized Residual	,095	124	,008	,967	124	,004

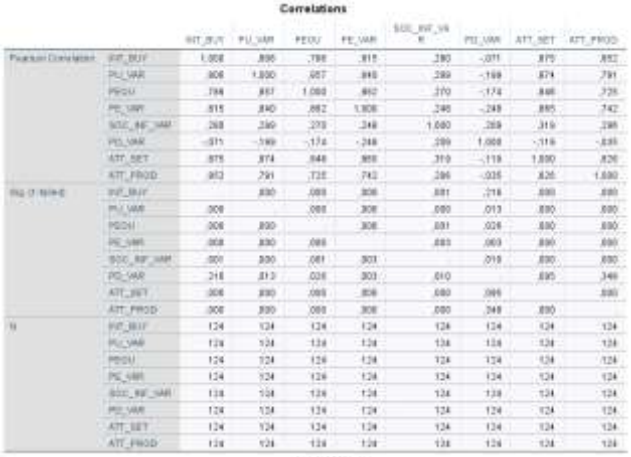
a. Lilliefors Significance Correction

Appendix 11: Multiple regression using independent variables PE, PU, PEOU, Social Influence, Power Distance, and Attitude towards SET, Attitude towards Product, on dependent variable Intention to Buy

Descriptive Statistics

	Mean	Std. Deviation	N
INT_BUY	5,04	1,350	124
PU_VAR	4,98	1,375	124
PEOU	4,96	1,368	124
PE_VAR	5,01	1,373	124
SOC_INF_VAR	4,64	1,555	124
PD_VAR	3,83	1,756	124
ATT_SET	4,94	1,382	124
ATT_PROD	4,85	1,286	124

Correlations



Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,911[a]	,829	,819	,575	2,060

a. Predictors: (Constant), ATT_PROD, PD_VAR, SOC_INF_VAR, PEOU, PE_VAR, PU_VAR, ATT_SET

b. Dependent Variable: INT_BUY

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	185,912	7	26,559	80,453	,000[b]
	Residual	38,293	116	,330		
	Total	224,205	123			

a. Dependent Variable: INT_BUY

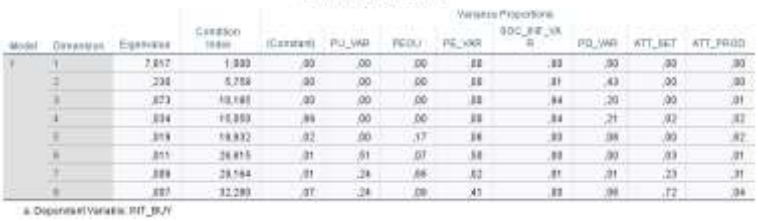
b. Predictors: (Constant), ATT_PROD, PD_VAR, SOC_INF_VAR, PEOU, PE_VAR, PU_VAR, ATT_SET

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	,112	,272		,413	,681		
	PU_VAR	-,013	,092	-,013	-,143	,887	,168	5,959
	PEOU	,053	,087	,054	,614	,540	,189	5,279
	PE_VAR	,187	,090	,190	2,083	,039	,177	5,660
	SOC_INF_VAR	-,017	,037	-,019	-,456	,649	,828	1,208
	PD_VAR	,034	,033	,044	1,033	,304	,802	1,247
	ATT_SET	,363	,100	,372	3,624	,000	,140	7,146
	ATT_PROD	,401	,075	,382	5,339	,000	,287	3,483

a. Dependent Variable: INT_BUY

Collinearity Diagnostics[a]

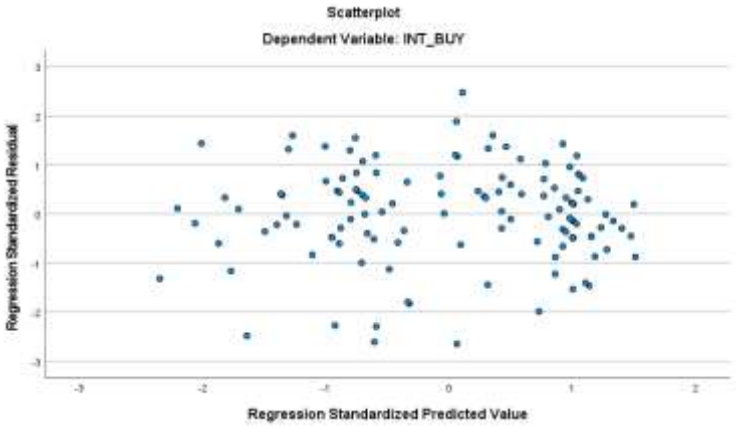


a. Dependent Variable: INT_BUY

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,16	6,90	5,04	1,229	124
Std. Predicted Value	-2,347	1,513	,000	1,000	124
Standard Error of Predicted Value	,061	,279	,141	,039	124
Adjusted Predicted Value	2,33	6,93	5,04	1,225	124
Residual	-1,522	1,421	,000	,558	124
Std. Residual	-2,649	2,473	,000	,971	124
Stud. Residual	-2,739	2,684	,001	1,012	124
Deleted Residual	-1,628	1,673	,001	,607	124
Stud. Deleted Residual	-2,820	2,759	-,002	1,023	124
Mahal. Distance	,389	28,086	6,944	4,714	124
Cook's Distance	,000	,186	,011	,026	124
Centered Leverage Value	,003	,228	,056	,038	124

a. Dependent Variable: INT_BUY



Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Standardized Residual	,074	124	,096	,978	124	,039

a. Lilliefors Significance Correction

Appendix 12: Multiple Regression using independent variables PEOU, PE, PU, Power Distance, and Social Influence, and dependent variable Attitude towards SET

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-,303	,264		-1,146	,254
	PD_VAR	,063	,031	,080	1,997	,048
	SOC_INF_VAR	,035	,036	,039	,961	,338
	PU_VAR	,414	,079	,412	5,241	,000
	PEOU	,167	,084	,166	1,986	,049
	PE_VAR	,389	,081	,387	4,815	,000

a. Dependent Variable: ATT_SET

Social Influence removed from rest of analysis due to no statistical significance.

Correlations

		ATT_SET	PD_VAR	PU_VAR	PEOU	PE_VAR
Pearson Correlation	ATT_SET	1,000	-,119	,874	,848	,865
	PD_VAR	-,119	1,000	-,199	-,174	-,248
	PU_VAR	,874	-,199	1,000	,857	,840
	PEOU	,848	-,174	,857	1,000	,862
	PE_VAR	,865	-,248	,840	,862	1,000
Sig. (1-tailed)	ATT_SET	.	,095	,000	,000	,000
	PD_VAR	,095	.	,013	,026	,003
	PU_VAR	,000	,013	.	,000	,000
	PEOU	,000	,026	,000	.	,000
	PE_VAR	,000	,003	,000	,000	.
N	ATT_SET	124	124	124	124	124
	PD_VAR	124	124	124	124	124
	PU_VAR	124	124	124	124	124
	PEOU	124	124	124	124	124
	PE_VAR	124	124	124	124	124

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,915[a]	,837	,832	,567	1,959

a. Predictors: (Constant), PE_VAR, PD_VAR, PU_VAR, PEOU

b. Dependent Variable: ATT_SET

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	196,579	4	49,145	153,053	,000[b]
	Residual	38,210	119	,321		
	Total	234,789	123			

a. Dependent Variable: ATT_SET

b. Predictors: (Constant), PE_VAR, PD_VAR, PU_VAR, PEOU

Coefficients[a]

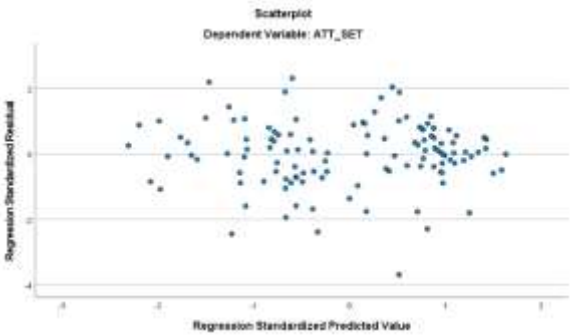
Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	-,248	,258		-,960	,339		
	PD_VAR	,072	,030	,091	2,375	,019	,932	1,073
	PU_VAR	,425	,078	,423	5,444	,000	,226	4,422
	PEOU	,168	,084	,167	1,998	,048	,196	5,095
	PE_VAR	,391	,081	,389	4,846	,000	,213	4,705

a. Dependent Variable: ATT_SET

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,02	7,00	4,94	1,264	124
Std. Predicted Value	-2,307	1,833	,000	1,000	124
Standard Error of Predicted Value	,057	,257	,110	,029	124
Adjusted Predicted Value	2,02	7,01	4,94	1,267	124
Residual	-2,096	1,313	,000	,557	124
Std. Residual	-3,699	2,317	,000	,984	124
Stud. Residual	-3,819	2,359	,002	1,008	124
Deleted Residual	-2,234	1,361	,002	,588	124
Stud. Deleted Residual	-4,059	2,408	-,001	1,023	124
Mahal. Distance	,241	24,339	3,969	3,210	124
Cook's Distance	,000	,192	,010	,025	124
Centered Leverage Value	,002	,198	,032	,026	124

a. Dependent Variable: ATT_SET



Appendix 13: Moderation analysis using independent variable PEOU, dependent variable Attitude towards SET, and moderating variable Type of SET

```
**************************************************************************
Model  : 1
   Y  : ATT_SET
   X  : PEOU
   W  : Set

Sample
Size:  124

**************************************************************************
OUTCOME VARIABLE:
 ATT_SET

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,8490      ,7208      ,5464   103,2433     3,0000   120,0000      ,0000

Model
             coeff         se          t          p       LLCI       ULCI
constant    4,9389      ,0665    74,2918      ,0000     4,8073     5,0706
PEOU         ,8553      ,0488    17,5278      ,0000      ,7587      ,9519
Set          ,0433      ,1330      ,3256      ,7453     -,2200      ,3065
Int_1        ,0513      ,0974      ,5263      ,6003     -,1420      ,2445

Product terms key:
 Int_1    :        PEOU     x        Set

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      ,0004      ,2769     1,0000   120,0000      ,6003
----------
    Focal predict: PEOU      (X)
          Mod var: Set       (W)
```

Appendix 14: Moderation analysis using independent variable PE, dependent variable Attitude towards SET, and moderating variable Type of SET

```
**************************************************************************
Model  : 1
   Y  : ATT_SET
   X  : PE_VAR
   W  : Set

Sample
Size:  124

**************************************************************************
OUTCOME VARIABLE:
 ATT_SET

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,8657      ,7494      ,4904   119,6054     3,0000   120,0000      ,0000

Model
             coeff         se          t          p       LLCI       ULCI
constant    4,9388      ,0630    78,3788      ,0000     4,8140     5,0635
PE_VAR       ,8712      ,0461    18,8927      ,0000      ,7799      ,9625
Set          ,0210      ,1260      ,1666      ,8680     -,2285      ,2705
Int_1        ,0485      ,0922      ,5257      ,6000     -,1341      ,2311

Product terms key:
 Int_1    :        PE_VAR   x        Set

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      ,0004      ,2764     1,0000   120,0000      ,6000
----------
    Focal predict: PE_VAR    (X)
          Mod var: Set       (W)
```

Appendix 15: Moderation analysis using independent variable PU, dependent variable Attitude towards SET, and moderating variable Type of SET

```
**************************************************************************
Model  : 1
   Y  : ATT_SET
   X  : PU_VAR
   W  : Set

Sample
Size:  124

**************************************************************************
OUTCOME VARIABLE:
 ATT_SET

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,8765      ,7683      ,4534   132,6173     3,0000   120,0000      ,0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     4,9340      ,0607    81,3070      ,0000     4,8138     5,0541
PU_VAR        ,8538      ,0444    19,2350      ,0000      ,7659      ,9418
Set           -,0311      ,1214     -,2562      ,7982     -,2714      ,2092
Int_1         ,1202      ,0888     1,3524      ,1788     -,0558      ,2961

Product terms key:
 Int_1    :        PU_VAR    x        Set

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      ,0035     1,8289     1,0000   120,0000      ,1788
----------
    Focal predict: PU_VAR    (X)
          Mod var: Set       (W)
```

Appendix 16: Factorial ANOVA using independent variables Country and Type of SET, and dependent variable Attitude towards SET

Between-Subjects Factors

		Value Label	N
Type of set	,00	virtual try-on	61
	1,00	360° rotation	61
Type of product	,00	sunglasses	61
	1,00	the desk	61
Where do you live?	1	BELARUS	60
	2	DENMARK	62

Descriptive Statistics

Dependent Variable: ATT_SET

Type of set	Type of product	Where do you live?	Mean	Std. Deviation	N
virtual try-on	sunglasses	BELARUS	5,07	1,387	15
		DENMARK	5,13	1,060	15
		Total	5,10	1,213	30
	the desk	BELARUS	4,80	1,740	15
		DENMARK	4,69	1,493	16
		Total	4,74	1,591	31
	Total	BELARUS	4,93	1,551	30
		DENMARK	4,90	1,393	31
		Total	4,92	1,418	61
360° rotation	sunglasses	BELARUS	4,80	1,424	15
		DENMARK	4,75	1,483	16
		Total	4,77	1,431	31
	the desk	BELARUS	5,07	1,280	15
		DENMARK	5,73	1,335	15
		Total	5,40	1,329	30
	Total	BELARUS	4,93	1,337	30
		DENMARK	5,29	1,477	31
		Total	5,06	1,408	61
Total	sunglasses	BELARUS	4,93	1,388	30
		DENMARK	4,94	1,299	31
		Total	4,93	1,329	61
	the desk	BELARUS	4,93	1,507	30
		DENMARK	5,19	1,493	31
		Total	5,07	1,493	61
	Total	BELARUS	4,93	1,438	60
		DENMARK	5,06	1,388	62
		Total	5,00	1,408	122

Levene's Test of Equality of Error Variances[a,b]

		Levene Statistic	df1	df2	Sig.
ATT_SET	Based on Mean	1,308	7	114	,253
	Based on Median	1,277	7	114	,268
	Based on Median and with adjusted df	1,277	7	100,189	,269
	Based on trimmed mean	1,326	7	114	,244

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: ATT_SET

b. Design: Intercept + Set + Product + COUNTRY + Set * Product + Set * COUNTRY + Product * COUNTRY + Set * Product * COUNTRY

Tests of Between-Subjects Effects

Dependent Variable: ATT_SET

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Observed Power[b]
Corrected Model	12,209[a]	7	1,744	,674	,529	6,131	,363
Intercept	3853,336	1	3853,336	1526,204	,000	1526,204	1,000
Set	,836	1	,836	,418	,519	,418	,098
Product	,550	1	,550	,275	,601	,275	,082
COUNTRY	,621	1	,621	,311	,578	,311	,088
Set * Product	7,336	1	7,336	3,672	,058	3,672	,478
Set * COUNTRY	,836	1	,836	,418	,519	,418	,098
Product * COUNTRY	,550	1	,550	,275	,601	,275	,082
Set * Product * COUNTRY	1,529	1	1,529	,765	,384	,765	,146
Error	227,771	114	1,998				
Total	3290,000	122					
Corrected Total	240,000	121					

a. R Squared = ,051 (Adjusted R Squared = -,007)

b. Computed using alpha = ,05

Estimated Marginal Means

1. Type of set

Estimates

Dependent Variable: ATT_SET

Type of set	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
virtual try-on	4,922	,181	4,563	5,281
360° rotation	5,087	,181	4,729	5,446

Pairwise Comparisons

Dependent Variable: ATT_SET

(I) Type of set	(J) Type of set	Mean Difference (I-J)	Std. Error	Sig.[a]	95% Confidence Interval for Difference[a]	
					Lower Bound	Upper Bound
virtual try-on	360° rotation	-,166	,256	,519	-,673	,342
360° rotation	virtual try-on	,166	,256	,519	-,342	,673

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

Univariate Tests

Dependent Variable: ATT_SET

	Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power[a]
Contrast	,836	1	,836	,418	,519	,418	,098
Error	227,771	114	1,998				

The F tests the effect of Type of set. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

a. Computed using alpha = ,05

2. Type of product

Estimates

Dependent Variable: ATT_SET

Type of product	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
sunglasses	4,937	,181	4,579	5,296
the desk	5,072	,181	4,713	5,431

Pairwise Comparisons

Dependent Variable: ATT_SET

(I) Type of product	(J) Type of product	Mean Difference (I-J)	Std. Error	Sig.[a]	95% Confidence Interval for Difference[a]	
					Lower Bound	Upper Bound
sunglasses	the desk	-,134	,256	,601	-,642	,373
the desk	sunglasses	,134	,256	,601	-,373	,642

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

Univariate Tests

Dependent Variable: ATT_SET

	Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power[a]
Contrast	,550	1	,550	,275	,601	,275	,082
Error	227,771	114	1,998				

The F tests the effect of Type of product. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

a. Computed using alpha = ,05

3. Where do you live?

Estimates

Dependent Variable: ATT_SET

Where do you live?	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
BELARUS	4,933	,182	4,572	5,295
DENMARK	5,076	,180	4,720	5,432

Pairwise Comparisons

Dependent Variable: ATT_SET

(I) Where do you live?	(J) Where do you live?	Mean Difference (I-J)	Std. Error	Sig.[a]	95% Confidence Interval for Difference[a]	
					Lower Bound	Upper Bound
BELARUS	DENMARK	-,143	,256	,579	-,650	,365
DENMARK	BELARUS	,143	,256	,579	-,365	,650

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

Univariate Tests

Dependent Variable: ATT_SET

	Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power[a]
Contrast	,621	1	,621	,311	,578	,311	,086
Error	227,771	114	1,998				

The F tests the effect of Where do you live?. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

a. Computed using alpha = ,05

4. Type of set * Type of product

Dependent Variable: ATT_SET

Type of set	Type of product	Mean	Std. Error	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
virtual try-on	sunglasses	5,100	,258	4,589	5,611
	the desk	4,744	,254	4,241	5,247
360° rotation	sunglasses	4,775	,254	4,272	5,278
	the desk	5,400	,256	4,889	5,911

5. Type of set * Where do you live?

Dependent Variable: ATT_SET

Type of set	Where do you live?	Mean	Std. Error	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
virtual try-on	BELARUS	4,933	,258	4,422	5,445
	DENMARK	4,910	,254	4,407	5,414
360° rotation	BELARUS	4,933	,258	4,422	5,445
	DENMARK	5,242	,254	4,738	5,745

6. Type of product * Where do you live?

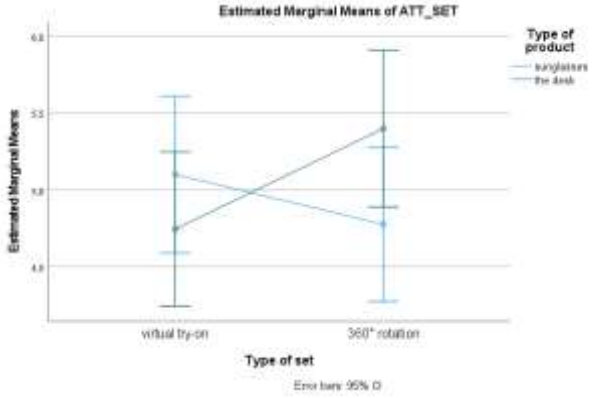
Dependent Variable: ATT_SET

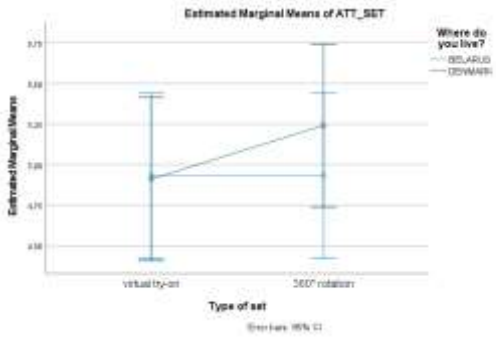
Type of product	Where do you live?	Mean	Std. Error	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
sunglasses	BELARUS	4,933	,258	4,422	5,445
	DENMARK	4,942	,254	4,438	5,445
the desk	BELARUS	4,933	,258	4,422	5,445
	DENMARK	5,210	,254	4,707	5,714

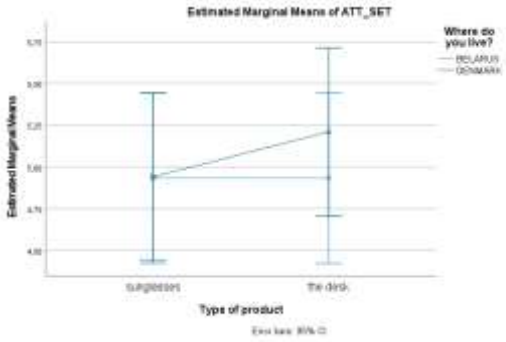
7. Type of set * Type of product * Where do you live?

Dependent Variable: ATT_SET

Type of set	Type of product	Where do you live?	Mean	Std. Error	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
virtual try-on	sunglasses	BELARUS	5,067	,365	4,344	5,790
		DENMARK	5,133	,365	4,410	5,856
	the desk	BELARUS	4,800	,365	4,077	5,523
		DENMARK	4,687	,353	3,987	5,388
360° rotation	sunglasses	BELARUS	4,800	,365	4,077	5,523
		DENMARK	4,750	,353	4,050	5,450
	the desk	BELARUS	5,067	,365	4,344	5,790
		DENMARK	5,733	,365	5,010	6,456







Appendix 17: Linear regression using independent variable Power Distance, and dependent variable Social Influence

Correlations

		SOC_INF_VAR	PD_VAR
Pearson Correlation	SOC_INF_VAR	1,000	,209
	PD_VAR	,209	1,000
Sig. (1-tailed)	SOC_INF_VAR	.	,010
	PD_VAR	,010	.
N	SOC_INF_VAR	124	124
	PD_VAR	124	124

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,209[a]	,044	,036	1,527	1,634

a. Predictors: (Constant), PD_VAR

b. Dependent Variable: SOC_INF_VAR

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12,980	1	12,980	5,567	,020[b]
	Residual	284,426	122	2,331		
	Total	297,405	123			

a. Dependent Variable: SOC_INF_VAR
b. Predictors: (Constant), PD_VAR

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	3,933	,330		11,924	<,001		
	PD_VAR	,165	,070	,209	2,360	,020	1,000	1,000

a. Dependent Variable: SOC_INF_VAR

Appendix 18: Multiple Regression using independent variables Attitude towards SET, Power Distance, and Social Influence, and dependent variable Attitude towards Product

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	,810	,311		2,608	,010		
	ATT_SET_VAR	,770	,051	,827	15,032	<,001	,862	1,160
	SOC_INF_VAR	,016	,046	,019	,340	,734	,836	1,196
	PD_VAR	,043	,039	,059	1,103	,272	,918	1,089

a. Dependent Variable: ATT_PROD_VAR

Variables Social Influence and Power Distance deleted due to p>0,05

Correlations

		ATT_PROD_VAR	ATT_SET_VAR
Pearson Correlation	ATT_PROD_VAR	1,000	,826
	ATT_SET_VAR	,826	1,000
Sig. (1-tailed)	ATT_PROD_VAR	.	<,001
	ATT_SET_VAR	,000	.
N	ATT_PROD_VAR	124	124
	ATT_SET_VAR	124	124

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,826[a]	,683	,680	,727	1,938

a. Predictors: (Constant), ATT_SET_VAR
b. Dependent Variable: ATT_PROD_VAR

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	138,812	1	138,812	262,343	<,001[b]
	Residual	64,553	122	,529		
	Total	203,365	123			

a. Dependent Variable: ATT_PROD_VAR
b. Predictors: (Constant), ATT_SET_VAR

Coefficients[a]

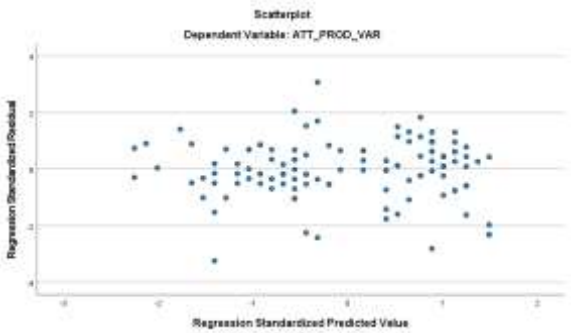
Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	,810	,249		4,328	<,001		
	ATT_SET_VAR	,768	,047	,826	16,197	<,001	1,000	1,000

a. Dependent Variable: ATT_PROD_VAR

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,46	6,43	4,85	1,062	124
Std. Predicted Value	-2,249	1,490	,000	1,000	124
Standard Error of Predicted Value	,066	,161	,090	,020	124
Adjusted Predicted Value	2,43	6,48	4,85	1,063	124
Residual	-2,356	2,238	,000	,724	124
Std. Residual	-3,242	3,077	,000	,996	124
Stud. Residual	-3,282	3,091	,000	1,004	124
Deleted Residual	-2,417	2,258	,000	,736	124
Stud. Deleted Residual	-3,423	3,206	-,003	1,018	124
Mahal. Distance	,006	5,059	,992	,968	124
Cook's Distance	,000	,133	,008	,017	124
Centered Leverage Value	,000	,041	,008	,008	124

a. Dependent Variable: ATT_PROD_VAR



Tests of Normality

	Kolmogorov-Smirnov[a] Statistic	df	Sig.	Shapiro-Wilk Statistic	df	Sig.
Standardized Residual	,092	124	,012	,967	124	,004

a. Lilliefors Significance Correction

Appendix 19: Factorial ANOVA, using independent variables Country, Type of Product, and dependent variable Attitude towards Product

Between-Subjects Factors

		Value Label	N
Type of set	,00	virtual try-on	61
	1,00	360° rotation	61
Type of product	,00	sunglasses	61
	1,00	the desk	61
Where do you live?	1	BELARUS	60
	2	DENMARK	62

Descriptive Statistics

Dependent Variable: ATT_PROD

Type of set	Type of product	Where do you live?	Mean	Std. Deviation	N
virtual try-on	sunglasses	BELARUS	4,93	1,223	15
		DENMARK	5,07	1,163	15
		Total	5,00	1,174	30
	the desk	BELARUS	4,80	1,521	15
		DENMARK	4,75	1,612	16
		Total	4,77	1,543	31
	Total	BELARUS	4,87	1,358	30
		DENMARK	4,90	1,399	31
		Total	4,89	1,367	61
360° rotation	sunglasses	BELARUS	4,80	1,207	15
		DENMARK	5,00	1,592	16
		Total	4,90	1,399	31
	the desk	BELARUS	4,93	1,163	15
		DENMARK	5,40	1,242	15
		Total	5,17	1,206	30
	Total	BELARUS	4,87	1,167	30
		DENMARK	5,19	1,424	31
		Total	5,03	1,303	61
Total	sunglasses	BELARUS	4,87	1,190	30
		DENMARK	5,03	1,378	31
		Total	4,95	1,284	61
	the desk	BELARUS	4,87	1,332	30
		DENMARK	5,06	1,459	31
		Total	4,97	1,390	61
	Total	BELARUS	4,87	1,255	60
		DENMARK	5,05	1,408	62
		Total	4,96	1,332	122

Levene's Test of Equality of Error Variances[a,b]

		Levene Statistic	df1	df2	Sig.
ATT_PROD	Based on Mean	,972	7	114	,456
	Based on Median	,776	7	114	,609
	Based on Median and with adjusted df	,776	7	100,504	,609
	Based on trimmed mean	,936	7	114	,481

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: ATT_PROD

b. Design: Intercept + Set + Product + COUNTRY + Set * Product + Set * COUNTRY + Product * COUNTRY + Set * Product * COUNTRY

Tests of Between-Subjects Effects

Dependent Variable: ATT_PROD

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power[b]
Corrected Model	4,595[a]	7	,656	,356	,926	2,492	,196
Intercept	2890,586	1	2890,586	1626,781	,000	1626,781	1,000
Set	,648	1	,648	,362	,554	,362	,090
Product	,013	1	,013	,007	,933	,007	,051
COUNTRY	1,071	1	1,071	,581	,447	,581	,119
Set * Product	1,842	1	1,842	,999	,320	,999	,166
Set * COUNTRY	,648	1	,648	,362	,554	,362	,090
Product * COUNTRY	,013	1	,013	,007	,933	,007	,051
Set * Product * COUNTRY	,386	1	,386	,209	,648	,209	,074
Error	210,200	114	1,844				
Total	3215,000	122					
Corrected Total	214,795	121					

a. R Squared = ,021 (Adjusted R Squared = -,038)

b. Computed using alpha = ,05

Estimated Marginal Means

1. Type of set

Estimates

Dependent Variable: ATT_PROD

Type of set	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
virtual try-on	4,888	,174	4,543	5,232
360° rotation	5,033	,174	4,689	5,378

Pairwise Comparisons

Dependent Variable: ATT_PROD

(I) Type of set	(J) Type of set	Mean Difference (I-J)	Std. Error	Sig.[a]	95% Confidence Interval for Difference[a]	
					Lower Bound	Upper Bound
virtual try-on	360° rotation	-,146	,246	,554	-,633	,341
360° rotation	virtual try-on	,146	,246	,554	-,341	,633

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

Univariate Tests

Dependent Variable: ATT_PROD

	Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power[a]
Contrast	,648	1	,648	,352	,554	,352	,090
Error	210,200	114	1,844				

The F tests the effect of Type of set. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

a. Computed using alpha = ,05

2. Type of product

Estimates

Dependent Variable: ATT_PROD

Type of product	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
sunglasses	4,950	,174	4,605	5,295
the desk	4,971	,174	4,626	5,315

Pairwise Comparisons

Dependent Variable: ATT_PROD

(I) Type of product	(J) Type of product	Mean Difference (I-J)	Std. Error	Sig.[a]	95% Confidence Interval for Difference[a]	
					Lower Bound	Upper Bound
sunglasses	the desk	-,021	,246	,933	-,508	,466
the desk	sunglasses	,021	,246	,933	-,466	,508

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

Univariate Tests

Dependent Variable: ATT_PROD

	Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power[a]
Contrast	,013	1	,013	,007	,933	,007	,051
Error	210,200	114	1,844				

The F tests the effect of Type of product. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

a. Computed using alpha = ,05

3. Where do you live?

Estimates

Dependent Variable: ATT_PROD

Where do you live?	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
BELARUS	4,867	,175	4,519	5,214
DENMARK	5,054	,173	4,712	5,396

Pairwise Comparisons

Dependent Variable: ATT_PROD

(I) Where do you live?	(J) Where do you live?	Mean Difference (I-J)	Std. Error	Sig.[a]	95% Confidence Interval for Difference[a]	
					Lower Bound	Upper Bound
BELARUS	DENMARK	-,188	,248	,447	-,679	,303
DENMARK	BELARUS	,188	,248	,447	-,303	,679

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

Univariate Tests

Dependent Variable: ATT_PROD

	Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power[a]
Contrast	1,071	1	1,071	,581	,447	,581	,118
Error	210,200	114	1,844				

The F tests the effect of Where do you live?. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

a. Computed using alpha = ,05

4. Type of set * Type of product

Dependent Variable: ATT_PROD

Type of set	Type of product	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
virtual try-on	sunglasses	5,000	,248	4,509	5,491
	the desk	4,775	,244	4,292	5,258
360° rotation	sunglasses	4,900	,244	4,417	5,383
	the desk	5,167	,248	4,676	5,658

5. Type of set * Where do you live?

Dependent Variable: ATT_PROD

Type of set	Where do you live?	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
virtual try-on	BELARUS	4,867	,248	4,376	5,358
	DENMARK	4,908	,244	4,425	5,392
360° rotation	BELARUS	4,867	,248	4,376	5,358
	DENMARK	5,200	,244	4,717	5,683

6. Type of product * Where do you live?

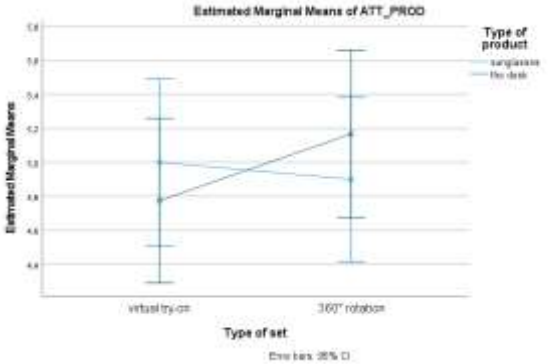
Dependent Variable: ATT_PROD

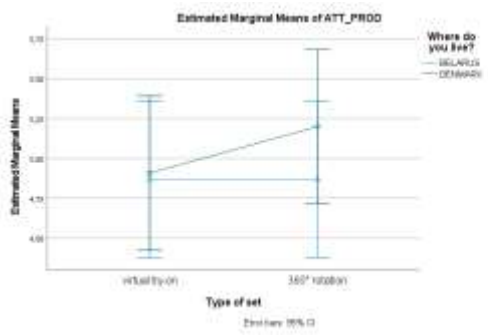
Type of product	Where do you live?	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
sunglasses	BELARUS	4,867	,248	4,376	5,358
	DENMARK	5,033	,244	4,550	5,517
the desk	BELARUS	4,867	,248	4,376	5,358
	DENMARK	5,075	,244	4,592	5,558

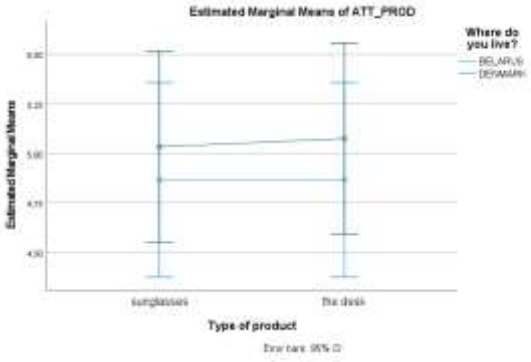
7. Type of set * Type of product * Where do you live?

Dependent Variable: ATT_PROD

Type of set	Type of product	Where do you live?	Mean	Std. Error	95% Confidence Interval	
					Lower Bound	Upper Bound
virtual try-on	sunglasses	BELARUS	4,933	,351	4,239	5,628
		DENMARK	5,067	,351	4,372	5,761
	the desk	BELARUS	4,800	,351	4,105	5,495
		DENMARK	4,750	,339	4,079	5,422
360° rotation	sunglasses	BELARUS	4,800	,351	4,105	5,495
		DENMARK	5,000	,339	4,329	5,671
	the desk	BELARUS	4,933	,351	4,239	5,628
		DENMARK	5,400	,351	4,705	6,095







Appendix 19.1: Moderation Analysis using independent variable Attitude towards SET, dependent variable Attitude towards Product and moderating variable Type of Product

```
**************************************************************************
Model  : 1
    Y  : ATT_PROD
    X  : ATT_SET
    W  : Product

Sample
Size:  124

**************************************************************************
OUTCOME VARIABLE:
 ATT_PROD

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,8263      ,6828      ,5376    86,0926     3,0000   120,0000      ,0000

Model
              coeff         se          t          p       LLCI       ULCI
constant      ,9812      ,3587     2,7357      ,0072      ,2711     1,6913
ATT_SET       ,7833      ,0712    10,9976      ,0000      ,6423      ,9243
Product       ,1311      ,4930      ,2659      ,7908     -,8450     1,1072
Int_1        -,0263      ,0963     -,2736      ,7848     -,2170      ,1643

Product terms key:
 Int_1    :        ATT_SET  x        Product

Test(s) of highest order unconditional interaction(s):
       R2-chng           F        df1        df2          p
X*W      ,0002      ,0749     1,0000   120,0000      ,7848
----------
    Focal predict: ATT_SET  (X)
          Mod var: Product  (W)
```

Appendix 19.2: Moderation Analysis using independent variable Attitude towards Product, dependent variable Intention to Buy and moderating variable Type of Product

```
**************************************************************************
Model  : 1
    Y  : INT_BUY
    X  : ATT_PROD
    W  : Product

Sample
Size:  124

**************************************************************************
OUTCOME VARIABLE:
 INT_BUY

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,8519      ,7258      ,5124   105,8526     3,0000   120,0000      ,0000

Model
              coeff         se          t          p       LLCI       ULCI
constant      ,7167      ,3644     1,9665      ,0516     -,0049     1,4383
ATT_PROD      ,8908      ,0737    12,0909      ,0000      ,7449     1,0367
Product      -,0203      ,5050     -,0403      ,9679    -1,0201      ,9794
Int_1         ,0065      ,1007      ,0646      ,9486     -,1930      ,2060

Product terms key:
 Int_1    :        ATT_PROD x        Product

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      ,0000      ,0042     1,0000   120,0000      ,9486
----------
    Focal predict: ATT_PROD (X)
          Mod var: Product  (W)
```

Appendix 20: Multiple Regression using independent variables Power Distance, Attitude towards Product and Social Influence, and dependent variable Intention to Buy

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	,755	,306		2,468	,015		
	ATT_PROD_VAR	,879	,053	,838	16,745	<,001	,903	1,108
	SOC_INF_VAR	,037	,044	,043	,834	,406	,864	1,157
	PD_VAR	-,039	,038	-,051	-1,035	,303	,946	1,057

a. Dependent Variable: INT_BUY_VAR

Variables Social Influence and Power Distance deleted due to p>0,05

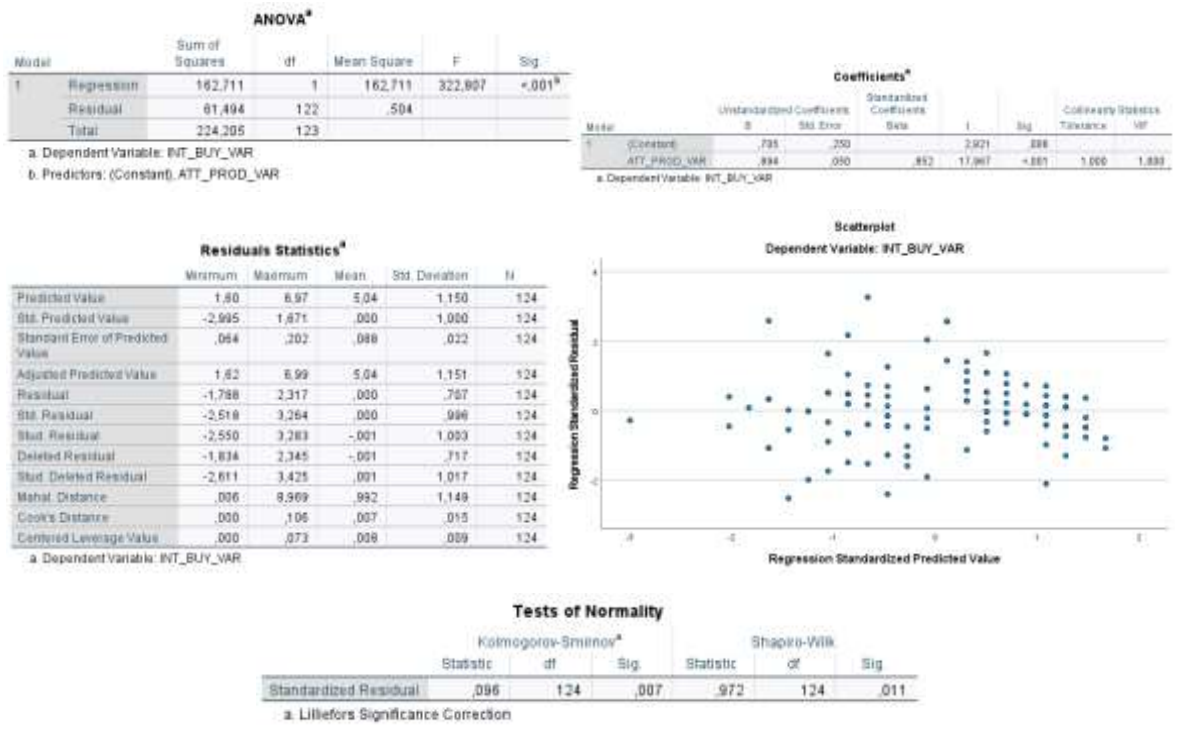
Correlations

		INT_BUY_VAR	ATT_PROD_VAR
Pearson Correlation	INT_BUY_VAR	1,000	,852
	ATT_PROD_VAR	,852	1,000
Sig. (1-tailed)	INT_BUY_VAR	.	<,001
	ATT_PROD_VAR	,000	.
N	INT_BUY_VAR	124	124
	ATT_PROD_VAR	124	124

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,852[a]	,726	,723	,710	1,937

a. Predictors: (Constant), ATT_PROD_VAR
b. Dependent Variable: INT_BUY_VAR



ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	162,711	1	162,711	322,807	<,001[b]
	Residual	61,494	122	,504		
	Total	224,205	123			

a. Dependent Variable: INT_BUY_VAR

b. Predictors: (Constant), ATT_PROD_VAR

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	,735	,250		2,921	,004		
	ATT_PROD_VAR	,894	,050	,852	17,967	<,001	1,000	1,000

a. Dependent Variable: INT_BUY_VAR

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1,60	8,97	5,04	1,150	124
Std. Predicted Value	-2,995	1,671	,000	1,000	124
Standard Error of Predicted Value	,064	,202	,088	,022	124
Adjusted Predicted Value	1,62	8,99	5,04	1,151	124
Residual	-1,788	2,317	,000	,707	124
Std. Residual	-2,518	3,264	,000	,996	124
Stud. Residual	-2,550	3,283	-,001	1,003	124
Deleted Residual	-1,834	2,345	-,001	,717	124
Stud. Deleted Residual	-2,611	3,425	,001	1,017	124
Mahal. Distance	,006	8,969	,992	1,149	124
Cook's Distance	,000	,106	,007	,015	124
Centered Leverage Value	,000	,073	,008	,009	124

a. Dependent Variable: INT_BUY_VAR

Tests of Normality

	Kolmogorov-Smirnov[a] Statistic	df	Sig.	Shapiro-Wilk Statistic	df	Sig.
Standardized Residual	,096	124	,007	,972	124	,011

a. Lilliefors Significance Correction

Appendix 21: Mediation analysis using independent variable Attitude towards SET, dependent variable Intention to Buy, and mediating variable Attitude towards Product

```
**************************************************************************
Model  : 4
    Y  : INT_BUY
    X  : ATT_SET
    M  : ATT_PROD

Sample
Size:  124

**************************************************************************
OUTCOME VARIABLE:
 ATT_PROD

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,8262      ,6826      ,5291   262,3425     1,0000   122,0000      ,0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     1,0517      ,2435     4,3196      ,0000      ,5697     1,5337
ATT_SET       ,7689      ,0475    16,1970      ,0000      ,6749      ,8629

**************************************************************************
OUTCOME VARIABLE:
 INT_BUY

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,9044      ,8180      ,3372   271,9578     2,0000   121,0000      ,0000

Model
              coeff         se          t          p       LLCI       ULCI
constant      ,3702      ,2087     1,7736      ,0786     -,0430      ,7833
ATT_SET       ,5269      ,0673     7,8339      ,0000      ,3938      ,6601
ATT_PROD      ,4267      ,0723     5,9040      ,0000      ,2836      ,5698
```

```
************************** TOTAL EFFECT MODEL ****************************
OUTCOME VARIABLE:
 INT_BUY

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,8750      ,7656      ,4308   398,4737     1,0000   122,0000      ,0000

Model
              coeff         se          t          p       LLCI       ULCI
constant      ,8189      ,2197     3,7277      ,0003      ,3840     1,2538
ATT_SET       ,8550      ,0428    19,9618      ,0000      ,7702      ,9398

************** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **************

Total effect of X on Y
     Effect         se          t          p       LLCI       ULCI
      ,8550      ,0428    19,9618      ,0000      ,7702      ,9398

Direct effect of X on Y
     Effect         se          t          p       LLCI       ULCI
      ,5269      ,0673     7,8339      ,0000      ,3938      ,6601

Indirect effect(s) of X on Y:
            Effect     BootSE   BootLLCI   BootULCI
ATT_PROD      ,3281      ,0770      ,1809      ,4852
```

Appendix 22: Mediation analysis using independent variable Power Distance, dependent variable Intention to Buy, and mediating variables Attitude towards SET, Attitude towards Product

```
**************************************************************************
Model  : 4
    Y  : INT_BUY
    X  : PD_VAR
   M1  : ATT_SET
   M2  : ATT_PROD

Sample
Size:  124

**************************************************************************
OUTCOME VARIABLE:
 ATT_SET

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,1187      ,0141     1,8974     1,7432     1,0000   122,0000      ,1892

Model
              coeff         se          t          p       LLCI       ULCI
constant     5,2982      ,2976    17,8042      ,0000     4,7091     5,8873
PD_VAR       -,0934      ,0707    -1,3203      ,1892     -,2334      ,0466

**************************************************************************
OUTCOME VARIABLE:
 ATT_PROD

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,0354      ,0013     1,4648      ,1529     1,0000   122,0000      ,6965

Model
              coeff         se          t          p       LLCI       ULCI
constant     4,9499      ,2787    17,7576      ,0000     4,3981     5,5017
PD_VAR       -,0259      ,0663     -,3910      ,6965     -,1571      ,1053

**************************************************************************
```

```
**************************************************************************
OUTCOME VARIABLE:
 ATT_PROD

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,0354      ,0013     1,6648      ,1529     1,0000   122,0000      ,6965

Model
              coeff         se          t          p       LLCI       ULCI
constant     4,9499      ,2787   17,7576      ,0000     4,3981     5,5017
PD_VAR       -,0259      ,0663     -,3910      ,6965     -,1571      ,1053

**************************************************************************
OUTCOME VARIABLE:
 INT_BUY

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,9045      ,8181      ,3399   179,8694     3,0000   120,0000      ,0000

Model
              coeff         se          t          p       LLCI       ULCI
constant      ,3461      ,2466     1,4032      ,1631     -,1423      ,8344
PD_VAR        ,0056      ,0303      ,1849      ,8536     -,0545      ,0657
ATT_SET       ,5289      ,0684     7,7329      ,0000      ,3935      ,6644
ATT_PROD      ,4252      ,0730     5,8227      ,0000      ,2806      ,5698

************************** TOTAL EFFECT MODEL ****************************
OUTCOME VARIABLE:
 INT_BUY

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,0713      ,0051     1,6284      ,4229     1,0000   122,0000      ,4315

Model
              coeff         se          t          p       LLCI       ULCI
constant     5,2532      ,2921   17,9830      ,0000     4,6750     5,8315
PD_VAR       -,0548      ,0694     -,7892      ,4315     -,1923      ,0827

************** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **************

Total effect of X on Y
     Effect         se          t          p       LLCI       ULCI
     -,0548      ,0694     -,7892      ,4315     -,1923      ,0827

Direct effect of X on Y
     Effect         se          t          p       LLCI       ULCI
      ,0056      ,0303      ,1849      ,8536     -,0545      ,0657

Indirect effect(s) of X on Y:
            Effect     BootSE   BootLLCI   BootULCI
TOTAL       -,0604      ,0628     -,1821      ,0631
ATT_SET     -,0494      ,0382     -,1272      ,0227
ATT_PROD    -,0110      ,0287     -,0704      ,0465

*********************** ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
  95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
  5000
```