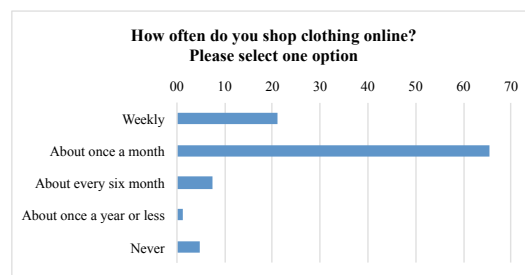


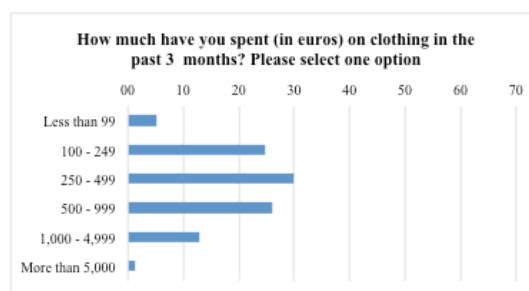
How often do you shop clothing online? Please select one option.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Weekly	17	21,0	21,0	21,0
	About once a month	53	65,4	65,4	86,4
	About every six month	6	7,4	7,4	93,8
	About once a year or less	1	1,3	1,3	95,1
	Never	4	4,9	4,9	100,0
	Total	81	100,0	100,0	



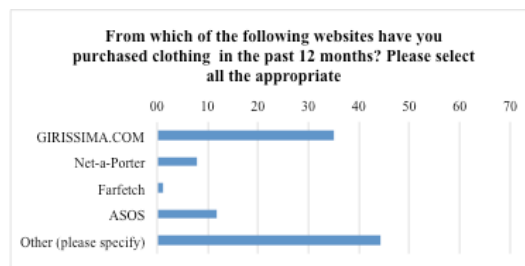
How much have you spent (in euros) on clothing in the past 3 months? Please select one option.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 99	4	5,2	5,2	5,2
	100 - 249	19	24,7	24,7	29,9
	250 - 499	23	29,9	29,9	59,7
	500 - 999	20	26,0	26,0	85,7
	1,000 - 4,999	10	13,0	13,0	98,7
	More than 5,000	1	1,3	1,3	100,0
	Total	77	100,0	100,0	



From which of the following websites have you purchased clothing in the past 12 months? Please select all the appropriate.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	GIRISSIMA.COM	27	35,1	35,1	35,1
	Net-a-Porter	6	7,8	7,8	42,9
	Farfetch	1	1,3	1,3	44,2
	ASOS	9	11,7	11,7	88,3
	Other (please specify)	34	44,2	44,2	100,0
	Total	77	100,0	100,0	



Why do you visit GIRISSIMA.COM? Please select all the appropriate.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	To be inspired	7	9,1	9,1	9,1
	To stay up to date with fashion trends	15	19,5	19,5	28,6
	To shop	10	13,0	13,0	41,6
	For the discounts	12	15,6	15,6	57,1
	For the product/ brand selection	27	35,1	35,1	92,2
	For the pricing	6	7,8	7,8	100,0
	Total	77	100,0	100,0	



**Rate the importance of some considerations when buying clothing online.
(percentage of respondents)**

	Poor	Fair	Good	Very good	Outstanding
Advice on how to wear, mix and match	7,8	20,8	28,6	35,1	7,8
News, trends and editorial information	3,9		23,4	53,2	19,5
Personal shopping advice	9,1	18,2	27,3	31,2	14,3
Shipping costs	2,6	5,2	10,4	31,2	50,6
Product price	11,7	20,8	31,2	28,6	7,8
Product discounts	3,9	13	14,3	26	42,9
Customer service	1,3	2,6	19,5	40,3	36,4
Website layout and design	1,3	10,4	16,9	28,6	42,9
Ease of product returns	1,3	2,6	18,2	32,5	45,5
Selection of brands	1,3	3,9	15,6	40,3	39
Level of detail in product info	2,6	2,6	18,2	36,4	40,3

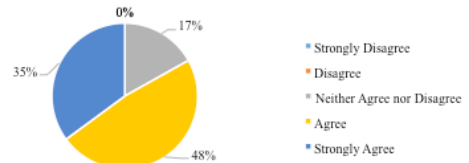
Rate GIRISSIMA.COM in the following considerations when buying clothing online. (percentage of respondents)

	Poor	Fair	Good	Very good	Outstanding
Advice on how to wear, mix and match	7.8	10.4	39.0	32.5	10.4
News, trends and editorial information	3.9	18.2	28.6	41.6	7.8
Personal shopping advice	7.8	24.7	35.1	27.3	5.2
Shipping costs	9.1	20.8	26.0	22.1	22.1
Product price	5.2	14.3	28.6	32.5	19.5
Product discounts	6.5	6.5	20.8	32.5	33.8
Customer service	2.6	2.6	26.0	42.9	26.0
Website layout and design	2.6	3.9	24.7	50.6	18.2
Ease of product returns	3.9	5.2	28.6	29.9	32.5
Selection of brands	2.6	9.1	19.5	45.5	23.4
Level of detail in product info	3.9	11.7	27.3	36.4	20.8

Read the statements below and rate GIRISSIMA.COM according to your experience.-I will recommend GIRISSIMA.COM to other people

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	0	0,0	0,0	0,0
	Disagree	0	0,0	0,0	0,0
	Neither Agree nor Disagree	13	16,9	16,9	16,9
	Agree	37	48,0	48,0	64,9
	Strongly Agree	27	35,1	35,1	100,0
	Total	77	100,0	100,0	

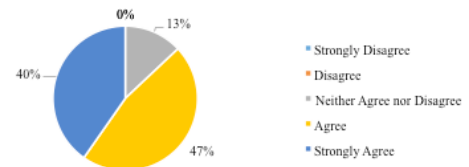
Read the statements below and rate GIRISSIMA.COM according to your experience.-I will recommend GIRISSIMA.COM to other people



Read the statements below and rate GIRISSIMA.COM according to your experience.-I intend to continue buying at GIRISSIMA.COM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	0	0,0	0,0	0,0
	Disagree	0	0,0	0,0	0,0
	Neither Agree nor Disagree	10	13,0	13,0	13,0
	Agree	36	46,7	46,7	59,7
	Strongly Agree	31	40,3	40,3	100,0
	Total	77	100,0	100,0	

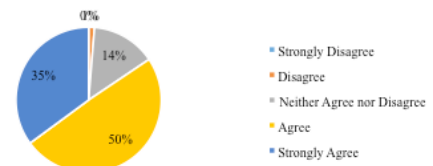
Read the statements below and rate GIRISSIMA.COM according to your experience.-I intend to continue buying at GIRISSIMA.COM



Read the statements below and rate GIRISSIMA.COM according to your experience.-I am satisfied with GIRISSIMA.COM's services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	0	0,0	0,0	0,0
	Disagree	1	1,3	1,3	1,3
	Neither Agree nor Disagree	11	14,3	14,3	15,6
	Agree	38	49,3	49,3	64,9
	Strongly Agree	27	35,1	35,1	100,0
	Total	77	100,0	100,0	

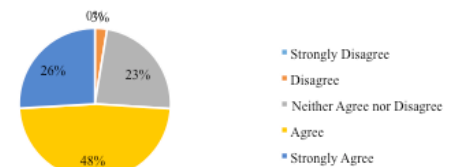
Read the statements below and rate GIRISSIMA.COM according to your experience.-I am satisfied with GIRISSIMA.COM's services



Read the statements below and rate GIRISSIMA.COM according to your experience.-The products I have received matched my expectations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	0	0,0	0,0	0,0
	Disagree	2	2,6	2,6	2,6
	Neither Agree nor Disagree	18	23,4	23,4	26,0
	Agree	37	48,1	48,1	74,1
	Strongly Agree	20	25,9	25,9	100,0
	Total	77	100,0	100,0	

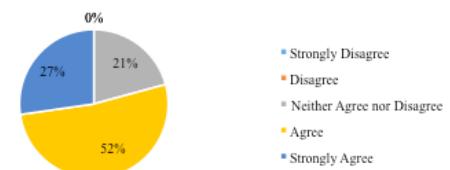
Read the statements below and rate GIRISSIMA.COM according to your experience.-The products I have received matched my expectations



Read the statements below and rate GIRISSIMA.COM according to your experience.-I trust what GIRISSIMA.COM says about its products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	0	0,0	0,0	0,0
	Disagree	0	0,0	0,0	0,0
	Neither Agree nor Disagree	16	20,8	20,8	20,8
	Agree	40	51,9	51,9	72,7
	Strongly Agree	21	27,3	27,3	100,0
	Total	77	100,0	100,0	

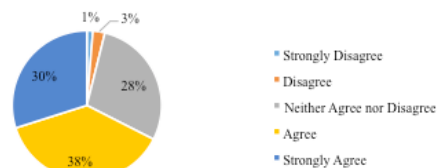
Read the statements below and rate GIRISSIMA.COM according to your experience.-I trust what GIRISSIMA.COM says about its products



Read the statements below and rate GIRISSIMA.COM according to your experience.-It is easy to get in contact with GIRISSIMA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1,3	1,3	1,3
	Disagree	2	2,6	2,6	3,9
	Neither Agree nor Disagree	22	28,6	28,6	32,5
	Agree	29	37,6	37,6	70,1
	Strongly Agree	23	29,9	29,9	100,0
	Total	77	100,0	100,0	

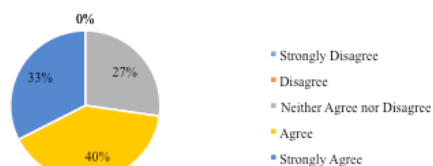
Read the statements below and rate GIRISSIMA.COM according to your experience.-It is easy to get in contact with GIRISSIMA



Read the statements below and rate GIRISSIMA.COM according to your experience.-The online company is prompt in replying to requests

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	0	0,0	0,0	0,0
	Disagree	0	0,0	0,0	0,0
	Neither Agree nor Disagree	21	27,3	27,3	27,3
	Agree	31	40,2	40,2	67,5
	Strongly Agree	25	32,5	32,5	100,0
	Total	77	100,0	100,0	

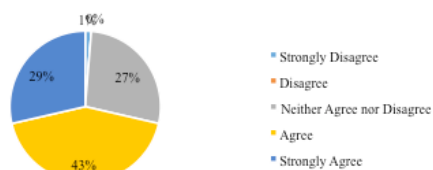
Read the statements below and rate GIRISSIMA.COM according to your experience.-The online company is prompt in replying to requests



Read the statements below and rate GIRISSIMA.COM according to your experience.-I feel secure with giving my credit card or paypal details to buy at GIRISSIMA.COM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1,3	1,3	1,3
	Disagree	0	0,0	0,0	1,3
	Neither Agree nor Disagree	21	27,3	27,3	28,6
	Agree	33	42,8	42,8	71,4
	Strongly Agree	22	28,6	28,6	100,0
	Total	77	100,0	100,0	

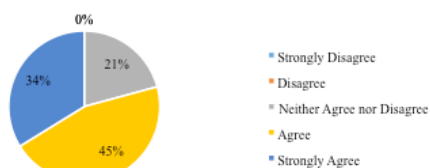
Read the statements below and rate GIRISSIMA.COM according to your experience.-I feel secure with giving my credit card or paypal details to buy at GIRISSIMA.COM



Read the statements below and rate GIRISSIMA.COM according to your experience.-This online company is trustworthy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	0	0,0	0,0	0,0
	Disagree	0	0,0	0,0	0,0
	Neither Agree nor Disagree	16	20,8	20,8	20,8
	Agree	35	45,4	45,5	66,2
	Strongly Agree	26	33,8	33,8	100,0
	Total	77	100,0	100,0	

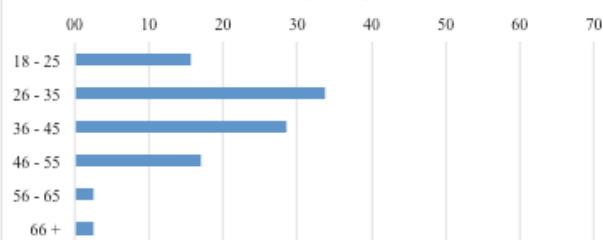
Read the statements below and rate GIRISSIMA.COM according to your experience.-This online company is trustworthy



What is your age?

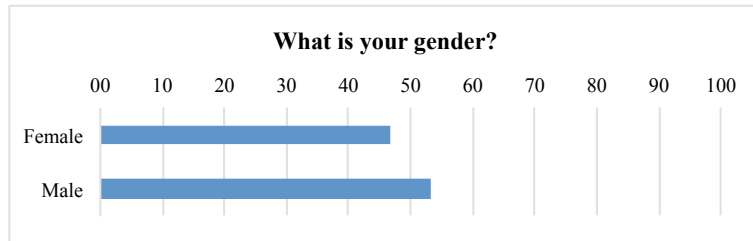
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 25	12	15,6	15,6	15,6
	26 - 35	26	33,8	33,8	49,4
	36 - 45	22	28,6	28,6	77,9
	46 - 55	13	16,9	16,9	94,8
	56 - 65	2	2,6	2,6	97,4
	66 +	2	2,6	2,6	100,0
	Total	77	100,0	100,0	

What is your age?



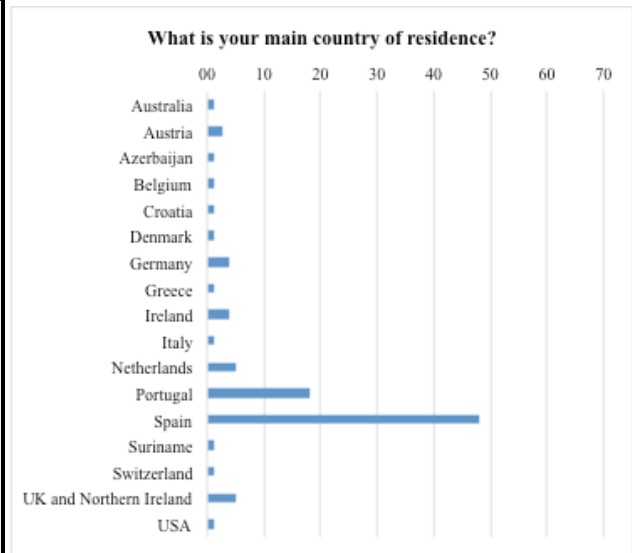
What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	36	46,8	46,8	46,8
	Male	41	53,2	53,2	100,0
	Total	77	100,0	100,0	



List of Countries

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Australia	1	1,3	1,3	1,3
	Austria	2	2,6	2,6	3,9
	Azerbaijan	1	1,3	1,3	5,2
	Belgium	1	1,3	1,3	6,5
	Croatia	1	1,3	1,3	7,8
	Denmark	1	1,3	1,3	9,1
	Germany	3	3,9	3,9	13,0
	Greece	1	1,3	1,3	14,3
	Ireland	3	3,9	3,9	18,2
	Italy	1	1,3	1,3	19,5
	Netherlands	4	5,2	5,2	24,7
	Portugal	14	18,2	18,2	42,9
	Spain	37	48,1	48,1	90,9
	Suriname	1	1,3	1,3	92,2
	Switzerland	1	1,3	1,3	93,5
	UK and Northern Ireland	4	5,2	5,2	98,7
	USA	1	1,3	1,3	100,0
	Total	77	100,0	100,0	



Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.837	.837	2

E-loyalty

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.781	.782	2

E-satisfaction