

Online Shopping Survey

Start of Block: Screening Questions

Online Shopping Survey

Thank you for your interest in participating. One in every ten participants will win a \$15 e-gift card to Amazon. Only one submission per person is permitted. First, please answer the following questions to see if you qualify to participate in this study.

In which US zip code do you live? (You must live in the United States to participate).

How old are you?

How often do you make purchases online?

- Never
 - A few times a year
 - A few times a month
 - A few times a week
 - Every day
-

How often do you make unplanned, impulse purchases online?

- Never
 - A few times a year
 - A few times a month
 - A few times a week
 - Every day
-

Would you like to reduce the amount of impulse buying you do online?

- Yes
 - No
-

End of Block: Screening Questions

Start of Block: Online Shopping Survey

What type of things have you impulsively purchased online in the past?

What strategies, if any, have you used successfully to resist making impulse purchases online?

What strategies, if any, have you used that were NOT successful in helping you resist making impulse purchases online?

If you could talk to the designers of an app or an online tool that is meant to help you control the amount of impulse buying you do online, what would you tell them to design / build / create for you?

When I'm trying to control my impulse buying online, I would like to use an app or online tool that:

- Makes me wait 1-2 minutes before I can checkout
 - Makes me wait 1-2 hours before I can checkout
 - Makes me wait 1-2 days before I can checkout
 - Makes me wait 1-2 weeks before I can checkout
 - Makes me wait 1-2 months before I can checkout
 - I don't want an app / tool that makes me wait to checkout
-

When I'm trying to control my impulse buying online, I would like to use an app or online tool that (check all that apply):

- Warns me when I have been shopping online for too long
- Sends me a reminder warning whenever I click on an online advertisement
- Makes me calculate the number of hours I need to work to pay for the product
- Shows me the product in a less glamorized way
- Shows me pictures of things I care more about than shopping (e.g., family, friends, trips)
- Posts to social media or emails a friend every time I impulsively buy something online
- Posts to social media or emails a friend every time I resist buying something online
- Gives me a physical warning, such as a mobile phone vibration, when I'm about to checkout
- Shows me pictures of the negative outcomes of over-shopping (e.g., landfills, sweatshop labor, poverty)
- Highlights the most negative product reviews
- Make me review all the online purchases I have already made that month
- Makes me list reasons why I need the product I am trying to buy
- Makes me rate (from 1 -10) how much I want to buy each product in my shopping cart

Won't let me buy without the approval of someone I designate (like a trusted friend or partner)

Reminds me of my goals, such as to save money

Hides text like "limited time offer" or "only a few left in stock"

Reminds me of my past regretted impulse buys online

Lets me shop and create wish lists but stops me from actually buying

Reminds me of my spending budget

Other _____

(Internal Note: The next 5 items represent the Impulse Buying Tendency Scale adapted for online buying).

When I go shopping online, I buy things that I had not intended to purchase.

(1) Very Rarely

(2)

(3)

(4) Sometimes

(5)

(6)

(7) Very Often

I am a person who makes unplanned purchases online.

- (1) Very Rarely
 - (2)
 - (3)
 - (4) Sometimes
 - (5)
 - (6)
 - (7) Very Often
-

When I see something online that really interests me, I buy it without considering the consequences.

- (1) Strongly Disagree
 - (2)
 - (3)
 - (4) Neither
 - (5)
 - (6)
 - (7) Strongly Agree
-

It is fun to buy spontaneously online.

(1) Strongly Disagree

(2)

(3)

(4) Neither

(5)

(6)

(7) Strongly Agree

I avoid buying things online that are not on my shopping list.

(1) Strongly Disagree

(2)

(3)

(4) Neither

(5)

(6)

(7) Strongly Agree

How do you identify your gender?

Man

Woman

What is your annual household income?

Less than \$30,000 per year

\$30,000-\$49,999

\$50,000-\$74,999

\$75,000-\$149,999

\$150,000 or more

What is your race?

White

Hispanic or Latino

Black or African American

Native American or American Indian

Asian

Pacific Islander

Other _____



What is your current employment status?

- Employed full-time
 - Employed part-time
 - Out of work and looking for work
 - Out of work but not currently looking for work
 - Stay-at-home parent
 - Student
 - Military
 - Retired
 - Unable to work
-

Are you currently married, living with a partner, divorced, separated, widowed, or have you never been married?

- Married
 - Living with a partner
 - Divorced
 - Separated
 - Widowed
 - Never been married
-

What is your highest completed level of education?

- Some high school, no diploma
- High school graduate, diploma or the equivalent (for example: GED)
- Some college credit, no degree
- Trade/technical/vocational training
- Associate degree
- Bachelor's degree
- Master's degree
- Professional degree
- Doctorate degree

End of Block: Online Shopping Survey

Supplementary material for: Carol Moser, Sarita Schoenebeck, and Paul Resnick. 2019. Impulse Buying: Design Practices and Consumer Needs. In Proceedings of the 2019 CHI Conference on Human Factors in Computing Systems (CHI'19). ACM, Glasgow, UK.