***Example:***

***Add your research model:***

***Item generation:***

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

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

***Add your Hypotheses development:***