

# Appendices

## Appendix 1: Constructs

**Table a: Questionnaire showing constructs and items**

Construct	Item Code	Item
Perceived consequences	con1	I'd pay for online content that will result in an improvement in the way I accomplish my objectives (personal or professional).
	con2	I would pay for online content that resulted in an improved experience of my activities.
	con3	I'd pay for access to an online content source that would result in saving time, money and/or effort.
	con4	I'd pay to access an online content source if the benefits obtained were worth more than the costs.
Perceived ease of use	eou1	I find accessing content online is more convenient than it is offline.
	eou2	Searching for the information I want is easier online than it is offline.
Social factors	soc1	Many people around me pay to access content online.
	soc2	Many people I know have recommended various paid online content services.
Satisfaction	sat1	From my experience with paid content services in general, I am satisfied in terms of quality.
	sat2	I will continue to access content online from my preferred source even if they started charging me for it.
	sat3	I believe that paying for good online content is appropriate.
Alternatives	alt1	I believe that online paid content services are better suited to my needs than free ones.
	alt2	In my experience, paid content is of significantly higher value than freely available content.

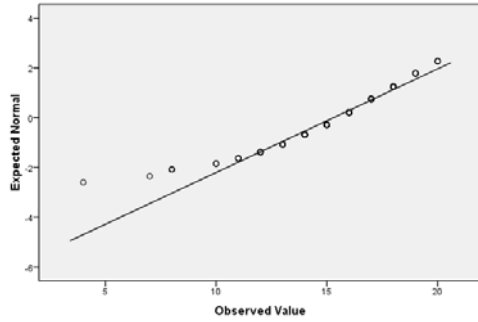
**Table b: Correlation between totals of constructs**

	t_int	t_con	t_eou	t_soc	t_sat	t_alt	
Pearson Correlation	t_int	1.000					
	t_con	.656	1.000				
	t_eou	.197	.201	1.000			
	t_soc	.436	.294	.091	1.000		
	t_sat	.702	.567	.102	.404	1.000	
	t_alt	.592	.485	.084	.359	.649	1.000

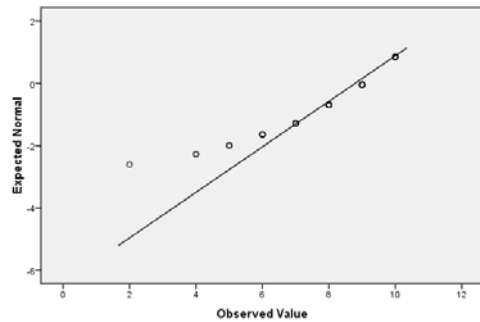
Source: SPSS Output

Figure a: Charts showing normality for each statistic

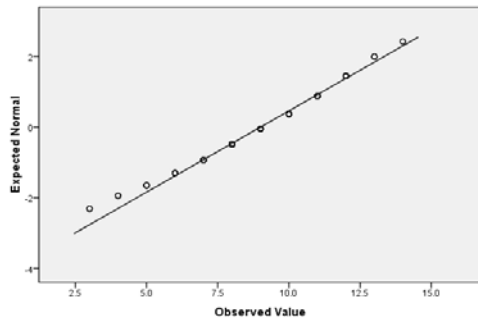
Total perceived consequences



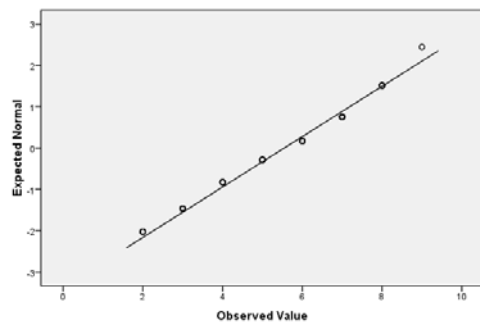
Total perceived ease of use



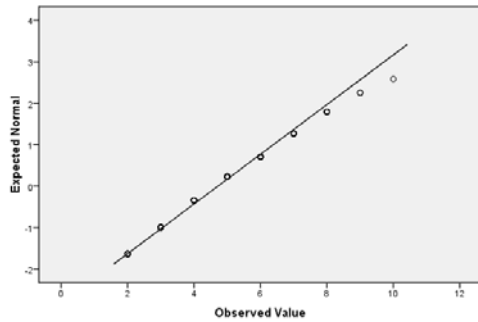
Total satisfaction



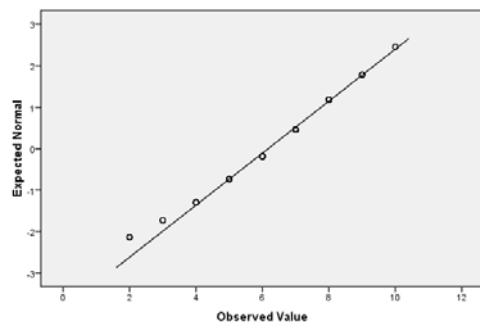
Total alternatives



Total social factors



Total intention



Source: SPSS Output

## Appendix 2: T-Test Tables

Have you ever paid to either read something online or download something off the internet such as music or software for either work or entertainment purposes?

**Table a: Group Statistics (split by past purchase experience)**

		<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Std. Error Mean</b>
Total intention	No	41	5.4634	1.50163	.23451
	Yes	173	6.3410	1.57169	.11949

Source: SPSS Output

**Table b: Independent Samples Test (split by past purchase experience)**

		<b>Levene's Test for Equality of Variances</b>	<b>t-test for Equality of Means</b>				
		Sig.	t	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
						Lower	Upper
Total intention	Equal variances assumed	.838	-3.242	.001	-.87763	-1.41132	-.34393

Source: SPSS Output

Do you work or study in the United Kingdom?

**Table c: Group Statistics (split by country of residence)**

		<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Std. Error Mean</b>
Total intention	No	90	6.2000	1.76228	.18576
	Yes	124	6.1532	1.46529	.13159

Source: SPSS Output

**Table d: Independent Samples Test (split by country of residence)**

		<b>Levene's Test for Equality of Variances</b>	<b>t-test for Equality of Means</b>				
		Sig.	t	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
						Lower	Upper
Total intention	Equal variances assumed	.042	.212	.833	.04677	-.38907	.48262

Source: SPSS Output

## Appendix 3: Multiple Regression Tables

**Table a: Correlations**

		t_int	t_con	t_eou	t_soc	t_sat	t_alt
Pearson Correlation	t_int	1.000					
	t_con	.656	1.000				
	t_eou	.197	.201	1.000			
	t_soc	.436	.294	.091	1.000		
	t_sat	.702	.567	.102	.404	1.000	
	t_alt	.592	.485	.084	.359	.649	1.000
Sig. (1-tailed)	t_int	.					
	t_con	.000	.				
	t_eou	.002	.002	.			
	t_soc	.000	.000	.098	.		
	t_sat	.000	.000	.080	.000	.	
	t_alt	.000	.000	.113	.000	.000	.
N	t_int	214					
	t_con	212	214				
	t_eou	214	214	216			
	t_soc	204	204	205	205		
	t_sat	191	191	192	183	192	
	t_alt	206	205	207	197	189	207

Source: SPSS Output

**Table b: Residuals Statistics**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.7291	9.4355	6.2499	1.22977	180
Std. Predicted Value	-4.318	2.588	.061	.976	180
Standard Error of Predicted Value	.081	.463	.170	.050	180
Adjusted Predicted Value	.3706	9.4610	6.2442	1.23875	179
Residual	-2.43315	3.14893	.02257	.97613	179
Std. Residual	-2.463	3.188	.023	.988	179
Stud. Residual	-2.529	3.237	.023	1.008	179
Deleted Residual	-2.56534	3.24583	.02394	1.01591	179
Stud. Deleted Residual	-2.569	3.327	.024	1.016	179
Mahal. Distance	.222	39.050	4.851	4.152	180
Cook's Distance	.000	.123	.007	.016	179
Centered Leverage Value	.001	.215	.027	.023	180

a. Dependent Variable: t\_int

Source: SPSS Output

## Appendix 4: ANOVA Tables (Comparison of four groups)

Table a: ANOVA test output

	Item Name		Sum of Squares	df	Mean Square	F	Sig.
Consequences	con1	Between Groups	7.483	3	2.494	4.71	0
		Within Groups	112.351	212	0.53		
		Total	119.833	215			
	con2	Between Groups	3.325	3	1.108	1.83	0.14
Within Groups		128.633	212	0.607			
Total		131.958	215				
con3	Between Groups	1.117	3	0.372	0.56	0.65	
	Within Groups	142.364	212	0.672			
	Total	143.481	215				
con4	Between Groups	3.214	3	1.071	1.78	0.15	
	Within Groups	126.735	210	0.603			
	Total	129.949	213				
Perceived ease of use	eou1	Between Groups	1.934	3	0.645	0.85	0.47
		Within Groups	160.839	212	0.759		
		Total	162.773	215			
	eou2	Between Groups	0.549	3	0.183	0.35	0.79
Within Groups		110.544	212	0.521			
Total		111.093	215				
Social Factors	soc1	Between Groups	2.938	3	0.979	1.11	0.35
		Within Groups	181.675	205	0.886		
		Total	184.612	208			
	soc2	Between Groups	0.425	3	0.142	0.14	0.93
Within Groups		204.551	207	0.988			
Total		204.976	210				
Satisfaction	sat1	Between Groups	5.038	3	1.679	2.05	0.11
		Within Groups	155.704	190	0.819		
		Total	160.742	193			
	sat2	Between Groups	4.891	3	1.63	1.73	0.16
		Within Groups	199.323	211	0.945		
		Total	204.214	214			
sat3	Between Groups	8.853	3	2.951	3.06	0.03	
	Within Groups	201.579	209	0.964			
	Total	210.432	212				
Alternatives	alt1	Between Groups	5.242	3	1.747	2.28	0.08
		Within Groups	160.420	209	0.768		
		Total	165.662	212			
	alt2	Between Groups	5.326	3	1.775	1.73	0.16
Within Groups		210.684	205	1.028			
Total		216.010	208				
Intention	int1	Between Groups	10.349	3	3.45	4.77	0
		Within Groups	153.411	212	0.724		
		Total	163.759	215			
	int2	Between Groups	10.866	3	3.622	4.19	0.01
Within Groups		181.438	210	0.864			
Total		192.304	213				

Source: SPSS Output

**Table b: Multiple Comparisons table for ANOVA test**

Tukey HSD				
Dep. Variable	(I) content_group	(J) content_group	Mean Difference (I-J)	Sig.
con1	Never paid for online content	Paid for entertainment only	-0.225	0.564
		Paid for information only	-0.558	0.107
		Have paid for both kinds of content	-0.444	0.003
	Have paid for both kinds of content	Never paid for online content	0.444	0.003
		Paid for entertainment only	0.218	0.462
		Paid for information only	-0.114	0.959
sat3	Never paid for online content	Paid for entertainment only	-0.326	0.511
		Paid for information only	-0.032	1.000
		Have paid for both kinds of content	-0.488	0.027
	Have paid for both kinds of content	Never paid for online content	0.488	0.027
		Paid for entertainment only	0.161	0.855
		Paid for information only	0.456	0.452
int1	Never paid for online content	Paid for entertainment only	-0.261	0.573
		Paid for information only	-0.323	0.672
		Have paid for both kinds of content	-0.541	0.002
	Have paid for both kinds of content	Never paid for online content	0.541	0.002
		Paid for entertainment only	0.281	0.377
		Paid for information only	0.218	0.847
int2	Never paid for online content	Paid for entertainment only	-0.020	1.000
		Paid for information only	-0.653	0.163
		Have paid for both kinds of content	-0.462	0.026
	Have paid for both kinds of content	Never paid for online content	0.462	0.026
		Paid for entertainment only	0.442	0.098
		Paid for information only	-0.192	0.913

Source: SPSS Output

Note: For convenience of presentation, the items where no significant differences were found at all have been removed from Table (b).