



The role of Brand Image of WOOK and Amazon on Purchase Intention, and the mediator effect of Perceived Value.

Lúcia Frazão Malta

Dissertation written under the supervision of Prof. Paulo Romeiro

Dissertation submitted in partial fulfillment of requirements for the MSc in
Business, at the Universidade Católica Portuguesa, January 2022.

ABSTRACT

Title: The role of Brand Image of WOOK and Amazon on Purchase Intention, and the mediator effect of Perceived Value.

Author: Ana Lúcia Frazão Malta

Young adults are a new generation of consumers, causing likes and dislikes to become daily concerns for companies. Millennials and Generation Z's have integrated e-Commerce into their lives, a trend that the COVID-19 pandemic has largely accelerated. A massive boom in online book shopping, in a world of brand conscious choices, unveiled literature gaps.

This study intended to comprehend the Brand Image of a National Online Retailer (WOOK) and an International Online Retailer (Amazon), alongside the expected mediating role of Perceived Value and moderator role of Authors' Nationality, together with the characteristics of Portuguese Young Adults as consumers, on the Purchase Intent of books. The methodology used for this research included secondary and primary data, with a focus group and online questionnaire. Four different scenarios were randomly assigned to participants, consisting of national retailer/national author, national retailer/international author, international retailer/national author, and international retailer/international author. Overall, results revealed that Brand Image has a positive impact on Purchase Intention, and that the Brand Image of WOOK provokes higher Purchase Intentions than the Brand Image of Amazon. Additionally, results showed that Perceived Value has a positive effect on Purchase Intention and that it partially mediates the relationship between Brand Image and Purchase Intention. The moderation effect of the book Authors' Nationality was not confirmed.

This research has particularly important managerial implications to the industry, and shows the value of Portuguese brands, as companies could rethink their strategic and marketing decisions, and the way they market their brand.

Keywords: Brand Image, Perceived Value, Purchase Intention, Online Book Retailers, Author Nationality.

SUMÁRIO

Título: O papel da Imagem de Marca da WOOK e da Amazon na Intenção de Compra, e o efeito mediador da Percepção de Valor.

Autor: Ana Lúcia Frazão Malta

Os jovens adultos são uma nova geração de consumidores, em que gostos e não gostos se tornaram preocupações diárias das empresas. Os Millennials e a Geração Z integraram o e-Commerce nas suas vidas, uma tendência que a pandemia COVID-19 acelerou largamente. Um crescimento exponencial na compra de livros online, num mundo de escolhas conscientes, revelou lacunas na literatura. Este estudo pretendeu compreender a Imagem de Marca de um Retalhista Online Nacional (WOOK) e de um Retalhista Online Internacional (Amazon), simultaneamente com o expectável papel mediador da Percepção de Valor e moderador da Nacionalidade dos Autores, em conjunto com as características dos jovens portugueses, na Intenção de Compra de livros. A metodologia utilizada incluiu dados secundários e primários, com focus group e questionário online. Quatro cenários diferentes foram atribuídos aleatoriamente aos participantes, consistindo em retalhista nacional/autor nacional, retalhista nacional/autor internacional, retalhista internacional/autor nacional e retalhista internacional/autor internacional. Globalmente, os resultados revelaram que a Imagem de Marca tem um impacto positivo na Intenção de Compra, e que a Imagem de Marca da WOOK provoca maiores Intenções de Compra do que a Imagem de Marca da Amazon. Adicionalmente, a Percepção de Valor tem um efeito positivo na Intenção de Compra e medeia parcialmente a relação entre Imagem de Marca e Intenção de Compra. O efeito moderador da Nacionalidade do Autor do livro não foi confirmado.

Esta investigação tem implicações importantes para a indústria, mostrando o valor das marcas portuguesas, questionando decisões estratégicas e de marketing, e a forma como comercializam as suas marcas.

Palavras-chave: Imagem de Marca, Percepção de Valor, Intenção de Compra, Retalhistas Online de Livros, Nacionalidade do Autor.

ACKNOWLEDGEMENTS

To my supervisor, Professor Paulo Romeiro, for all his dedication, patience, guidance, and valuable advice throughout the entire process.

To all the professors and staff of CATÓLICA-LISBON School of Business and Economics, for the personal and professional contribution to my growth.

To Pierre Fabre Group, my manager and co-workers who have given me enormous support.

To all the participants that made this study possible.

To my parents, Leonor and António Gil, my sister Laura and brother Gil, who give me strength every day to continue and to whom I owe what I am today.

To my grandparents, Cesaltina, Conceição, João and Joaquim, always close to my heart.

To all my family, my aunt Madalena and uncle Carlos, and my star watching me from above.

To my friends from Lisboa, Ribatejo, Alentejo, all over Portugal and around the world, to Margarida, Diogo and Afonso, for the memories that are still to come and for those I will never forget.

To all the colleagues who have crossed paths with me, to Beatriz Carvalho, Ricardo Praça, Ricardo Mendes, Daniela Paderne, Duarte Amorim, Filipa Sofio and Beatriz Cadete, for their friendship and for the incredible team we've built.

A special thank you to Miguel, for the smile he brings to my face every single day and the never-ending encouragement which has meant the world to me.

To everyone, my huge and sincere thank you.

To my biggest passion: books.

TABLE OF CONTENTS

ABSTRACT	II
SUMÁRIO	III
ACKNOWLEDGEMENTS.....	IV
TABLE OF CONTENTS	V
TABLE OF FIGURES	VIII
TABLE OF TABLES	IX
TABLE OF APPENDICES	X
GLOSSARY.....	XI
CHAPTER 1: INTRODUCTION	1
1.1 BACKGROUND.....	1
1.2 PROBLEM STATEMENT.....	2
1.3 RELEVANCE	3
1.4 RESEARCH METHODS	4
1.5 THESIS OUTLINE	4
CHAPTER 2: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK.....	6
2.1 PURCHASE INTENTION	6
2.2 BRAND IMAGE.....	7
2.2.1 Brand Image of Wook – National Online Retailer	9
2.2.2 Brand Image of Amazon – International Online Retailer	10
2.2.3 Hypothesis.....	11
2.3 PERCEIVED VALUE	11
2.3.1 Hypothesis.....	12
2.4 NATIONAL VERSUS INTERNATIONAL	12
2.4.1 Hypothesis.....	14
2.5 CONCEPTUAL FRAMEWORK AND HYPOTHESIS.....	14
CHAPTER 3: METHODOLOGY	16
3.1 RESEARCH APPROACH.....	16
3.2 STATE OF THE ART REVIEW	17
3.3 PRIMARY DATA.....	17

3.3.1 Data Collection.....	17
3.3.1.1 Target Population and Sampling.....	17
3.3.1.2 Focus Group.....	18
3.3.1.3 Online Survey	20
3.3.1.3.1 Research Design	21
3.3.2 Measurement / Indicators.....	21
3.4 DATA ANALYSIS	23
CHAPTER 4: RESULTS AND DISCUSSION.....	25
4.1 RESULTS.....	25
4.1.1 Sample Characterization	25
4.1.2 Measures Reliability	28
4.2 HYPOTHESIS TESTS	29
4.2.1. Hypothesis 1a: Brand Image of Online Book Retailers will positively impact Purchase Intention	29
4.2.2. Hypothesis 1b: Brand Image of Amazon will have a higher impact on Purchase Intention than Brand Image of WOOK	31
4.2.3 Hypothesis 2: Perceived Value mediates the relationship between the Brand Image of Online Book Retailers and Purchase Intention	33
4.2.4 Hypothesis 3: The Nationality of the Book Author moderates the relationship between the Brand Image of Online Book Retailers and Perceived Value	36
4.2.5 Full Model.....	37
CHAPTER 5: CONCLUSIONS AND LIMITATIONS	38
5.1 MAIN FINDINGS & CONCLUSIONS	38
5.1.1 RQ1: How does Brand Image impact the Purchase Intention of Books?	38
5.1.2 RQ2: What are the differences between the National (WOOK) and International (Amazon) Brand Images?	39
5.1.3 RQ3: What is the influence of Perceived Value in the Purchase Intention of Books?	40
5.1.4 RQ4: How does an Author Nationality influence Perceived Value?	41
5.1.5 RQ5: What is the main driver of Purchase Intent of Books: Brand Image or Perceived Value?.....	41
5.2 MANAGERIAL / ACADEMIC IMPLICATIONS.....	42
5.3 LIMITATIONS AND FURTHER RESEARCH	42

REFERENCE LIST	I
APPENDICES	XI

TABLE OF FIGURES

Figure 1: Conceptual Framework.....	14
Figure 2: Stimuli design.....	19
Figure 3: PROCESS Model 7 (Hayes, 2018).....	24
Figure 4: Results from the linear regression of the impact of BI on PI.....	30
Figure 5: Statistical diagram of Model 7	33
Figure 6: Results from the statistical diagram	34
Figure 7: The impact of BI on PV	34
Figure 8: The impact of PV on PI	35
Figure 9: Graphical approach to moderation	36
Figure 10: Overview of the Hypothesis.....	37

TABLE OF TABLES

Table 1: Measurement model.....	22
Table 2: Constructs.....	23
Table 3: Demographic characteristics of the sample.....	26
Table 4: Additional descriptive statistics.....	27
Table 5: Constructs Reliability.....	29
Table 6: Descriptive Statistics of the mean BI and PI.....	31
Table 7: Differences in BI between retailers	32
Table 8: Contrast Results (K Matrix)	32
Table 9: The interaction of BI and AN on PV	36

TABLE OF APPENDICES

Appendix 1: Focus Group – Guide.....	XI
Appendix 2: Focus Group – Results.....	XIII
Appendix 3: Questionnaire	XVIII
Appendix 4: Sample Characterization.....	XXV
Appendix 5: Additional descriptive statistics	XXX
Appendix 6: Chronbach’s Alpha.....	XXXI
Appendix 7: Normality Tests.....	XXXII
Appendix 8: Linear Regression.....	XXXIII
Appendix 9: ANCOVA	XXXIV
Appendix 10: PROCESS MODEL 7.....	XXXVI

GLOSSARY

AMA	American Marketing Association
AN	Author Nationality
ANCOVA	Analysis of covariance
BI	Brand Image
COVID-19	Corona Virus Disease 2019
DV	Dependent Variable
IBM	International Business Machines Corporation
IV	Independent Variable
M _i	Mediator
PI	Purchase Intention
PV	Perceived Value
SPSS	Statistical Product and Service Solutions
TAM	Technology Acceptance Model
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
UK	United Kingdom
USA	United States of America
VIFs	Variance Inflation Factors
W	Moderator

CHAPTER 1: INTRODUCTION

1.1 Background

“If one's different, one's bound to be lonely.” – Huxley (2004, p. 149)

If we had to choose a word to describe consumers nowadays it would be “connected”. Internet has become an unquestionably integral part of society. According to The Nielsen Company (2018), more than half of the global population (4 billion) is connected to the internet, with 85% of daily users spending on average six and a half hours online.

We have witnessed a total revolution and recession in traditional stores, shifting into the online world. Generally described by all types of businesses conducted over the internet, e-Commerce is a rapidly evolving market that offers convenience to consumers (Ramayah et al., 2018; Tavares, 2015), as online Shopping can be defined as “a type of e-Commerce where the customer buys goods without any intermediary services” (Sulaiman et al., 2017, p. 31).

Within this universe, we have native digital shoppers, who have spent most of their lives surrounded by computers and smartphones, with a deep relationship to the online world. The young adults of today (between the ages of 18 and 30 years old) are either Generation Y, widely known as Millennials, or Generation Z. Using the Pew Research Center categorization, Millennials are considered from 1981 to 1996, and Generation Z from 1997 to 2012 (Dimock, 2019). Hoefel & Francis (2018, p. 2) state that “long before the term influencer was coined, young people played that social role by creating and interpreting trends.” Young adults have a unique attitude towards brands, preferring brands they can identify with, being conscious about the products they buy. Often characterized by low brand loyalty, they look for instant gratification, authenticity, and concerns for social causes in brands (Wirokarto, 2013; Cheung et al., 2017). To identify these young adults as active consumers that create a relationship with brands, the focus of this study will be Portuguese young adults born between 1991 and 2003.

This research addresses both those consumers and one of the most emerging categories in online shopping: Books. Books and music became part of the top 3 categories with 49% for global online purchasing penetration (The Nielsen Company, 2018).

Through websites and apps, companies possess an excellent way of advertising, selling, and distributing books, as well as providing a support channel for customers in an easier manner. It allows them to deliver lower prices and better services, aiming to increase the perceived value of their products, which explains the popularity amongst young adults. These consumers can write reviews and get into the sense of community, as it is important for them to read what is trending. Young adults often demonstrate herd behavior, buying because they believe that specific products must be worth having (Chen, 2007).

When faced with the decision of where to buy a book online, Portuguese young adults have various alternatives. The most prominent of them are between the gigantic and international Amazon and WOOK, the largest online bookstore in Portugal (Porto Editora, 2021), as more consumers are looking at the origin of brands and products before a purchase.

It is expected in this research that a positive Brand Image of online book retailers will lead to higher Purchase Intent. It then poses a point of interest to study the relationship between Brand Image and Purchase Intention. While Perceived value is expected to have a mediating effect in this relationship, purchasing national versus international book authors is anticipated to have a moderator role. This highlights the importance of further studying and understanding these concepts.

1.2 Problem Statement

The main goal of this dissertation is to comprehend the role of the Brand Image of WOOK, a national online retailer, and the Brand Image of Amazon, an international online retailer, on the Purchase Intention of books. This role will be studied among Portuguese young adults through the mediating role of Perceived Value and the moderator role of National versus International authors. The problem statement can be outlined as:

How does the Brand Image of different online book retailers (National vs. International), influence the Purchase Intention?

The following research questions were framed to answer the problem statement:

RQ1: How does Brand Image impact the Purchase Intention of Books?

RQ2: What are the differences between the National (WOOK) and International (Amazon) Brand Images?

RQ3: What is the influence of Perceived Value in the Purchase Intention of Books?

RQ4: How does an Author Nationality influence Perceived Value?

RQ5: What is the main driver of Purchase Intent of Books: Brand Image or Perceived Value?

1.3 Relevance

There has been an outstanding evolution and digital growth in Portugal, with books and movies in the top categories sold in e-Commerce (CTT, 2020), a tendency that grew enormously after the worldwide pandemic.

The COVID-19 outbreak generated widespread lockdowns, with severe mental health effects on individuals worldwide. The book sector was hit hard by the crisis that caused the closure of bookshops for many months. This was only part of extensive consequences on the book value chain, with book sales going down 80% in Portugal by March 2020. The Portuguese Publishers Association decided to run a *shelfie* challenge at the time, encouraging people to take pictures in front of their bookshelves (International Publishers Association, 2020).

Shortly after, online sales experienced a massive growth, accompanied by a digital shift in reading habits, with a vast increase in users accessing educational resources for online school and work. At least 33% of citizens had read more books while at home and by April 2020, online sales in Italy overtook sales in stores for the first time, while in the UK they went up by 400% (Federation of European Publishers, 2020).

Even with the upscaling digital transformation, there is a limited number of studies examining factors that impact the online purchase of books (Lăzăroiu et al., 2020).

Companies are making full use of digital channels to communicate and promote their brands, as especially to Millennials and Generation Z's, the image others have of them is seen as critical, giving a strong and positive brand image even more significance (Capelo, 2014). Brands like these expand by working with consumer's perception, in order to create positioning in the market. It is therefore extremely relevant to predict young consumers' perception of brands, behavior, and intentions, as they are the power holders in a fast-paced world. Brands and the

values attached to them are interlinked with the self-image of individuals and the perceived value of products (Baseer et al., 2015; Keller, 2013; Mocanu, 2013). Studying National versus International brands, authors, and books alongside these topics, poses a very relevant matter in line with what this dissertation aims to understand.

This research intends to support companies within the book industry, and to help formulate new business strategies, as it highlights an existing gap in the literature, exploring Portuguese young adults' habits as consumers. Key stakeholders might benefit from this study by leveraging from new ideas, improving the purchasers' satisfaction in future acquisitions, and therefore retain consumers and attract new ones.

1.4 Research Methods

With the goal of answering the research questions and the problem stated previously, both primary and secondary data were used. Secondary data was collected through extensive research and analysis of previous studies, articles, books, databases, and academic journals, to gain knowledge of the topics being studied, generate new insights, and provide academic validity to the present research.

Moreover, regarding primary data, different techniques were performed, after assuring they were appropriate for the study. A focus group was conducted to select the most appropriate stimuli to be used. Secondly, a questionnaire based on previous constructs and the main purpose of the research, was administered to assess the formulated hypothesis in the literature review. The set of questions were structured using Qualtrics and distributed through social media. Using non-probability convenience sampling they were answered by the target audience, Portuguese young adults, particularly targeting those between the ages of 18 and 30, who are familiar with both Amazon and WOOK. Relevant data was collected and analyzed using IBM's SPSS 28 statistical software, and treated applying descriptive and inference statistics, with linear regression, ANCOVA and PROCESS statistical analysis.

1.5 Thesis Outline

This dissertation is divided into five sections. The second chapter is dedicated to Literature Review, with an overview of all relevant concepts and their impact on the Purchase Intention

of books, such as Brand Image, Perceived Value, and National vs International constructs. A set of hypotheses that were developed to guide this study are present in this section as well as the Conceptual Framework. The third chapter describes the Methodology, the procedures for obtaining the data through a questionnaire, and its analysis. The fourth chapter, Results and Discussion, presents the results and makes a detailed examination of the data, discussing its meaning. Regarding the last chapter, Conclusions and Limitations, state the main findings and conclusions, with managerial and academic implications, considering the limitations and opportunities for further research.

CHAPTER 2: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

This chapter presents the theoretical framework, a starting point as this dissertation aims to contribute to the existing literature and to shed new light on the concepts studied. The first part of the literature review focuses on Purchase Intention and theories that have been object of study, followed by Brand Image, including Brand Image of the retailers' WOOK and Amazon. Afterward, topics such as Perceived Value, and National versus International Brands and Products, are discussed.

2.1 Purchase Intention

Purchase Intention (PI) refers to what consumers thinks they will buy and their plan to buy a specific product or service within a certain period (Dodds et al., 1991; Sulaiman et al., 2017).

It can be defined as the antecedents that propel the purchase of products and services, varying across categories of products and among consumers (Kim J et al., 2004; Putri, 2015).

Reading and purchasing books is a social practice with centuries of existence (Lopes, 2019). The existence of the Internet has changed the nature of businesses and therefore the book industry structure, with limited book selections in traditional shops and virtually unlimited choices online. Pavlou (2003) identified three sequential steps in these online transactions: information retrieval, information transfer, and product purchase.

Online PI is a construct related to the strength of a consumer intention to buy online, impacted by the degree of trust in brands (Solomon et al., 2006; Yen Chi et al., 2014). Internet book reviews can also impact purchasing decisions, assisting consumers by providing useful information regarding risk and trust (Lin et al., 2005). Most customers tend to use brand name as a substitute for product information when shopping online, suggesting that their PI is higher for well-known online book retailers than unknown retailers with the same prices and quality, with the brand name and reliability having an important role (Yen Chi et al., 2014).

Understanding consumers' behavior and shopping motivation is therefore crucial to companies. It's possible to distinguish between utilitarian and hedonic motivation:

- Utilitarian Motivation is goal-oriented, decision-effective, and rational. When it comes to online book shopping behavior, we can identify four values regarding this kind of motivation: cost-saving, convenience, large selection of books, and information availability.
- On the other hand, Hedonic Motivation includes emotional responses, sensory pleasures, daydreams, and aesthetic considerations. We can identify values such as: exploring new authors and titles, social shopping with or for family and friends, new ideas and trends, sense of products and brands, authority and status, as consumers choose when and how to buy (Hirschman & Holbrook, 1982; Zhang, 2014).

Throughout the years, the purchase decision path has been the central focus of many studies, widely used in academia, marketing and management theories. The Theory of Reasoned Action (TRA), developed by Ajzen and Driver in 1975, argues that behavioral intentions generated by attitude towards behavior and subjective norms predict and lead actual behavior, according to the accessibility of resources and opportunities. Based on this theory, purchase intentions are often used to forecast consumer's actual behavior (Ajzen & Driver, 1991; Ramayah et al., 2018; Wee et al., 2014)

Ajzen and Driver (1992), to extend the TRA, presented the Theory of Planned Behavior (TPB), which stresses the link between beliefs and behavior (Haque et al., 2015; Ramayah et al., 2018). Other theories, such as the Technology Acceptance Model (TAM), see perceived usefulness and perceived ease of use as antecedents of intention and key drivers of e-Commerce acceptance (Pavlou, 2003).

PI is then an important and complicated predictor in the choice-making buying process of consumers (Wagner et al., 2019). Thus, it is extremely relevant to be a dependent variable in this study, as it is based on attitudes related to the brand itself or alternative brands, being used as a proxy for purchase behavior.

2.2 Brand Image

The American Marketing Association (AMA, 2021, p. 1) defines a brand as a “name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition.”

Focusing on the etymology of words, Brand is derived from the “Old Norse word *brandr*, which means to burn, as brands were and still are the means by which livestock owners mark their animals to identify them” (Keller, 2013, p. 30). The word Image is derived from the Greek term *ikon*, which “refers to the verbal creation of an almost visible representation of something in the mind’s eye” (Stern et al., 2001, p. 204).

By the sixteenth century, European whiskey distillers already used trademarks, signaling the source of the product, protecting both the consumer and the maker. However, it was only in the twentieth century that branding became a pillar to competitors (Aaker, 1991).

Brand Image (BI) has been long recognized as an essential concept in marketing but without agreement on its definition (Gardner & Levy, 1955; Haque et al., 2015; Keller, 2013). BI can be defined as “consumers’ perceptions about a brand, as reflected by the brand associations held in consumer memory” (Keller, 2013, p. 72). It is therefore a set of strong, favorable, and unique associations and beliefs, usually organized in some meaningful way, vital in directing consumer behavior (Aaker, 1991; Keller, 1993; Kotler, 2000).

Plummer (2000) argues that there are three main components to BI: product attributes, consumer benefits and brand personality, arguing that being either modern or old-fashioned can be a crucial element in consumers’ choices. According to the Self-Congruity Theory (Sirgy, 1982), consumers prefer brands that have a similar image to theirs and develop specific brand preferences over time, easing the purchasing decision path.

Plumeyer et al. (2019), discussed the most frequent measurement techniques in a systematic review of BI related literature. One of the most used scales developed by Martínez & de Chernatony (2004) considers dimensions of BI that weigh into the type of people that consume a certain brand and its interest to consumers compared to competing brands.

Companies continue to aim every day to have well-positioned brands and to build an attractive and strong BI (Keller, 2013; Kotler, 2000). It is therefore pertinent to study the Brand Image of a giant in the book industry, Amazon, and an analogous Portuguese online retailer, WOOK.

2.2.1 Brand Image of Wook – National Online Retailer

WOOK is considered the Portuguese Amazon for books (Jornal Público, 2012). First named Webboom.pt, the biggest online bookstore in Portugal was launched in 1999, part of Porto Editora, the largest Portuguese publisher. Since its foundation in 1944, by Vasco Teixeira and a group of academics, Porto Editora continues to be distinguished by the quality of the work it develops, guided by excellence and innovation. The e-Commerce space was created to facilitate the purchase process through a practical and economical service (Porto Editora, 2021).

The virtual bookstore Webboom.pt became WOOK.pt in 2008, turning into a staple for Portugal book lovers. Over the last years, WOOK has expanded its presence in the market with about 1 million registered customers and a catalog of more than 9 million books and eBooks, including Portuguese, Spanish, English and French editions. Currently, WOOK sells to over 90 countries, and around 80% of orders are shipped on the same day (WOOK, 2021). WOOK is frequently distinguished with prizes and positively mentioned in the media by its pioneer campaigns, even giving away free books (LUSA - Agência de Notícias de Portugal, 2008). It is available in a mobile version, WOOK Reader reading app, which allows users to access the site anywhere and anytime and read eBooks. Consumers can even find vintage references, and all available books have discounts of at least 10% (Jornal Público, 2012).

WOOK is also part of the #ECOMMERCEPORTUGAL initiative, a campaign by the Digital Commerce Program in favor of Portuguese online commerce, raising awareness for consumers to look for and prefer online stores that display its' seal. This aims to support the growth of the national economy in response to the COVID-19 pandemic (Comércio Digital, 2021).

Regarding book prices in Portugal, it is also important to consider the Fixed Book Price Law. First approved by Law Decree N° 176/96, it instituted legal ground in Portugal dedicated to books. The main objective aims to set a more rigorous qualification of the terms in which the prices are fixed and the books are published, as well as disparities in the book market, to create conditions for the revitalization of the sector, adjusting to the technological evolution (Inspeção-Geral das Atividades Culturais, 2015).

2.2.2 Brand Image of Amazon – International Online Retailer

Now considered the biggest everything store, Amazon began its history in the summer of 1994. Jeffrey Bezos became fixated in a statistic about Internet usage – it was growing at 2300% a year. He quickly left his corporate job and narrowed down a list of possible products that could be sold online. Choosing to start the online retailing of books, Bezos launched a website in July of next year. Jeffrey Bezos named the company after the Amazon River in South America, picturing that the company's size would mirror the river's greatness in the future (Agostino, 2018).

After only one month of existence, Amazon was shipping books to every corner of the United States of America (USA) and 45 other countries, with a website which in 1995 already allowed customers to browse and search for a specific book, topic, or author, read book reviews, and fill up a virtual shopping basket. Books in stock (mostly best sellers) were mailed the same day (Kotha, 1998).

Being the largest e-Commerce platform in the world, it now sells everything from electronics, to toys, clothing, or groceries. Amazon is considered to have the best consumer perception of any brand, impacting not only its' competitors, but also drastically influencing the brands that it depends upon. Being pointed at for the closure of several bookstores, Amazon has been credited with reshaping shopping dynamics and disrupting supply chains (Agostino, 2018; Maita, 2018). The Kindle, launched in 2007, revolutionized the book industry, offering consumers a handheld device to read books electronically, giving Amazon a whole book ecosystem. By the end of 2011, Amazon was selling over 1 million Kindle products per week (Agostino, 2018; Keller, 2013).

Some authors also consider that its available customer service leads customers to have a greater sense of control and provokes stronger purchasing decisions. However, there have been some concerns regarding how Amazon deals with its users' data, and the use of permission marketing (Godin, 1999; Maita, 2018).

Currently, Amazon Portugal does not exist, with most consumers ordering from Amazon Spain due to its proximity and the fact it operates in the same currency. In early January of 2021, Amazon.es translated its website to Portuguese, allowing easier purchases (TSF, 2021). By May

of the same year, Portuguese customers became eligible to subscribe to Amazon Prime, benefiting from free shipping (ECO Sapo, 2021).

2.2.3 Hypothesis

H1a: Brand Image of Online Book Retailers will positively impact Purchase Intention.

H1b: Brand Image of Amazon will have a higher impact on Purchase Intention than Brand Image of WOOK.

2.3 Perceived Value

Different customers value different things, the reason why the concept of Perceived Value (PV) and the connection between its variables, has been studied for many years (Dodds et al., 1991; Grewal et al., 1998).

PV being “the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given” is considered to have a direct effect on consumer’s purchase intention, with a high level of PV having a positive influence (Zeithaml et al., 1988, p. 14). It is an ongoing relationship between the brand and the consumer (Sweeney & Soutar, 2001).

The PV of a product is therefore deeply associated with price, which will impact the likelihood of the purchase. It has long been considered a key factor in consumer choice and is defined as what a customer has to give up to acquire a product, which can be objective or perceived (Kim et al., 2011). The objective price is the actual monetary price of a product, and the perceived price relates to the price that customers themselves infer, which often results in inaccurate references. A rare book is often associated with a higher price, making price discounts a careful measure, to not damage the perceived quality and value of the goods, and instead lead to high purchase intent (Grewal et al., 1998; Zeithaml et al., 1988). The effort of the consumer is also considered in PV, regarding costs of time and energy, reflecting on purchasing intentions. Companies frequently adopt value-based pricing strategies, adjusting considering competitors and the market (Keller, 2013).

Perceived risk and the uncertainty of the purchase, the risk of the book not being delivered in the terms and quality agreed or not at all, or of finding a better deal elsewhere, also relates to

PV. Companies cannot just boost the respective perceived quality or cut their perceived monetary sacrifice since PV is a highly personal construct, and is based on specific characteristics, reference points, and previous experiences of the consumer (Keller, 2013; Zeithaml et al., 1988).

The value of a brand involves a competitor's frame of reference, its quality associated with intrinsic elements like the book being paperback or hardback, its colors and framing, and extrinsic elements like the reputation that a brand holds within its BI, underlying its personal core (Aaker, 1996; Zeithaml et al., 1988).

Kim et al. (2011) took as a frame of reference the reliable scales of Dodds et al. (1991) and Sirdeshmukh et al. (2002), and measured both the PV and PI in the online context, highlighting the link between the two constructs in this matter.

The literature suggests that PV influences the relationship between BI and PI, which scholars use to represent actual behavior (Ertemel & Civelek, 2020), showing the relevance in further exploring these concepts in a booming market and with prominent consumers.

2.3.1 Hypothesis

H2: Perceived Value mediates the relationship between the Brand Image of Online Book Retailers and Purchase Intention.

2.4 National versus International

It is relevant to see the preference of Portuguese consumers between National and International brands and products. There is a lot of research to be done in the field of foreign product perception. By the 1960s, scholars started to wonder about the importance of anthropology in marketing and its impact on the complexities of the consumer decision-making process (Dmitrovic & Vida, 2010).

Kim & Pysarchik (2000, p. 282) describe consumer ethnocentrism as what “reflects consumers' beliefs about the suitability and virtue of purchasing foreign products.” Highly ethnocentric consumers associate the purchase of foreign products with something unpatriotic, and

damaging to the domestic economy, devaluating the value of foreign brands and products. In contrast, non-ethnocentric consumers value imports more objectively and regardless of country origin.

The image of a specific foreign country is an inferred construct, built on cognitive (perceived characteristics), affective (a like or dislike of them), and behavioral components (a set of actions towards these characteristics) (Laroche et al., 2005; Schooler & Sunoo, 1969). The halo effect is prevalent with consumers who stereotype products and brands from specific countries according to their own positive or negative images. For example, there is usually a high perceived value of brands and products from industrialized countries compared to developing countries (Kim & Pysarchik, 2000). This happens more often when consumers are unfamiliar with the products or when information is lacking and it is difficult to assess value, which is more frequent with online purchases (Dmitrovic & Vida, 2010).

A retailer with a strong BI is associated with a strong and positive image of the brands' products by a transfer of values that consumers associate with the brand (Kremer & Viot, 2012). Several authors claim that the greater the degree of congruence between brand image and self-image, the better brand's evaluations are (Postica & Cardoso, 2015). Living in a globalized world, brands and retailers often have processes that involve several countries and different cultural values. If we consider a national online retailer from a small country like Portugal, it has different associations than a large country like the USA.

Global brand names are valuable resources in today's economies of scale, which sometimes implicates worldwide recognition (Gîrboveanu, 2007). In the case of WOOK, as in other Portuguese brands, a foreign branding strategy was used to pronounce and write the brand name in a foreign language to overcome the problem of rejection of a national product with poor associations (Azevedo & Farhangmehr, 2012).

Baumgartner & Jolibert (1978) saw in their studies that French consumers have very strong preferences for domestic products, a mirror of their notable nationalism and cultural values. In contrast, even though it could be thought that Portuguese consumers have superior perceptions of quality associated with foreign products and brands, some authors argue that especially in times of economic recession, there is a climate of concern about their own country (Dmitrovic & Vida, 2010). This might increase the PI from national retailers and national authors, to boost

and support the domestic economy. In a study by Azevedo & Farhangmehr (2012), Portuguese consumers preferred Portuguese brands with a foreign name. In the same study, there was a preference for products manufactured in Portugal, perhaps due to the above-spoken association of Portuguese origin with a developing economy. Currently, the weight of the domestic e-Commerce market is expected to continue to increase even after the pandemic (CTT, 2020).

This emphasizes again the relevance of the topics that will be considered in this dissertation, the Brand Image of two retailers of different origins, as well as the moderating role of Author Nationality (AN).

2.4.1 Hypothesis

H3: The Nationality of the Book Author moderates the relationship between the Brand Image of Online Book Retailers and Perceived Value.

2.5 Conceptual Framework and Hypothesis

Based on the literature review and concepts above, the following conceptual framework summarizes the relationships between the variables and the integral hypotheses that will be researched:

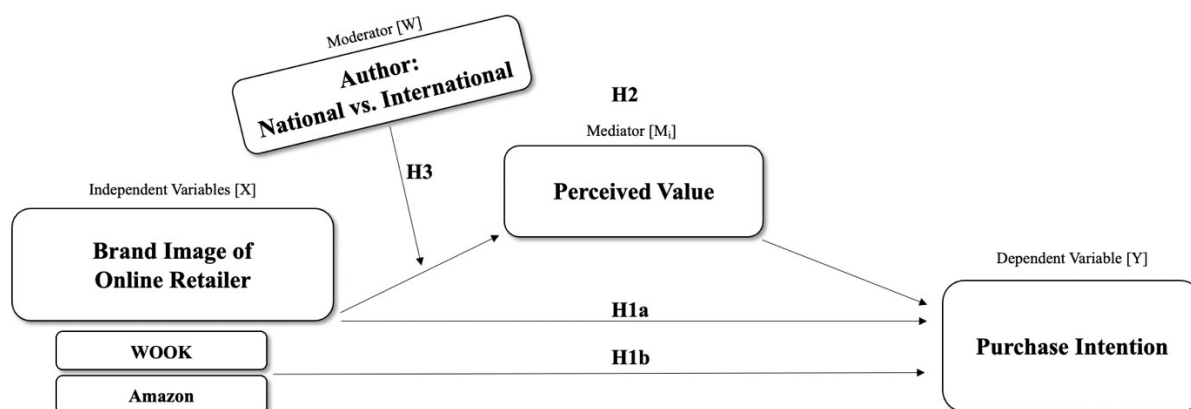


Figure 1: Conceptual Framework

The set of hypotheses that were developed to be further tested in this research are as follows:

H1a: Brand Image of Online Book Retailers will positively impact Purchase Intention.

H1b: Brand Image of Amazon will have a higher impact on Purchase Intention than Brand Image of WOOK.

H2: Perceived Value mediates the relationship between the Brand Image of Online Book Retailers and Purchase Intention.

H3: The Nationality of the Book Author moderates the relationship between the Brand Image of Online Book Retailers and Perceived Value.

CHAPTER 3: METHODOLOGY

This chapter describes the methodology used to study and analyze the research questions and validate the formulated hypothesis proposed in the literature review. The research approach is portrayed below, followed by an outline of the primary and secondary data collected and the data analysis techniques used concerning the main research.

3.1 Research Approach

To address the research objectives of this dissertation, different types of research methods must be considered: exploratory, descriptive, and explanatory (Kothari, 2004; Saunders et al., 2009).

- Exploratory research is useful to clarify the concepts, and if what is already happening can be explained by existing theories, helping in the formulation of the hypothesis.
- Descriptive research is done when exploring and explaining in more detail the topics studied by collecting information that can be qualitative or quantitative.
- Explanatory research connects the previous methods and establishes causal relationships between variables, using quantitative data to explain a specific phenomenon.

The Method Triangulation, the use of both qualitative and quantitative data, was applied in this dissertation. According to White (2006), quantitative research poses an objective way of studying things, using numerical data. In this type of research, a proposition is tested, and a set of hypotheses are either accepted or rejected, being deductive from the general situation, as inferences can be made about a specific example. On the other hand, qualitative research is a non-numerical and descriptive manner of collecting information.

In the initial stages of this dissertation, exploratory qualitative research was done through a comprehensive literature review and a focus group, to better understand the constructs and answer the proposed problem statement. An online questionnaire was then administered to the target audience to test the proposed hypotheses and quantitatively analyze the results.

3.2 State of the art review

Extensive research and analysis of previous studies was done by gathering articles from top academic journals, books, and retrieving secondary data from databases such as the Pew Research Center and The Nielsen Company, to gain knowledge of the concepts, refine new ideas, and provide academic legitimacy to the present research. This theoretical framework supported the building of the conceptual model and is used onwards to interpret primary data results.

3.3 Primary Data

To solve the problem at hand, primary data was collected in the form of a focus group and online questionnaire. A focus group was conducted to gather opinions for the selection of the most appropriate stimuli. A quantitative survey approach was chosen, with questionnaires being widely used data collection techniques within this strategy. Defined as a series of questions that are answered by respondents, questionnaires can be self-administered when done online. These are then quantified and categorized, allowing a large amount of quantitative data to be collected, which can be analyzed using descriptive and inferential statistics, to suggest possible relationships between variables (Saunders et al., 2009; White, 2006).

3.3.1 Data Collection

3.3.1.1 Target Population and Sampling

The target population consists of Portuguese consumers. Only those that were familiar with WOOK and Amazon were considered in this study. Young Portuguese adults born from 1991 to 2003 were targeted as they have both knowledge and experience regarding online shopping and the brands studied. However, consumers born before 1991 were also allowed to enter the questionnaire, to see if any relevant conclusions regarding demographics could be made.

We can divide our target age into two different generations, Generation Y, commonly known as Millennials, and Generation Z. In this study, the Pew Research Center categorization was used, and Generation Y is considered from 1981 to 1996, while Generation Z is from 1997 to 2012 (Dimock M, 2019). While there are differences between the two generations, both grew

up in a digital era and are not only comfortable with technology but contributed to its widespread access, as Gen Z played a major role in the value of social media to brands, whereas Millennials witnessed its rise and are deemed responsible for disrupting traditional ways of thinking (Smith & Turner, 2017).

To study this population, a sample of its elements was used. The participants of this study were chosen by non-probability convenience sampling, a subjective approach best for a definite purpose. Only being representative of the population to a certain degree, it is still considered a reasonable method when faced with resource and time constraints. The possible bias limitation is less important when there is little variation in the population, with a method that deeply relies on accessibility (Saunders et al., 2009; White, 2006). It is, therefore, a good sampling methodology for the problem statement at hand.

3.3.1.2 Focus Group

A focus group was developed for the purposes of this study. Focus groups involve a small number of interviewees of homogenous backgrounds who interactively and informally discuss a particular issue, disclosing how participants conceptualize a brand, and providing important information in cases of time and cost restrictions. Some drawbacks of the method include the necessity of a moderator to guide the conversation and keep the focus, and the influence on the outcome by the composition of the group (Plumeyer et al., 2019; Saunders et al., 2009).

During a one-hour length interview, 9 participants of the target population were asked to reach a consensus on the adequate stimuli for each group. All the participants were Portuguese young adults between the ages of 18 and 30, familiar with both WOOK and Amazon, and of similar backgrounds. This was done on the 21st of October by audio-recorded videoconference, with the permission of the participants and following a guideline (Appendix 1). Participants were asked several questions and shown sixteen potential stimuli through an answer model.

First, there was an icebreaker where participants were welcomed to the session and introduced themselves, followed by details and instructions. The participants were then shown different screenshots of Amazon.es (reference to Amazon, as pointed in the literature review) and WOOK.pt websites with different books to each participant, that they had to contemplate for 2-3 minutes each, share their point of views, and discuss within the group.

The participants decided that best-sellers were adequate to be studied since that the target population is likely to want them and can easily relate to a shopping experience involving them. Regarding book categories, romance novels were chosen, with A Chave de Salomão by José Rodrigues dos Santos and O Retrato de Dorian Gray by Oscar Wilde, selected for the stimuli.

José Rodrigues dos Santos is a 57-year-old Portuguese journalist, well-known to Portuguese young adults who see him on the daily news, considered the best-selling novelist in Portugal. One of his greatest novels, translated to The Key of Solomon (2014), focuses on topics such as life and death itself (Santos, 2019; WOOK, 2021). Oscar Wilde was an Anglo-Irish playwright, poet, and novelist born in 1854, in the Victorian era. The Picture of Dorian Gray (1890), his only romance and controversial novel aiming at the hypocrisy of society, is considered one of the most famous and important works in English literature, continuing to give rise to movements today (Frazão, 2021; Tobin, 2019). Both authors are linked in the Teen & Young Adults' books category at Amazon (Amazon.es, 2021a, 2021b).

The results of the focus group were transcribed and summarized (Appendix 2), allowing for the development of the following stimuli:

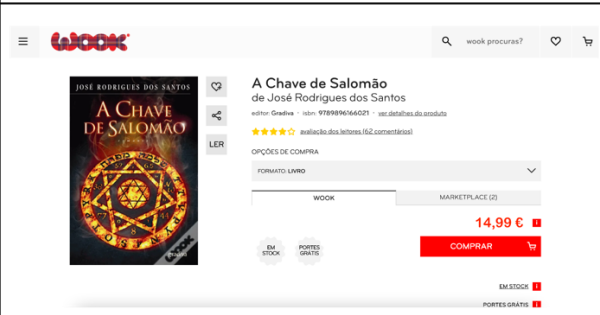
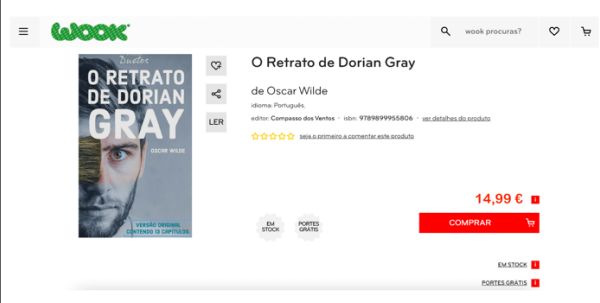
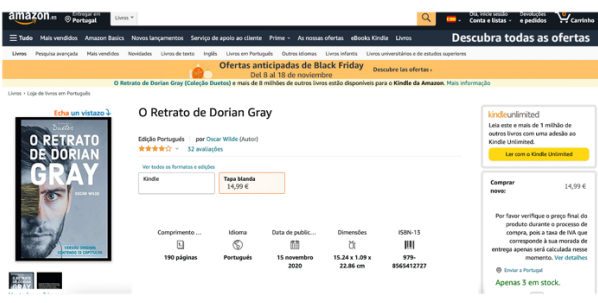
	National Retailer	International Retailer
National Author		
International Author		

Figure 2: Stimuli design

The stimuli were available in the original retailer's website layout and language, and the book titles were kept in the Portuguese translation, with a displayed price of 14.99 euros for each book so there would be no price differences possibly causing bias.

3.3.1.3 Online Survey

The widely used platform Qualtrics was chosen to develop an online questionnaire. Online questionnaires allow flexibility, convenience, a high-speed rate of responses reaching a great number of respondents, saving time and costs compared to traditional survey models (Evans & Mathur, 2005). Questionnaires also allow respondents to provide answers without an interviewer bias. This technique has some limitations, mostly relating to sample selection bias and error, some possible technological issues and privacy concerns, and its impersonal approach sometimes perceived as spam (Kothari, 2004; Saunders et al., 2009).

By operationalizing variables, we had 2×2 stimuli, which translated to a target of at least 200 answers. This is so that the Central Limit Theorem occurs, as “a sample size of 30 or more will usually result in a sampling distribution for the mean that is very close to a normal distribution” (Saunders et al., 2009, p. 218). The extra 20 per group were designed to ensure that the minimum would be met, after removing outliers and manipulation fails.

Prior to the distribution of the survey, it was pilot tested by 5 people to refine the questionnaire and guarantee effectiveness, with a few phrases reworded after their feedback. Pilot testing ensures that respondents will clearly understand the questions and that there will be no problems in data recording, assessing its likely validity and reliability (Saunders et al., 2009).

The questionnaire was available for four days, between the 16th and 19th of November, on Social Media platforms (Facebook, Instagram, Whatsapp, LinkedIn). These are broadly used by the target population and allowed a fast distribution and collection of 388 responses, from which 241 were valid.

3.3.1.3.1 Research Design

The questionnaire was available in English, as Portuguese young adults are natives of the English-speaking online shopping world, and according to Education First (2020), Portugal is ranked among the top countries in the world with very high proficiency in English.

The questionnaire was divided into four sections of (1) screening questions, (2) frequency of reading and online purchase of books, (3) stimuli with constructs' measurement and manipulation checks and (4) demographics. 7-point Likert scales of Familiarity, Frequency and Agreement were used. The complete questionnaire can be consulted in Appendix 3.

Screening questions were asked in the beginning to avoid a lack of representability of the sample, relating to the birth year of the participant, nationality, and the level of familiarity with WOOK and Amazon. Only respondents that met the criteria continued to the next questions. In the questions regarding frequency of reading and online purchase of books, the time frame of the past 6 months was selected for more reliable answers.

Only one of the four stimuli was randomly presented to each respondent. While the stimuli varied, the set of questions in the second section regarding the topics at hand were the same. There were simply randomized in order, to reduce question order bias. Two questions regarding the stimuli were asked as a manipulation check, to assess if the independent variable was effectively manipulated, as participants often rush through answers without paying attention (Hauser et al., 2018).

To motivate participants into answering the questionnaire, at the end of the survey there was a choice to anonymously enter an email and have the chance to win a 10 euros gift card. This was drawn at the end of the data collection.

3.3.2 Measurement / Indicators

The key measurement indicators that were used to analyze the constructs were adapted from authors present in the literature review and are widely used by other scholars. All measures in this dissertation used Likert scaling (Likert, 1932), a frequently applied method when measuring these constructs. Through a series of statements about the stimuli, respondents assess

and indicate the extent to which they agree or disagree with them. Each statement is then allocated a numerical score that allows a total summated or means to be calculated for each respondent. The easiness of administering and understanding are the main advantages of Likert scaling, with the disadvantage of only offering limited information about the constructs (Plumeyer et al., 2019). All the constructs were framed positively and applied then a 7-point Likert scale, ranging from 1 to 7: 1 - Strongly disagree, 2 – Disagree, 3 - Somewhat disagree, 4 - Neither agree nor disagree, 5 - Somewhat agree, 6 – Agree, and 7 - Strongly agree. The option “Don’t Know” was also coded.

With the aim of measuring the BI of WOOK and Amazon, six statements were adjusted from Martínez & de Chernatony (2004). In what concerns PV, four statements from Kim et al. (2011) were used. To measure PI, four statements from Kim et al. (2011) were also applied.

Regarding internal consistency reliability, the Cronbach’s alpha of all measures was considered. It results from different splittings of the scale items, being the average of all possible split-half coefficients (Malhotra et al., 2017). Values range from 0 to 1, with those above 0.7 deemed good, and any value exceeding 0.9 considered excellent. An overview of the measurement model is summarized in Table 1 and Table 2:

Table 1: Measurement model

Framework	Measure	Items	Scale	Reference	Cronbach’s α
IV	Brand Image	6	7-point Likert scale	Martínez & de Chernatony (2004)	0.84
Moderator	National vs. International	Stimuli	<i>na</i>	<i>na</i>	<i>na</i>
Mediator	Perceived Value	4	7-point Likert scale	Kim et al. (2011)	0.95
DV	Purchase Intention	4	7-point Likert scale	Kim et al. (2011)	0.91

Table 2: Constructs

Measure	Statement	Adapted from
Brand Image	BI1 The brand provides good value for money	Martínez & de Chernatony (2004)
	BI2 There is a reason to buy the brand instead of others	
	BI3 The brand has personality	
	BI4 The brand is interesting	
	BI5 I have a clear impression of the type of people who consume the brand	
	BI6 This brand is different from competing brands	
Perceived Value	PV1 Considering the money I pay for buying books at this store, Internet shopping here is a good deal	Kim et al. (2011)
	PV2 Considering the effort I make in shopping at this store, Internet shopping here is worthwhile	
	PV3 Considering the risk involved in shopping at this store, Internet shopping here is of value	
	PV4 Overall, Internet shopping at this store delivers me good value	
Purchase Intention	PI1 The probability that I would consider buying a book from this store is high	
	PI2 If I were to buy a book, I would consider buying it from this store	
	PI3 The likelihood of my purchasing a book from this store is high	
	PI4 My willingness to buy a book from this store is high	

3.4 Data Analysis

The statistical software SPSS was used to analyze the quantitative data collected from the online questionnaire. The data was cleaned and coded into values to be analyzed, starting with descriptive statistics. The sample was then characterized, focusing on demographic information, and Cronbach's alpha was used to see how closely related the set of the measurement items are as a group. This was followed by inference statistics, to test the proposed research hypothesis. Since all the data is parametric, Linear Regressions were carried out for hypothesis that focus on a variation of a variable impacting another variable, H1a, while the statistical test ANCOVA was done for the hypothesis that focuses on differences between groups, H1b. To assess the overall relationship between the variables and do mediation and moderation analysis for H2 and H3, model 7 of the PROCESS tool was used (Figure 3). For all statistical tests that were carried out, a confidence level of 95% was considered.

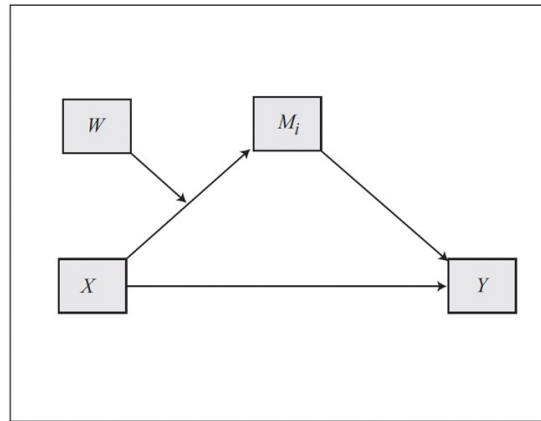


Figure 3: PROCESS Model 7 (Hayes, 2018)

CHAPTER 4: RESULTS AND DISCUSSION

4.1 Results

This chapter presents and analyses the results from the primary data obtained via the online questionnaire through the methodology previously described. It aims to answer the research questions proposed in the first chapter.

In total, the questionnaire gathered 388 responses.

From these, a data cleaning process was performed. Only 12 participants did not complete the survey and were dropped from additional analysis (96.9% response rate). Other 87 did not pass the screening questions, as 7 were not over the age of eighteen, 10 were not Portuguese, 49 were not familiar at all with WOOK and 21 were not familiar at all with Amazon. An outlier's analysis was also performed, using Mahalanobis Distance to measure the distance of cases from the mean of the predictor variable (Field, 2009). This led to the exclusion of 12 responses. Participants that did not understand the manipulation questions were also removed from the study, to avoid unclear responses by lack of attention. Thirteen participants failed the question about the online retailer, twenty the question concerning book author nationality and three missed both, but 87% correct answers suggest a successful manipulation. Importantly, if these participants were included in the hypothesis testing, the results would remain the same. Overall, the survey gathered 241 valid responses.

4.1.1 Sample Characterization

Participants were randomly assigned to one of four possible scenarios. The first scenario – national retailer and national book author – had 63 respondents (26.14% of the valid answers), the second scenario – national retailer and international book author – had 65 respondents (26.97%), whereas the third scenario – international retailer and national book author – had 57 respondents (23.65%) and the fourth scenario – international retailer and international book author – had 56 respondents (23.24%).

Regarding the demographic profile of the sample, more than half were females (68.9%), with 30.3% males and 2 participants that identified as another gender (0.8%). Considering age

groups, 51% were born between 1997 and 2003, labeled as Generation Z, while 41.9% were Millennials born between 1991 and 1996. Only 17 respondents were born before the year 1991. All the participants were Portuguese, and the majority achieved a high education level, as 41.1% had completed a master's degree or MBA and 40.7% a bachelor's degree, followed by 14.9% respondents that finished their high school degree or equivalent, with only 6 respondents that had another education level (2,5%), and 2 respondents that had an education level lower than high school (0.8%). Furthermore, a significant part of the participants was employed (43.6%), 32.8% were students, and 19.9% were student-workers, with very few respondents that were either unemployed (2.1%) or had another occupation (1.7%). When asked their gross monthly income, the sample is quite dispersed, as 24.1% stated to have no income, 10.8% mentioned to gain less than 500 €, 18.3% selected the range of 500 € - 900 €, 18.7% the 1000 € - 1499 € option, and 9.5% affirmed the range of 1500 € - 1999 €. The least common answers were from 2000 € - 2999 € (7.5%), and the range of more than 3000 € (4.6%), with the other 16 participants preferring not to answer this question. This information can be consulted in Table 3 below:

Table 3: Demographic characteristics of the sample

Participants		Total		Stimuli 1	Stimuli 2	Stimuli 3	Stimuli 4
		241		63	65	57	56
Gender	Female	166	68.88%	69.84%	70.77%	64.91%	69.64%
	Male	73	30.29%	30.16%	29.23%	33.33%	28.57%
	Other	2	0.83%	0.00%	0.00%	1.75%	1.79%
Age	< 1991	17	7.05%	11.11%	6.15%	7.02%	3.57%
	1991 – 1996	101	41.91%	41.27%	41.54%	45.61%	39.29%
	1997 – 2003	123	51.04%	47.62%	52.31%	47.37%	57.14%
Education	Lower than high school	2	0.83%	1.59%	1.54%	0.00%	0.00%
	High School degree or equivalent	36	14.94%	25.40%	6.15%	10.53%	17.86%
	Bachelor's degree	98	40.66%	36.51%	44.62%	42.11%	39.29%
	Master's degree or MBA	99	41.08%	34.92%	44.62%	43.86%	41.07%
	Other	6	2.49%	1.59%	3.08%	3.51%	1.79%
Occupation	Student	79	32.78%	25.40%	41.54%	26.32%	37.50%
	Student-worker	48	19.92%	28.57%	10.77%	24.56%	16.07%
	Employed	105	43.57%	42.86%	41.54%	45.61%	44.64%
	Unemployed	5	2.07%	3.17%	4.62%	0.00%	0.00%
	Other	4	1.66%	0.00%	1.54%	3.51%	1.79%
Income	No income	58	24.07%	19.05%	30.77%	15.79%	30.36%
	Less than 500 €	26	10.79%	14.29%	9.23%	10.53%	8.93%
	500 € – 999 €	44	18.26%	23.81%	10.77%	17.54%	21.43%
	1000 € – 1499 €	45	18.67%	22.22%	12.31%	26.32%	14.29%
	1500 € – 1999 €	23	9.54%	9.52%	12.31%	8.77%	7.14%
	2000 € – 2999 €	18	7.47%	3.17%	10.77%	10.53%	5.36%
	More than 3000 €	11	4.56%	4.76%	4.62%	5.26%	3.57%
	Prefer not to answer	16	6.64%	3.17%	9.23%	5.26%	8.93%

In the questions that concerned the familiarity with the brands in question, respondents commonly answered to be extremely familiar with Amazon (42.3%), while most of the others were either moderately or strongly familiar (17.8%). Also, the sample is slightly less but still familiar with WOOK, as the popular answer was to be extremely familiar with the brand (31.5%), and 27.4% stating to be moderately familiar. There is a tendency for the upper part of the familiarity scale, with very small percentages being just slightly or somewhat familiar with the brands in question. Those not familiar with the brands were excluded from the survey by screening questions, with 49 not being familiar with WOOK versus just 21 not familiar with Amazon.

Questioned about their frequency of reading in the past 6 months, 72 participants said to sometimes-read books (29.9%), while 20 stated to rarely read (8.3%), 21 very rarely (8.7%), and 15 respondents mentioned never doing it. The remaining participants either often, very often, or always read books, corresponding combined to 46,9% of the sample. Concerning online book purchases in the past 6 months, participants bought international books more frequently than national books, as seen in the descriptive statistics Table 4. Only a small percentage of the sample stated to always buy international (7.1%) or national (2.5%) books online. Adding to other disperse answers, with an overall growing tendency to the lower half of the frequency scale, 46 participants (19.1%) said that they only sometimes bought international books, whereas 36 participants (14.9%) said the same for national books. Additionally, nearly half of the sample never bought books by national authors online (49.4%), while just 32.8% never bought books by international authors online. Detailed statistics can be found in Appendix 4.

Table 4: Additional descriptive statistics

Variable	Mean	Median	Std. Deviation	Variance	Minimum	Maximum
WOOK Familiarity	5.27	5	1.49	2.23	2	7
Amazon Familiarity	5.59	6	1.53	2.35	2	7
Frequency of Reading	4.51	4	1.73	2.98	1	7
Online purchase of national books	2.35	2	1.67	2.80	1	7
Online purchase of international books	3.21	3	1.98	3.90	1	7

The majority of female participants in the sample coincides with the fact that women are more likely to willingly participate in online questionnaires (Smith, 2008). Additional analysis (Appendix 5) showed that females were less familiar with the international retailer in question (33.7% were extremely familiar with Amazon versus 63% males), with similar familiarities across genders for WOOK. Females also had lower education levels and lower monthly incomes (while 27.1% of females had no income, just 17.8% were in the same situation). Moreover, both Millennials and respondents over 30, had higher monthly incomes than Generation Z, in line with most of these younger participants having lower education levels. While Amazon familiarity was analogous among young adults, Millennials were less familiar with WOOK compared to Generation Z (23.8% versus 36.6% in the extreme familiarity scale). The frequency of reading, online purchasing habits and key variable means were similar across different demographic characteristics.

Nonetheless, this sample has a low likelihood of being representative of the population (Saunders et al., 2009), as it was obtained from the non-probability convenience technique, as previously mentioned.

4.1.2 Measures Reliability

Despite being previously validated in the literature, by considering the Cronbach's alpha coefficient of the BI, PV, and PI scales, we can validate the constructs in the sample under analysis to see how closely related the set of constructs' measurement items are as a group. This was done in the four different scenarios of the study (Appendix 6). All the constructs were framed positively in a 7-point Likert scale. As shown in Table 5, for the measure of PI, the scale had an α coefficient very close to or above 0.9 in all scenarios, showing a very positive internal consistency. Every construct had good or excellent reliability, with Cronbach's alpha values above 0.7. Excluding items to improve the reliability of other measures did not show significant results, as all the items used to measure the variables studied were deemed reliable and were therefore maintained in the analysis.

Table 5: Constructs Reliability

Stimuli	Brand Image		Perceived Value		Purchase Intention	
	Cronbach's α	N° of Items	Cronbach's α	N° of Items	Cronbach's α	N° of Items
S1 National retailer and National book author	0.718	6	0.832	4	0.949	4
S2 National retailer and International book author	0.844	6	0.791	4	0.943	4
S3 International retailer and National book author	0.784	6	0.873	4	0.895	4
S4 International retailer and International book author	0.846	6	0.876	4	0.960	4

4.2 Hypothesis Tests

Several criteria about the data used need to be satisfied before starting the hypothesis tests. According to Saunders et al. (2009), to validate if the data is parametric, the data cases selected for the sample should be independent, numerical, drawn from normally distributed populations, and the populations from which the data cases are drawn should have equal variances.

Pondering the data collected through the questionnaire, the answers of respondents were independent and numerical. The Normal Q-Q Plot revealed that the data was close to the diagonal and the Normality Test Kolmogorov-Smirnov showed that the sample was normally distributed, adding to the fact that all the groups of each stimulus were sufficiently large for the Central Limit Theorem to apply (> 30), resulting in a sampling distribution of the mean that will approximate a normal distribution (Saunders et al., 2009). Equal variances were assumed, and all the assumptions for parametric data were therefore validated (Appendix 7).

4.2.1. Hypothesis 1a: Brand Image of Online Book Retailers will positively impact Purchase Intention

Considering they are metric variables, to predict the value of the dependent variable PI based on the independent variable BI, a linear regression is appropriate:

$$PI_i = \beta_0 + \beta_1 \times BI_i + \varepsilon_i ,$$

$i = 1, \dots, \bar{N}$ where N is equal to 241 individuals.

To conduct a linear regression, a set of assumptions were verified: the relation between DV and IV is linear in the parameters, the random error has zero expected value, the random error has constant variance (homoscedasticity), the random errors are independent of each other (no autocorrelation in the residuals, with a Durbin Watson test value near 2 (Durbin Watson, 1950)), the random error is unrelated with the explanatory variable and is normally distributed (Long, 2008; Field, 2009). The Pearson Correlation was 0.61, which indicates that the variables are moderately positive but not strongly correlated ($r < 0.80$), Tolerance was 1 (> 0.20), and the Variance Inflation Factors (VIFs) were 1 (< 10), meaning there is no evidence of multicollinearity (Malhotra et al., 2017).

The overall model is statistically significant and a good fit for the data ($F(1; 240) = 143.633$; $p = 0.000 < 0.05$). Regarding the explanatory power of the model, the brand image of online book retailers explains 37.5% of the variance of consumers' purchase intention.

The β_1 is positive and equal to 0.935, indicating that the Brand Image of Online Book Retailers has a positive statistically significant impact on Purchase Intention. Therefore, on average, for every unit increase in BI, there is an increase of 0.935 units in PI, *ceteris paribus* (Appendix 8). The regression formula is then:

$$Purchase\ Intention_i = 0.705 + 0.935 \times Brand\ Image_i + \varepsilon_i$$

Correspondingly, **Hypothesis 1a is verified**. The null hypothesis that the Brand Image of Online Book Retailers will negatively or not impact Purchase Intention was rejected.

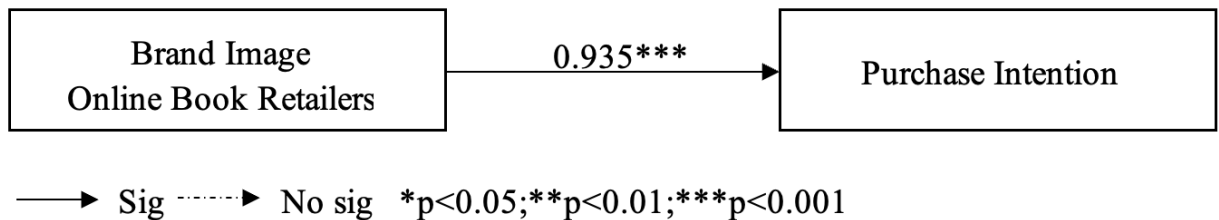


Figure 4: Results from the linear regression of the impact of BI on PI

4.2.2. Hypothesis 1b: Brand Image of Amazon will have a higher impact on Purchase Intention than Brand Image of WOOK

In this analysis, an Analysis of Covariance (ANCOVA) test is appropriate to assess whether there are any significant differences between the means in the two groups WOOK and Amazon, on the DV Purchase Intention (Malhotra et al., 2017). In this case, the categorical independent variables (WOOK and Amazon) are referred to as factors, whereas the metric-independent variable (Brand Image) is referred to as covariate (Appendix 9).

The required assumptions of this test were validated, including the independence of observations, homogeneity of regression slopes as the relationship between the DV and the covariate does not vary across groups, linearity, and normal distribution. Additionally, the Levene's test to verify the homogeneity of the variances showed that the null hypothesis that the error variance of the DV is equal across groups is not rejected ($p = 0.904 > 0.05$).

The ANCOVA test was then done to understand the mean differences between the BI groups and their impact on PI, according to the levels of the dummy variable Retailer (0 = Amazon, 1 = WOOK).

$$H0 = \mu_{BIWOOK} - PI \geq \mu_{BIAmazon} - PI$$

Starting with descriptive statistics in Table 6 below, we can see that the mean PI for WOOK (5.34) is higher than the mean for Amazon (4.72), similarly to the mean BI of each retailer.

Table 6: Descriptive Statistics of the mean BI and PI

Retailer	Purchase Intention		Brand Image		N
	Mean	Std. Deviation	Mean	Std. Deviation	
Amazon	4.72	1.485	4.58	1.017	113
Wook	5.34	1.374	4.71	0.898	128
Total	5.05	1.458	4.65	0.956	241

Additionally, differences in the Brand Images' constructs can be seen in Table 7:

Table 7: Differences in BI between retailers

Statement	Mean	
	Amazon	Wook
BI1 The brand provides good value for money	4.97	5.11
BI2 There is a reason to buy the brand instead of others	4.50	4.83
BI3 The brand has personality	4.47	4.83
BI4 The brand is interesting	4.83	5.05
BI5 I have a clear impression of the type of people who consume the brand	4.10	4.13
BI6 This brand is different from competing brands	4.52	4.30
Total Brand Image	4.58	4.71

In the test between-subjects, it's possible to see a statistically significant difference between the two ($p = 0.001 < 0.05$), suggesting that the BI of Amazon does not impact PI in the same manner that the BI of WOOK. To see which retailer has a higher impact on PI, the K matrix was analyzed to contrast results between Amazon (Level 1) and WOOK (Level 2). As seen in Table 8, the value of the coefficient on PI is 0.510, meaning that, on average, the difference in means in PI between WOOK and Amazon is 0.510 when controlled by BI ($p = 0.001 < 0.05$).

Table 8: Contrast Results (K Matrix)

Retailer Difference Contrast		Dependent Variable PI
Level 2 vs. Level 1	Contrast Estimate	0.510
	Hypothesized Value	0
	Difference (Estimate - Hypothesized)	0.510
	Std. Error	0.146
	Sig.	0.001
	95% Lower Bound	0.222
	Confidence Upper Bound	0.797

It appears the online retailer, being WOOK or Amazon, impacts the respondents' Purchase Intention differently. However, opposing to the proposed hypothesis, on average, the Brand Image of the National Online Book Retailer WOOK has higher Purchase Intention than the Brand Image of the International Online Book retailer Amazon. Correspondingly, **Hypothesis 1b is rejected** and the null is accepted.

4.2.3 Hypothesis 2: Perceived Value mediates the relationship between the Brand Image of Online Book Retailers and Purchase Intention

The Model 7 in SPSS PROCESS (Hayes, 2018) was used for the moderated mediation model (Figure 5) at hand to study the effect of the IV (Brand Image) on the DV (Purchase Intention) via one mediator (Perceived Value) and one moderator (Nationality of the Book Author). This model can be seen on Appendix 10.

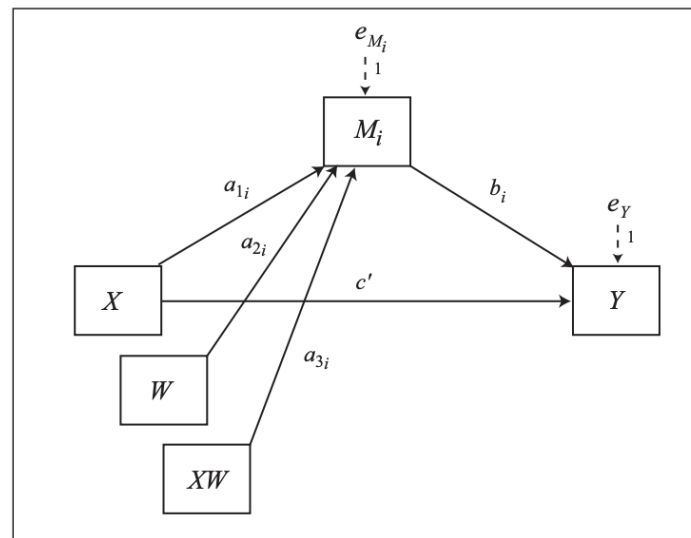


Figure 5: Statistical diagram of Model 7

This shows a conditional process model, as the indirect effect of X on Y through M_i is contingent on W. The full model is comprised of two regression sub-models, seen below on Figure 6.

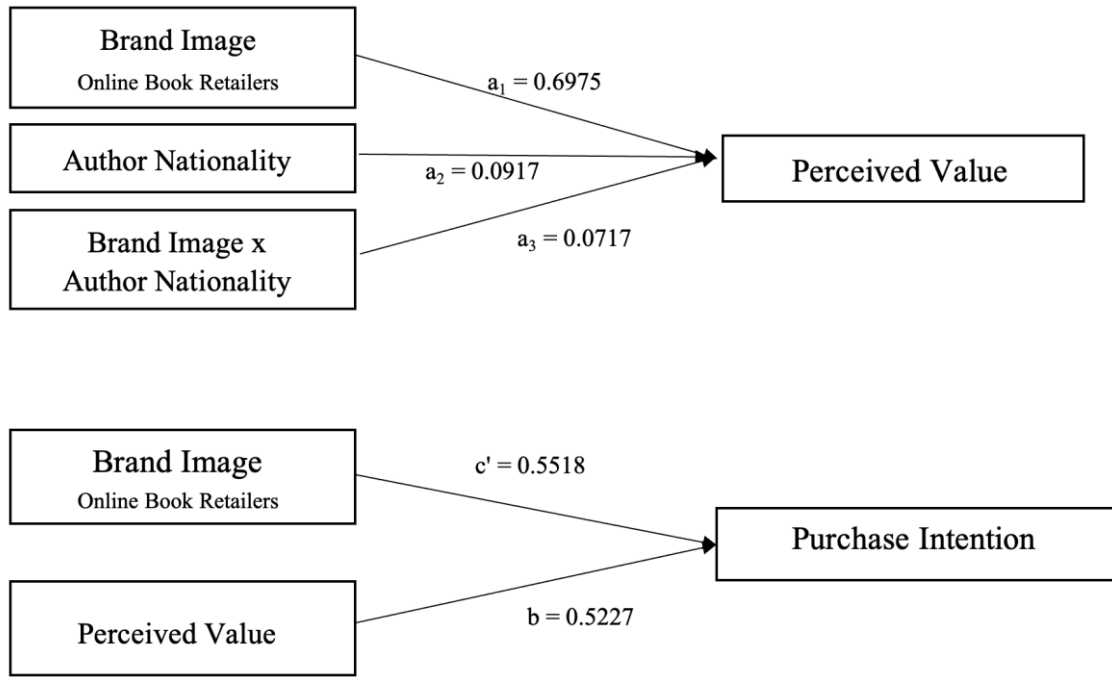


Figure 6: Results from the statistical diagram

Uncovering the a_1 path in the mediation analysis, to see how or why the variables are related, the Brand Image of Online Book Retailers has a positive statistically significant effect on Perceived Value ($p = 0.000 < 0.05$). Thus, PV is defined by the expression:

$$\text{Perceived Value } i = 5.0349 + 0.6975 \times \text{Brand Image } i + \varepsilon_i$$

This suggests that respondents who have positive BI evaluations indicate positive PV. Consequently, on average, for every unit increase in BI, there is an increase of 0.6975 units in PV, *ceteris paribus*.

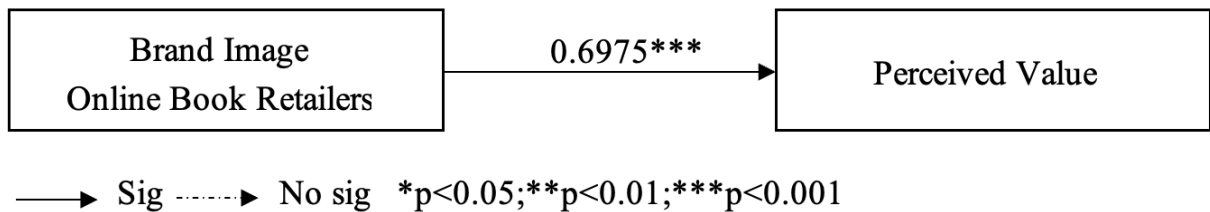


Figure 7: The impact of BI on PV

Looking now for the b path, Perceived Value has a positive statistically significant effect on Purchase Intention ($p = 0.000 < 0.05$). As such, respondents that perceived value positively are, on average, 0.5227 units higher in their PI, *ceteris paribus*.

$$Purchase\ Intention\ i = 2.3913 + 0.5227 \times Perceived\ Value\ i + \varepsilon_i$$

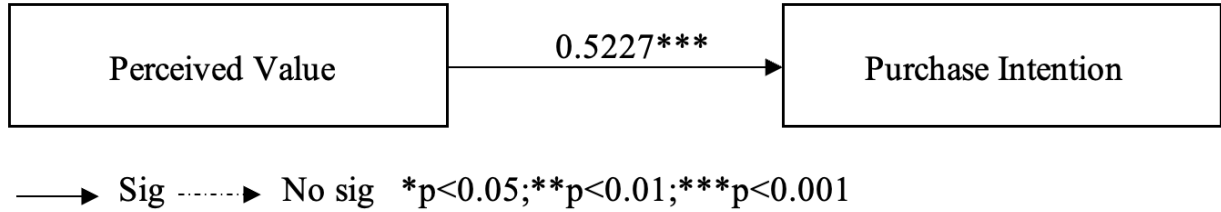


Figure 8: The impact of PV on PI

Additionally, those who have positive associations of the Brand Image of Online Retailers and are impacted by Perceived Value are, on average, 0.3646 units ($a_1 \times b$) higher in their Purchase Intentions.

In a mediation model, there is statistical evidence of full mediation if the DV is no longer significant when controlled for M_i . On the contrary, if both the DV and M_i are statistically significant, there is evidence of partial mediation (Hayes, 2018). In this case, the IV Brand Image of Online Book Retailers has a statistically significant impact on the DV Purchase Intention ($p = 0.000 < 0.05$), making Perceived Value a partial mediator.

Nevertheless, **Hypothesis 2 is verified**. The null hypothesis that Perceived Value does not mediate the relationship between the Brand Image of Online Book Retailers and Purchase Intention was rejected.

4.2.4 Hypothesis 3: The Nationality of the Book Author moderates the relationship between the Brand Image of Online Book Retailers and Perceived Value

A moderator analysis aims to see how it affects the strength and direction of the relationship between variables. Looking at the a_2 path, the output revealed that AN does not have a statistically significant impact on Perceived Value ($p = 0.4840 > 0.05$). Also, in the a_3 path, no statistically significant interaction was found between the Brand Image of Online Retailers and the Nationality of the Book Author on Perceived Value ($p = 0.6235 > 0.05$). The graphic in Figure 9 illustrates that there are very similar slopes across AN, being international (0) or national (1).

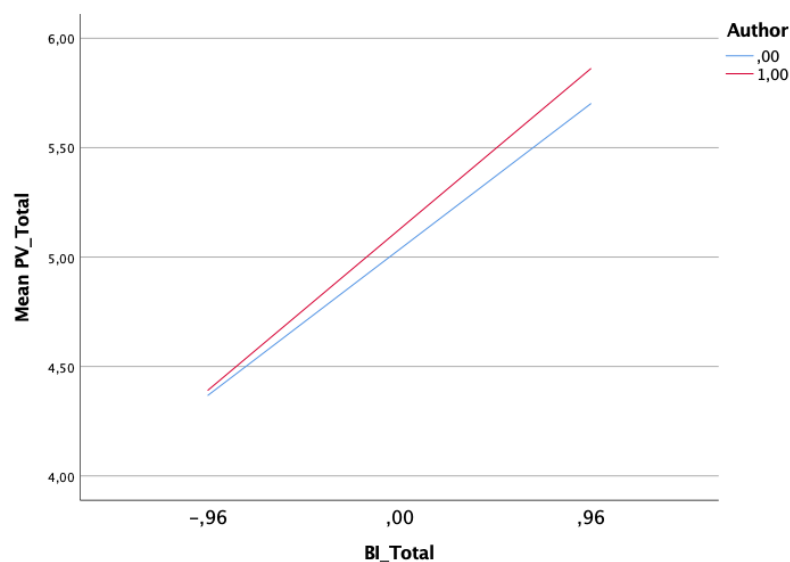


Figure 9: Graphical approach to moderation

Consequently, as seen in Table 9, AN is not a moderator of the relationship between the BI and PV.

Table 9: The interaction of BI and AN on PV

Effect on Perceived Value	Coefficient	p-value	Confidence Interval	
			Lower Limit	Upper Limit
Nationality of the Book Author	0.0917	0.4840	-0.1660	0.3495
Brand Image × Nationality of Author	0.0717	0.6235	-0.2155	0.3588

Subsequently, **Hypothesis 3 is rejected.**

4.2.5 Full Model

We can look for the direct effect in the model, the impact of BI in PI, and the indirect effect, the impact of BI in PI theoretically mediated by PV and moderated by AN. The direct effect of the IV on the DV (0.5518), as seen on c' , is importantly statistically significant ($p = 0.000 < 0.05$). On the other hand, the Index of Moderated Mediation is 0.0375 with bootstrap confidence intervals of -0.1039 to 0.1785. In this case, there is no evidence of moderated mediation in the model since zero falls between the lower and upper bound (Alfons et al., 2021).

Overall, the results showed that, in a 95% confidence interval, Perceived Value is a partial mediator to the model, whereas the Nationality of the Book author is not a moderator to the model. An overview of the proposed hypothesis can be observed below:

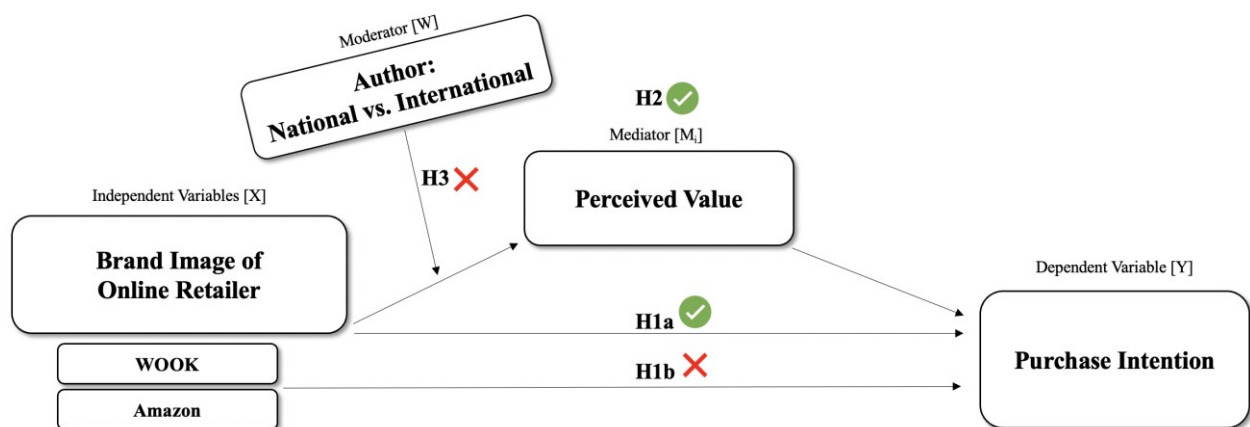


Figure 10: Overview of the Hypothesis

CHAPTER 5: CONCLUSIONS AND LIMITATIONS

This last chapter summarizes the main findings of the research developed. Additionally, managerial and academic implications, as well as possible limitations and suggestions for further research, are addressed.

The present dissertation aimed to study the BI of a national online retailer (WOOK) and an international online retailer (Amazon), alongside the expected mediating role of PV and the moderating role of AN, on the PI of books, together with the characteristics of Portuguese young adults as consumers. Participants of the study were randomly assigned to one of four possible scenarios in an online questionnaire. Based on the conclusions drawn from the data analysis and the literature, the proposed research questions are answered below.

5.1 Main Findings & Conclusions

5.1.1 RQ1: How does Brand Image impact the Purchase Intention of Books?

The first research question intends to study how the Brand Image of Online Retailers influences the Purchase Intention of books. From the literature, a strong and positive Brand Image is a driver for Purchase Intention, bringing out loyalty towards brands, creating positive brand identity and positioning in the market (Baseer et al., 2015). Considering the TPB, Brand Image has an impact on attitudes, subjective norms, perceived behavioral control, and behavioral intention. Attitudes represent an important psychological construct because they can influence and predict many behaviors (Ajzen & Driver, 1992; Jalilvand et al., 2011). BI has therefore a direct impact on purchasing behavior, especially in young adults, who, as we have seen before, worry about having a trendy image and consuming certain brands (Capelo, 2014; Keller, 2013).

According to the results, Brand Image has a positive and statistically significant impact on the Purchase Intention of books ($p = 0.000 < 0.05$). On average, for every unit increase in BI, there is an increase of 0.935 units in PI, *ceteris paribus*. This confirms what was previously suggested in the literature.

5.1.2 RQ2: What are the differences between the National (WOOK) and International (Amazon) Brand Images?

Regarding the second research question, the differences between the Brand Image of WOOK, a National Online Retailer, and Amazon, an International Online Retailer, were analyzed.

This study theorized that consumers would perceive a higher Brand Image for Amazon. Nonetheless, even with the sample having higher familiarity with Amazon, results show that the mean BI for WOOK (4.71) is higher than the mean BI for Amazon (4.58). There is a statistically significant difference between the two retailers ($p = 0.001 < 0.05$), and contrary to what was initially assumed, the Brand Image of the National Online Book Retailer WOOK provokes higher PI than the Brand Image of the International Online Book retailer Amazon.

Respondents in the study were asked regarding the brand value for money, reasons to buy the brand versus competitors, personality, interestingness, clear impression from other consumers and differences from competing brands. Interestingly, the only statement used to measure BI where WOOK had a lower value than Amazon was “This brand is different from competing brands”, possibly due to the innovative nature of Amazon.

These results are consistent with a study by Azevedo & Farhangmehr (2012), where Portuguese brands with a foreign name and a positive Brand Image, as is the case of WOOK, were valued more by consumers. In the same study, brand personality was more important than nationality and interestingly, young adults were more reluctant to prefer Portuguese brands compared to other age groups.

Possible explanations for this study results include:

- While WOOK sells mainly books, Amazon’s website has expanded to many categories, which can cause consumers to associate distinctive identities and personalities between the retailers, leading to differences in Brand Images.
- WOOK represents a National Online Retailer, having patriotic Portuguese associations within its BI. When entering its official website, consumers can even see the claim to buy national, which can lead to positive BI evaluations, especially in times of a pandemic that endangers the current economic situation.

- Also, Amazon does not have operations running in Portugal or a Portuguese website, with consumers having to resort to the Spanish website or other European versions for their orders.
- Furthermore, data privacy concerns and other scandals involving Jeffrey Bezos are usually viral on the internet, possibly triggering devaluations in BI by young consumers.

5.1.3 RQ3: What is the influence of Perceived Value in the Purchase Intention of Books?

The third research question aims to evaluate the influence of Perceived Value in the Purchase Intention of books, being theorized that it would have a mediator effect on the relationship between the key variables BI and PI. The goal of this mediation analysis is to establish the extent to which some putative causal variable, BI, influences the outcome, PI, through the mediator variable PV (Hayes, 2018).

As stated in the literature, PV is a consumer's own perception of a product or service. It is assessed based on trade-offs between the perceived benefits and sacrifice (Bolton & Drew, 1991; Keller, 2013). A retailer's BI influences not only the consumers attracted to its products but also the perceived value of products (Kim & Pysarchik, 2000). The value given by a consumer is then highly subjective, with value perceptions shifting between individuals. The desirability to purchase and PV are indeed positively linked (Aaker, 1996; Zeithaml et al., 1988). Respondents in the study were asked regarding the price, effort, risk, and overall value of shopping at the retailer.

Results concurred with the work of other authors, revealing that Perceived Value had a positive and statistically significant effect on Purchase Intention ($p = 0.000 < 0.05$). Respondents who perceived positive value are, on average, 0.5227 units higher on their purchase intentions, *ceteris paribus*.

Also, PV is a partial mediator of the relationship between BI and PI as both the DV and M are statistically significant. Nevertheless, Perceived Value affects the Purchase Intention of books in a causal sequence, as the Brand Image of Online Book Retailers generates positive Perceived Value that is translated into higher Purchase Intentions.

5.1.4 RQ4: How does an Author Nationality influence Perceived Value?

For the fourth research question, the influence of AN being Portuguese or Foreign on Perceived Value was studied. A moderation analysis was also done to determine whether the size or sign of the effect of BI on PI depends on the moderator variable AN (Hayes, 2018).

The results revealed that AN does not impact PV ($p = 0.4840 > 0.05$), and there is no statistically significant interaction between BI and AN on PV ($p = 0.6235 > 0.05$). Additionally, although descriptive statistics showed that books written by international authors were more frequently purchased than those written by national authors, it is possible to conclude that the Nationality of the Author is not a moderator to the model.

This suggests that Portuguese young adults are non-ethnocentric when it comes to author nationality, valuing in the same manner regardless of the book's origin, and rather looking to the PV that the retailer delivers.

5.1.5 RQ5: What is the main driver of Purchase Intent of Books: Brand Image or Perceived Value?

The fifth research question focuses on seeking the main driver for the Purchase Intent of Books.

According to the literature, both Brand Image and Perceived Value are important brand associations that drive consumers intention to buy, being key in customer satisfaction and loyalty (Aaker, 1996; Keller, 2013).

The overall model improves when PV is added to BI as a mediator, even though BI has more impact. While PV has a positive and statistically significant effect on PI ($p = 0.000 < 0.05$), BI also has a positive statistically significant impact on PI ($p = 0.000 < 0.05$), making Perceived Value a partial mediator. For every unit increase in PV, there is an increase, on average, of 0.5227 units in the Purchase Intention of books, whereas, one unit increase in BI increases, on average, 0.5518 units in the Purchase Intention of books, *ceteris paribus*.

Therefore, results suggest that Brand Image is the main driver for the Purchase Intent of Books.

5.2 Managerial / Academic Implications

The present study is the tip of the iceberg in a field that is very relevant today, from both managerial and academic perspectives.

Considering managerial implications, this research is interesting not only for companies within the book and publishing industry and key stakeholders, but also for new players that want to enter the market. Results of this study have shown that a substantial percentage of the sample only reads books sometimes and does not buy them online. But in a country that pays attention to the importance of reading, with mandatory national reading plans and over 90% of parents believing that books are an integral part of growth for children (Gomes et al., 2019), companies have fertile ground to invest. Marcelo Rebelo de Sousa, President of Portugal, stated that “Reading is very important. The book cannot pay the bill for the COVID-19 pandemic” (TPN/Lusa, 2021).

In general, companies outside this industry should be attentive to young adults’ consumer habits and the purchase intent of national versus international products. When the objective is to increase sales and assess strategic decisions, firms should be aware of the advantage of a national claim from a marketing standpoint.

In terms of academic contributions, this study addressed a literature gap regarding the value of Portuguese brands, tying hands with a growing industry, the online retailing of books. Although past research has studied the effect of Brand Image on Purchase Intention and the role of Perceived Value, the impact of National versus International brands and products, such as books, was not analyzed in its full scope, nor the full relationships between the variables, with young adults as consumers. It can be used as starting point for other studies in the field of marketing and management that address young adults and cultural disparities, when consumers are faced with a choice of products from different origins.

5.3 Limitations and Further Research

There are some limitations to this study, adding to natural time and resources constraints.

First, a non-probability sampling technique was used, which implicates that the results are only valid for the sample in analysis. Other limitations include the relatively small sample size of 388 respondents. To tackle this issue, a more extensive and representative sample of the population should be used to not compromise the reliability of the study.

Moreover, this study was conducted in the middle of a global pandemic, which might have biased the results. While consumers want to save money with increasing rates of unemployment, they also want to help the domestic economy. A post-pandemic study should be led to see the difference in results.

Besides, it is important to note that while purchase intent was used as a proxy for real purchases, direct conclusions of intention to buy should be carefully considered. The data was collected through a questionnaire distributed across social media, where participants might not answer accurately to their intentions. Additionally, adding to the differences in website user experience, Amazon not only has a bigger book catalog than WOOK, but also sells a little bit of everything in a giant marketplace. Further research should include retailers that only differ in nationality and have identical categories to better compare the two.

In respect to future research, other variables could be included in the model, such as monetary and non-monetary promotions, book prices and reviews, different book categories and authors. While the study focused on romances, during the lockdown, children's books performed better, and Albert Camus' *The Plague* became popular (Federation of European Publishers, 2020).

As this research focused only on one product category and two retailers, it would be interesting to study the same variables across different retailers, nationalities, and product categories. More specifically, it would be valuable to see the differences between Purchase Intent in online and physical stores, considering different cultural backgrounds. Future works should include how consumers perceive national brands with Portuguese versus foreign names, and the impact of the increasing digital piracy and e-books. Lastly, it would also be interesting to see how different age groups and demographic characteristics would respond to the variables.

REFERENCE LIST

- Aaker, D. A. (1991). *Managing Brand Equity - Capitalizing on the Value of a Brand Name*. The Free Press. <https://www.inovaconsulting.com.br/wp-content/uploads/2016/09/managing-brand-equity-by-david-aaker.pdf>
- Aaker, D. A. (1996). Measuring Brand Equity Across Products and Markets. *California Management Review*, 38(3), 102-120. <http://dx.doi.org/10.2307/41165845>
- Agostino, J. D. ' (2018). *Amazon, e-commerce, and the new brand world* [Bachelor Thesis]. Robert D. Clark Honors College. <https://scholarsbank.uoregon.edu/xmlui/handle/1794/23999>
- Ajzen, I., & Driver, B. L. (1991). Prediction of leisure participation from behavioral, normative, and control beliefs: An application of the theory of planned behavior. *Leisure Sciences*, 13(3), 185–204. https://www.researchgate.net/publication/233896565_Prediction_of_Leisure_Participation_from_Behavioral_Normative_and_Control_Beliefs_An_Application_of_the_Theory_of_Planned_Behavior
- Ajzen, I., & Driver, B. L. (1992). Articles Application of the Theory of Planned Behavior to Leisure Choice. *Journal of Leisure Research*, 24 (3), 207-224. https://www.researchgate.net/publication/232514699_Application_of_the_Theory_of_Planned_Behavior_to_Leisure_Choice
- Alfons, A., Ates, N. Y. & Groenen, P. J. F. (2021). A Robust Bootstrap Test for Mediation Analysis. *Organizational Research Methods*, XX (X), 1-27. <https://journals.sagepub.com/doi/pdf/10.1177/1094428121999096>
- AMA (2021). *Branding*. <https://www.ama.org/topics/branding/>
- Amazon.es. (2021a). *Teen & Young Adult Books - José Rodrigues dos Santos*. https://www.amazon.es/s?k=jose+rodrigues+dos+santos&i=stripbooks&rh=n%3A599364031%2Cn%3A12942013031&dc&language=pt&qid=1639911523&rnid=599364031&ref=sr_nr_n_19
- Amazon.es. (2021b). *Teen & Young Adult Books - Oscar Wilde*. https://www.amazon.es/s?k=oscar+wilde&rh=n%3A12942013031&ref=nb_sb_noss
- Azevedo, A., & Farhangmehr, M. (2012). O valor da marca «made in» Portugal. *Revista Portuguesa e Brasileira de Gestão*, 11(2-3), 38-54. <https://bibliotecadigital.fgv.br/ojs/index.php/rbpg/article/view/78734>

- Baseer, A., Durrani, I., Godil, M.-P., Baig, U., & Sajid, S. (2015). Impact of Brand Image on Buying Behaviour among Teenagers. *European Scientific Journal*, 11(5), 155–168. <https://docplayer.net/44577862-Impact-of-brand-image-on-buying-behaviour-among-teenagers.html>
- Baumgartner, G., & Jolibert, A. (1978). The Perception of Foreign Products in France. *Association for Consumer Research*, 5, 603–60. <https://www.acrwebsite.org/volumes/9490/volumes/v05/NA-05>
- Bolton, R. N., & Drew, J. H. (1991). A Multistage Model of Customers' Assessments of Service Quality and Value. *Journal of Consumer Research* 17, 375-384. <http://www.ruthnbolton.com/Publications/ServiceQualityandValue.pdf>
- Capelo, I. (2014). *Millennials Brand Awareness*. [Master Thesis]. Catholic University of Portugal. https://repositorio.ucp.pt/bitstream/10400.14/16990/1/Ines%20Capelo_Millennials%20Brand%20Awareness.pdf
- Chen, Y. F. (2007). Herd behavior in purchasing books online. *Computers in Human Behavior*, 24(5), 1977–1992. <https://doi.org/10.1016/j.chb.2007.08.004>
- Cheung, J., Davis, T., & Heukaeufer, E. (2017). *Gen Z brand relationships*. IBM.
- Comércio Digital. (2021). *#Ecommerceportugal*. <https://www.comerciodigital.pt/pt/ecommerceportugal/>
- CTT (2020). *CTT e-Commerce Report 2020: Some market insights and new CTT's innovative initiatives*. https://www.ctt.pt/contentAsset/raw-data/e7271d5f-adb5-4cfc-ac00-1120717f8839/ficheiro/export/Alberto%20Pimenta_%20ecommerceday2020_vf.pdf
- Dimock M. (2019, January 17). *Defining Generations: Where Millennials End and Generation Z begins*. Pew Research Center. <https://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins/>
- Dmitrovic, T., & Vida, I. (2010, January). Consumer Behaviour Induced by Product Nationality: The Evolution of the Field and its Theoretical Antecedents. *Transformations in Business & Economics*, 9(9), 145–165. https://www.researchgate.net/publication/228461884_Consumer_Behaviour_Induced_by_Product_Nationality_The_Evolution_of_the_Field_and_Its_Theoretical_Antecedents
- Dodds, W., Monroe, K., & Grewal, D. (1991, August 1). Effects of Price, Brand, and Store Information on Buyers' Product Evaluations. *Journal of Marketing Research*, XXVIII, 307–319. <https://doi.org/10.1177/002224379102800305>

- Durbin, J. & Watson, G. S. (1950). Testing for Serial Correlation in Least Squares Regression: I. *Biometrika*, 37 (3-4), 409-428. <https://doi.org/10.2307/2332391>
- ECO Sapo. (2021, May 25). *Prime chega a Portugal. Amazon oferece portes grátis e streaming por 3,99 euros/mês.* <https://eco.sapo.pt/2021/05/25/prime-chega-a-portugal-amazon-oferece-portes-gratis-e-streaming-por-399-euros-mes/>
- Education First. (2020). *EF English Proficiency Index*. www.ef.com/epi/www.efset.org
- Ertemel, A. V., & Civelek, M. E. (2020). The Role of Brand Equity and Perceived Value for Stimulating Purchase Intention in B2C e-Commerce Web Sites. *Business and Economics Research Journal*, 10(1), 233–243. <https://doi.org/10.20409/berj.2019.165>
- Evans, J. R., & Mathur, A. (2005). The value of online surveys. *Internet Research – Emerald Group Publishing Limited*, 15(2), 195–219. <https://doi.org/10.1108/10662240510590360>
- Federation of European Publishers. (2020). *Consequences of the covid-19 crisis on the book market.* <https://europeanwriterscouncil.eu/fep-report-covid-booksector/>
- Field, A. (2009). *Discovering Statistics using SPSS* (3rd ed.). SAGE Publications.
- Franke, G. R. (2010). Multicollinearity. *Wiley International Encyclopedia of Marketing*. John Wiley & Sons Ltd. <https://doi.org/10.1002/9781444316568.wiem02066>
- Frazão, D. (2021). *Oscar Wilde*. https://www.ebiografia.com/oscar_wilde/
- Gardner, B. B., & Levy, S. J. (1955). The Product and the Brand. *Harvard business review*, (March-April), 33-39. https://static.squarespace.com/static/52f06cae4b0c058f6084354/t/539070a1e4b0b4380bb48719/1401974945820/Levy_ProductandBrand.pdf
- Gîrboveanu, S. (2007). Global or National Brands?. *Management and Marketing Journal*, 5(1) 82-88. <https://www.mnmk.ro/documents/2007/2007-9.pdf>
- Godin, S. (1999). *Permission marketing: turning strangers into friends and friends into customers*. Simon and Schuster. <https://pdfroom.com/books/permission-marketing-turning-strangers-into-friends-and-friends-into-customers/9ZdYJDrgV4>
- Gomes, A., Esteves, M., & Duarte, S. (2019, April 2). *Hábito de Leitura de Livros Expresso, McDonald's e Plano Nacional de Leitura.* [https://www.pnl2027.gov.pt/np4/%7B\\$clientServletPath%7D/?newsId=248&fileName=Habitos_Leitura.pdf](https://www.pnl2027.gov.pt/np4/%7B$clientServletPath%7D/?newsId=248&fileName=Habitos_Leitura.pdf)
- Grewal, D., Krishnan, R., Baker, J., & Borin, N. (1998). The Effect of Store Name, Brand Name and Price Discounts on Consumers' Evaluations and Purchase Intentions. *Journal of Retailing*, 74(3), 331-352.

- https://www.researchgate.net/publication/222308261_The_Effect_of_Store_Name_Brand_Name_and_Price_Discounts_on_Consumers'_Evaluations_and_Purchase_Intentions
- Haque, A., Anwar, N., Yasmin, F., Sarwar, A., Ibrahim, Z., & Momen, A. (2015). Purchase intention of foreign products: A study on Bangladeshi consumer perspective. *SAGE Open*, 5(2), 1–12. <https://doi.org/10.1177/2158244015592680>
- Hauser, D. J., Ellsworth, P. C. & Gonzalez, R. (2018). Are Manipulation Checks Necessary? *Frontiers in Psychology*. <https://doi.org/10.3389/fpsyg.2018.00998>
- Hayes, A. F. (2018). *Introduction to Mediation, Moderation, and Conditional Process Analysis - A Regression Based Approach* (2nd. ed.). The Guilford Press. https://edisciplinas.usp.br/pluginfile.php/5725353/mod_resource/content/1/HAYES%20-%20Introduction%20to%20Mediation%2C%20Moderation%2C%20and%20Conditional%20Process%20Analysis.%20A%20Regression-based%20Approach%20%282018%29.pdf
- Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic Consumption: Emerging Concepts, Methods. *Source: Journal of Marketing*, 46(3). http://www.jstor.orgURL:http://www.jstor.org/stable/1251707http://www.jstor.org/stable/1251707?seq=1&cid=pdf-reference#references_tab_contents
- Hoefel, F., & Francis, T. (2018, November 12). ‘True Gen’: Generation Z and its implications for companies. <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-gen-generation-z-and-its-implications-for-companies>.
- Huxley, A. (2004). *Brave New World*. Coradella Collegiate Bookshelf Editions. http://scotswolf.com/aldoushuxley_bravenewworld.pdf
- Inspeção-Geral das Atividades Culturais. (2015, December). *Lei do Preço Fixo do Livro* (Decreto-Lei nº 176/96, de 21-09, alterado pelo Decreto-Lei nº 216/2000, de 2-09 e Decreto-Lei nº 196/2015, de 16-09). <https://www.igac.gov.pt/preco-fixo-do-livro>
- International Publishers Association. (2020). *Publishers Without Borders: COVID-19 Impact*. <https://www.internationalpublishers.org/covid-reaction/168-covid-19/966-publishers-act-amid-covid19-pandemic>
- Jalilvand, M. R., Ebrahimabadi, F., & Samiei, N. (2011). The Impact of Branding on Customers’ Attitudes toward Banking Services (The Case of Iran’s Melli Bank). *International Business and Management*, 2(1), 186–197. <https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.829.534&rep=rep1&type=pdf>

- Jornal Público. (2012, May 2). *Wook, “a maior livraria portuguesa online” já está no telemóvel.* <https://www.publico.pt/2012/05/02/P3/noticia/wook-a-maior-livraria-portuguesa-online-ja-esta-no-telemovel-1813479>.
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1), 1-22. <https://faculty.fuqua.duke.edu/~moorman/Marketing-Strategy-Seminar-2015/Session%203/Keller.pdf>
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity - Global Edition* (4th ed.). Pearson. http://brandabout.ir/wp-content/uploads/Keller_Strategic_Brand_ManagementBookFi.pdf
- Kim, H.-W., Xu, Y., & Gupta, S. (2011). Which is more important in internet shopping, perceived price or trust? *Electronic Commerce Research and Applications*, 11(3), 241–252. <https://doi.org/10.1016/j.elerap.2011.06.003>
- Kim J., Kim H. J., & Lee H. (2004). Factors Affecting Online Search Intention and Online Purchase Intention. *Seoul Journal of Business*, 10(2), 27-48. https://s-space.snu.ac.kr/bitstream/10371/1809/1/SJBv10n2_027.pdf
- Kim, S., & Pysarchik, D. T. (2000). Predicting Purchase Intentions for Uni-national and Bi-national Products. *International Journal of Retail & Distribution Management*, 28(6), 280–291. <https://doi.org/10.1108/09590550010328544>
- Kotha, S. (1998). Competing on the Internet: The Case of Amazon.com. *European Management Journal*, 16(2), 212-222. https://sureshkotha.files.wordpress.com/2018/05/coi_emj1.pdf
- Kothari, C. R. (2004). *Research Methodology: Methods & Techniques* (2nd rev. ed.). New Age International Publishers. [https://www.cusb.ac.in/images/cusb-files/2020/el/cbs/MCCOM2003C04%20\(Business%20Research%20Methods\)Research_Methodology_C_R_Kothari.pdf](https://www.cusb.ac.in/images/cusb-files/2020/el/cbs/MCCOM2003C04%20(Business%20Research%20Methods)Research_Methodology_C_R_Kothari.pdf)
- Kotler, P. (2000). *Marketing Management, Millenium Edition.* <http://www.ascdegreecollege.ac.in/wp-content/uploads/2020/12/Marketing-Management-Millenium-Edition.pdf>
- Kremer, F., & Viot, C. (2012). How Store Brands Build Retailer Brand Image. *Tional Journal of Retail and Distribution Management*, 40(7), 528–543. <https://doi.org/10.1108/09590551211239846i>

- Laroche, M., Papadopoulos, N., Heslop, L. A., & Mourali, M. (2005). The Influence of Country Image Structure on Consumer Evaluations of Foreign Products. *International Marketing Review*, 22(1), 96–115. <https://doi.org/10.1108/02651330510581190>
- Lăzăroiu, G., Neguriță, O., Grecu, I., Grecu, G., & Mitran, P. C. (2020). Consumers' Decision-Making Process on Social Commerce Platforms: Online Trust, Perceived Risk, and Purchase Intentions. *Frontiers in Psychology*, 11. Frontiers Media S.A. <https://doi.org/10.3389/fpsyg.2020.00890>
- Lin, T. M. Y., Luarn, P. & Huang, Y. K. (2005). Effect of Internet Book Reviews on Purchase Intention: A Focus Group Study. *The Journal of Academic Librarianship*, 31(5), 461-468.
- Likert, R. (1932). A technique for the measurement of attitudes. *Archives of Psychology*, 22 140, 5-55. https://legacy.voteview.com/pdf/Likert_1932.pdf
- Lopes, M. Â. D. (2019). *Leitura de livros em Portugal e na Europa: Tendências Recentes numa Perspetiva Comparada* [Master Thesis]. ISCTE-IUL. https://repositorio.iscte-iul.pt/bitstream/10071/19482/4/master_miguel_dias_lopes.pdf
- Long, R. G. (2008). The Crux of the Method: Assumptions in Ordinary Least Squares and Logistic Regression. *Psychological Reports*, 103(2), 431-434. <https://doi.org/10.2466/pr0.103.2.431-434>
- Lusa - Agência de Notícias de Portugal. (2008, November 24). *Maior livraria virtual portuguesa disponibiliza um milhão de livros grátis*. https://www.rtp.pt/noticias/cultura/maior-livraria-virtual-portuguesa-disponibiliza-um-milhao-de-livros-gratis_n168052https://www.portoeditora.pt/noticias/wook-pt-coloca-um-milhao-de-livros-gratis-na-internet/600.
- Maita, C. C. (2018). *An Exploratory Study on Consumer Perceptions of Amazon Echo, Alexa, and Smart Speakers*, [Bachelor Thesis]. Appalachian State University. https://libres.uncg.edu/ir/asu/f/Maita_Cole%20Spring%202018%20Thesis.pdf
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). *Marketing Research: An Applied Approach* (5th ed.). Pearson. <https://nibmehub.com/opac-service/pdf/read/Marketing%20Research%20by%20Naresh%20Malhotra-%205ed.pdf>
- Martínez, E., & de Chernatony, L. (2004). The effect of brand extension strategies upon brand image. *Journal of Consumer Marketing*, 21(1), 39–50. <https://doi.org/10.1108/07363760410513950>
- Mocanu, R. (2013). Brand Image as a Function of Self-Image and Self-Brand Connection. *Management Dynamics in the Knowledge Economy* 1(3), 387–408. www.managementdynamics.ro

- Oxford Dictionary. (2021). *Meaning of influencer in English*.
<https://www.lexico.com/definition/influencer>.
- Pavlou, P. A. (2003). Consumer Acceptance of Electronic Commerce: Integrating Trust and Risk with the Technology Acceptance Model. *International Journal of Electronic Commerce*, 7(3), 101–134. <https://doi.org/10.1080/10864415.2003.11044275>
- Plumeyer, A., Kottemann, P., Böger, D., & Decker, R. (2019). Measuring Brand Image: A Systematic Review, Practical Guidance, and Future Research Directions. *Review of Managerial Science*, 13(2), 227–265. Springer Verlag. <https://doi.org/10.1007/s11846-017-0251-2>
- Plummer, J. T. (2000). How Personality Makes a Difference. *Journal of Advertising Research*, 40(6), 79–83. <https://doi.org/10.2501/jar-40-6-79-83>
- Porto Editora. (2021). *Porto Editora: Sobre Nós, Quem Somos, Historial, Missão e Valores, e Responsabilidade Social*. <https://www.portoeditora.pt/sobre-nos/historial>.
- Postica, D., & Cardoso, A. (2015). The Connection between Self-image Congruence and Brand Preference for Store Brands: A Study in Portugal. *R. Bras. Planej. Desenv.*, 4(1), 22-39. https://www.researchgate.net/publication/284880247_The_connection_between_self-image_congruence_and_brand_preference_for_store_brands_a_study_in_Portugal
- Putri, J. W. (2015). Factors Affecting Customers Online Search Intention and Online Purchase Intention using Social Networks: Case Study of Online Shop on Instagram. *iBuss Management* 3(2), 232-240. <https://media.neliti.com/media/publications/183641-EN-factors-affecting-customers-online-searc.pdf>
- Ramayah, T., Rahman, S. A., & Ling, N. C. (2018). How do Consumption Values Influence Online Purchase Intention Among School Leavers in Malaysia? *Revista Brasileira de Gestão de Negócios*, 20(4), 638–654. <https://doi.org/10.7819/rbgn.v0i0.3139>
- Santos, J. R. dos (2019). *The Author*.
http://www.joserodriguesdossantos.com/01_theauthor/default.htm
- Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research Methods for Business Students* (5th ed.). Pearson.
https://www.academia.edu/23374295/Research_Methods_for_Business_Students_5th_Edition
- Serina, I. P. (2019). *Original vs. Smell-alike: A study of purchase intention drivers in the perfumes category* [Dissertation of Master]. Católica Lisbon Business & Economics.
<https://repositorio.ucp.pt/bitstream/10400.14/26987/1/In%c3%aas%20Serina%20Dissertation.pdf>

- Schooler, R. D., & Sunoo, D. H. (1969). Consumer Perceptions of International Products: Regional vs. National Labeling. *Source: Social Science Quarterly*, 49(4).
<http://www.jstor.org>URL:<http://www.jstor.org/stable/42859967>
- Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). Consumer Trust, Value, and Loyalty in Relational Exchanges. *Journal of Marketing*, 66 (1), 15-37.
<https://doi.org/10.1509/jmkg.66.1.15.18449>
- Sirgy, M. J. (1982). Self-Concept in Consumer Behavior: A Critical Review. *Journal of Consumer Research*, 9, 287–300. <http://jcr.oxfordjournals.org/>
- Smith, C., & Turner, S. (2017). *The Millennial Majority Is Transforming Your Culture*. Deloitte University. <https://www2.deloitte.com/content/dam/Deloitte/us/Documents/about-deloitte/us-millennial-majority-will-transform-your-culture.pdf>
- Smith, W. G. (2008). Does Gender Influence Online Survey Participation?: A Record-linkage Analysis of University Faculty Online Survey Response Behavior. ERIC.
<https://files.eric.ed.gov/fulltext/ED501717.pdf>
- Solomon, M., Bamossy, G., Askegaard, S. & Hogg, M. K. (2006). *Consumer Behaviour : A European Perspective* (3rd ed.). Financial Times/Prentice Hall.
<https://books.mec.biz/tmp/books/NXHQRTHBQ2L87NIU6YVN.pdf>
- Statista. (2019, September 3). *Consumer Opinions on Amazon*.
<https://www.statista.com/statistics/705222/us-consumer-opinion-on-amazon/>.
- Stern, B., Zinkhan, G. M., & Jaju, A. (2001). Marketing images: Construct definition, measurement issues, and theory development. *Marketing Theory*, 1(2), 201–224.
<https://doi.org/10.1177/147059310100100203>
- Sulaiman, Y., Mohammed Yusr, M., & Anuar Ismail, K. (2017). The Influence of Marketing Mix and Perceived Risk Factors on Online Purchase Intentions. *International Journal of Research in Business Studies and Management*, 4(9), 30–40.
<http://www.ijrbsm.org/papers/v4-i9/4.pdf>
- Sweeney, J. C. & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77, 203–220.
https://www.researchgate.net/publication/223248568_Consumer_Perceived_Value_The_Development_of_a_Multiple_Item_Scale
- Tavares, M. W. G. P. (2015). *Comportamento de Compra de Livros Online: Estudo de Fatores Motivacionais* [Bachelor Thesis]. Universidade Federal do Ceará.
http://www.repositorio.ufc.br/bitstream/riufc/26109/1/2015_tcc_mwgptavares.pdf

- The Nielsen Company (2018). *Connected Commerce*. <https://www.nielsen.com/wp-content/uploads/sites/3/2019/04/connected-commerce-report-1.pdf>
- Tobin, G. B. (2019, April 28). *Oscar Wilde Biography*. <https://www.wilde-online.info/oscar-wilde-biography.htm>.
- TPN/Lusa. (2021, September 2). *President highlights the importance of reading*. <https://www.theportugalnews.com/news/2021-09-02/president-highlights-the-importance-of-reading/62132>.
- TSF. *Nasceu a Amazon Portugal?* <https://www.tsf.pt/futuro/nasceu-a-amazon-portugal-13296750.html>
- Wagner, D., Chaipoo Pirutana, S. & Combs, H. (2019). A Study of Factors Influencing the Online Purchasing Intention toward Online Shopping in Thailand. *AtMA 2019 Proceedings*, 277-292. https://digitalcommons.kennesaw.edu/cgi/viewcontent.cgi?article=1400&context=ama_proceedings
- Wee, C. S., Ariff, M. S. B. M, Zakuan, N. & Tajudin, M. N. M. (2014). Consumers Perception, Purchase Intention and Actual Purchase Behavior of Organic Food Products. *Rev. Integr. Bus. Econ. Res*, 3(2), 378-397. <https://www.zamaros.net/Consumer%20Research%20-%20organic%20food.pdf>
- Wirokarto, D. A. (2013). *Online Branding to Generation Z* [Master Thesis]. ISCTE Business School. <https://repositorio.iscteuiul.pt/bitstream/10071/8122/1/Branding%20Generation%20Z%20FINAL.pdf>
- White, B. (2006). *Dissertation Skills for Business and Management Students*. Thomson.
- WOOK. (2021, October 24). *Autor - José Rodrigues dos Santos*. <https://www.wook.pt/autor/jose-rodrigues-dos-santos/2304>.
- Yen Chi, A. Y., Chee, C. M., Cheng, C. F. & Von, T. Y. (2014). *Factors Influencing Generation Y's Online Purchase Intention in Book Industry* [Bachelor Thesis]. Universiti Tunku Abdul Rahman. http://eprints.utar.edu.my/1706/1/factors_influencing_Generation_Y_s_online_purchase_intention_in_book_industry.pdf
- Zhang, W. (2014). *Motivations on Online Book- Shopping of University Students in China* [Master Thesis]. ISCTE Business School. <https://repositorio.iscteuiul.pt/bitstream/10071/9374/1/Weisheng%20Zhang-Motivations%20on%20Online%20Book-shopping%20of%20Univer.pdf>

Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52 (3), 2-22.
https://www.researchgate.net/publication/282671247_Consumer_Perceptions_of_Price_Quality_and_Value_A_Means-End_Model_and_Synthesis_of_Evidence

APPENDICES

Appendix 1: Focus Group – Guide

Introduction (10 mins)

Hello everyone! I want to give you a warm welcome and a big thank you for agreeing to participate in this focus group. First, I would like to confirm that everyone speaks and understands English fluently and is of Portuguese Nationality, between 18 and 30 years of age.

Permission for Audio-Recording

I would like to ask your permission for audio-recording the session, so I can later capture all your opinions and ideas. My name is Lúcia Malta, I am currently a Master Student of the MSc in Business at Católica Lisbon School of Business and Economics, and I am undertaking my dissertation within the Brand Image & Equity: From Creation to Impact Seminar. The purpose of this focus group is to have an open discussion to provide important information for my research and to define the adequate stimuli for the study. It will help me comprehend your views regarding National and International Book Authors' and the online Retailers Amazon and WOOK.

Guidelines

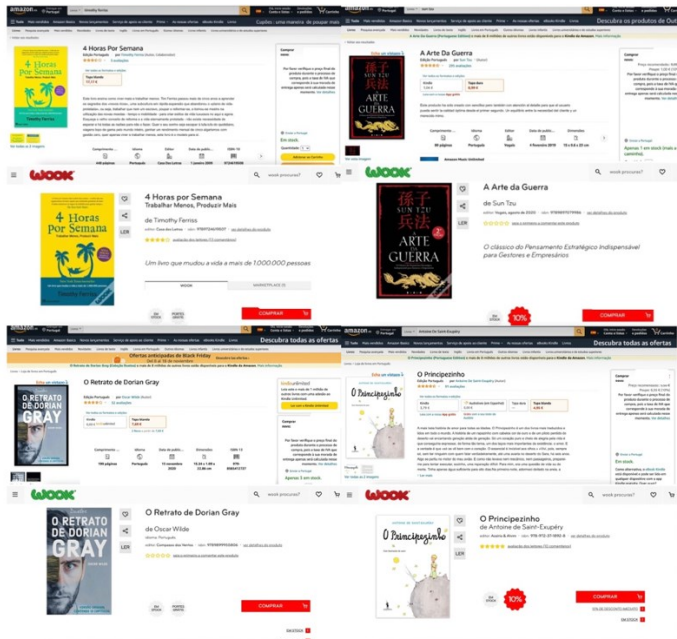
The information given in this session is confidential and it will last around 1 hour. It is important to be honest, and remember that all opinions are relevant, as there are no right or wrong answers. I will act as a moderator of the discussion, and I would ask that each person speaks at a time. You will be asked a series of short questions, which you should think about for 2 to 3 minutes and write the answer on a notebook. You will also be shown several images, which you should observe carefully for 2-3 minutes, and order each image from least favorite to most favorite on your notebooks. After this the discussion will be open, where you should explain your ideas and thoughts for each item, and the group will vote on the most adequate stimuli. You should not erase any answers from your notebooks, and later send them to me at the end of the session. Feel free to ask questions by raising your hand first. Do you have any doubts?

I would now ask to everyone briefly introduce themselves.

General written questions (10 minutes)

1. Do you buy books online? (Yes/No)
2. Are you familiar with Amazon? (Yes/No)
3. Are you familiar with WOOK? (Yes/No)
4. Have you purchased books at Amazon in the last 6 months? (Yes/No)
5. Have you purchased books at WOOK in the last 6 months? (Yes/No)
6. If you have purchased books at Amazon and/or WOOK, what's the criteria to choose the online store?
7. What type of books do you feel are most easily comparable between on-line stores?

National Book Authors' Selection (15 minutes)

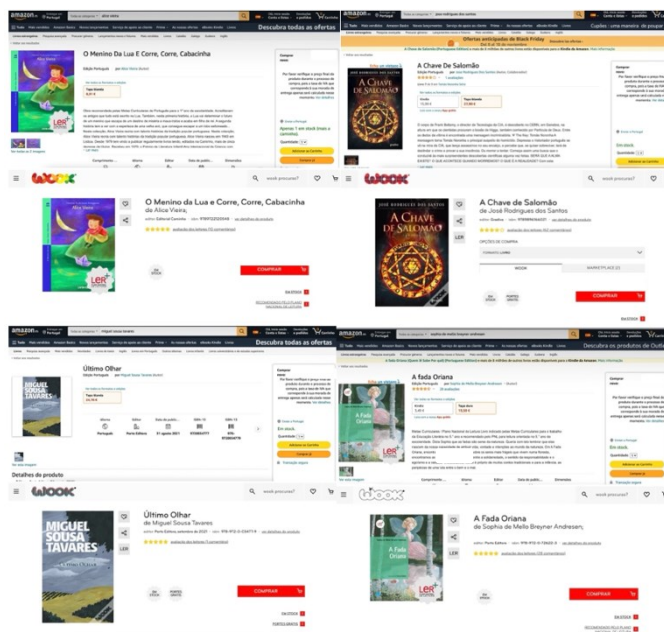


Individual written selection of least favorite to most favorite.

Open discussion:

- Do you know this author?
- Selection of the author by the group

International Book Authors' Selection (15 minutes)



Individual written selection of least favorite to most favorite.

Open discussion:

- Do you know this author?
- Selection of the author by the group

Do you have any suggestions?

Closing of the focus group (5 minutes)

Do you have any additional comments or doubts?

I would like to express my gratitude again for your time and participation. Your opinions will be very valuable for my research, and I hope that you have enjoyed the session!

Appendix 2: Focus Group – Results

Permission for audio recording

Afonso – Yes
Beatriz – Yes
Catarina – Yes
Daniela – Yes
Flavio – Yes
Giovanna - Yes

João – Yes
Margarida – Yes
Miguel – Yes

Introduction

Afonso – Hello everyone, my name is Afonso, I am 25 and I have a master's degree in electrotechnical engineering and work as a full stack web developer.
Beatriz – My name is Beatriz, I am 22 and I am taking a masters, studying business.
Catarina – I am Catarina, I am 22 and I am taking the master's in management.
Daniela – Hello, I am Daniela a 22-year-old student in strategic marketing.
Flavio – Hello, I am 29, I have a master's degree in electrotechnical engineering and computer science and work as a system developer.
Giovanna – I am Giovanna, 25 and I am a dental medicine student.
João – I am 19 and studying in the undergraduate program in business administration.
Margarida – I am 27 and I have a master's degree in chemical engineering and I'm currently working in robotic process automation.
Miguel – I am 25 and I have a master's degree in data science and finance.

General questions

1. Do you buy books online?

Afonso – Yes
Beatriz – Yes
Catarina – Yes
Daniela – Yes
Flavio – Yes
Giovanna – Yes
João – Yes
Margarida – Yes
Miguel – Yes

2. Are you familiar with Amazon?

Afonso – Yes
Beatriz – Yes
Catarina – Yes
Daniela – Yes
Flavio – Yes
Giovanna - Yes
João – Yes
Margarida – Yes
Miguel – Yes

3. Are you familiar with WOOK?

Afonso – Yes

Beatriz – Yes
Catarina – Yes
Daniela – Yes
Flavio – Yes
Giovanna - Yes
João – Yes
Margarida – Yes
Miguel – Yes

4. Have you purchased books at Amazon in the last 6 months?

Afonso – Yes
Beatriz – Yes
Catarina – Yes
Daniela – Yes
Flavio – Yes
Giovanna - Yes
João – Yes
Margarida – Yes
Miguel – Yes

5. Have you purchased books at WOOK in the last 6 months?

Afonso – Yes
Beatriz – Yes
Catarina – Yes
Daniela – Yes
Flavio – Yes
Giovanna - Yes
João – Yes
Margarida – Yes
Miguel – Yes

6. If you have purchased books at Amazon and WOOK, what's the criteria to choose the on-line store?

Afonso – The store that is most convenient to me.

Beatriz – The value to me, if it is cheaper than physical stores and if the book arrives earlier.

Catarina – The first criteria that I look for is the value for me, when I compare 2 online stores is the price or any kind of promotion of the specific items I want to purchase, and then availability of the specific item I want.

Daniela – The criteria for me is if I already know the platform. When I am buying, I usually go for my favorite authors.

Flavio – I compare the quality and price of the book, its value to me between on-line stores and I prefer to buy at stores that I know.

Giovanna – The one that resembles the feel of physical stores the most.

João – I choose the store with the best prices and with the best quality and bestseller book editions such as better hard covers.

Margarida – When buying technical books, they're easier to find online and I compare the prices between stores.

Miguel – The website being well known and trusted, the diversity and language of the books and the value it has for me in terms of book quality and price point.

7. What type of books do you feel are most easily comparable between online stores?

Afonso – Best-sellers and trendy books, the most popular ones.

Beatriz – Foreign classic bestselling literature is what everyone buys online.

Catarina – I think that bestsellers, such as top fiction books are the easiest ones to compare between websites.

Daniela – Best sellers is what I usually buy.

Flavio – Technical and well-known books.

Giovanna – A little bit of everything.

João – School manuals and best sellers.

Margarida – Technical and well-known books.

Miguel - International best-seller books is what people want to buy.

Do you know each one of these authors?

Afonso – Yes

Beatriz – Yes

Catarina – Yes

Daniela – Yes

Flavio – Yes

Giovanna - Yes

João – Yes

Margarida – Yes

Miguel – Yes

National Author Voting

Afonso – José Rodrigues dos Santos because everyone buys books by him.

Beatriz – José Rodrigues dos Santos because he has interesting books.

Catarina – José Rodrigues dos Santos because he has books that people buy online.

Daniela – Because I think the authors are most known at least in my perspective I would select José Rodrigues dos Santos.

Flávio – Sophia de Mello Breyner Andresen because everyone has a copy of her books but I also agree with José Rodrigues dos Santos.

Giovanna - Sophia de Mello Breyner Andresen or José Rodrigues dos Santos.

João – José Rodrigues dos Santos in my view.

Margarida – Sophia de Mello Breyner Andresen because every portuguese child has books by her and José Rodrigues dos Santos because everyone knows him.

Miguel – I chose José Rodrigues dos Santos in my notebook, and it is what most people chose as well.

Consensus regarding José Rodrigues dos Santos

Afonso – Yes

Beatriz – Yes

Catarina – Yes
Daniela – Yes
Flavio – Yes
Giovanna - Yes
João – Yes
Margarida – Yes
Miguel – Yes

Do you know each one of these authors?

Afonso – I have not heard of Ferris but all the rest yes.
Beatriz – I have not heard of Sun Tzu but yes to all the others.
Catarina – Yes.
Daniela – Yes.
Flavio – I am not familiar with Ferris and yes to other authors.
Giovanna – Yes.
João – I am only not familiar with Sun Tzu.
Margarida – I don't know Ferris but know all the others.
Miguel – Yes.

International Author Voting

Afonso – Oscar Wilde since it has worldwide known romances.
Beatriz – Oscar Wilde because it is interesting and catches the eye of the consumer.
Catarina – Oscar Wilde because it has the best covers and titles.
Daniela – I think the more known the author the better, so I select Oscar Wilde.
Flávio – Antoine de Saint-Exupéry or Oscar Wilde because it is a classic.
Giovanna – I agree and vote the same, Oscar Wilde.
João – Oscar Wilde because it fits the purpose.
Margarida – Antoine de Saint-Exupéry since that everyone in the world has a copy of his book but Oscar Wilde seems more appealing to me.
Miguel – Oscar Wilde because it is a very known novel.

Consensus regarding Oscar Wilde

Afonso – Yes
Beatriz – Yes
Catarina – Yes
Daniela – Yes
Flavio – Yes
Giovanna - Yes
João – Yes
Margarida – Yes
Miguel – Yes

Appendix 3: Questionnaire

Dear Participant,

My name is Lúcia Frazão Malta and I kindly ask for your collaboration in filling out the following questionnaire.

By doing so you are agreeing to participate in a study that is part of my Master Thesis dissertation at Católica Lisbon School of Business and Economics. It is important that you answer truthfully and honestly, there are no right or wrong answers.

All collected data will be anonymous and treated confidentially, used only for the purposes of this academic research.

This survey will take around 5 minutes to be completed.

If you would like the chance to win a 10 euros gift card, please enter your email at the end of the questionnaire.

Thank you for your contribution!

First Section

Screening Questions

1. Which year were you born in?

< 1991

1991 – 1996

1997 – 2003

> 2003

(End of the questionnaire for participants that answered “> 2003”)

2. Are you of Portuguese nationality?

Yes

No

(End of the questionnaire for participants that answered “No”)

Please answer on a scale ranging from 1 to 7:

1 – Not at All Familiar, 2 – Slightly Familiar, 3 - Somewhat Familiar, 4 – Moderately Familiar, 5 – Very Familiar, 6 – Strongly Familiar, 7 – Extremely Familiar, Don’t Know.

3. How familiar are you with WOOK?

4. How familiar are you with Amazon?

(End of the questionnaire for participants that answered “Not at All Familiar” or “Don’t Know”)

Please answer on a scale ranging from 1 to 7:

1 – Never, 2 – Very Rarely, 3 – Rarely, 4 – Sometimes, 5 – Often, 6 – Very Often, 7 – Always, Don’t Know.

5. In the past 6 months, how often have you read books?

6. In the past 6 months, how often have you bought books by national authors online?

7. In the past 6 months, how often have you bought books by international authors online?

Second Section

Stimuli and Constructs Measurement

Stimuli Scenario 1

Please imagine that you are browsing WOOK looking to buy a specific book by a national author sold by this retailer.

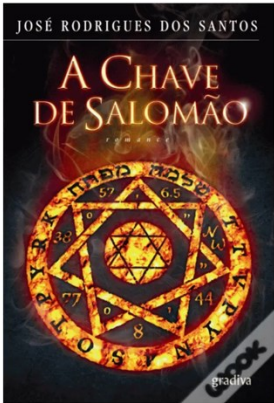




wook procura?










LER

A Chave de Salomão

de José Rodrigues dos Santos

editor: Gradiva · isbn: 9789896166021 · [ver detalhes do produto](#)

★★★★☆ [avaliação dos leitores \(62 comentários\)](#)

OPÇÕES DE COMPRA

FORMATO: LIVRO

▼

WOOK

MARKETPLACE (2)

EM STOCK

PORTES GRÁTIS

14,99 €

1

COMPRAR



EM STOCK

1

PORTES GRÁTIS

1

Stimuli Scenario 2

Please imagine that you are browsing WOOK looking to buy a specific book by an international author sold by this retailer.

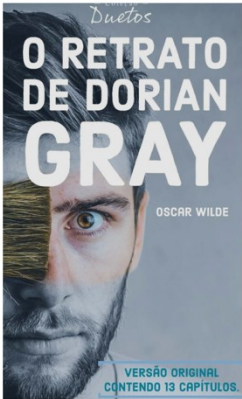




wook procura?










LER

O Retrato de Dorian Gray

de Oscar Wilde

idioma: Português

editor: Compasso dos Ventos · isbn: 9789899955806 · [ver detalhes do produto](#)

★★★★☆ [seja o primeiro a comentar este produto](#)

OPÇÕES DE COMPRA

EM STOCK

PORTES GRÁTIS

14,99 €

1

COMPRAR



EM STOCK

1

PORTES GRÁTIS

1

Stimuli Scenario 3

Please imagine that you are browsing Amazon looking to buy a specific book by a national author sold by this retailer.

amazon.es Entregar em Portugal Todas as categorias

Olá, inicie sessão Conta e listas Devoluções e pedidos Carrinho

Tudo Mais vendidos Amazon Basics Novos lançamentos Serviço de apoio ao cliente Prime As nossas ofertas eBooks Kindle Livros Cupões: uma maneira de poupar mais

Livros estrangeiros Pesquisa avançada Procurar géneros Lançamentos novos e futuros Mais vendidos Livros Catalão Galego Euskera Inglês

Ofertas antecipadas de Black Friday Del 8 al 18 de noviembre Descubre las ofertas

A Chave de Salomão (Portuguese Edition) e mais de 8 milhões de outros livros estão disponíveis para o Kindle da Amazon. Mais informação

Voltar aos resultados

A Chave De Salomão
Edição Português | por Jose Rodrigues Dos Santos (Autor, Colaborador)
★★★★☆ 1 avaliações
Livro 7 de 9 em Tomás Noronha Série

Ver todos os formatos e edições

Kindle Tapa blanda 14,99 €

Leia com a nossa App grátis

O corpo de Frank Bellamy, o director de Tecnologia da CIA, é descoberto no CERN, em Genebra, na altura em que os cientistas procuram o bóson de Higgs, também conhecido por Partícula de Deus. Entre os dedos da vítima é encontrada uma mensagem incriminatória. Ψ The Key: Tomás Noronha A mensagem torna Tomás Noronha o principal suspeito do homicídio. Depressa o historiador português se vê na mira da CIA, que lança assassinos no seu encalço, e percebe que, se quiser sobreviver, terá de deslindar o crime e provar a sua inocência. Ou morrer a tentar. Começa assim uma busca que o conduzirá às mais surpreendentes descobertas científicas alguma vez feitas. SERÁ QUE A ALMA EXISTE? O QUE ACONTECE QUANDO MORREMOS? O QUE É A REALIDADE? Com esta

Comprar novo: 14,99 €
Por favor verifique o preço final do produto durante o processo de compra, pois a taxa de IVA que corresponde à sua morada de entrega apenas será calculada nesse momento. Ver detalhes

Enviar a Portugal

Em stock.

Quantidade: 1

Adicionar ao Carrinho

Stimuli Scenario 4

Please imagine that you are browsing Amazon looking to buy a specific book by an international author sold by this retailer.

amazon.es Entregar em Portugal Livros

Olá, inicie sessão Conta e listas Devoluções e pedidos Carrinho

Tudo Mais vendidos Amazon Basics Novos lançamentos Serviço de apoio ao cliente Prime As nossas ofertas eBooks Kindle Livros Descubra todas as ofertas

Livros Pesquisa avançada Mais vendidos Novidades Livros de texto Inglês Livros em Português Outros idiomas Livros infantis Livros universitários e de estudos superiores

Ofertas antecipadas de Black Friday Del 8 al 18 de noviembre Descubre las ofertas

O Retrato de Dorian Gray (Coleção Duetos) e mais de 8 milhões de outros livros estão disponíveis para o Kindle da Amazon. Mais informação

Livros Loja de livros em Português

O Retrato de Dorian Gray
Edição Português | por Oscar Wilde (Autor)
★★★★☆ 32 avaliações

Ver todos os formatos e edições

Kindle Tapa blanda 14,99 €

Comprimento ... 190 páginas

Idioma Português

Data de public... 15 novembro 2020

Dimensões 15.24 x 1.09 x 22.86 cm

ISBN-13 979-8565412727

kindleunlimited
Leia este e mais de 1 milhão de outros livros com uma adesão ao Kindle Unlimited.
Ler com o Kindle Unlimited

Comprar novo: 14,99 €
Por favor verifique o preço final do produto durante o processo de compra, pois a taxa de IVA que corresponde à sua morada de entrega apenas será calculada nesse momento. Ver detalhes

Enviar a Portugal

Apenas 3 em stock.

(Only 1 of the stimuli above was randomly presented, questions that follow were randomized)

8. Based on the previous information, please indicate your level of agreement with the following statements regarding this brand.

On a scale of 1 to 7: 1 - Strongly disagree, 2 – Disagree, 3 - Somewhat disagree, 4 – Neither agree nor disagree, 5 - Somewhat agree, 6 – Agree, 7 - Strongly agree, Don't Know.

The brand provides good value for money

There is a reason to buy the brand instead of others

The brand has personality

The brand is interesting

I have a clear impression of the type of people who consume the brand

This brand is different from competing brands

- 9. Based on the previous information, please indicate your level of agreement with the following statements.**

On a scale of 1 to 7: 1 - Strongly disagree, 2 – Disagree, 3 - Somewhat disagree, 4 – Neither agree nor disagree, 5 - Somewhat agree, 6 – Agree, 7 - Strongly agree, Don't Know.

Considering the money I pay for buying books at this store, Internet shopping here is a good deal

Considering the effort I make in shopping at this store, Internet shopping here is worthwhile

Considering the risk involved in shopping at this store, Internet shopping here is of value

Overall, Internet shopping at this store delivers me good value

- 10. Based on the previous information, please indicate your level of agreement with the following statements.**

On a scale of 1 to 7: 1 - Strongly disagree, 2 – Disagree, 3 - Somewhat disagree, 4 – Neither agree nor disagree, 5 - Somewhat agree, 6 – Agree, 7 - Strongly agree, Don't Know.

The probability that I would consider buying a book from this store is high

If I were to buy a book, I would consider buying it from this store
The likelihood of my purchasing a book from this store is high
My willingness to buy a book from this store is high

Manipulation Check

11. Which online retailer was shown in the stimulus?

WOOK
Amazon
Other

12. What was the nationality of the book author you saw?

Portuguese
Foreign

Fourth Section

Demographic Information

13. What gender do you identify with?

Female
Male
Other

14. What is the highest level of education you have completed?

Lower than high school
High School degree or equivalent
Bachelor's degree
Master's degree or MBA

Other

15. What is your current occupation?

Student

Student-worker

Employed

Unemployed

Other

16. What is your gross monthly income?

No income

Less than 500 €

500 € – 999 €

1000 € – 1499 €

1500 € – 1999 €

2000 € – 2999 €

More than 3000 €

Prefer not to answer

Thank you for taking part in this questionnaire!

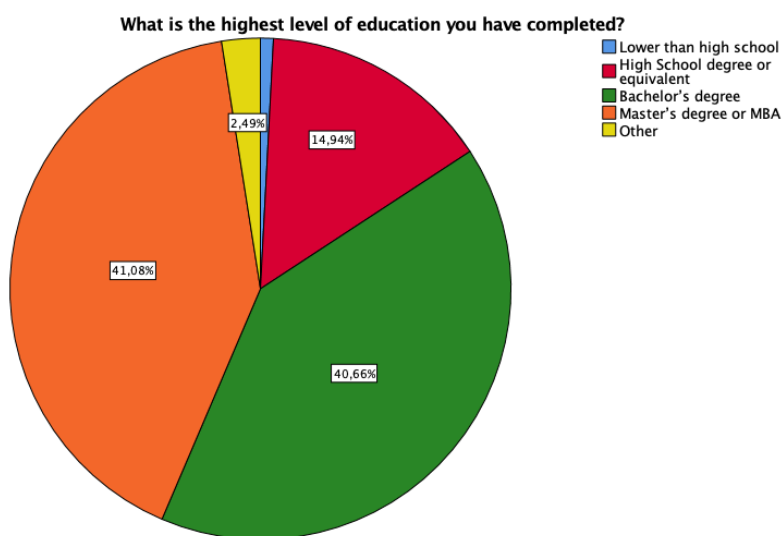
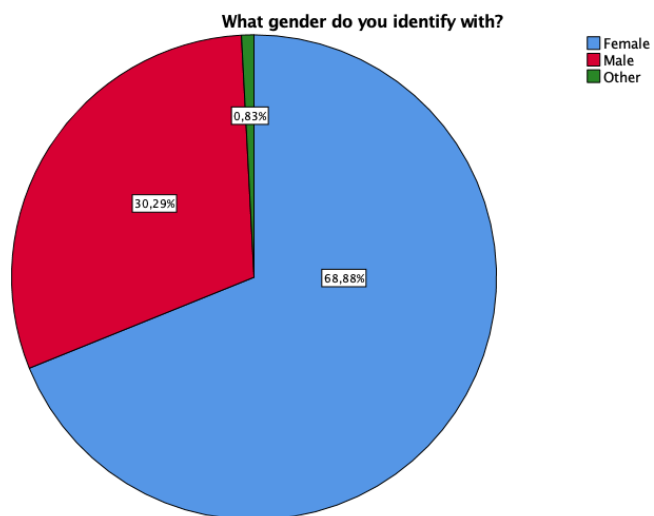
If you have any questions, please do not hesitate to contact me at s-amalta@ucp.pt

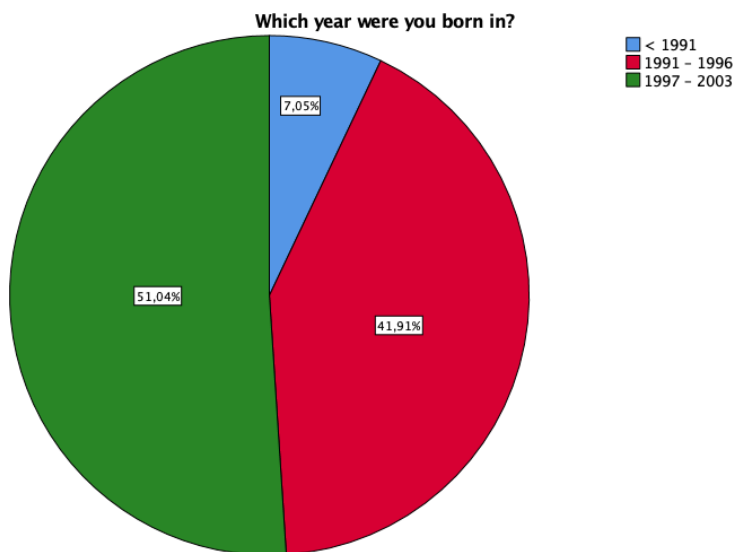
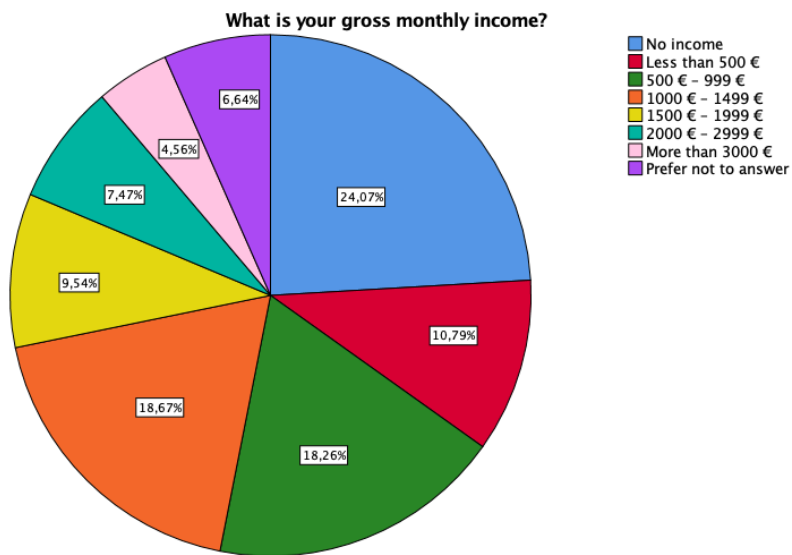
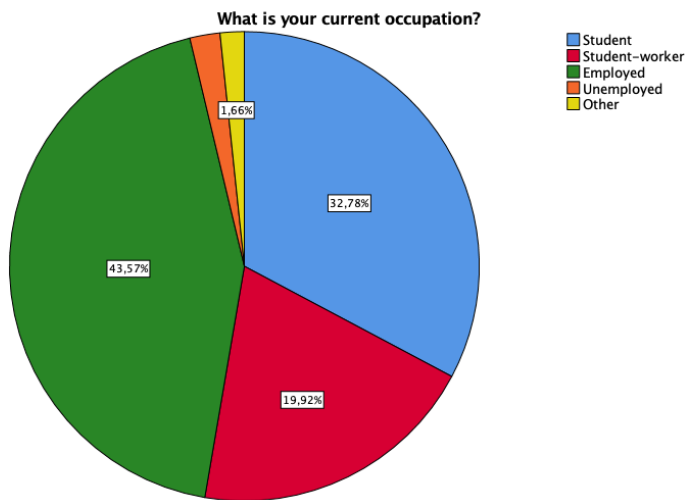
I would kindly ask that you do not discuss the nature of this study with anyone, as it may bias future results. If you would like the chance to win a 10 euros gift card for WOOK, please enter your email. The only purpose of this is specifically for the draw, being completely confidential and anonymous.

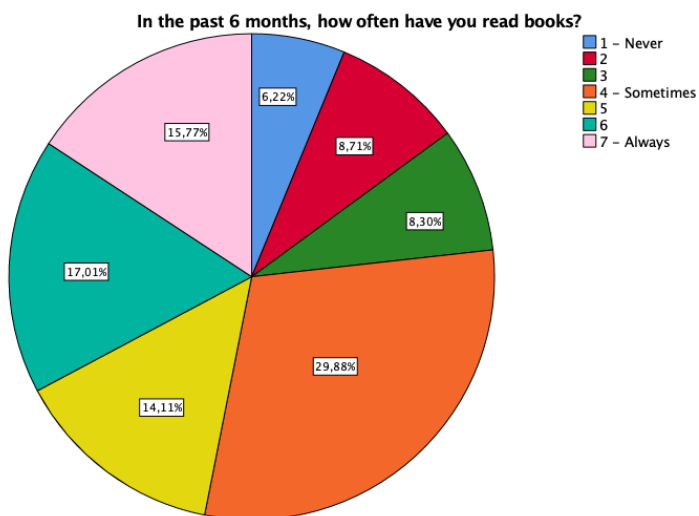
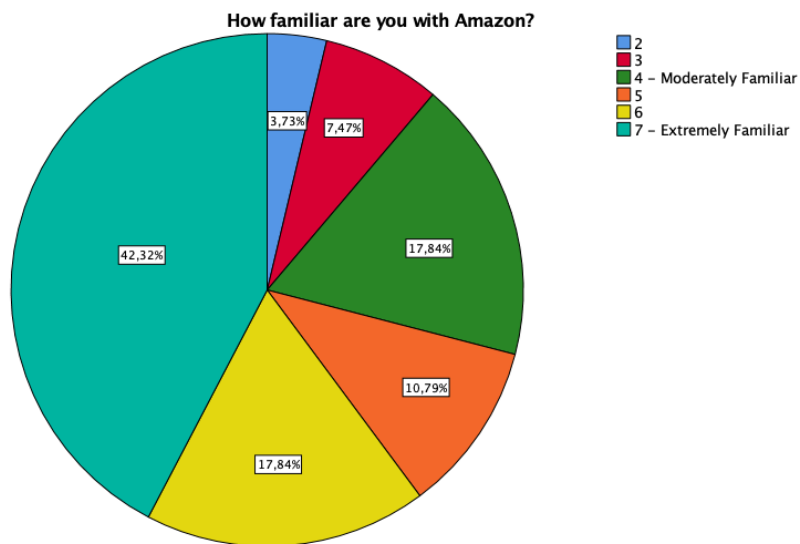
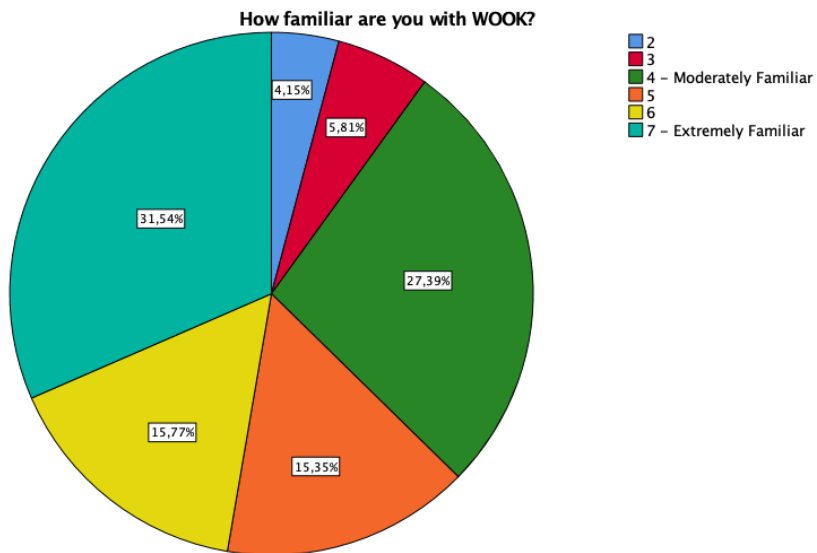
Please click on the button below to end the survey.

Powered by Qualtrics

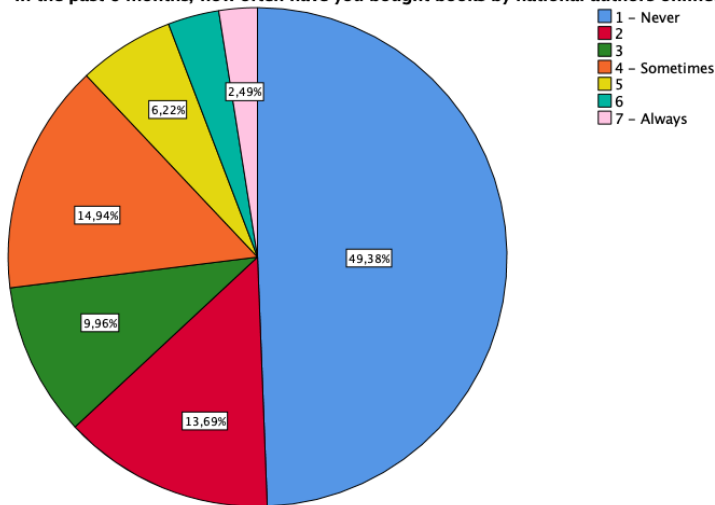
Appendix 4: Sample Characterization



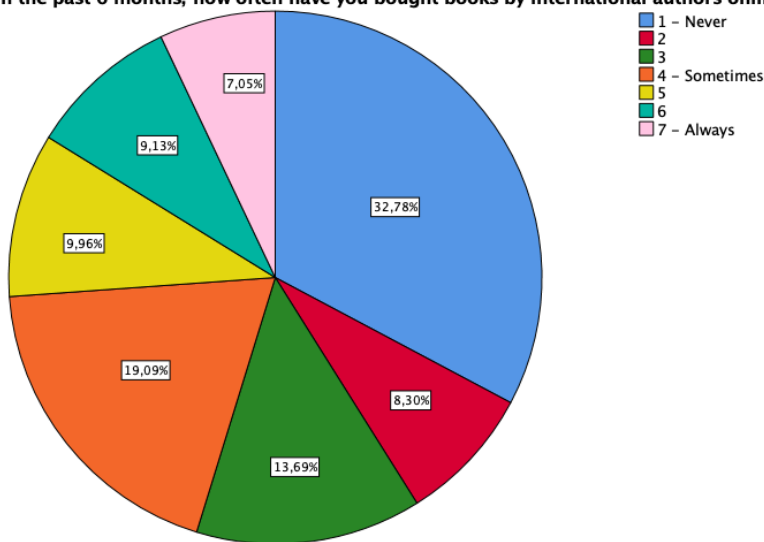




In the past 6 months, how often have you bought books by national authors online?



In the past 6 months, how often have you bought books by international authors online?



Statistics

	What gender do you identify with?	What is the highest level of education you have completed?	What is your current occupation?	What is your gross monthly income?	Which year were you born in?	Are you of Portuguese nationality?	In the past 6 months, how often have you read books?	In the past 6 months, how often have you bought books by national authors online?	In the past 6 months, how often have you bought books by international authors online?	How familiar are you with WOOK?	How familiar are you with Amazon?
N	Valid	241	241	241	241	241	241	241	241	241	241
	Missing	0	0	0	0	0	0	0	0	0	0
Mean	1,32	3,29	2,20	3,53	2,44	1,00	4,51	2,35	3,21	5,27	5,59
Median	1,00	3,00	2,00	3,00	3,00	1,00	4,00	2,00	3,00	5,00	6,00
Mode	1	4	3	1	3	1	4	1	1	7	7
Std. Deviation	,485	,780	,980	2,108	,624	,000	1,728	1,672	1,977	1,494	1,534
Variance	,235	,609	,960	4,442	,389	,000	2,984	2,795	3,907	2,233	2,352
Minimum	1	1	1	1	1	1	1	1	1	2	2
Maximum	3	5	5	8	3	1	7	7	7	7	7
Percentiles	25	1,00	3,00	1,00	2,00	1,00	4,00	1,00	1,00	4,00	4,00
	50	1,00	3,00	2,00	3,00	1,00	4,00	2,00	3,00	5,00	6,00
	75	2,00	4,00	3,00	5,00	1,00	6,00	4,00	5,00	7,00	7,00

Please answer on a scale ranging from 1 to 7:
1 – Not at All Familiar, 2 – Slightly Familiar, 3 – Somewhat Familiar, 4 – Moderately Familiar, 5 – Very Familiar, 6 – Strongly Familiar, 7 – Extremely Familiar. – How familiar are you with WOOK?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	4,1	4,1	4,1
	3	14	5,8	5,8	10,0
	4 – Moderately Familiar	66	27,4	27,4	37,3
	5	37	15,4	15,4	52,7
	6	38	15,8	15,8	68,5
	7 – Extremely Familiar	76	31,5	31,5	100,0
	Total	241	100,0	100,0	

Please answer on a scale ranging from 1 to 7:
1 – Not at All Familiar, 2 – Slightly Familiar, 3 – Somewhat Familiar, 4 – Moderately Familiar, 5 – Very Familiar, 6 – Strongly Familiar, 7 – Extremely Familiar. – How familiar are you with Amazon?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	9	3,7	3,7	3,7
	3	18	7,5	7,5	11,2
	4 – Moderately Familiar	43	17,8	17,8	29,0
	5	26	10,8	10,8	39,8
	6	43	17,8	17,8	57,7
	7 – Extremely Familiar	102	42,3	42,3	100,0
	Total	241	100,0	100,0	

Please answer on a scale ranging from 1 to 7:
1 – Never, 2 – Very Rarely, 3 – Rarely, 4 – Sometimes, 5 – Often, 6 – Very Often, 7 – Always. – In the past 6 months, how often have you read books?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 – Never	15	6,2	6,2	6,2
	2	21	8,7	8,7	14,9
	3	20	8,3	8,3	23,2
	4 – Sometimes	72	29,9	29,9	53,1
	5	34	14,1	14,1	67,2
	6	41	17,0	17,0	84,2
	7 – Always	38	15,8	15,8	100,0
	Total	241	100,0	100,0	

Please answer on a scale ranging from 1 to 7:
1 – Never, 2 – Very Rarely, 3 – Rarely, 4 – Sometimes, 5 – Often, 6 – Very Often, 7 – Always. – In the past 6 months, how often have you bought books by national authors online?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 – Never	119	49,4	49,4	49,4
	2	33	13,7	13,7	63,1
	3	24	10,0	10,0	73,0
	4 – Sometimes	36	14,9	14,9	88,0
	5	15	6,2	6,2	94,2
	6	8	3,3	3,3	97,5
	7 – Always	6	2,5	2,5	100,0
	Total	241	100,0	100,0	

Please answer on a scale ranging from 1 to 7:
1 – Never, 2 – Very Rarely, 3 – Rarely, 4 – Sometimes, 5 – Often, 6 – Very Often, 7 – Always. – In the past 6 months, how often have you bought books by international authors online?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 – Never	79	32,8	32,8	32,8
	2	20	8,3	8,3	41,1
	3	33	13,7	13,7	54,8
	4 – Sometimes	46	19,1	19,1	73,9
	5	24	10,0	10,0	83,8
	6	22	9,1	9,1	92,9
	7 – Always	17	7,1	7,1	100,0
	Total	241	100,0	100,0	

		Total		Stimuli 1		Stimuli 2		Stimuli 3		Stimuli 4	
		N	%	N	%	N	%	N	%	N	%
Gender	Female	166	68,88%	44	69,84%	46	70,77%	37	64,91%	39	69,64%
	Male	73	30,29%	19	30,16%	19	29,23%	19	33,33%	16	28,57%
	Other	2	0,83%	0	0,00%	0	0,00%	1	1,75%	1	1,79%
	Total	241	100,00%	63	100,00%	65	100,00%	57	100,00%	56	100,00%
Age	< 1991	17	7,05%	7	11,11%	4	6,15%	4	7,02%	2	3,57%
	1991 – 1996	101	41,91%	26	41,27%	27	41,54%	26	45,61%	22	39,29%
	1997 – 2003	123	51,04%	30	47,62%	34	52,31%	27	47,37%	32	57,14%
	Total	241	100,00%	63	100,00%	65	100,00%	57	100,00%	56	100,00%
Education	Lower than high school	2	0,83%	1	1,59%	1	1,54%	0	0,00%	0	0,00%
	High School degree or equivalent	36	14,94%	16	25,40%	4	6,15%	6	10,53%	10	17,86%
	Bachelor's degree	98	40,66%	23	36,51%	29	44,62%	24	42,11%	22	39,29%
	Master's degree or MBA	99	41,08%	22	34,92%	29	44,62%	25	43,86%	23	41,07%
	Other	6	2,49%	1	1,59%	2	3,08%	2	3,51%	1	1,79%
	Total	241	100,00%	63	100,00%	65	100,00%	57	100,00%	56	100,00%
Occupation	Student	79	32,78%	16	25,40%	27	41,54%	15	26,32%	21	37,50%
	Student-worker	48	19,92%	18	28,57%	7	10,77%	14	24,56%	9	16,07%
	Employed	105	43,57%	27	42,86%	27	41,54%	26	45,61%	25	44,64%
	Unemployed	5	2,07%	2	3,17%	3	4,62%	0	0,00%	0	0,00%
	Other	4	1,66%	0	0,00%	1	1,54%	2	3,51%	1	1,79%
	Total	241	100,00%	63	100,00%	65	100,00%	57	100,00%	56	100,00%
Income	No income	58	24,07%	12	19,05%	20	30,77%	9	15,79%	17	30,36%
	Less than 500 €	26	10,79%	9	14,29%	6	9,23%	6	10,53%	5	8,93%
	500 € – 999 €	44	18,26%	15	23,81%	7	10,77%	10	17,54%	12	21,43%
	1000 € – 1499 €	45	18,67%	14	22,22%	8	12,31%	15	26,32%	8	14,29%
	1500 € – 1999 €	23	9,54%	6	9,52%	8	12,31%	5	8,77%	4	7,14%
	2000 € – 2999 €	18	7,47%	2	3,17%	7	10,77%	6	10,53%	3	5,36%
	More than 3000 €	11	4,56%	3	4,76%	3	4,62%	3	5,26%	2	3,57%
	Prefer not to answer	16	6,64%	2	3,17%	6	9,23%	3	5,26%	5	8,93%
	Total	241	100,00%	63	100,00%	65	100,00%	57	100,00%	56	100,00%

Appendix 5: Additional descriptive statistics

		Which year were you born in?						What gender do you identify with?					
		< 1991		1991 – 1996		1997 – 2003		Female		Male		Other	
		N	% within the group	N	% within the group	N	% within the group	N	% within the group	N	% within the group	N	% within the group
What is your gross monthly income?	No income	1	5,88%	7	6,93%	50	40,65%	45	27,11%	13	17,81%	0	0,00%
	Less than 500 €	2	11,76%	4	3,96%	20	16,26%	20	12,05%	6	8,22%	0	0,00%
	500 € – 999 €	3	17,65%	17	16,83%	24	19,51%	33	19,88%	11	15,07%	0	0,00%
	1000 € – 1499 €	6	35,29%	21	20,79%	18	14,63%	30	18,07%	15	20,55%	0	0,00%
	1500 € – 1999 €	0	0,00%	21	20,79%	2	1,63%	14	8,43%	9	12,33%	0	0,00%
	2000 € – 2999 €	0	0,00%	18	17,82%	0	0,00%	10	6,02%	8	10,96%	0	0,00%
	More than 3000 €	3	17,65%	7	6,93%	1	0,81%	5	3,01%	6	8,22%	0	0,00%
	Prefer not to answer	2	11,76%	6	5,94%	8	6,50%	9	5,42%	5	6,85%	2	100,00%
What is the highest level of education you have completed?	Lower than high school	2	11,76%	0	0,00%	0	0,00%	0	0,00%	2	2,74%	0	0,00%
	High School degree or equivalent	5	29,41%	1	0,99%	30	24,39%	27	16,27%	9	12,33%	0	0,00%
	Bachelor's degree	3	17,65%	26	25,74%	69	56,10%	75	45,18%	23	31,51%	0	0,00%
	Master's degree or MBA	6	35,29%	72	71,29%	21	17,07%	61	36,75%	38	52,05%	0	0,00%
	Other	1	5,88%	2	1,98%	3	2,44%	3	1,81%	1	1,37%	2	100,00%

		Total		Which year were you born in?						What gender do you identify with?					
		N	%	N	% within group	N	% within group	N	% within group	N	% within group	N	% within group	N	% within group
Please answer on a scale ranging from 1 to 7: 1 – Not at All Familiar, 2 – Slightly Familiar, 3 – Somewhat Familiar, 4 – Moderately Familiar, 5 – Very Familiar, 6 – Strongly Familiar, 7 – Extremely Familiar. – How familiar are you with WOOK?	2	10	4,15%	1	5,88%	5	4,95%	4	3,25%	9	5,42%	1	1,37%	0	0,00%
	3	14	5,81%	2	11,76%	8	7,92%	4	3,25%	10	6,02%	4	5,48%	0	0,00%
	4 – Moderately Familiar	66	27,39%	2	11,76%	28	27,72%	36	29,27%	46	27,71%	19	26,03%	1	50,00%
	5	37	15,35%	2	11,76%	15	14,85%	20	16,26%	24	14,46%	12	16,44%	1	50,00%
	6	38	15,77%	3	17,65%	21	20,79%	14	11,38%	23	13,86%	15	20,55%	0	0,00%
	7 – Extremely Familiar	76	31,54%	7	41,18%	24	23,76%	45	36,59%	54	32,53%	22	30,14%	0	0,00%
	Don't Know	0	0,00%	0	0,00%	0	0,00%	0	0,00%	0	0,00%	0	0,00%	0	0,00%
Total		241	100,00%	17	100,00%	101	100,00%	123	100,00%	166	100,00%	73	100,00%	2	100,00%
Please answer on a scale ranging from 1 to 7: 1 – Not at All Familiar, 2 – Slightly Familiar, 3 – Somewhat Familiar, 4 – Moderately Familiar, 5 – Very Familiar, 6 – Strongly Familiar, 7 – Extremely Familiar. – How familiar are you with Amazon?	2	9	3,73%	1	5,88%	2	1,98%	6	4,88%	9	5,42%	0	0,00%	0	0,00%
	3	18	7,47%	3	17,65%	6	5,94%	9	7,32%	15	9,04%	3	4,11%	0	0,00%
	4 – Moderately Familiar	43	17,84%	5	29,41%	13	12,87%	25	20,33%	36	21,69%	6	8,22%	1	50,00%
	5	26	10,79%	0	0,00%	13	12,87%	13	10,57%	22	13,25%	4	5,48%	0	0,00%
	6	43	17,84%	2	11,76%	18	17,82%	23	18,70%	28	16,87%	14	19,18%	1	50,00%
	7 – Extremely Familiar	102	42,32%	6	35,29%	49	48,51%	47	38,21%	56	33,73%	46	63,01%	0	0,00%
	Don't Know	0	0,00%	0	0,00%	0	0,00%	0	0,00%	0	0,00%	0	0,00%	0	0,00%
Total		241	100,00%	17	100,00%	101	100,00%	123	100,00%	166	100,00%	73	100,00%	2	100,00%
Please answer on a scale ranging from 1 to 7: 1 – Never, 2 – Very Rarely, 3 – Rarely, 4 – Sometimes, 5 – Often, 6 – Very Often, 7 – Always. – In the past 6 months, how often have you read books?	1 – Never	15	6,22%	1	5,88%	5	4,95%	9	7,32%	6	3,61%	9	12,33%	0	0,00%
	2	21	8,71%	2	11,76%	9	8,91%	10	8,13%	14	8,43%	7	9,59%	0	0,00%
	3	20	8,30%	1	5,88%	6	5,94%	13	10,57%	14	8,43%	6	8,22%	0	0,00%
	4 – Sometimes	72	29,88%	4	23,53%	31	30,69%	37	30,08%	53	31,93%	19	26,03%	0	0,00%
	5	34	14,11%	1	5,88%	16	15,84%	17	13,82%	24	14,46%	10	13,70%	0	0,00%
	6	41	17,01%	2	11,76%	18	17,82%	21	17,07%	28	16,87%	11	15,07%	2	100,00%
	7 – Always	38	15,77%	6	35,29%	16	15,84%	16	13,01%	27	16,27%	11	15,07%	0	0,00%
Don't Know		0	0,00%	0	0,00%	0	0,00%	0	0,00%	0	0,00%	0	0,00%	0	0,00%
Total		241	100,00%	17	100,00%	101	100,00%	123	100,00%	166	100,00%	73	100,00%	2	100,00%
Please answer on a scale ranging from 1 to 7: 1 – Never, 2 – Very Rarely, 3 – Rarely, 4 – Sometimes, 5 – Often, 6 – Very Often, 7 – Always. – In the past 6 months, how often have you bought books by national authors online?	1 – Never	119	49,38%	7	41,18%	49	48,51%	63	51,22%	85	51,20%	34	46,58%	0	0,00%
	2	33	13,69%	3	17,65%	15	14,85%	15	12,20%	20	12,05%	13	17,81%	0	0,00%
	3	24	9,96%	0	0,00%	14	13,86%	10	8,13%	18	10,84%	6	8,22%	0	0,00%
	4 – Sometimes	36	14,94%	3	17,65%	13	12,87%	20	16,26%	26	15,66%	9	12,33%	1	50,00%
	5	15	6,22%	1	5,88%	5	4,95%	9	7,32%	9	5,42%	6	8,22%	0	0,00%
	6	8	3,32%	1	5,88%	3	2,97%	4	3,25%	5	3,01%	2	2,74%	1	50,00%
	7 – Always	6	2,49%	2	11,76%	2	1,98%	2	1,63%	3	1,81%	3	4,11%	0	0,00%
Don't Know		0	0,00%	0	0,00%	0	0,00%	0	0,00%	0	0,00%	0	0,00%	0	0,00%
Total		241	100,00%	17	100,00%	101	100,00%	123	100,00%	166	100,00%	73	100,00%	2	100,00%
Please answer on a scale ranging from 1 to 7: 1 – Never, 2 – Very Rarely, 3 – Rarely, 4 – Sometimes, 5 – Often, 6 – Very Often, 7 – Always. – In the past 6 months, how often have you bought books by international authors online?	1 – Never	79	32,78%	7	41,18%	27	26,73%	45	36,59%	62	37,35%	16	21,92%	1	50,00%
	2	20	8,30%	2	11,76%	10	9,90%	8	6,50%	13	7,83%	7	9,59%	0	0,00%
	3	33	13,69%	1	5,88%	16	15,84%	16	13,01%	16	9,64%	17	23,29%	0	0,00%
	4 – Sometimes	46	19,09%	1	5,88%	24	23,76%	21	17,07%	37	22,29%	9	12,33%	0	0,00%
	5	24	9,96%	1	5,88%	7	6,93%	16	13,01%	13	7,83%	10	13,70%	1	50,00%
	6	22	9,13%	0	0,00%	12	11,88%	10	8,13%	16	9,64%	6	8,22%	0	0,00%
	7 – Always	17	7,05%	5	29,41%	5	4,95%	7	5,69%	9	5,42%	8	10,96%	0	0,00%
Don't Know		0	0,00%	0	0,00%	0	0,00%	0	0,00%	0	0,00%	0	0,00%	0	0,00%
Total		241	100,00%	17	100,00%	101	100,00%	123	100,00%	166	100,00%	73	100,00%	2	100,00%

Appendix 6: Chronbach’s Alpha

S1_BI

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,718	,736	6

S1_PV

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,832	,849	4

S1_PI

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,949	,949	4

S2_BI

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,844	,851	6

S2_PV

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,791	,799	4

S2_PI

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,943	,943	4

S3_BI

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,784	,782	6

S3_PV

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,873	,875	4

S3_PI

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,895	,895	4

S4_BI

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,846	,849	6

S4_PV

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,876	,881	4

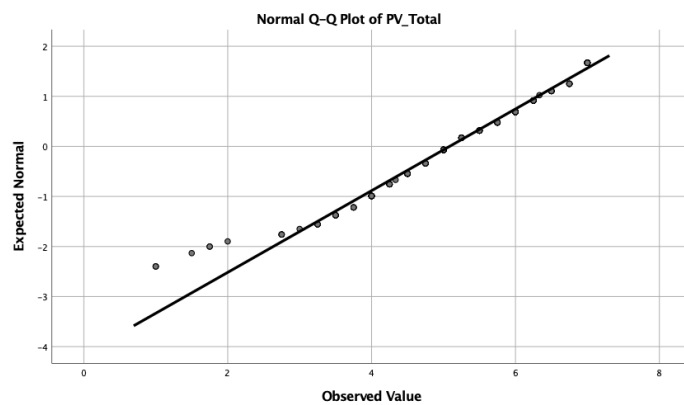
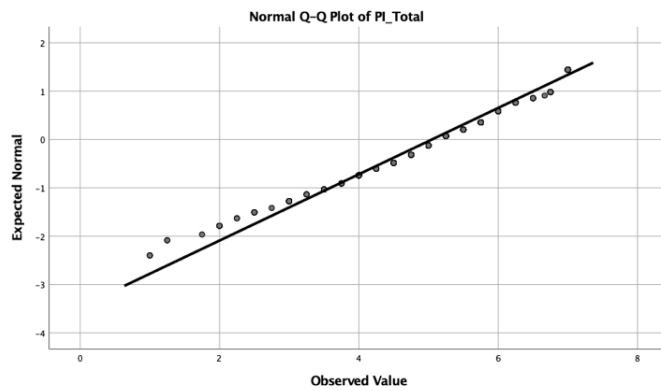
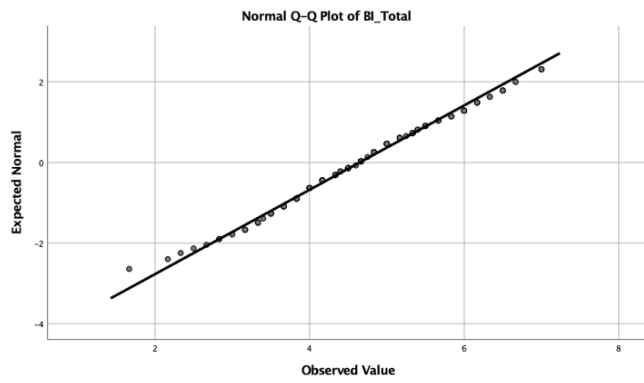
S4_PI

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,960	,960	4

Appendix 7: Normality Tests

Tests of Normality			
	Kolmogorov-Smirnov ^a		
	Statistic	df	Sig.
PI_Total	,090	241	<,001
BI_Total	,074	241	,003
PV_Total	,071	241	,005

a. Lilliefors Significance Correction



Appendix 8: Linear Regression

Descriptive Statistics				Correlations			
	Mean	Std. Deviation	N		PI_Total	BI_Total	
PI_Total	5,0484	1,45804	241	Pearson Correlation	PI_Total	1,000	,613
BI_Total	4,6476	,95592	241		BI_Total	,613	1,000
				Sig. (1-tailed)	PI_Total	.	<,001
					BI_Total	,000	.
				N	PI_Total	241	241
					BI_Total	241	241

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	,613 ^a	,375	,373	1,15474	,375	143,633	1	239	<,001	1,796

a. Predictors: (Constant), BI_Total

b. Dependent Variable: PI_Total

ANOVA^a

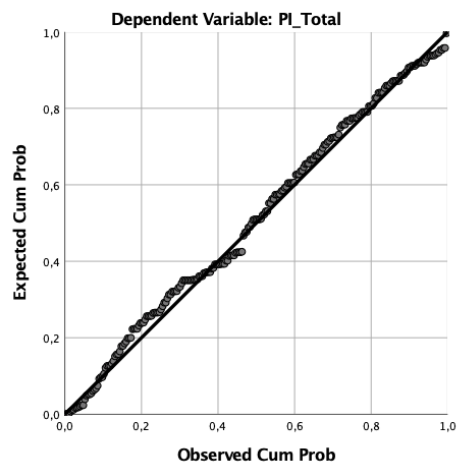
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	191,524	1	191,524	143,633	<,001 ^b
	Residual	318,689	239	1,333		
	Total	510,213	240			

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Correlations Zero-order	Partial	Part	Collinearity Statistics Tolerance	VIF
1	(Constant)	,705	,370		1,906	,058					
	BI_Total	,935	,078	,613	11,985	<,001	,613	,613	,613	1,000	1,000

a. Dependent Variable: PI_Total

Normal P-P Plot of Regression Standardized Residual



Appendix 9: ANCOVA

Levene's Test of Equality of Error Variances

Dependent Variable: PI_Total

F	df1	df2	Sig.
,014	1	239	,904

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

a. Design: Intercept + BI_Total + Retailer

		BI_Total			PI_Total		
		Mean	Standard Deviation	N	Mean	Standard Deviation	N
Retailer	Amazon	4,581	1,017	113	4,717	1,485	113
	Wook	4,706	,898	128	5,341	1,374	128
	Total	4,648	,956	241	5,048	1,458	241

	Retailer	
	Amazon Mean	Wook Mean
BI1 The brand provides good value for money	4,97	5,11
BI2 There is a reason to buy the brand instead of others	4,50	4,83
BI3 The brand has personality	4,47	4,83
BI4 The brand is interesting	4,83	5,05
BI5 I have a clear impression of the type of people who consume the brand	4,10	4,13
BI6 This brand is different from competing brands	4,52	4,30
Total Brand Image	4,58	4,71

Tests of Between-Subjects Effects

Dependent Variable: PI_Total

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	207,058 ^a	2	103,529	81,278	<,001	,406
Intercept	5,765	1	5,765	4,526	,034	,019
BI_Total	183,664	1	183,664	144,190	<,001	,377
Retailer	15,533	1	15,533	12,195	<,001	,049
Error	303,155	238	1,274			
Total	6652,444	241				
Corrected Total	510,213	240				

a. R Squared = ,406 (Adjusted R Squared = ,401)

Contrast Results (K Matrix)

Retailer Difference Contrast		Dependent Variable PI_Total
Level 2 vs. Level 1	Contrast Estimate	,510
	Hypothesized Value	0
	Difference (Estimate – Hypothesized)	,510
	Std. Error	,146
	Sig.	<,001
	95% Confidence Interval for Difference	Lower Bound
		Upper Bound
		,222
		,797

Test Results

Dependent Variable: PI_Total

Source	Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Contrast	15,533	1	15,533	12,195	<,001	,049
Error	303,155	238	1,274			

Appendix 10: PROCESS MODEL 7

Matrix

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 7
Y : PI_Total
X : BI_Total
M : PV_Total
W : Author

Sample
Size: 241

OUTCOME VARIABLE:
PV_Total

Model Summary	R	R-sq	MSE	F(HC4)	df1	df2	p
	,5731	,3285	1,0208	34,5604	3,0000	237,0000	,0000

Model	coeff	se(HC4)	t	p	LLCI	ULCI
constant	5,0349	,0940	53,5343	,0000	4,8496	5,2202
BI_Total	,6975	,0938	7,4372	,0000	,5128	,8823
Author	,0917	,1308	,7010	,4840	-,1660	,3495
Int_1	,0717	,1458	,4916	,6235	-,2155	,3588

Product terms key:
Int_1 : BI_Total x Author

Test(s) of highest order unconditional interaction(s):

	R2-chng	F(HC4)	df1	df2	p
X*W	,0008	,2416	1,0000	237,0000	,6235

 Focal predict: BI_Total (X)
 Mod var: Author (W)

Data for visualizing the conditional effect of the focal predictor:
 Paste text below into a SPSS syntax window and execute to produce plot.

```
DATA LIST FREE/
  BI_Total  Author  PV_Total  .
BEGIN DATA.
  -,9559    ,0000    4,3681
  ,0000    ,0000    5,0349
  ,9559    ,0000    5,7017
  -,9559    1,0000    4,3914
  ,0000    1,0000    5,1266
  ,9559    1,0000    5,8619
END DATA.
GRAPH/SCATTERPLOT=
  BI_Total WITH  PV_Total BY  Author  .
```

```
*****
OUTCOME VARIABLE:
  PI_Total
```

Model Summary

	R	R-sq	MSE	F(HC4)	df1	df2	p
	,7109	,5053	1,0604	111,0255	2,0000	238,0000	,0000

Model

	coeff	se(HC4)	t	p	LLCI	ULCI
constant	2,3913	,3867	6,1843	,0000	1,6295	3,1530
BI_Total	,5518	,0807	6,8403	,0000	,3929	,7108
PV_Total	,5227	,0717	7,2865	,0000	,3814	,6640

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

Direct effect of X on Y

Effect	se(HC4)	t	p	LLCI	ULCI
,5518	,0807	6,8403	,0000	,3929	,7108

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

BI_Total -> PV_Total -> PI_Total

Author	Effect	BootSE	BootLLCI	BootULCI
,0000	,3646	,0730	,2348	,5204
1,0000	,4020	,0742	,2635	,5594

Index of moderated mediation (difference between conditional indirect effects):

	Index	BootSE	BootLLCI	BootULCI
Author	,0375	,0719	-,1039	,1785

Pairwise contrasts between conditional indirect effects (Effect1 minus Effect2)

Effect1	Effect2	Contrast	BootSE	BootLLCI	BootULCI
,4020	,3646	,0375	,0719	-,1039	,1785

***** BOOTSTRAP RESULTS FOR REGRESSION MODEL PARAMETERS *****

OUTCOME VARIABLE:

PV_Total

	Coeff	BootMean	BootSE	BootLLCI	BootULCI
constant	5,0349	5,0366	,0928	4,8485	5,2233
BI_Total	,6975	,6954	,0878	,5216	,8666
Author	,0917	,0921	,1307	-,1652	,3499
Int_1	,0717	,0750	,1376	-,1879	,3515

OUTCOME VARIABLE:

PI_Total

	Coeff	BootMean	BootSE	BootLLCI	BootULCI
constant	2,3913	2,3873	,3793	1,6461	3,1311
BI_Total	,5518	,5538	,0791	,3954	,7099
PV_Total	,5227	,5234	,0700	,3873	,6590

***** 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

NOTE: A heteroscedasticity consistent standard error and covariance matrix estimator was used.

NOTE: The following variables were mean centered prior to analysis:
BI_Total

----- END MATRIX -----