

Appendices

A) Pre-Questionnaire (translated from German to English)

Dear participants,

Welcome to our study "VR in Online Shopping". Thank you very much for your willingness to participate in our study. We are investigating the relevance of "VR" in online shopping.

First you will be presented with a questionnaire, before you are guided through two online shopping scenarios in which you can look at objects for sale. Please complete a second questionnaire at the end.

Of course we guarantee you full anonymity. The data collected does not allow any conclusions to be drawn about your person and your data will not be passed on to third parties. After completion of the study all data will be deleted.

You can choose different answers for the questionnaires. Please tick the answer that applies most for you. There are no right or wrong answers, your personal opinions and assessments are important. Please answer the questions completely.

Please answer the following questions:

Gender: female male

Age: years

Highest educational level:

I use VR glasses at home: yes no

	complete agreement	partial agreement	neither - nor	partial disagreement	no agreement
I like to use new technologies.					
I have already heard of VR glasses.					
I am already familiar with Virtual Reality technology.					
I frequently shop online.					
The presentation of the object that I would like to buy in an online shop is important to me.					
I could imagine shopping in an online shop in the future in which the objects for sale are presented in a virtual reality.					
I think shopping in a virtual reality is exciting.					

Now you can go to the online shops. The price of the offered products is not important for you, because a family member is taking over the cost for you as a reward for your great academic achievement.

B) Post-Questionnaire (translated from German to English)

Please answer the following questions:

	complete agree-ment	partial agree-ment	neither - nor	partial disagree-ment	no agree-ment
I would buy the smartwatch I saw.					
I would buy the sports shoes I saw.					
I think the smartwatch I saw is beautiful.					
I think the sports shoes I saw are beautiful.					
The presentation of the smartwatch I saw was detailed.					
The presentation of the sports shoes I saw was detailed					
Due to the way the smartwatch was displayed, I was able to imagine it well in reality.					
Due to the way the sports shoes were presented, I could imagine them well in reality.					
The smartwatch I saw seemed real to me.					
The sports shoes I saw seemed real to me.					
I could imagine shopping in an online shop in the future, in which the objects for sale are represented in a virtual reality.					
Shopping in a virtual reality is exciting for me.					
It is important to me that I can touch and move the object of purchase in a virtual environment.					

C) Knowledge test (translated from German to English)

Please answer these questions as well:

What colors were the sports shoes?

- Black, green, white
- Yellow, white, gray
- Cream, black, white
- Black, yellow, light brown
- I do not know anymore

The ends of the laces of the sports shoes ...

- were knotted
- were tied into a bow
- were not visible
- could be seen separately
- I do not know anymore

What colors did the sports shoes have?

- White, gray
- Yellow, gray
- Black, white
- Yellow, white
- I do not know anymore

What color(s) did the smartwatch bracelet (outside) have?

- Only white
- White, gray
- Only gray
- Black, white
- I do not know anymore

What exactly could be seen in the center of the smartwatch display?

- A pattern
- Air pressure
- Temperature
- Time of day
- I do not know anymore

What could be seen on the back of the display of the smartwatch?

- One square area
- A round surface
- An oval surface
- Nothing
- I do not know anymore

You have finished! Thank you very much for your participation!