

**Appendix A:** Details of Constructs and Items:

<b>Information Quality</b>	Hsu, Chang and Chen [13]
	I can get complete information from website (IQ1)
	All the required information is available on website(IQ2)
	Information provided on website is accurate and up-to-date(IQ3)
	Generally, website provide me high-quality information(IQ4)
<b>Service Quality</b>	Hsu, Chang and Chen [13], Lin [12] and Liang and Chen [23]
	The website is very responsive to my quires / suggestions (SQ1)
	Website fulfill need of its visitors (SQ2)
	Website provide user feedback related to its services and products (SQ3)
	In my opinion, this website takes good care of its visitors / customers. (IQ4)
<b>System Quality</b>	Lin [12] and Hsu, Chang and Chen [13]
	It's very easy to access anywhere on website (SQ1)
	In term of system quality, I rank this website very high (SQ2)
	Throughout the website, I found the layout of website is very consistent (SQ3)
	I found the user interface of website very well organized (SQ4)
<b>Perceived Risk</b>	Kim and Lennon [6]
	I am uncertain about using my credit card number at this website (PR1)
	Images of products available on the website are ambiguous (PR2)
	I am reluctant of sharing my personal data on website (PR3)
<b>Purchase Intention</b>	Shen [31] and Kim and Lennon [6]
	I will purchase a product from this website (PI1)
	In coming days, I will probably make shopping by this website (PI2)
	In near future, I always prefer this site for e-shopping(PI3)
	In future, This site will be very helpful for me to discover new products and get new shopping ideas. (PI4)