

Private Sales Clubs: A 21st Century Distribution Channel

Appendix: 1. QUESTIONNAIRE

The questionnaire below is an English translation of the Spanish questionnaire as presented to the respondents. It includes all the questions asked, which generated more variables than those used in the study. Most of the ones not used were discarded because they had no effect on the two outcome variables of interest by themselves or in combination with a couple of other variables. A couple were dropped because the questions were found on further thought to have been ill conceived in the sense of generating ambiguous answers. For the readers' convenience we provide the label used in the text for any question generating information on a variable. The label used in the text is provided at the end of the question within brackets.

1. Introduction

In this survey you will be asked questions about the service provided by so-called "Private sales clubs" on the Internet. These clubs characteristically offer top brand goods at discounted prices for limited periods. Some examples are Vente Privée, BuyVip or Privalia. Please base your answers on the private sales club where you have done most of your purchases.

Q1 – Are you...?

Male

Female

Q2 – To which of the following age groups do you belong?

Under 18

18 to 25

26 to 40

41 to 60

61 or over

Q3 – Please indicate your current life-cycle stage.
<ul style="list-style-type: none"> • Single • In a couple • Couple with children under the age of 6 • Couple with children between the ages of 6 and 14 • Couple with children over the age of 14
Q4 – Please indicate your Region:
Q5 – Have you bought anything on the Internet through a private sales club (e.g., Vente-Privée, BuyVip, Privalia, Glamounity, Dreivip, RebajasVip, ..) in the last 6 months?
<ul style="list-style-type: none"> • Yes • No
Indicate which of the following items you have ever bought on the Internet through a private sales club (e.g., Vente-Privée, Buy-Vip, Privalia, Glamounity, Dreivip, RebajasVip,...)
Q6_1 – Clothing?
<ul style="list-style-type: none"> • No • Yes
Q6_2 - Footwear?
<ul style="list-style-type: none"> • No • Yes
Q6_3 - Books?
<ul style="list-style-type: none"> • No • Yes
Q6_4 - Videogames?
<ul style="list-style-type: none"> • No • Yes
Q6_5 – Household goods?
<ul style="list-style-type: none"> • No • Yes
Q6_6 – Items of personal hygiene and grooming (creams, cosmetics, etc.)?
<ul style="list-style-type: none"> • No • Yes
Q6_7 – None of the above?
<ul style="list-style-type: none"> • No • Yes
Q7 – Could you tell us which private sales club you use? [P_PSC]
Q8 – Please indicate on a scale of 0 to 10 to what extent the website in question was easy to access.
<ul style="list-style-type: none"> • Not at all easy 0 • Very easy 10

Q9 – Please indicate on a scale of 0 to 10 to what extent the PSC facilitates the delivery of your purchased items at a time and place of your convenience (home, workplace, other places, ...) [X1]

- Very little 0
 - Very much 10
-

Q10 – Again on a scale of 0 to 10, to what extent the webpage and its emails with information on future offers deliver enough information for your purchases? [X2]

- Very little 0
 - Very much 10
-

Q11 – To what extent the simultaneously running of several different product offers in the PSC facilitates your combining different products in a single order? [X5]

- Very little 0
 - Very much 10
-

Q12 –How well are your needs for products met by your club's sequence of campaigns with offers?

- Very little 0
 - Very much 10
-

Q13 – To what extent the club's delivery periods facilitate your using the products at the desired time? [X7]

- Very little 0
 - Very much 10
-

Q14 – To what extent the delivery time notifications facilitates your planning for receiving and using the product at the desired time?

- Very little 0
 - Very much 10
-

Q15 –To what extent the time the P_PSC keeps offers open facilitates your taking advantage of them?

- Very little 0
 - Very much 10
-

Q16 – When purchasing goods that can only be tested through handling or trying them on prior to purchase, how well do these goods generally live up to your expectations? [X8]

- Very little 0
 - Very much 10
-

Q17 –When purchasing goods that do not need to be tested by handling or trying them on prior to purchase, how well do these goods generally live up to your expectations? [X9]

- Very little 0
 - Very much 10
-

Q18 – To what extent the club's return or devolution policies meet your needs? [X12]

- Very little 0
 - Very much 10
-

Q19 – To what extent the club’s methods of payment meet your needs? [X13]
<ul style="list-style-type: none">• Very little 0• Very much 10
Q20 – How strongly would you recommend this club to others?
<ul style="list-style-type: none">• Not very strongly 0• Very strongly 10
Q21 – To what extent the club’s privacy and security policy facilitate peace of mind in your purchases? [X14]
<ul style="list-style-type: none">• Very little 0• Very much 10
Q22 – To what extent the P_PSC facilitates the receiving of the product in a short period of time
<ul style="list-style-type: none">• Very little 0• Very much 10
Q23 – When buying goods that need to be handled or tried on prior to purchase, e.g., items of clothing or footwear, to what extent the PSC facilitates your information needs? [X3]
<ul style="list-style-type: none">• Very little 0• Very much 10
Q24 – When buying goods that do not need to be handled or tried on prior to purchase, e.g., books, videogames, to what extent the PSC facilitates your information needs? [X4]
<ul style="list-style-type: none">• Very little 0• Very much 10
Q25 – To what extent the range of alternatives (sizes, styles, etc.) provided by your club facilitates your purchases? [X6]
<ul style="list-style-type: none">• Very little 0• Very much 10
Q26 – How attractive do you find your club’s website page? [X10]
<ul style="list-style-type: none">• Not very attractive 0• Very attractive 10
Q27 –To what extent the club’s website page allows a clear directions to the club’s products and services? [X11]
<ul style="list-style-type: none">• Not very clear 0• Very clear 10
Q28 – How satisfactory was your last purchase from the club?
<ul style="list-style-type: none">• Very unsatisfactory 0• Very satisfactory 10
Q29 – Over time, how satisfactory are your shopping experiences with this club? [CS]
<ul style="list-style-type: none">• Very unsatisfactory 0• Very satisfactory 10

Q30 – How often do you look for alternatives to this club?

-
- Never 0
 - Always 10
-

Q31 – Do you intend to shop again with this club in the future? [FPI]

-
- Never again 0
 - Always 10
-

Q32 – How would you rate this club's prices in comparison with those of other private sales clubs?

-
- Very low 0
 - Very high 10
-

Q33 - How would you rate this club's prices in comparison with those of other retail channels (physical stores, on-line stores, etc.)?

-
- Very low 0
 - Very high 10
-

Q34 - How would you rate this club's delivery charges in comparison with those of other private sales clubs?

-
- Very low 0
 - Very high 10
-

Q35 – How important would it be for you to reduce the time it takes to complete a purchase from start to finish with this club?

-
- Not important at all 0
 - Very important 10
-

Q36 –How many out of every 10 times you purchase in a private sales club are these purchases from the club mentioned in P_PSC? [X18]

Q37 – About how many times have you visited a private sales club website in the last 6 months? [X15]

-
- Every day
 - Once a week
 - More than once a week
 - Once a month
 - More than once a month
 - Less than once a month
 - Once every two or three months
 - Less often
-

Q38_1 – In the last twelve months how many times have you purchased the type of goods that can only be tested through handling or trying them on prior to purchase, such as items of clothing or footwear? [X16]

-
- None
 - One
 - Two or three
 - Three or four
 - More than five
-

Q38_2 – In the last twelve months how many times have you purchased the type of goods that do not need to be tested by handling or trying them on, such as books, videogames, household goods, or items of personal hygiene or grooming (creams, cosmetics, etc.)?

-
- None
 - One
 - Two or three
 - Three or four
 - More than five
-

Q39 – How uncomfortable are you with Internet shopping? [X17]

-
- Very uncomfortable 0
 - Very comfortable 10
-

Q40 – What private sales clubs do you know? Please name....

Q41 – What size is your permanent town of residence?

-
- Under 1,000 inhabitants
 - 1,000 to 4,999 inhabitants
 - 5,000 to 19,999 inhabitants
 - 20,000 to 99,999 inhabitants
 - 100,000 to 499,999 inhabitants
 - 500,000 to 1,000,000 inhabitants
 - Over 1,000,000 inhabitants
-

Q42 –What level of education have you completed?

-
- None
 - Primary
 - Secondary
 - University
 - Master's degree
 - PhD
 - Don't know / no answer
 - Other
-

Q43 – What is your current occupational status? If you have more than one job, please indicate the main one.

-
- Self- employed
 - Salaried worker
 - Student
 - Housewife
 - Unemployed
 - Retired
 - Other
-

Q44 – Based on your main job, which of the following net average income groups do you belong to?

-
- Less than 500 Euro
 - 500 to 999.99 Euro
 - 1,000 to 1,249.99 Euro
 - 1,250 to 1,499.99 Euro
 - 1,500 to 1,999.99 Euro
 - 2,000 to 2,499.99 Euro
 - 2,500 to 2,999.99 Euro
 - 3,000 to 3,499.99 Euro
 - 3,500 to 3,999.99 Euro
 - 4,000 Euro or over
 - Prefer not to answer
-

Appendix: 2. Tables TABLE 1: Cumulative Customer Satisfaction Results. Fixed Effects

S: Cumulative satisfaction	25%			50%			75%			OLS		
	Coef.	Std. Err.	P>t	Coef.	Std. Err.	P>t	Coef.	Std. Err.	P>t	Coef.	Std. Err.	P>t
Constant term	0.842	1.041	0.419	1.012	0.454	0.026	3.000	0.296	0.000	2.457	0.623	0.000
D1 Accessibility of Location												
X1: Convenient location	-0.063	0.112	0.573	-0.052	0.054	0.335	0.007	0.038	0.847	-0.044	0.075	0.555
D2 Information												
X2: Information about campaigns	0.181	0.105	0.085	0.136	0.049	0.006	-0.001	0.035	0.975	0.090	0.068	0.182
X3: Information (sens. products)	0.056	0.136	0.679	0.075	0.059	0.208	0.067	0.043	0.116	0.227	0.083	0.007
X4: Information (non-sens products)	0.117	0.133	0.379	0.131	0.060	0.031	0.151	0.043	0.000	0.036	0.085	0.668
D3 Assortment												
X5 : Assortment Breadth	-0.007	0.058	0.901	0.010	0.031	0.753	-0.005	0.021	0.796	0.004	0.042	0.917
X6: Depth of assortment	0.150	0.107	0.162	0.061	0.051	0.237	-0.020	0.036	0.579	0.029	0.071	0.688
D4 Assurance of product delivery												
X7: Delivery at the desire time	-0.053	0.077	0.491	0.010	0.036	0.788	0.016	0.023	0.501	-0.030	0.050	0.545
X8: Extent Deliv. desired form (sens prod)	0.256	0.137	0.063	0.203	0.055	0.000	0.100	0.036	0.007	0.108	0.077	0.165
X9:Extent Delivery in the desired form (non-sens prod)	-0.011	0.126	0.928	0.002	0.059	0.968	-0.002	0.040	0.955	-0.006	0.082	0.944
D5 Ambience												
X10: Web page appeal	-0.004	0.123	0.974	0.014	0.060	0.823	0.186	0.043	0.000	0.059	0.084	0.481
X11: Web page functionality	0.178	0.137	0.195	0.305	0.065	0.000	0.204	0.049	0.000	0.168	0.089	0.061
Club 1	0.109	0.427	0.799	0.048	0.196	0.807	0.208	0.120	0.084	0.260	0.270	0.335
Club 2	0.213	0.376	0.571	0.042	0.172	0.807	0.025	0.106	0.815	0.230	0.238	0.335
Club 3	0.669	0.501	0.182	0.130	0.233	0.576	0.053	0.142	0.708	0.358	0.323	0.268
Raw sum of deviations			470.5			525			387.5		F(14 ,53)	7.57
Min sum of deviations			399.587			403.5841			281.1587		Prob > F	0.000
Pseudo R2=			0.1507			0.2313			0.2744		Adjusted R2	0.230

TABLE 2: Cumulative Satisfaction and Channel Policies

	25%			50%			75%			OLS		
S: Cumulative satisfaction	Coef.	Std. Err.	P>t	Coef.	Std. Err.	P>t	Coef.	Std. Err.	P>t	Coef.	Std. Err.	P>t
Constant term	0.950	0.881	0.282	1.137	0.421	0.007	2.870	0.468	0	2.700	0.611	0.000
D1 Accesibility of Location												
X1: Convenient location	-0.066	0.095	0.491	-0.037	0.051	0.465	-0.046	0.059	0.433	-0.046	0.074	0.538
D2 Information												
X2: Information about campaigns	0.084	0.088	0.341	0.056	0.047	0.239	0.025	0.056	0.657	0.081	0.068	0.231
X3: Information (sensorial products)	0.052	0.124	0.675	0.052	0.057	0.355	0.034	0.067	0.610	0.193	0.084	0.022
X4: Information (non-sensorial products)	0.085	0.120	0.479	0.189	0.058	0.001	0.158	0.063	0.013	0.040	0.084	0.631
D3 Assortment												
X5 : Assortment Breadth	0.031	0.053	0.558	-0.004	0.029	0.894	0.003	0.031	0.923	-0.004	0.042	0.917
X6: Depth of assortment	0.028	0.098	0.776	0.030	0.050	0.544	-0.015	0.060	0.802	-0.014	0.072	0.843
D4 Assurance of product delivery												
X7: Delivery at the desire time	-0.040	0.069	0.564	0.016	0.035	0.656	-0.023	0.039	0.552	-0.027	0.050	0.582
X8: Extent Delivery in the desired form (sens. products)	0.305	0.118	0.010	0.178	0.055	0.001	0.079	0.055	0.152	0.080	0.078	0.304
X9: Extent Delivery in the desired form (non-sensorial products)	-0.064	0.112	0.570	-0.055	0.057	0.338	-0.042	0.062	0.499	-0.054	0.083	0.522
D5 Ambiance												
X10: Web page appeal	-0.015	0.109	0.892	-0.015	0.057	0.788	0.117	0.069	0.091	0.042	0.084	0.618
X11: Web page functionality	0.195	0.125	0.120	0.235	0.062	0.000	0.140	0.077	0.071	0.130	0.089	0.147
X12: P_PSC return policies	0.040	0.084	0.633	0.046	0.041	0.264	0.106	0.045	0.019	0.066	0.059	0.268
X13: P_PSC payment methods	-0.075	0.094	0.429	0.036	0.047	0.448	0.066	0.055	0.229	-0.010	0.068	0.881
X14: Privacy and security policy	0.249	0.111	0.026	0.160	0.050	0.001	0.126	0.055	0.023	0.157	0.072	0.029
Raw sum of deviations	470.500			525			387.500			F(14, 353)		
Min sum of deviations	393.017			396.129			274.052			Prob > F		
Pseudo R2=	0.165			0.246			0.293			Adjusted R2		

Table 3: Cumulative Satisfaction and Experience Variables

	25%			50%			75%			OLS		
S: Cumulative satisfaction	Coef.	Std. Err.	P>t	Coef.	Std. Err.	P>t	Coef.	Std. Err.	P>t	Coef.	Std. Err.	P>t
Constant term	0.308	0.817	0.707	0.903	0.539	0.095	2.422	0.499	0.000	1.968	0.631	0.002
D1 Accesibility of Location												
X1: Convenient location	-0.094	0.086	0.274	-0.071	0.062	0.254	0.045	0.066	0.499	-0.047	0.074	0.529
D2 Information												
X2: Information about campaigns	0.168	0.079	0.035	0.102	0.056	0.071	0.034	0.050	0.498	0.097	0.067	0.146
X3: Information (sensorial products)	0.071	0.102	0.483	-0.007	0.069	0.920	0.089	0.073	0.223	0.193	0.083	0.020
X4: Information (non-sensorial products)	0.135	0.100	0.179	0.168	0.070	0.016	0.208	0.075	0.006	0.047	0.083	0.573
D3 Assortment												
X5 : Assortment Breadth	-0.040	0.044	0.365	0.014	0.034	0.687	-0.001	0.038	0.980	0.010	0.041	0.816
X6: Depth of assortment	0.096	0.075	0.201	0.050	0.058	0.383	-0.023	0.064	0.726	0.011	0.070	0.872
D4 Assurance of product delivery												
X7: Delivery at the desire time	-0.031	0.058	0.590	0.034	0.039	0.390	-0.018	0.043	0.670	-0.042	0.049	0.394
X8: Extent Delivery in the desired form (sens. products)	0.245	0.097	0.012	0.199	0.064	0.002	0.105	0.065	0.106	0.107	0.076	0.164
X9: Extent Delivery in the desired form (non-sensorial products)	-0.185	0.100	0.064	-0.013	0.068	0.853	-0.073	0.069	0.294	-0.044	0.082	0.593
D5 Ambiance												
X10: Web page appeal	-0.049	0.093	0.601	0.043	0.068	0.524	0.191	0.079	0.016	0.062	0.083	0.452
X11: Web page functionality	0.373	0.102	0.000	0.289	0.075	0.000	0.141	0.088	0.112	0.185	0.089	0.037
X17: Comfort with Internet purchases	0.085	0.050	0.088	0.029	0.036	0.409	0.024	0.039	0.543	0.039	0.042	0.347
X18: Share of purchases in P_PSC	0.140	0.054	0.010	0.091	0.037	0.014	0.073	0.036	0.042	0.128	0.044	0.004
Raw sum of deviations	470.500			525			387.500			F(13, 354)		
Min sum of deviations	392.504			397.2911			279.537			Prob > F		
Pseudo R2=	0.166			0.2433			0.279			Adjusted R2		