

Electronic Commerce Research

A personalized value-based justification in food swaps to stimulate healthy online food choices

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Additional file 3. Characteristics of the total sample and for each experimental condition

Table A3.

Characteristics of the sample across conditions

	Total sample	Data Traceability: Aggregated		Data Traceability: Individual		p-value
		Data Usage: General advice	Data Usage: Health advice	Data Usage: General advice	Data Usage: Health advice	
	N = 500	N = 125	N = 125	N = 125	N = 125	
Age per category, N(%)						.266 ¹
18-24	60 (12%)	12 (9.6%)	9 (7.2%)	20 (16%)	19 (15.2%)	
25-34	60 (18%)	19 (15.2%)	22 (17.6%)	25 (20%)	24 (19.2%)	
35-44	90 (18%)	22 (17.6%)	28 (22.4%)	16 (12.8%)	24 (19.2%)	
45-54	100 (20%)	27 (21.6%)	22 (17.6%)	32 (25.6%)	19 (15.2%)	
55-64	90 (18%)	25 (20%)	24 (19.2%)	21 (16.8%)	20 (16%)	
65+	70 (14%)	20 (16%)	20 (16%)	11 (8.8%)	19 (15.2%)	
Household composition, N(%)						.815 ^{1,2}
Single parent	38 (7.6%)	8 (6.4%)	8 (6.4%)	9 (7.2%)	13 (10.4%)	
Living alone	118 (23.6%)	29 (23.2%)	33 (26.4%)	32 (25.6%)	24 (19.2%)	
Co-habiting with children	166 (33.2%)	39 (31.2%)	42 (33.6%)	44 (35.2%)	41 (32.8%)	
Co-habiting without children	161 (32.3%)	45 (36.0%)	37 (29.6%)	36 (28.8%)	43 (34.4%)	
Living with roommates	15 (3%)	4 (3.2%)	4 (3.2%)	3 (2.4%)	4 (3.2%)	
Other ³	2 (0.4%)	0 (0%)	1 (0.8%)	1 (0.8%)	0 (0%)	
Grocery shopping responsibility, N(%)⁴						.376 ¹
Full responsibility	340 (68%)	78 (62.4%)	87 (69.6%)	84 (67.2%)	91 (72.8%)	
Shared responsibility	158 (31.6%)	46 (36.8%)	37 (29.6%)	41 (32.8%)	34 (27.7%)	
Grocery shopping frequency						
Offline, N(%)						.923 ¹
3 times a month or less	40 (8.0%)	12 (9.6%)	9 (7.2%)	11 (8.8%)	8 (6.4%)	
Once a week	122 (24.4%)	28 (22.4%)	31 (24.8%)	34 (27.2%)	29 (23.2%)	
2 times a week or more	338 (67.7%)	85 (68.0%)	85 (68.0%)	80 (64.0%)	88 (70.4%)	
Online, N(%)						.912 ¹
3 times a month or less	400 (80.0%)	102 (81.6%)	98 (78.4%)	101 (80.8%)	99 (79.2%)	
Once a week	70 (14.0%)	16 (12.8%)	21 (16.8%)	15 (12.0%)	18 (14.4%)	
2 times a week or more	30 (6.0%)	7 (5.6%)	6 (4.8%)	9 (7.2%)	8 (6.4%)	

¹ X² test (chi-square)

²Note. X^2 test performed without category 'other' (household composition)

³Textual answers for household composition 'other' were checked and changed into another category if the question was assumed to be misinterpreted (e.g., someone indicated to have 'other' household composition because of being divorced and not having children living at home, but this means that the person is 'Living alone without children').

⁴Two missing values for grocery shopping responsibility (disabled forced response)