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Understanding channel purchase intentions

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
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**Understanding Channel Purchase Intentions:
Measuring Online and Offline Shopping
Value Perceptions**

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RIJKSUNIVERSITEIT GRONINGEN

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Measuring Online and Offline Value Perceptions**

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aan de Rijksuniversiteit Groningen
op gezag van de
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geboren op 3 december 1976
te Bilthoven

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Preface

I started my PhD in October 2001, just after 9/11. I remember telling my friends about my research project about online and offline shopping. They were enthusiastic, but told me they already had the answers to my research questions. Consumers would predominantly use the Internet for searching, and only for small purchases. They would use the Internet only to save time and effort. It needed no further research. I hope I can convince them that the reasons to shop online cannot be defined univocally, and that my research may act as a source for furthering their thoughts of why people shop online or offline. And, more importantly, that future research is still necessary to understand why people shop online or offline.

In this preface, I would like to thank the people that have supported me during my research. First, I want to wholeheartedly thank my supervisors Janny Hoekstra en Wander Jager. I have always enjoyed the stimulating meetings we have had, talking about sailing boats, holidays, family and research. You have always been very willing to listen and help. Janny, you have definitely contributed to this project by your supervision and care. I want to thank you for the interesting discussions we have had about managing customer relationships. Besides, you have always had a keen eye on improving my writing style. Wander, you have the ability to motivate me in times of trouble. You mostly used some sailing-related metaphor to describe the problem I encountered, and find a solution by extending this metaphor. I appreciate your cooperation, and I gratefully acknowledge your effort to help me develop my career.

Second, I also want to thank Anne Boomsma, Martin Wetzels, Liane Voerman, Marije Teerling for their helpful suggestions and comments regarding structural equation modeling. I hope I closely followed your thoughts; the usual disclaimer applies!

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Fourth, I am indebted to the people of the cooperating companies, who allowed me to contact their clients. To preserve their anonymity, I will not mention their names. I have very much enjoyed the conversations we have had about the problems that arise in practice. Next, I want to thank the students that cordially helped me collecting the data. I would also like to acknowledge the help and financial support provided by the SOM Research School.

Fifth, I appreciate the help and support of my viva witnesses (paranimfen) Sergei and Kunal. Sergei, I appreciate the friendship we have and that you encouraged me to start this project. I really enjoy the social talks we have about everyday life. Kunal, I extend my gratitude for enriching my life and your moral support. You are a true friend.

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Thijs Broekhuizen
Groningen, December 2005.

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