Master Thesis

The influence of perceived availability and scarcity justification on seller trust and purchase intention: a quantitative research

A study that measures the predictive power of perceived availability and scarcity justification on seller trust and purchase intention through direct, moderated, and mediated effects.

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Preface

In front of you, you see a master thesis, written by Kas op ten Berg, student Business Administration at the Radboud University in Nijmegen. Through this way, I want to thank Michael Börsig for his assistance in the process of writing this master thesis. As well, I want to thank Nina Belei for her feedback on my master thesis proposal. Finally, I want to thank everyone for their assistance during writing my master thesis. With this research, I want to give insights in the influence of perceived availability and scarcity justification on seller trust and purchase intention:

I hope that you read this master thesis with as much fun as I had in writing it.

Nijmegen, 14 June 2021

Author: Kas op ten Berg

Abstract

This master thesis aims to give insights in the effect of perceived availability and scarcity justification on intuitive seller trust and purchase intention. This objective leads to the following research questions: *What is the effect of perceived availability and scarcity justification on intuitive seller trust and purchase intention?*

This research question can be answered with current literature, and an experiment, which is tested through a survey. In this survey, the variable scarcity (divided in demand scarcity and supply scarcity) and scarcity justification (divided in scarcity justified and scarcity not justified) are manipulated in a 2x2 design. After the collection of data, a Chi-Square manipulation check showed significance for the variables scarcity and scarcity justification. As well, all measurement scales of the variables for all four scenarios had Cronbach Alpha's that were high enough in order to confirm reliability. To test the hypotheses, several regression analyses have been conducted in SPSS.

The results of the regression analyses only show positive significance for the hypothesis that intuitive seller trust predicts purchase intention. Scenarios where scarcity justification is involved showed that intuitive seller trust predicts purchase intention more than scenarios where scarcity justification is not involved. All other hypotheses are rejected due to insignificance.

New insights can be given to organizations that have a web shop in which they use scarcity. It is recommended to always justify scarcity, since that improves the perceived persuasiveness of the message. Possible positive consequences of a higher perceived persuasiveness, other than intuitive seller trust, and purchase intention, are not considered in this research.

The results do provide new knowledge to the literature in terms of that perceived availability and scarcity justification do not predict intuitive seller trust and purchase intention. This research confirms prior research about the significant relationship between trust and purchase intention.

It is recommended to conduct more research in the consequences of perceived scarcity and scarcity justification. As well, it is recommended to conduct more research in the antecedents of purchase intention and intuitive seller trust.

Table of contents

1. Introduction

1.1 Introduction of the topic

Since COVID-19 had its introduction to the world, the e-commerce market increased. In the Netherlands, the corona crisis led to an increase of 82% in online purchases (Emerce, 2020). This market has been increasing for years. In order to convince people to purchase a product through a web shop, marketing techniques can be used. These techniques go back to 1987, where Cialdini introduced his six convincing principles that form the basis for marketing campaigns (Cialdini, 1987).

One of these principles by Cialdini is scarcity. Potential buyers encounter a scarcity situation when a product assortment has its limits. Therefore, people assume that a product is rare and more valuable, which increases the chance of buying a product (Cialdini, 1987). This technique can be used in an offline- or an online setting and has different characteristics. Scarcity consists of three types, which are demand-, supply-, and time scarcity. Booking.com for example uses scarcity on their website where they mention that there are only 10 rooms left to book (Booking.com, 2021).

Scarcity usually influences someone's attitude towards a potential purchase. However, there is a difference between companies in justifying scarcity. Some companies justify their scarcity by explaining why something is scarce, whereas some companies do not mention why something is scarce. Whether the combination of scarcity and its justification influences seller trust and eventually someone's purchase intention, is still unknown. Research about scarcity in an offline context has been done a lot already. In an online context, as well some research has been done already. However, how perceptions of scarcity differ in an online context compared to the offline context is still unknown. Aggarwal, Jun, and Hub (2011) claims that the scarcity messages in an online context are being affected by the ease of searching for alternatives. Therefore, the relation between scarcity, seller trust, and justification with purchase intention in an online context will be researched in this master thesis.

1.2 Cause and relevance

There is a lot of research done on how scarcity convinces people to purchase something. Previous research has shown that demand scarcity in retail stores influenced purchase desirability (Gierl, Plantsch, & Schweidler, 2008). However, in an online context it is easier to

look for alternatives by navigating to other websites. Since the numbers of online orders have been increasing for years, it is likely that more people will encounter web shops that use scarcity as a marketing technique.

In this master thesis, the research topic consists of a relationship among several subjects. The first subject is perceived availability, also known as scarcity. Scarcity can be used as a marketing technique to convince customers to buy a product. Scarcity can be used in several ways, such as supply-, demand-, or time scarcity. Supply scarcity means that there is limited volume, where products are considered as for example limited edition. Demand scarcity is often represented as "already 90% sold", or "only X units in stock". Time scarcity is known for its temporary availability. Research by Gierl et al. (2018) has shown that scarcity has a positive relation with purchase intention. When people are aware of the fact that something is rare, a product becomes more valuable and increases the likelihood of a purchase (Cialdini, 1987). In some situations, it is unknown why a product is scarce. Not knowing whether this statement is true, could decrease someone's attitude towards a seller. Therefore, justifying why something is scarce could increases someone's attitude towards a seller.

Someone's perception of a seller is known as seller trust. The amount of trust in a seller has a positive relationship with purchase intention (Gupta, Yadav, & Varadarajan, 2009), which indicates the importance of trust in a seller. Trust is distinguished in affective trust and cognitive trust (Dowell, Morrison, & Heffernan, 2015). Affective trust can be described as the confidence in a partner based on feelings the partner demonstrates. Affective trust consists of relational trust and intuitive trust. Relational trust is the belief that how you treat people is how you get treated. Intuitive trust is the perceived trustworthiness of the other party based on emotions feelings and moods (Dowell et al., 2015).

Cognitive trust can be described as the idea that the other party behaves in a required way since the result of the relationship is a positive outcome. Dowell et al. (2015) claims that there are three types of cognitive trust, namely integrity trust, competency trust and benevolence trust. Integrity trust means that trust is based on a shared moral norm of honesty and promise. Competency trust is based on expectations of the capabilities of carrying out activities of the other party relevant for both parties. Benevolence trust is trusting the other party to look out after its interest without asking for such help.

According to Cialdini (1987), scarcity also limits our ability to process information. The means that people will make judgements based on heuristics. Making judgements based on heuristics, can also be described as intuitive decisions. Therefore, the main focus of seller trust in this master thesis will be through intuitive seller trust.

There is a gap in the literature regarding the influence of scarcity justification on intuitive seller trust and its impact on purchase intention. Therefore, this research provides new insights in the effect of justification of scarcity. Owners of web shops can use the results to improve the way they offer their products to potential customers and increase people's trust in the seller, which eventually increases someone's purchase intention.

1.3 Objective and research question

Objective:

The objective of this master thesis is to give insights in the effect of perceived availability and scarcity justification on intuitive seller trust and purchase intention.

Research question:

What is the effect of perceived availability and scarcity justification on intuitive seller trust and purchase intention?

1.4 Thesis outline

This thesis consists of several chapters. The first chapter will be an introduction to the topic, the objective and research question will be given, and the academic relevance will be mentioned. The second chapter consists of a theoretical framework and the conceptual model. All the relevant theory will be provided to discuss the general topics, and this leads to a suitable conceptual model. The third chapter consists of the research methodology and provides insights in how field research will be done. The fourth chapter describes the results of the field research and discovers whether each hypothesis can be rejected or assumed. The final chapter, chapter five describes the conclusion and discussion of this research.

2. Theoretical background

2.1 Theories

The theories, perspectives, and models that can be used to write this master thesis can be divided into different chapters. As can be seen below, there are four chapters consisting of variables that are important.

2.1.1 Scarcity

Scarcity is a marketing convincing technique introduced by Cialdini (1987). Cialdini mentions that when something is scarce, it is perceived as more valuable and therefore increases attractiveness. There are two reasons why this increase in attractiveness develops. First, when something is less available, it is perceived as more valuable. Secondly, this principle has such an influence, that availability even indicates a products quality (Cialdini, 1987). An example that proves the impact of scarcity is found in research by Verhallen and Robben (1994), where people prefer recipe books greater when they are limitedly available due to market circumstances, compared to when they are accidentally available.

Scarcity consists of two dimensions, called quantitative limitation and time limitation (Gierl et al., 2008). As can be seen in Figure 1, time scarcity exists due to supply. Time limitation occurs as "only temporary available" or as "only available until". Quantitative limitation has two dimensions, called supply- and demand scarcity. Supply scarcity is known for its limited volume and be described as "while supplies last". Demand scarcity can be described as "already 90% sold" or "only X units in stock".

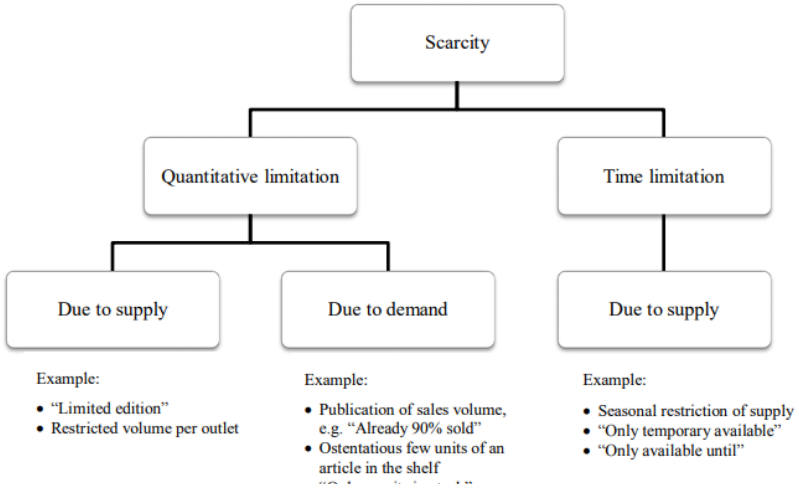

Figure 2.1.1: Dimensions of scarcity (Gierl et al., 2008)

The principle of scarcity can also be explained by the reactance theory. The reactance theory believes that if freedom is taken away when behaviour is needed, psychological reactance is being experienced. Psychological reactance means that a person wants to get out of this situation and therefore a motivational state towards escaping this situation develops (Clee & Wicklund, 1980). When people experience scarcity, a motivational state to escape this scarcity develops, which increases the chance of buying a product.

The previously mentioned scarcity types show different results in their outcomes of purchase intention. Research in offline retail stores indicated that time scarcity had no influence on whether a person wants to buy a product. The influence of demand scarcity was hypothesized as a negative relation. A negative relation is assumed, since demand scarcity shows that a lot of people already bought the product. This product is not unique anymore to have in that case. This hypothesis was only partly supported and therefore cannot be rejected or assumed. The influence of supply scarcity on product desirability was hypothesized as a positive relation, which also has been partly confirmed by the results (Gierl et al., 2008).

As already mentioned, quantitative scarcity has proved to have a significant effect on purchase intention in offline retail. Qualitative scarcity will be excluded from this master thesis, since there is no proven significant effect on purchase intention in prior research. To test whether this quantitative scarcity also increases purchase intention in an online context instead of an offline context, quantitative scarcity will be investigated. Quantitative scarcity consists of supply scarcity and demand scarcity. A difference between using scarcity in an online and offline context is expected, since Aggarwal et al. (2011) claims that the efficacy of scarcity messages in an online context is being affected by the ease of searching for alternatives.

The research provided above forms the basis of the following hypotheses:
H1: The perceived availability for demand scarcity predicts purchase intention significantly positive.

H2: The perceived availability for supply scarcity predicts purchase intention significantly positive.

Not only the types of scarcity influences purchase intention in a different way. Other research stated that the impact of scarcity differs for different product offerings. The choice to buy a product can have utilitarian or hedonic characteristics. Utilitarian can be described as task-related and rational motivations to buy a product. Hedonic can be described as fun, playfulness and subjective as motivation to buy a product (Babin, B.J., & Babin, L., 2001). As a result of using scarcity, this research showed that there is more persuasive impact when using demand scarcity for utilitarian products than for hedonic products, compared to using supply scarcity.

As well, this persuasive impact increases the purchase intention more for utilitarian products than for hedonic products (Ku, Kuo, Yang, & Chung, 2013). This is an important result for developing an experiment in researching quantitative scarcity. Since utilitarian product are more likely to be bought when using both types of quantitative scarcity, a utilitarian product will be used in this experiment. Prior research by Ku et al. (2013) has indicated that sunscreen was seen as the most utilitarian product out of sunscreen, chocolate, perfume, a drinking tumbler, and an alcoholic beverage. Therefore, Nivea sunscreen will be used in this experiment as the investigated utilitarian product.

Researchers investigating age and scarcity found out that scarcity bias decreases with age, due to cognitive development. When people are younger, cognitive abilities are low. Through experience, a person can overcome this scarcity. When people become older, they have experienced more and they have learned to resist the persuasive power of scarcity (Mittone, Savadori, & Rumiati, 2005). Given that experience influences scarcity, which increases when age increases, makes it relevant to study age in the experiment and come to conclusions about different results compared to age.

2.1.2 Seller trust

Trust can be defined as something that is based on the buyer's expectations that the seller behaves in an ethical and socially appropriate manner. In this occasion, the seller has no opportunistic attitude of the situation and takes advantage by fulfilling his commitments. The buyer in this case is vulnerable and depends on the seller (Gefen, Karahanna, & Straub, 2003).

A distinction of dimensions of trust is between cognitive trust and affective trust, provided by Dowell et al. (2015). The definition of affective trust can be described as the confidence in a partner based on feelings generated by the level of care and concern the partner demonstrates

(Houjeir & Brennan, 2014). Affective trust consists of two types of trust. The first type of trust is relational trust. This relates to leap of faith and reciprocity (Dowell et al., 2015). With relational trust, the belief that how you treat people is how you get treated by others is meant. The second type of trust is intuitive trust. With intuitive trust, the perceived trustworthiness of the other party based on emotions, feelings and moods is meant. Intuitive trust can be measured by measuring instinct, intuition, gut feeling and a hunch (Dowell et al., 2015).

Cognitive trust exists besides affective trust. This is based on the notions of reliability and dependability (Houjeir & Brannan, 2014). It is also based on the rationalistic idea that the other party behaves in a required way since the result of the relationship is a positive outcome. Dowell et al. (2015) claims that there are three types of cognitive trust. First, integrity trust is mentioned, which means that there is trust based on a shared moral norm of honesty and promise. Secondly, competency trust is based on expectations of the capabilities of carrying out activities of the other party relevant for both parties. The third type of trust is called goodwill or benevolence trust. This is about trusting the other party to look out after its interest without asking for such help.

As already mentioned, scarcity influences our ability to process information (Cialdini, 1987). of people. People make judgements based on heuristics, which can be described as intuitive decisions. Making judgements based on heuristics, can also be described as intuitive decisions. Therefore, the concept of seller trust will be researched as affective trust, specifically measuring intuitive seller trust.

Since intuitive seller trust is measured in an online context, it is important to find out which are the antecedents of trust. Prior research (McKnight, Choudhury, & Kacmar, 2002) classified three different categories that affect consumers' trust. The first category is perceived vendor reputation, which means the popularity of a website that a consumer perceives. This factor is important for long term trust. The second category is known as perceived site quality and is defined as the degree to which the features of a website fulfil the needs of a consumer. The information that is provided and the quality of the interface could increase consumer's trust. When scarcity justification is used, the information on a website changes. These changes could increase the overall website quality and therefore the consumer's trust. The last category is structural assurance of the web. This consists of the legal and technological structure that ensures security.

2.1.3 Consequences of trust

The extent to how much a seller is trusted by a buyer, has an influence on the consequences of trust. Prior research has showed that trust influences several attitudes towards a seller or a brand, which are discussed below.

Brand loyalty

The concept of brand loyalty means that there is some degree of pre-dispositional commitment towards a brand (Aaker, 1991). Brand loyalty consists of purchase loyalty and attitudinal loyalty. With purchase loyalty, the willingness to repurchase the brand is meant. Attitudinal loyalty can be measured by the level of commitment towards the brand. Research by Chaudhuri and Holbrook (2001) provided insights about the relation between trust and brand loyalty, consisting of repurchase loyalty and attitudinal loyalty. This research showed a significant relation between trust and both types of brand loyalty.

Perceived risk

Perceived risk can be defined as the concern of consequences that are undesirable and which the consumer wants to avoid when buying products (Peter & Jerry, 2010).

Previous research on the effect of trust and perceived risk on consumers' online purchase intention has showed that trust negatively influences perceived risk. In addition, perceived risk also negatively influences purchase intention and functions as a mediator between trust and purchase intention (Zhu et al., 2009)

Purchase intention

Online purchase intention can be described as how much a customer intends and is willing to buy a product by an online platform (Pavlou, 2003).

Prior research confirms that an increase in trust leads to an increase in people intentions to purchase a product on a website (Gefen, 2000). As well, other research provided the insight that the trustworthiness of a seller in an online context determines the purchasing decision (Gupta et al., 2009). This insight is also confirmed by Li, Jiang, and Wu (2014). The article provided with this research indicates that trust in an online context is even more important than for offline retailers. Not being able to visit a physical store, increases the perceived risk of customers in e-commerce.

Not only trust is important in e-commerce, but it is also proven to be the most important factor that influences buying behaviour (Benedicktus, Brady, Darke, & Voorhees, 2010). The importance of this factor is also indicated by the fact that a lack of trust is the greatest barrier when a consumer wants to make an online transaction (Urban, Amyx, & Lorenzon, 2009). It can be concluded that trust can make transactions happen and therefore it can be derived that when there is no trust, transactions may not take place.

The research provided above forms the basis of the following hypothesis:
H3: The intuitive seller trust predicts purchase intention significantly positive.

As mentioned in chapter 2.1.1., scarcity leads to an increase in purchase intention. Since intuitive seller trust as well has a positive effect on purchase intention, it is likely to assume that perceived availability for demand scarcity and supply scarcity positively predicts intuitive seller trust.
H4: *The perceived availability for demand scarcity predicts intuitive seller trust significantly positive.*

H5: *The perceived availability for supply scarcity predicts intuitive seller trust significantly positive.*

2.1.4 Scarcity justification

As mentioned in chapter 2.1.1, scarcity can be used as a technique to increase the value of products and feeling of desirability. However, an organization can choose to justify its scarcity. For example, the PlayStation 5 is a product that has a shortage in supply and a high demand. Sony Interactive Entertainment's CEO, Jim Ryan, has given explanation for this situation. Since there is a global chip shortage, Sony cannot use these chips in their PlayStation 5. Not using this chip but using other chips means that the quality of their products decreases, which is something that Sony wants to prevent (Gizmochina, 2021).

Another example is Booking.com. On their website, Booking.com uses multiple techniques to make their products scarce. Sentences such as "Only 1 room left on our site!" or "2 other people looked for you dates in the last 10 minutes" make Booking.com's products perceived as scarce. This leads to loss aversions and therefore increases the purchase intention. In comparison with

Sony, Booking.com does not justify why their products are scarce. An explanation about their scarce products is therefore not given.

The justification of the scarce offer consists of an explanation why the product is scarce. Compared to this, an offer can be done without any explanation of why the product is scarce. Whether a scarce offer is justified or not, could decide how persuasive the offer is. It is obvious that it is important to measure the persuasiveness of the message. Persuasion is an attempt for changing someone's actions and beliefs by reasoning and sensible expressing (Lee & Xia, 2011).

However, it has been proven that it is often difficult to actually measure persuasiveness (O'Keefe, 2018). According to this research, it requires more time and effort from participants. Second, confounding variables play a role, which makes it hard to measure persuasiveness. Third, ethical issues may make it hard to measure the actual persuasiveness. Research by Thomas, Masthoff, and Oren (2019) provided insights in how to measure perceived persuasiveness. A measurement model used by Chang, Zhu, Wang, and Li (2018) measured perceived persuasiveness by making a statement of how persuasive, compelling, logical, and plausible the communication is. For each of the four statements, the extent to which someone agrees or disagrees on a 7-point Likert-scale was asked. These four factors together form the variable perceived persuasiveness. The measurement by Chang et al. (2018) will be used in the experiment to measure perceived persuasiveness.

Some sellers make the choice to justify their scarcity, while other companies do not justify their scarcity. This difference might influence someone's perception about a seller. In the experiment of this master thesis, sunscreen will be used as reference product to find differences in justifying scarcity of Nivea sunscreen and not justifying scarcity of Nivea sunscreen.

If there is a positive relation between demand scarcity and intuitive seller trust or between supply scarcity and intuitive seller trust, this relation will likely become more positive when scarcity is justified. This results in the following hypotheses:

H6: *The perceived availability for demand scarcity predicts intuitive seller trust, moderated by scarcity justification, significantly positive.*

H7: *The perceived availability for supply scarcity predicts intuitive seller trust, moderated by scarcity justification, significantly positive.*

Justification of scarcity means that it is explained why something is scarce. Having an explanation for something is likely to be appreciated by potential customers. Therefore, it can be assumed that justification has a positive relationship with intuitive seller trust.

H8: *Scarcity justification predicts intuitive seller trust significantly positive.*

2.2 Conceptual model

In this conceptual model there are five variables that will be measured through the experiment. The hypotheses below provide the expected relationships and directions between the variables. These expected relations result in the following conceptual model.

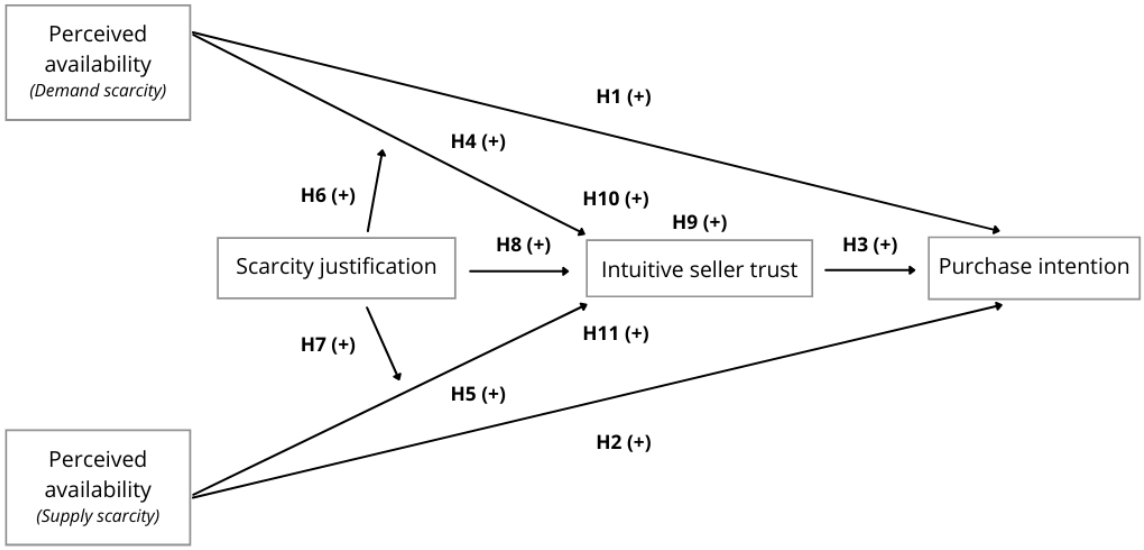

Figure 2.2: Conceptual model

Hypothesis 9

As all individual relations between the three variables are positive based on theory and due to reasoning, it can be assumed that there is a positive mediation effect between intuitive seller trust, scarcity justification and purchase intention.

H9: *Scarcity justification predicts purchase intention, mediated by intuitive seller trust, significantly positive.*

Hypothesis 10

As all individual relations between the three variables are positive based on theory and due to reasoning, it can be assumed that there is a positive mediation effect of intuitive seller trust between perceived availability (demand scarcity) and purchase intention.

H10: *The perceived availability for demand scarcity predicts purchase intention, mediated by intuitive seller trust, significantly positive.*

Hypothesis 11

As all individual relations between the three variables are positive based on theory and due to reasoning, it can be assumed that there is a positive mediation effect of intuitive seller trust between perceived availability (supply scarcity) and purchase intention.

H11: *The perceived availability for supply scarcity predicts purchase intention, mediated by intuitive seller trust, significantly positive.*

3. Methodology

3.1 Methods and measurements

Theoretical research will form the basis for field research. The conceptual model shows potential linkages between variables, which are formulated as hypotheses. To test these hypotheses, quantitative research will be done through an experiment, where respondents will be questioned through a survey. This survey will be enrolled through Qualtrics provided for free by the Radboud University. The survey will provide insights from the respondents to test the hypotheses. Since a lot of different respondents need to be found, a survey is the most appropriate way. This method is known for its practicality, big reach, anonymousness, and potential for analysis (Doorewaard & Tjemkes, 2019).

By using a survey, four main topics need to be researched, namely quantitative scarcity, intuitive seller trust, purchase intention and scarcity justification. To be able to research all relationships, an experiment will be developed. This experiment consists of four scenarios, which is known as a 2 x 2 design. In this 2 x 2 design, quantitative scarcity and scarcity justification are manipulated. To make sure that other factors are not involved in the decision to trust the seller of sunscreen, the scenarios are described in detail. Other determining factors such as price, delivery terms and the product remain the same in order to exclude the impact of those factors on trust. The following four scenarios are developed. The detailed version of the scenarios can be found in Appendix 1: Experiment in Dutch and appendix 2: Experiment in English.

Scenario 1: demand scarcity with scarcity justification

In the first scenario, respondents answer the questions based on their perceptions of Nivea sunscreen that is offered with demand scarcity. Why this sunscreen is scarce will be explained, which means that there is scarcity justification.

Scenario 2: demand scarcity with no scarcity justification

In the first scenario, respondents answer the questions based on their perceptions of Nivea sunscreen that is offered with demand scarcity. Why this sunscreen is scarce will not be explained, which means that there is no scarcity justification.

Scenario 3: supply scarcity with scarcity justification

In the first scenario, respondents answer the questions based on their perceptions of Nivea sunscreen that is offered with supply scarcity. Why this sunscreen is scarce will be explained, which means that there is scarcity justification.

Scenario 4: supply scarcity with no scarcity justification
In the first scenario, respondents answer the questions based on their perceptions of Nivea sunscreen that is offered with supply scarcity. Why this sunscreen is scarce will not be explained, which means that there is no scarcity justification.

Each respondent will be randomly assigned to one of these four scenarios and must answer questions in the survey based on this scenario. The respondents will be asked to fill out questions on a 7-point Likert scale and must answer to what extent they completely agree or completely disagree. These questions are based on the four variables, namely scarcity, scarcity justification, purchase intention and intuitive seller trust. Research has provided insights in how to measure these variables, which can be seen in Table 1: Survey design.

	Purchase intention	Q1 (PI)	If I were looking for Nivea sunscreen, my likelihood of purchasing it online on zonnebrandkopen.nl would be high:	Bruner (2009)
		Q2 (PI)	If I were to buy this Nivea sunscreen, the probability that I would consider buying it online on zonnebrandkopen.nl would be high	
		Q3 (PI)	If I had to buy Nivea sunscreen, my willingness to buying it online on zonnebrandkopen.nl would be high	
	Perceived scarcity	Q1 (DS &SS)	How available do you think sunscreen from zonnebrandkopen.nl is?	Eisend (2008)
	Scarcity justification	Q1 (SJ)	The reason why Nivea sunscreen from zonnebrandkopen.nl is limited available, is convincing:	Chang et al. (2018)
		Q2 (SJ)	The reason why Nivea sunscreen from zonnebrandkopen.nl is limited available, is compelling	
		Q3 (SJ)	The reason why Nivea sunscreen from zonnebrandkopen.nl is limited available, is logical:	
		Q3 (SJ)	The reason why Nivea sunscreen from zonnebrandkopen.nl is limited available, is plausible:	
		Q1 (IT)	My instincts tell me I can trust Zonnebrandkopen.nl	

Affective trust	**Intuitive trust**	Q2 (IT)	My intuition tells me that I can trust Zonnebrandkopen.nl	Dowell et al. (2015)
		Q3 (IT)	I have a hunch I can trust Zonnebrandkopen.nl	
		Q4 (IT)	I have a gut feeling I can trust Zonnebrandkopen.nl	

Table 3.1: Survey design

As well, the respondents are questioned to what extent it was easy to imagine the scenario and to what extent the scenario was realistic. The survey ends by asking for demographics, consisting of age, gender, and current situation. The questions are asked in Dutch, to be able to find as much respondents as possible. The Dutch survey, as well as the four scenarios explained can be found in Appendix 1: Survey in Dutch. The translation of the survey in English as well as the four scenarios explained can be found in Appendix 2: Survey in English.

3.2 Case selection

A convenience sample is conducted to distribute the survey. This type of sampling means that the case selection is made from the population that is closely to the researcher (Price, 2013). In this case, the survey will be distributed in the network of K.M. op ten Berg. This network has widely spread demographic variables such as gender and age. However, the problem is that results may be biased (Sousa, 2003). To overcome this bias, the questions are asked clearly, are not subjective, and the respondents remain anonymous. As well, there are four scenarios that respondents can come up with when filling out the survey, which are described above. These scenarios are based on the type of scarcity and the availability of scarcity justification when buying Nivea sunscreen.

3.3 Data analysis procedure

The data from desk research will be compared to the data provided by the survey. The results from the survey can be exported directly from Qualtrics to IBM SPSS Statistics 26. This method of analysis will be used to find significance in the hypothesized relationships between the variables mentioned in the conceptual framework. The questions concerning the variables are all based on a 7-point Likert scale, which has an ordinal characteristic. This is important information when deciding which analysis in SPSS to conduct.

First, a manipulation check will be done in order to confirm that the manipulation of scarcity and scarcity justification. The respondents will be asked to confirm which scenario they read through two questions about the manipulated variables scarcity and scarcity justification. Two Chi-Square test of these two questions will be done and must be significant in order to confirm that the manipulation worked sufficient.

In the experiment, scarcity justification, intuitive seller trust, and purchase intention are measured through multiple scales. To test whether all these questions show the highest possible reliability, a reliability analysis will be conducted. If necessary, one or two factors that frame the variables can be deleted to sufficiently improve reliability of the variable (Hair, Black, Babin, & Anderson, 2010).

There are six hypotheses that assume a direct relationship between two variables. Since these hypotheses consist of a prediction of one variable on another, a simple linear regression analysis will be conducted (Hair et al. 2010). To conduct this analysis, a minimum sample size of 50 is necessary. As well, all variables must have an interval characteristic. In order to confirm the predictive power of one variable on another, the regression analysis must be significant. The simple linear regression analysis will be conducted for H1, H2, H3, H4, H5, and H8.

There are three hypotheses that assume a mediation effect and two hypotheses that assume a moderation effect. As well, these hypotheses assume a prediction of one variable on another, which means that a multiple linear regression analysis will be conducted (Hair et al. 2010). To conduct this analysis, a minimum sample size of 50 is necessary. As well, all variables must have an interval characteristic. In order to confirm the predictive power of one variable on another, the regression analysis must be significant. The simple linear regression analysis will be conducted for H6, H7, H9, H10, and H11.

3.4 Limitations and ethics

The most influential limitation is the time boundary of the master thesis. The master thesis will be written from December 7th, 2021, until June 14th, 2021. As well, the period of researching from December 7th until March 26th is based on three full days of eight hours per day. This means that 24 hours per week will be dedicated to the research. The period from April 12th until

June 14th is based on five full days of eight hours per day. This means that 40 hours per week will be dedicated to the research.

In this research, ethics will be considered as well. To address these ethics, a few things will be done. First, all received data is anonymous in order to acknowledge privacy of the respondents. No names or addresses are asked in this survey. Apart from the demographic variables age, gender, and current situation it cannot be traced back which survey has been filled out by a particular person. Secondly, participants can always stop filling out the survey at any time. Survey's that are not filled out completely will not be used in the analysis. As a third, respondents filling out the survey are voluntary participating. As well, respondents should participate in the experiment based on informed consent. This means that respondents are explained in detail what the experiment will look like and, so that the decision to participate is completely freely made. Therefore, it is important that respondents are not aware of the fact that the experiment has two variables included that are being manipulated through the four scenarios. Finally, the data is only available after permission for inspection given by K.M. op ten Berg.

4. Results

The result section describes the analysis that has been conducted based on the experiment. An analysis of the results of the survey has been conducted in SPSS. First, a manipulation check has been done to test if the manipulation was carried out sufficiently. Second, a reliability analysis has been conducted to test if the scales were reliable enough. Third, the analysis of the conceptual model has been conducted through several regression analyses.

4.1 Manipulation check

A manipulation check of the manipulated variables "scarcity" and "scarcity justification" has been done. Scarcity was split up in "demand scarcity" and "supply scarcity". The manipulation was interpreted well, since the Chi-Square test showed significant results as can be seen in Table 4.1.1: chi-square test scarcity.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	156,165[a]	3	,000
Likelihood Ratio	185,494	3	,000
Linear-by-Linear Association	126,861	1	,000
N of Valid Cases	215		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 25,15.

Table 4.1.1: Chi-Square Tests scarcity

Scarcity justification was split up in "only 25 bottles in stock" and "while supplies last". The manipulation was interpreted well, since the Chi-Square test showed significant results as can be seen in Table 4.1.2: Chi-Square Tests scarcity.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	119,114[a]	3	,000
Likelihood Ratio	135,304	3	,000
Linear-by-Linear Association	22,987	1	,000
N of Valid Cases	215		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 22,98.

Table 1: Chi-Square Tests scarcity justification

4.2 Reliability

A reliability analysis has been conducted to test whether the scales that have been used to measure the variables are reliable enough. The Cronbach's Alpha should at least be .60. As can be seen in Table 4.2: Cronbach's Alpha of variables, the variables for the four scenarios are all reliable enough to use. No items were deleted in order to improve the Cronbach's Alpha.

Reliability	Purchase Intention	Seller trust	Scarcity justification
Scenario 1	*0,982*	*0,970*	*0,986*
Scenario 2	*0,987*	*0,937*	*0,984*
Scenario 3	*0,997*	*0,922*	*0,984*
Scenario 4	*0,992*	*0,960*	*0,981*

Table 4.2: Cronbach's Alpha of variables

4.3 Regression analysis results

To test whether the variables in the model predict each other, several regression analyses have been conducted. In order to provide insights about the different scenario's, the regression analysis for each hypothesis has been conducted four times. The SPSS output and the APA test results for each hypothesis and scenario can be found in Appendix X: SPSS output and test results. Below, a brief result for each hypothesis is given with the Beta (β), the R squared (R^2) and the significance (p).

H1: *The perceived availability for demand scarcity predicts purchase intention significantly positive.*

A regression analysis showed that for scenario 1 (β = .144, $p.$ = .294) and for scenario 2 (β = .150, $p.$ = .915), perceived availability does not predict purchase intention significantly positive. Perceived availability explains 2.1% of the variance of purchase intention for scenario 1 and explains 0.0% of the variance of purchase intention for scenario 2.

H2: The perceived availability for supply scarcity predicts purchase intention significantly positive.

A regression analysis showed that for scenario 3 (β = -0.170, *p.* = .214) and for scenario 4 (β = .168, *p.* = .235), perceived availability does not predict purchase intention significantly positive. For scenario 3, the β is even slightly negative. Perceived availability explains 2.9% of the variance of purchase intention for scenario 3 and explains 2.8% of the variance of purchase intention for scenario 4.

H3: The intuitive seller trust predicts purchase intention significantly positive.
A regression analysis showed that for scenario 1 (β = .703, *p.* = .000), scenario 2 (β = .441, *p.* = .001), scenario 3 (β = .672, *p.* = .000), and scenario 4 (β = .405, *p.* = .003), intuitive seller trust does predict purchase intention significantly positive. Intuitive seller trust explains 49.4% of the variance of purchase intention for scenario 1, 19.4% of the variance of purchase intention for scenario 2, 45.2% of the variance of purchase intention for scenario 3, and 16.4% of the variance of purchase intention in scenario 4.

H4: *The perceived availability for demand scarcity predicts intuitive seller trust significantly positive.*
A regression analysis showed that for scenario 1 (β = .217, *p.* = .493) and for scenario 2 (β = .120, *p.* = .393), perceived availability does not predict intuitive seller trust significantly positive. Perceived availability explains 0.9% of the variance of intuitive seller trust for scenario 1 and explains 1.4% of the variance of intuitive seller trust for scenario 2.

H5: *The perceived availability for supply scarcity predicts intuitive seller trust significantly positive.*
A regression analysis showed that for scenario 3 (β = -.126, *p.* = .359) and for scenario 4 (β = .188, *p.* = .193), perceived availability does not predict intuitive seller trust significantly positive. For scenario 3, the β is even slightly negative. Perceived availability explains 1.6% of the variance of intuitive seller trust for scenario 3 and explains 3.5% of the variance of intuitive seller trust for scenario 4.

H6: *The perceived availability for demand scarcity predicts intuitive seller trust, moderated by scarcity justification, significantly positive.*
A regression analysis showed that for scenario 1 (β = .198, *p.* = .739) and for scenario 2 (β = .791, *p.* = .165), perceived availability does not predict intuitive seller trust, moderated by scarcity justification, significantly positive. Perceived availability explains 0.2% of the variance

of intuitive seller trust, moderated by scarcity justification, for scenario 1 and explains 3.8% of the variance of intuitive seller trust, moderated by scarcity justification, for scenario 2.

H7: *The perceived availability for supply scarcity predicts intuitive seller trust, moderated by scarcity justification, significantly positive.*

A regression analysis showed that for scenario 3 (β = -.373, *p.* = .500) and for scenario 4 (β = -.186, *p.* = .725), perceived availability does not predict intuitive seller trust, moderated by scarcity justification, significantly positive. For both scenarios, the β is even negative. Perceived availability explains 0.9% of the variance of intuitive seller trust, moderated by scarcity justification, for scenario 3 and explains 0.2% of the variance of intuitive seller trust, moderated by scarcity justification, for scenario 4.

H8: *Scarcity justification predicts intuitive seller trust significantly positive.*

A regression analysis showed that for scenario 1 (β = -.028, *p.* = .841), scenario 2 (β = .013, *p.* = .924), scenario 3 (β = .019, *p.* = .893), and scenario 4 (β = -.202, *p.* = .704), scarcity justification does not predict intuitive seller trust significantly positive. For scenario 1 and 4, the β is even slightly negative. Scarcity justification explains 0.1% of the variance of intuitive seller trust for scenario 1, 0.0% of the variance of intuitive seller trust for scenario 2, 0.0% of the variance of intuitive seller trust for scenario 3, and 4.1% of the variance of intuitive seller trust for scenario 4.

H9: *Scarcity justification predicts purchase intention, mediated by intuitive seller trust, significantly positive.*

A regression analysis showed that for scenario 1 (β = .050, *p.* = .614), scenario 2 (β = -.098, *p.* = .439), scenario 3 (β = -.172, *p.* = .091), and scenario 4 (β = .021, *p.* = .873), scarcity justification does not predict purchase intention, mediated by intuitive seller trust, significantly positive. For scenario 2 and 3, the β is even slightly negative. Scarcity justification explains 47.7% of the variance of purchase intention, mediated by intuitive seller trust, for scenario 1, 20.4% of the variance of purchase intention, mediated by intuitive seller trust, for scenario 2, 48.1% of the variance of purchase intention, mediated by intuitive seller trust, for scenario 3, and 16.4% of the variance of purchase intention, mediated by intuitive seller trust, for scenario 4.

H10: *Perceived availability for demand scarcity predicts purchase intention, mediated by intuitive seller trust, significantly positive.*

A regression analysis showed that for scenario 1 (β = .078, *p.* = .430), and for scenario 2 (β = -.038, *p.* = .765), perceived availability does not predict purchase intention, mediated by intuitive seller trust, significantly positive. For scenario 2, the β is even slightly negative. Perceived availability explains 50.0% of the variance of purchase intention, mediated by intuitive seller trust for scenario 1, and 19.6% of the variance of purchase intention, mediated by intuitive seller trust, for scenario 2.

H11: *Perceived availability for supply scarcity predicts purchase intention, mediated by intuitive seller trust, significantly positive.*

A regression analysis showed that for scenario 3 (β = -.087, *p.* = .401), and for scenario 4 (β = .095, *p.* = .719), perceived availability does not predict purchase intention, mediated by intuitive seller trust, significantly positive. For scenario 3, the β is even slightly negative. Perceived availability explains 45.9% of the variance of purchase intention, mediated by intuitive seller trust for scenario 3, and 17.3% of the variance of purchase intention, mediated by intuitive seller trust, for scenario 4.

5. Conclusion and discussion

5.1 Conclusion

As can be concluded from the results, perceived availability does not predict purchase intention. Between the four scenarios, there are only small differences in the beta statistic. When intuitive seller trust acts as a mediator between perceived availability and purchase intention, perceived availability still does not predict purchase intention.

As well, perceived availability does not predict intuitive seller trust. Between the four scenarios, there are only small differences in the beta statistic. When scarcity justification acts as a moderator between perceived availability and intuitive seller trust, perceived availability does still not predict intuitive seller trust.

Based on the conclusions provided, perceived availability does not predict purchase intention or intuitive seller trust for any of the four scenarios. There is still no predictive power when a mediator or moderator is involved in these relations.

As can be concluded from the results, scarcity justification does not predict intuitive seller trust. Between the four scenarios, there are only small differences in the beta statistic. However, intuitive seller trust positively predicts purchase intention. The predictive power of scenario 1 and scenario 3 is a lot higher than for scenario 2 and 4. There is no big difference between demand scarcity and supply scarcity. In conclusion, scenarios where scarcity justification is involved showed that intuitive seller trust predicts purchase intention more then scenarios where scarcity justification is not involved. This means that justification of scarcity does increase the perceived persuasiveness compared to no justification of scarcity, but it does not predict either purchase intention or intuitive seller trust. When intuitive seller trust acts as a mediator between scarcity justification and purchase intention, scarcity justification as well does not predict purchase intention.

It can be concluded that when there is intuitive trust in the seller, the likelihood of a purchase intention increases as well. However, either perceived availability or scarcity justification does not significantly increase the relationship between intuitive seller trust and purchase intention.

In conclusion, hypothesis 3 shows statistical significance for each of the four scenarios and is assumed. All other hypotheses show no statistical significance and therefore are rejected

5.2 Discussion

5.1.1 Practical implications

Intuitive seller trust predicts purchase intention significantly positive for each of the four scenarios. As well, both scenarios that included justifying the scarcity showed a relatively higher predictive power than the two scenarios that did not include a justification of the scarcity. The difference between demand scarcity and supply scarcity when justifying scarcity is small. This result shows that even though scarcity justification does not improve the relation between intuitive seller trust and purchase intention, there are still differences between the different scenarios. The perceived persuasiveness of the scarcity is better in the scenarios where the scarcity is justified. For organizations, this means that their persuasiveness increases, which could result in improvements on other variables than purchase intention and intuitive seller trust.

5.2.2 Theoretical implications

This study contributes to the theory about the relationship between trust and purchase intention. In this research, the predictive power of intuitive seller trust on purchase intention was measured and showed statistically significant results. This confirms previous research about the relationship between trust and purchase intention by Gefen (2000), Gupta et al. (2009), and Li et al. (2014), where a significant relationship between purchase intention and trust was found as well.

As well, this study contributes to filling the theoretical gap between scarcity justification and intuitive seller trust or purchase intention. No previous research has been found about the persuasiveness power of scarcity justification and its relationship with intuitive seller trust and purchase intention. The results showed no significant prediction of scarcity justification on any of the variables.

5.3 Limitations

Some limitations played a role in this research. First, sunscreen was the only product that has been used to investigate the relation between perceived availability or scarcity justification and

purchase intention or intuitive seller trust. Therefore, the generalizability of the study is affected. Sunscreen is a shopping product and there could be differences for other categories or products.

Second, due to the fact that the conducted experiment was performed through an online survey, it is not known whether the respondents read the given scenario well enough in order to answer the questions from the survey. In an offline experiment, the researcher could inform every respondent in the same way. Therefore, carefulness of reading the scenario could be a confounding variable.

Third, in the experiment, all four scenarios consist of a scarce offer, which means that there is no control group that was offered sunscreen without scarcity. Therefore, it is not possible to come to conclusions about whether sunscreen that is scarce does predict purchase intention or intuitive seller trust better than sunscreen that is not scarce.

5.4 Suggestions for future research

This research provided the insight that either perceived availability or scarcity justification does not predict purchase intention or intuitive seller trust. However, this does not mean that perceived availability or scarcity justification does not predict anything it all. It is recommended to conduct research in the consequences of perceived availability and scarcity justification, in order to make conclusions about consequences of these two variables.

As well, this research provided the insight that either purchase intention or intuitive seller trust is not predicted by perceived availability or scarcity justification. However, this does not. This does not mean that purchase intention or intuitive seller trust are not predicted by anything at all. It is recommended to conduct research in the antecedents of purchase intention and intuitive seller trust, in order to make conclusions about antecedents of these two variables.

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6 Appendix

Appendix 1: Experiment in Dutch

Scenario 1

De zomer komt er weer aan en om goed voorbereid te zijn op de Uv-straling wegens het mooie weer besluit je om Nivea zonnebrand te kopen. Door de coronacrisis is het heel erg druk in de winkels en vandaar besluit je via internet zonnebrand aan te schaffen. Wanneer je “zonnebrand kopen” intypt op Google klik je op de eerste website die je ziet. In dit geval is dat de fictieve webshop Zonnebrandkopen.nl en je besluit om daar jouw zonnebrand aan te schaffen.

Zonnebrandkopen.nl biedt veel verschillende soorten zonnebrand aan en in dit geval kies je voor Nivea zonnebrand met de keuze uit factor 30 of 50. De prijs van het product is goed en de leveringsvoorwaarden ook. Bij het bekijken van het product zie je onder de prijs staan “Nog maar 25 flessen op voorraad!”. De volgende reden wordt gegeven: “Er zijn nog slechts 25 flessen op voorraad door het vele gebruik van zonnebrand vanwege het mooie weer. De vraag naar zonnebrand stijgt enorm waardoor de voorraad erg snel verkocht wordt. De voorraad wordt wel aangevuld, maar is iedere keer erg snel op.”

Scenario 2

De zomer komt er weer aan en om goed voorbereid te zijn op de Uv-straling wegens het mooie weer besluit je om Nivea zonnebrand te kopen. Door de coronacrisis is het heel erg druk in de winkels en vandaar besluit je via internet zonnebrand aan te schaffen. Wanneer je “zonnebrand kopen” intypt op Google klik je op de eerste website die je ziet. In dit geval is dat de fictieve webshop Zonnebrandkopen.nl en je besluit om daar jouw zonnebrand aan te schaffen.

Zonnebrandkopen.nl biedt veel verschillende soorten zonnebrand aan en in dit geval kies je voor Nivea zonnebrand met de keuze uit factor 30 of 50. De prijs van het product is goed en de leveringsvoorwaarden ook. Bij het bekijken van het product zie je onder de prijs staan “Nog maar 25 flessen op voorraad!”.

Scenario 3

De zomer komt er weer aan en om goed voorbereid te zijn op de Uv-straling wegens het mooie weer besluit je om Nivea zonnebrand te kopen. Door de coronacrisis is het heel erg druk in de winkels en vandaar besluit je via internet zonnebrand aan te schaffen. Wanneer je “zonnebrand

kopen” intypt op Google klik je op de eerste website die je ziet. In dit geval is dat de fictieve webshop Zonnebrandkopen.nl en je besluit om daar jouw zonnebrand aan te schaffen.

Zonnebrandkopen.nl biedt veel verschillende soorten zonnebrand aan en in dit geval kies je voor Nivea zonnebrand met de keuze uit factor 30 of 50. De prijs van het product is goed en de leveringsvoorwaarden ook. Bij het bekijken van het product zie je onder de prijs staan “Op = op!”. De volgende reden wordt gegeven: “Het gaat bij deze zonnebrand om een beperkte levering. Door de vele vraag naar zonnebrand kunnen alle producenten van zonnebrand niet genoeg zonnebrand leveren aan hun partners, waaronder Zonnebrandkopen.nl. De voorraad wordt niet aangevuld, dus op = op.

Scenario 4

De zomer komt er weer aan en om goed voorbereid te zijn op de Uv-straling wegens het mooie weer besluit je om Nivea zonnebrand te kopen. Door de coronacrisis is het heel erg druk in de winkels en vandaar besluit je via internet zonnebrand aan te schaffen. Wanneer je “zonnebrand kopen” intypt op Google klik je op de eerste website die je ziet. In dit geval is dat de fictieve webshop Zonnebrandkopen.nl en je besluit om daar jouw zonnebrand aan te schaffen.

Zonnebrandkopen.nl biedt veel verschillende soorten zonnebrand aan en in dit geval kies je voor Nivea zonnebrand met de keuze uit factor 30 of 50. De prijs van het product is goed en de leveringsvoorwaarden ook. Bij het bekijken van het product zie je onder de prijs staan “Op = op!”.

Nu volgen er twee stellingen die betrekking hebben op het realisme van het scenario. Geef aan in hoeverre je het eens bent met de volgende stellingen:

Het was makkelijk om mezelf in te beelden in het zojuist gelezen scenario:

- Helemaal oneens
- Oneens
- Een beetje oneens
- Neutraal
- Een beetje eens
- Mee eens
- Helemaal mee eens

Het zojuist gelezen scenario was realistisch:

- Helemaal oneens
- Oneens
- Een beetje oneens
- Neutraal
- Een beetje eens
- Mee eens
- Helemaal mee eens

Nu volgen er drie stellingen die betrekking hebben op het online aanschaffen van zonnebrand. Geef aan in hoeverre je het eens bent met de volgende stellingen:

Als ik op zoek zou zijn naar Nivea zonnebrand, dan is de kans groot dat ik deze online zou kopen via zonnebrandkopen.nl:

- Helemaal oneens
- Oneens
- Een beetje oneens
- Neutraal
- Een beetje eens
- Mee eens
- Helemaal mee eens

Als ik Nivea zonnebrand zou willen kopen, dan is de kans groot dat ik zou overwegen deze online zou kopen via zonnebrandkopen.nl:

- Helemaal oneens
- Oneens
- Een beetje oneens
- Neutraal
- Een beetje eens
- Mee eens
- Helemaal mee eens

Als ik Nivea zonnebrand zou moeten kopen, dan is mijn bereidheid groot om deze online te kopen via zonnebrandkopen.nl:

- Helemaal oneens
- Oneens
- Een beetje oneens
- Neutraal
- Een beetje eens
- Mee eens
- Helemaal mee eens

Nu volgen er vier stellingen die betrekking hebben op het vertrouwen in zonnebrandkopen.nl als aanbieder van Nivea zonnebrand. Geef aan in hoeverre je het eens bent met de volgende stellingen:

Mijn instinct (aangeboren gedrag) vertelt mij dat ik zonnebrandkopen.nl kan vertrouwen

- Helemaal oneens
- Oneens
- Een beetje oneens
- Neutraal
- Een beetje eens
- Mee eens
- Helemaal mee eens

Mijn intuïtie (innerlijke stem) vertelt mij dat ik zonnebrandkopen.nl kan vertrouwen

- Helemaal oneens
- Oneens
- Een beetje oneens
- Neutraal
- Een beetje eens
- Mee eens
- Helemaal mee eens

Ik heb het vermoeden (gevoelsmatige waarheid zonder bewijs) dat ik zonnebrandkopen.nl kan vertrouwen

- Helemaal oneens
- Oneens
- Een beetje oneens
- Neutraal
- Een beetje eens
- Mee eens
- Helemaal mee eens

Ik heb een onderbuikgevoel (gebaseerd op gevoel) dat ik zonnebrandkopen.nl kan vertrouwen

- Helemaal oneens
- Oneens
- Een beetje oneens
- Neutraal
- Een beetje eens
- Mee eens
- Helemaal mee eens

Nu volgt er een vraag die betrekking heeft op de beschikbaarheid van zonnebrand. Geef aan in hoeverre je de beschikbaarheid van Nivea zonnebrand goed vindt.

Wat vind je van de beschikbaarheid van Nivea zonnebrand van zonnebrandkopen.nl?

- Helemaal niet goed
- Niet goed

- Een beetje niet goed
- Neutraal
- Een beetje goed
- Goed
- Helemaal goed

Nu volgen er vier stellingen met betrekking tot de overtuigingskracht van de reden waarom Nivea zonnebrand beperkt beschikbaar is. Geef aan in hoeverre je het eens bent met de volgende stellingen.

De reden waarom Nivea zonnebrand van zonnebrandkopen.nl beperkt beschikbaar is, is overtuigend:

- Helemaal oneens
- Oneens
- Een beetje oneens
- Neutraal
- Een beetje eens
- Mee eens
- Helemaal mee eens

De reden waarom Nivea zonnebrand van zonnebrandkopen.nl beperkt beschikbaar is, is onweerlegbaar:

- Helemaal oneens
- Oneens
- Een beetje oneens
- Neutraal
- Een beetje eens
- Mee eens
- Helemaal mee eens

De reden waarom Nivea zonnebrand van zonnebrandkopen.nl beperkt beschikbaar is, is logisch:

- Helemaal oneens

- Oneens
- Een beetje oneens
- Neutraal
- Een beetje eens
- Mee eens
- Helemaal mee eens

De reden waarom Nivea zonnebrand van zonnebrandkopen.nl beperkt beschikbaar is, is aannemelijk:

- Helemaal oneens
- Oneens
- Een beetje oneens
- Neutraal
- Een beetje eens
- Mee eens
- Helemaal mee eens

Er volgen nu twee vragen over het scenario dat je in het begin hebt gelezen.

Welke vorm van beschikbaarheid heb je gelezen in het scenario?

- Nog maar 25 flessen op voorraad
- Op = Op

Was er in het scenario uitgelegd waarom de zonnebrand beperkt beschikbaar was?

- Yes
- No

Wat is je geslacht?

- Man
- Vrouw
- Wil ik niet zeggen

Wat is je leeftijd?

…….

Welke van de volgende opties is het beste van toepassing op je huidige situatie?

- Student
- Werkend
- Werkloos
- Gepensioneerd
- Anders, namelijk: …….

Appendix 2: Experiment in English

Scenario 1

Summer is coming soon, and to be prepared to the UV radiation due to the good weather you decide to buy Nivea sunscreen. Because of the corona crisis it is busy in stores and for that reason you decide to buy sunscreen through the internet. When you search for "buying sunscreen" on Google, you click on the first website that is displayed. In this case this is the fictional web shop called Zonnebrandkopen.nl and you decide to buy your sunscreen through this web shop.

Zonnebrandkopen.nl offers different kinds of sunscreen and in this case, you decide to choose Nivea sunscreen with the choice between factor 30 or 50. The price of the product as well as the delivery terms are fine. When looking at the product, you notice that below the price it says, "Only 25 bottles in stock!". De following reason is given: "There are only 25 bottles in stock due to a lot of usage of sunscreen caused by the nice weather. The demand for sunscreen is increasing which makes the stock being sold out quick. The stock will be supplemented but is sold out quick every time."

Scenario 2

Summer is coming soon, and to be prepared to the UV radiation due to the good weather you decide to buy Nivea sunscreen. Because of the corona crisis it is busy in stores and for that reason you decide to buy sunscreen through the internet. When you search for "buying sunscreen" on Google, you click on the first website that is displayed. In this case this is the fictional web shop called Zonnebrandkopen.nl and you decide to buy your sunscreen through this web shop.

Zonnebrandkopen.nl offers different kinds of sunscreen and in this case, you decide to choose Nivea sunscreen with the choice between factor 30 or 50. The price of the product as well as the delivery terms are fine. When looking at the product, you notice that below the price it says, "Only 25 bottles in stock!".

Scenario 3

Summer is coming soon, and to be prepared to the UV radiation due to the good weather you decide to buy Nivea sunscreen. Because of the corona crisis it is busy in stores and for that

reason you decide to buy sunscreen through the internet. When you search for “buying sunscreen” on Google, you click on the first website that is displayed. In this case this is the fictional web shop called Zonnebrandkopen.nl and you decide to buy your sunscreen through this web shop.

Zonnebrandkopen.nl offers different kinds of sunscreen and in this case, you decide to choose Nivea sunscreen with the choice between factor 30 or 50. The price of the product as well as the delivery terms are fine. When looking at the product, you notice that below the price it says, “While supplies last”. The following reason is given: “This sunscreen has limited supply. Due to the high demand, all producers of sunscreen cannot deliver enough sunscreen to their partners, for example Zonnebrandkopen.nl. The stock will not be supplemented, so it is available only while supplies last”.

Scenario 4

Summer is coming soon, and to be prepared to the UV radiation due to the good weather you decide to buy Nivea sunscreen. Because of the corona crisis it is busy in stores and for that reason you decide to buy sunscreen through the internet. When you search for “buying sunscreen” on Google, you click on the first website that is displayed. In this case this is the fictional web shop called Zonnebrandkopen.nl and you decide to buy your sunscreen through this web shop.

Zonnebrandkopen.nl offers different kinds of sunscreen and in this case, you decide to choose Nivea sunscreen with the choice between factor 30 or 50. The price of the product as well as the delivery terms are fine. When looking at the product, you notice that below the price it says, “While supplies last”.

Now two statements will follow considering the realism of the scenario. Decide to what extent you agree with the following statements.

It was easy for me to imagine the scenario is just read.

- Strongly disagree
- Disagree
- More or less disagree

- Undecided
- More or less agree
- Agree
- Strongly agree

The just read scenario was realistic:

- Strongly disagree
- Disagree
- More or less disagree
- Undecided
- More or less agree
- Agree
- Strongly agree

Now three statements will follow considering purchasing sunscreen online. Decide to what extent you agree with the following statement.

If I were looking for Nivea sunscreen, my likelihood of purchasing it online on zonnebrandkopen.nl would be high:

- Strongly disagree
- Disagree
- More or less disagree
- Undecided
- More or less agree
- Agree
- Strongly agree

If I were to buy this Nivea sunscreen, the probability that I would consider buying it online on zonnebrandkopen.nl would be high

- Strongly disagree
- Disagree
- More or less disagree
- Undecided

- More or less agree
- Agree
- Strongly agree

If I had to buy Nivea sunscreen, my willingness to buying it online on zonnebrandkopen.nl would be high

- Strongly disagree
- Disagree
- More or less disagree
- Undecided
- More or less agree
- Agree
- Strongly agree

Now four statements will follow considering the trust in zonnebrandkopen.nl as the seller of Nivea sunscreen. Decide to what extent you agree with the following statements.

My instincts tell me I can trust Zonnebrandkopen.nl

- Strongly disagree
- Disagree
- More or less disagree
- Undecided
- More or less agree
- Agree
- Strongly agree

My intuition tells me that I can trust Zonnebrandkopen.nl

- Strongly disagree
- Disagree
- More or less disagree
- Undecided
- More or less agree
- Agree

- Strongly agree

I have a hunch I can trust Zonnebrandkopen.nl

- Strongly disagree
- Disagree
- More or less disagree
- Undecided
- More or less agree
- Agree
- Strongly agree

I have a gut feeling I can trust Zonnebrandkopen.nl

- Strongly disagree
- Disagree
- More or less disagree
- Undecided
- More or less agree
- Agree
- Strongly agree

Now one question will follow about the availability of Nivea sunscreen.

How available do you think sunscreen from zonnebrandkopen.nl is?

- Rather insufficient
- Insufficient
- More or less insufficient
- Undecided
- More or less sufficient
- Sufficient
- Rather sufficient

Now four statements will follow considering the persuasive power of the reasoning why Nivea sunscreen is limited available. Decide to what extent you agree with the following statements.

The reason why Nivea sunscreen from zonnebrandkopen.nl is limited available, is convincing:

- Strongly disagree
- Disagree
- More or less disagree
- Undecided
- More or less agree
- Agree
- Strongly agree

The reason why Nivea sunscreen from zonnebrandkopen.nl is limited available, is compelling:

- Strongly disagree
- Disagree
- More or less disagree
- Undecided
- More or less agree
- Agree
- Strongly agree

The reason why Nivea sunscreen from zonnebrandkopen.nl is limited available, is logical:

- Strongly disagree
- Disagree
- More or less disagree
- Undecided
- More or less agree
- Agree
- Strongly agree

The reason why Nivea sunscreen from zonnebrandkopen.nl is limited available, is plausible:

- Strongly disagree
- Disagree
- More or less disagree
- Undecided

- More or less agree
- Agree
- Strongly agree

Now four questions will follow considering the scenario you read in the beginning.

Which form of availability did you read in the scenario?

- Only 25 bottles in stock
- While supplies last

Did the scenario describe why sunscreen was limited available?

- Yes
- No

What is your gender?

- Man
- Woman
- Prefer not to say

What is your age?

…….

Which of the following options fit your current situation best?

- Student
- Working
- Unemployed
- Retired
- Other, namely: ……..

Appendix 3: SPSS output & test results

Hypothesis 1:

Scenario 1: perceived availability → Purchase intention

To investigate whether perceived availability predicts purchase intention for scenario 1, a linear regression analysis was performed. The mean perceived availability was 2.55 (*SD* = 1.10) and the mean purchase intention was 3.58 (*SD* = 1.74). The assumption of normally distributed residuals was met (z-score skewness = .80, z-score kurtosis = -1.94), and so was the assumption of homoscedasticity and linearity.

The regression analysis with perceived availability as predictor and purchase intention as outcome variable showed that the predictor does not significantly predict the outcome: b = .27 (SE = .214), β = .144, t = 1.059, p > .05. The model explains 2.1% of the variance in purchase intention (R^2 = .021), F (1, 53) = 1.122, p > .05.

In conclusion, the data shows no support for the hypothesis that perceived availability scores predict purchase intention for scenario 1.

SPSS output:

Correlations

		Purchase_intention_1	Availability_1
Pearson Correlation	Purchase_intention_1	1,000	,144
	Availability_1	,144	1,000
Sig. (1-tailed)	Purchase_intention_1	.	,147
	Availability_1	,147	.
N	Purchase_intention_1	55	55
	Availability_1	55	55

Table 7.1.1.1: Correlations

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,144[a]	,021	,002	1,734

a. Predictors: (Constant), Availability_1

b. Dependent Variable: Purchase_intention_1

Table 7.1.1.2: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,373	1	3,373	1,122	,294[b]
	Residual	159,342	53	3,006		
	Total	162,715	54			

a. Dependent Variable: Purchase_intention_1

b. Predictors: (Constant), Availability_1

Table 7.1.1.3: ANOVA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,005	,593		5,069	,000
	Availability_1	,227	,214	,144	1,059	,294

a. Dependent Variable: Purchase_intention_1

Table 7.1.1.4: Coefficients

Scenario 2: perceived availability → Purchase intention

To investigate whether perceived availability predicts purchase intention for scenario 2, a linear regression analysis was performed. The mean perceived availability was 2.51 (*SD* = 1.10) and the mean purchase intention was 3.60 (*SD* = 1.79). The assumption of normally distributed residuals was met (z-score skewness = .30, z-score kurtosis = -2.34), and so was the assumption of homoscedasticity and linearity.

The regression analysis with perceived availability as predictor and purchase intention as outcome variable showed that the predictor does not significantly predict the outcome: b = .25 (SE = .227), β = .15, t = 1.07, $p > .05$. The model explains 0% of the variance in purchase intention (R^2 = .000), F (1, 51) = .011, $p > .05$.

In conclusion, the data shows no support for the hypothesis that perceived availability scores predict purchase intention for scenario 2.

SPSS output:

Correlations

		Purchase_intention_2	Availability_2
Pearson Correlation	Purchase_intention_2	1,000	,015
	Availability_2	,015	1,000
Sig. (1-tailed)	Purchase_intention_2	.	,458
	Availability_2	,458	.
N	Purchase_intention_2	53	53
	Availability_2	53	53

Table 7.1.2.1: Correlations

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,015[a]	,000	-,019	1,802

a. Predictors: (Constant), Availability_2

b. Dependent Variable: Purchase_intention_2

Table 7.1.2.2: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,037	1	,037	,011	,915[b]
	Residual	165,598	51	3,247		
	Total	165,635	52			

a. Dependent Variable: Purchase_intention_2

b. Predictors: (Constant), Availability_2

Table 7.1.2.3: ANOVA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,537	,620		5,703	,000
	Availability_2	,024	,227	,015	,107	,915

a. Dependent Variable: Purchase_intention_2

Table 7.1.2.4: Coefficients

Hypothesis 2:

Scenario 3: perceived availability → Purchase intention

To investigate whether perceived availability predicts purchase intention for scenario 3, a linear regression analysis was performed. The mean perceived availability was 3.09 (*SD* = 1.51) and the mean purchase intention was 3.59 (*SD* = 1.90). The assumption of normally distributed residuals was met (z-score skewness = .93, z-score kurtosis = -1.57), and so was the assumption of homoscedasticity and linearity.

The regression analysis with perceived availability as predictor and purchase intention as outcome variable showed that the predictor does not significantly predict the outcome: b = -.214 (SE = .170), β = -.170, t = -1.259, $p > .05$. The model explains 2.9% of the variance in purchase intention (R^2 = .029), F (1, 53) = 1.585, $p > .05$.

In conclusion, the data shows no support for the hypothesis that perceived availability scores predict purchase intention for scenario 3.

SPSS output:

Correlations

		Purchase_intention_3	Availability_3
Pearson Correlation	Purchase_intention_3	1,000	-,170
	Availability_3	-,170	1,000
Sig. (1-tailed)	Purchase_intention_3	.	,107
	Availability_3	,107	.
N	Purchase_intention_3	55	55
	Availability_3	55	55

Table 7.2.1.1: Correlations

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,170[a]	,029	,011	1,885

a. Predictors: (Constant), Availability_3

b. Dependent Variable: Purchase_intention_3

Table 7.2.1.2: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,633	1	5,633	1,585	,214[b]
	Residual	188,359	53	3,554		
	Total	193,992	54			

a. Dependent Variable: Purchase_intention_3

b. Predictors: (Constant), Availability_3

Table 7.2.1.3: ANOVA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,251	,585		7,272	,000
	Availability_3	-,214	,170	-,170	-1,259	,214

a. Dependent Variable: Purchase_intention_3

Table 7.2.1.4: Coefficients

Scenario 4: perceived availability → Purchase intention

To investigate whether perceived availability predicts purchase intention for scenario 4, a linear regression analysis was performed. The mean perceived availability was 2.48 (*SD* = 1.09) and the mean purchase intention was 3.77 (*SD* = 1.79). The assumption of normally distributed residuals was met (z-score skewness = -.23, z-score kurtosis = -1.86), and so was the assumption of homoscedasticity and linearity.

The regression analysis with perceived availability as predictor and purchase intention as outcome variable showed that the predictor does not significantly predict the outcome: b = .275 (SE = .229), β = .168, t = 1.203, $p > .05$. The model explains 2.8% of the variance in purchase intention (R^2 = .028), F (1, 50) = 1.448, $p > .05$.

In conclusion, the data shows no support for the hypothesis that perceived availability scores predict purchase intention for scenario 4.

SPSS output:

Correlations

		Purchase_intention_4	Availability_4
Pearson Correlation	Purchase_intention_4	1,000	,168
	Availability_4	,168	1,000
Sig. (1-tailed)	Purchase_intention_4	.	,117
	Availability_4	,117	.
N	Purchase_intention_4	52	52
	Availability_4	52	52

Table 7.2.2.1: Correlations

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,168[a]	,028	,009	1,785

a. Predictors: (Constant), Availability_4

b. Dependent Variable: Purchase_intention_4

Table 7.2.2.2: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,611	1	4,611	1,448	,235[b]
	Residual	159,286	50	3,186		
	Total	163,897	51			

a. Dependent Variable: Purchase_intention_4

b. Predictors: (Constant), Availability_4

Table 7.2.2.3: ANOVA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,087	,619		4,990	,000
	Availability_4	,275	,229	,168	1,203	,235

a. Dependent Variable: Purchase_intention_4

Table 7.2.2.4: Coefficients

Hypothesis 3:

Scenario 1: intuitive seller trust → Purchase intention

To investigate whether intuitive seller trust predicts purchase intention for scenario 1, a linear regression analysis was performed. The mean intuitive seller trust was 3.81 (*SD* = 1.74) and the mean purchase intention was 3.58 (*SD* = 1.74). The assumption of normally distributed residuals was met (z-score skewness = -1.08, z-score kurtosis = -.09), and so was the assumption of homoscedasticity and linearity.

The regression analysis with intuitive seller trust as predictor and purchase intention as outcome variable showed that the predictor significantly predicts the outcome: b = .697 (SE = .097), β = .703, t = 7.192, p < .001. The model explains 49.4% of the variance in purchase intention (R^2 = .494), F (1, 53) = 1.554, p < .001.

In conclusion, the data shows support for the hypothesis that intuitive seller trust scores predict purchase intention for scenario 1.

SPSS output:

Correlations

		Purchase_intention_1	Seller_trust_1
Pearson Correlation	Purchase_intention_1	1,000	,703
	Seller_trust_1	,703	1,000
Sig. (1-tailed)	Purchase_intention_1	.	,000
	Seller_trust_1	,000	.
N	Purchase_intention_1	55	55
	Seller_trust_1	55	55

Table 7.3.1.1: Correlations

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,703[a]	,494	,484	1,247

a. Predictors: (Constant), Seller_trust_1

b. Dependent Variable: Purchase_intention_1

Table 7.3.1.2: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	80,365	1	80,365	51,722	,000[b]
	Residual	82,350	53	1,554		
	Total	162,715	54			

a. Dependent Variable: Purchase_intention_1

b. Predictors: (Constant), Seller_trust_1

Table 7.3.1.3: ANOVA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,926	,406		2,281	,027
	Seller_trust_1	,697	,097	,703	7,192	,000

a. Dependent Variable: Purchase_intention_1

Table 7.3.1.4: Coefficients

Scenario 2: intuitive seller trust → Purchase intention

To investigate whether intuitive seller trust predicts purchase intention for scenario 2, a linear regression analysis was performed. The mean intuitive seller trust was 3.74 (*SD* = 1.51) and the mean purchase intention was 3.60 (*SD* = 1.79). The assumption of normally distributed residuals was met (z-score skewness = -.67, z-score kurtosis = -1.26), and so was the assumption of homoscedasticity and linearity.

The regression analysis with intuitive seller trust as predictor and purchase intention as outcome variable showed that the predictor significantly predicts the outcome: b = .521 (SE = .149), β = .441, t = 3.506, $p < .05$. The model explains 19.4% of the variance in purchase intention (R^2 = .194), F (1, 51) = 2.617, $p < .05$.

In conclusion, the data shows support for the hypothesis that intuitive seller trust scores predict purchase intention for scenario 2.

SPSS output:

Correlations

		Purchase_intention_2	Seller_trust_2
Pearson Correlation	Purchase_intention_2	1,000	,441
	Seller_trust_2	,441	1,000
Sig. (1-tailed)	Purchase_intention_2	.	,000
	Seller_trust_2	,000	.
N	Purchase_intention_2	53	53
	Seller_trust_2	53	53

Table 7.3.2.1: Correlations

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,441[a]	,194	,178	1,618

a. Predictors: (Constant), Seller_trust_2

b. Dependent Variable: Purchase_intention_2

Table 7.3.2.2: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32,163	1	32,163	12,289	,001[b]
	Residual	133,473	51	2,617		
	Total	165,635	52			

a. Dependent Variable: Purchase_intention_2

b. Predictors: (Constant), Seller_trust_2

Table 7.3.2.3: ANOVA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,653	,598		2,765	,008
	Seller_trust_2	,521	,149	,441	3,506	,001

a. Dependent Variable: Purchase_intention_2

Table 7.3.2.4: Coefficients

Scenario 3: intuitive seller trust → Purchase intention

To investigate whether intuitive seller trust predicts purchase intention for scenario 3, a linear regression analysis was performed. The mean intuitive seller trust was 4.02 (*SD* = 1.47) and the mean purchase intention was 3.59 (*SD* = 1.90). The assumption of normally distributed residuals was met (z-score skewness = -.24, z-score kurtosis = -.82), and so was the assumption of homoscedasticity and linearity.

The regression analysis with intuitive seller trust as predictor and purchase intention as outcome variable showed that the predictor significantly predicts the outcome: b = .865 (SE = .131), β = .672, t = 6.608, p < .001. The model explains 45.2% of the variance in purchase intention (R^2 = .452), F (1, 53) = 2.007, p < .001.

In conclusion, the data shows support for the hypothesis that intuitive seller trust scores predict purchase intention for scenario 3.

SPSS output:

Correlations

		Purchase_intention_3	Seller_trust_3
Pearson Correlation	Purchase_intention_3	1,000	,672
	Seller_trust_3	,672	1,000
Sig. (1-tailed)	Purchase_intention_3	.	,000
	Seller_trust_3	,000	.
N	Purchase_intention_3	55	55
	Seller_trust_3	55	55

Table 7.3.3.1: Correlations

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,672[a]	,452	,441	1,417

a. Predictors: (Constant), Seller_trust_3

b. Dependent Variable: Purchase_intention_3

Table 7.3.3.2: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87,626	1	87,626	43,662	,000[b]
	Residual	106,366	53	2,007		
	Total	193,992	54			

a. Dependent Variable: Purchase_intention_3

b. Predictors: (Constant), Seller_trust_3

Table 7.3.3.3: ANOVA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,110	,560		,197	,845
	Seller_trust_3	,865	,131	,672	6,608	,000

a. Dependent Variable: Purchase_intention_3

Table 7.3.2.4: Coefficients

Scenario 4: intuitive seller trust → Purchase intention

To investigate whether intuitive seller trust predicts purchase intention for scenario 4, a linear regression analysis was performed. The mean intuitive seller trust was 4.07 (*SD* = 1.64) and the mean purchase intention was 3.77 (*SD* = 1.79). The assumption of normally distributed residuals was met (z-score skewness = -.88, z-score kurtosis = -1.36), and so was the assumption of homoscedasticity and linearity.

The regression analysis with intuitive seller trust as predictor and purchase intention as outcome variable showed that the predictor significantly predicts the outcome: b = .442 (SE = .141), β = .405, t = 3.132, p < .05. The model explains 16.4% of the variance in purchase intention (R^2 = .164), F (1, 50) = 2.740, p < .05.

In conclusion, the data shows support for the hypothesis that intuitive seller trust scores predict purchase intention for scenario 4.

SPSS output:

Correlations

		Purchase_intention_4	Seller_trust_4
Pearson Correlation	Purchase_intention_4	1,000	,405
	Seller_trust_4	,405	1,000
Sig. (1-tailed)	Purchase_intention_4	.	,001
	Seller_trust_4	,001	.
N	Purchase_intention_4	52	52
	Seller_trust_4	52	52

Table 7.3.4.1: Correlations

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,405[a]	,164	,147	1,655

a. Predictors: (Constant), Seller_trust_4

b. Dependent Variable: Purchase_intention_4

Table 7.3.4.2: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26,885	1	26,885	9,811	,003[b]
	Residual	137,012	50	2,740		
	Total	163,897	51			

a. Dependent Variable: Purchase_intention_4

b. Predictors: (Constant), Seller_trust_4

Table 7.3.4.3: ANOVA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,970	,618		3,186	,002
	Seller_trust_4	,442	,141	,405	3,132	,003

a. Dependent Variable: Purchase_intention_4

Table 7.3.3.4: Coefficients

Hypothesis 4:

Scenario 1: perceived availability → intuitive seller trust

To investigate whether perceived availability predicts intuitive seller trust for scenario 1, a linear regression analysis was performed. The mean perceived availability was 2.55 (*SD* = 1.10) and the mean intuitive seller trust was 3.81 (*SD* = 1.75). The assumption of normally distributed residuals was met (z-score skewness = .25, z-score kurtosis = -1.71), and so was the assumption of homoscedasticity and linearity.

The regression analysis with perceived availability as predictor and intuitive seller trust as outcome variable showed that the predictor does not significantly predict the outcome: b = .15 (SE = .217), β = .094, t = .69, p > .05. The model explains 0.9% of the variance in purchase intention (R^2 = .009), F (1, 53) = .476, p > .05.

In conclusion, the data shows no support for the hypothesis that perceived availability scores predict intuitive seller trust for scenario 1.

SPSS output:

Correlations

		Seller_trust_1	Availability_1
Pearson Correlation	Seller_trust_1	1,000	,094
	Availability_1	,094	1,000
Sig. (1-tailed)	Seller_trust_1	.	,247
	Availability_1	,247	.
N	Seller_trust_1	55	55
	Availability_1	55	55

Table 7.4.1.1: Correlations

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,094[a]	,009	-,010	1,760

a. Predictors: (Constant), Availability_1

b. Dependent Variable: Seller_trust_1

Table 7.4.1.2: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,475	1	1,475	,476	,493[b]
	Residual	164,177	53	3,098		
	Total	165,652	54			

a. Dependent Variable: Seller_trust_1

b. Predictors: (Constant), Availability_1

Table 7.4.1.3: ANOVA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,432	,602		5,703	,000
	Availability_1	,150	,217	,094	,690	,493

a. Dependent Variable: Seller_trust_1

Table 7.4.1.4: Coefficients

Scenario 2: perceived availability → intuitive seller trust

To investigate whether perceived availability predicts intuitive seller trust for scenario 2, a linear regression analysis was performed. The mean perceived availability was 2.51 (*SD* = 1.10) and the mean intuitive seller trust was 3.74 (*SD* = 1.51). The assumption of normally distributed residuals was met (z-score skewness = .50, z-score kurtosis = -1.59), and so was the assumption of homoscedasticity and linearity.

The regression analysis with perceived availability as predictor and intuitive seller trust as outcome variable showed that the predictor does not significantly predict the outcome: b = .16 (SE = .190), β = .120, t = .862, p > .05. The model explains 1.4% of the variance in purchase intention (R^2 = .014), F (1, 51) = .743, p > .05.

In conclusion, the data shows no support for the hypothesis that perceived availability scores predict intuitive seller trust for scenario 2.

SPSS output:

Correlations

		Seller_trust_2	Availability_2
Pearson Correlation	Seller_trust_2	1,000	,120
	Availability_2	,120	1,000
Sig. (1-tailed)	Seller_trust_2	.	,196
	Availability_2	,196	.
N	Seller_trust_2	53	53
	Availability_2	53	53

Table 7.4.2.1: Correlations

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,120[a]	,014	-,005	1,514

a. Predictors: (Constant), Availability_2

b. Dependent Variable: Seller_trust_2

Table 7.4.2.2: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,704	1	1,704	,743	,393[b]
	Residual	116,973	51	2,294		
	Total	118,677	52			

a. Dependent Variable: Seller_trust_2

b. Predictors: (Constant), Availability_2

2Table 7.4.2.3: ANOVA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,324	,521		6,377	,000
	Availability_2	,164	,190	,120	,862	,393

a. Dependent Variable: Seller_trust_2

Table 7.4.2.4: Coefficients

Hypothesis 5:

Scenario 3: perceived availability → intuitive seller trust

To investigate whether perceived availability predicts intuitive seller trust for scenario 3, a linear regression analysis was performed. The mean perceived availability was 3.09 (*SD* = 1.51) and the mean intuitive seller trust was 4.02 (*SD* = 1.47). The assumption of normally distributed residuals was met (z-score skewness = -.28, z-score kurtosis = -1.64), and so was the assumption of homoscedasticity and linearity.

The regression analysis with perceived availability as predictor and intuitive seller trust as outcome variable showed that the predictor does not significantly predict the outcome: b = -.123 (SE = .133), β = -.126, t = -.925, $p > .05$. The model explains 1.6% of the variance in purchase intention (R^2 = .016), F (1, 53) = .856, $p > .05$.

In conclusion, the data shows no support for the hypothesis that perceived availability scores predict intuitive seller trust for scenario 3.

SPSS output:

Correlations

		Seller_trust_3	Availability_3
Pearson Correlation	Seller_trust_3	1,000	-,126
	Availability_3	-,126	1,000
Sig. (1-tailed)	Seller_trust_3	.	,180
	Availability_3	,180	.
N	Seller_trust_3	55	55
	Availability_3	55	55

Table 7.5.1.1: Correlations

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,126[a]	,016	-,003	1,474

a. Predictors: (Constant), Availability_3

b. Dependent Variable: Seller_trust_3

Table 7.5.1.2: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,858	1	1,858	,856	,359[b]
	Residual	115,123	53	2,172		
	Total	116,982	54			

a. Dependent Variable: Seller_trust_3

b. Predictors: (Constant), Availability_3

Table 7.5.1.3: ANOVA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,399	,457		9,626	,000
	Availability_3	-,123	,133	-,126	-,925	,359

a. Dependent Variable: Seller_trust_3

Table 7.5.1.4: Coefficients

Scenario 4: perceived availability → intuitive seller trust

To investigate whether perceived availability predicts intuitive seller trust for scenario 4, a linear regression analysis was performed. The mean perceived availability was 2.48 (*SD* = 1.09) and the mean intuitive seller trust was 4.07 (*SD* = 1.64). The assumption of normally distributed residuals was met (z-score skewness = -.92, z-score kurtosis = -1.60), and so was the assumption of homoscedasticity and linearity.

The regression analysis with perceived availability as predictor and intuitive seller trust as outcome variable showed that the predictor does not significantly predict the outcome: b = .282 (SE = .209), β = .188, t = 1.351, $p > .05$. The model explains 3.5% of the variance in purchase intention (R^2 = .035), F (1, 50) = 1.824, $p > .05$.

In conclusion, the data shows no support for the hypothesis that perceived availability scores predict intuitive seller trust for scenario 4.

SPSS output:

Correlations

		Seller_trust_4	Availability_4
Pearson Correlation	Seller_trust_4	1,000	,188
	Availability_4	,188	1,000
Sig. (1-tailed)	Seller_trust_4	.	,091
	Availability_4	,091	.
N	Seller_trust_4	52	52
	Availability_4	52	52

Table 7.5.2.1: Correlations

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,188[a]	,035	,016	1,631

a. Predictors: (Constant), Availability_4

b. Dependent Variable: Seller_trust_4

Table 7.5.2.2: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,850	1	4,850	1,824	,183[b]
	Residual	132,942	50	2,659		
	Total	137,792	51			

a. Dependent Variable: Seller_trust_4

b. Predictors: (Constant), Availability_4

Table 7.5.2.3: ANOVA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,373	,565		5,967	,000
	Availability_4	,282	,209	,188	1,351	,183

a. Dependent Variable: Seller_trust_4

Table 7.5.2.4: Coefficients

Hypothesis 6:

Scenario 1: (perceived availability → Intuitive seller trust) moderated by scarcity justification

To investigate whether perceived availability predicts intuitive seller trust while being moderated by scarcity justification for scenario 1, a linear regression analysis was performed. The mean perceived availability was 2.55 (*SD* = 1.10), the mean intuitive seller trust was 3.81 (*SD* = 1.75), and the mean scarcity justification was 4.63 (*SD* = 1.44). The assumption of normally distributed residuals was met (z-score skewness = .23, z-score kurtosis = -1.71), and so was the assumption of homoscedasticity and linearity.

The regression analysis with perceived availability as predictor, intuitive seller trust as outcome variable, and scarcity justification as a moderator showed no significance: b = -.054 (SE = .162), β = .198, t = .335 p > .05. The model explains 0.2% of the variance in purchase intention (R^2 = .002), F (3, 51) = .215, p > .05.

In conclusion, the data shows no support for the hypothesis that perceived availability predicts intuitive seller trust while being moderated by scarcity justification for scenario 1.

SPSS output:

Correlations

		Seller_trust_1	Availability_1	Scarcity_justification_1	availability_by_justification_1
Pearson Correlation	Seller_trust_1	1,000	,094	-,028	,069
	Availability_1	,094	1,000	,102	,822
	Scarcity_justification_1	-,028	,102	1,000	,599
	availability_by_justification_1	,069	,822	,599	1,000
Sig. (1-tailed)	Seller_trust_1	.	,247	,420	,308
	Availability_1	,247	.	,230	,000
	Scarcity_justification_1	,420	,230	.	,000
	availability_by_justification_1	,308	,000	,000	.
N	Seller_trust_1	55	55	55	55
	Availability_1	55	55	55	55
	Scarcity_justification_1	55	55	55	55
	availability_by_justification_1	55	55	55	55

Table 7.6.1.1: Correlations

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,102[a]	,010	-,028	1,776	,010	,271	2	52	,764
2	,112[b]	,012	-,046	1,791	,002	,112	1	51	,739

a. Predictors: (Constant), Scarcity_justification_1, Availability_1

b. Predictors: (Constant), Scarcity justification 1, Availability 1, availability by justification 1

c. Dependent Variable: Seller_trust_1

Table 7.6.1.2: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,708	2	,854	,271	,764[b]
	Residual	163,944	52	3,153		
	Total	165,652	54			
2	Regression	2,067	3	,689	,215	,886[c]
	Residual	163,585	51	3,208		
	Total	165,652	54			

a. Dependent Variable: Seller_trust_1

b. Predictors: (Constant), Scarcity_justification_1, Availability_1

c. Predictors: (Constant), Scarcity_justification_1, Availability_1, availability_by_justification_1

Table 7.6.1.3: ANOVA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,629	,946		3,835	,000
	Availability_1	,156	,220	,098	,708	,482
	Scarcity_justification_1	-,046	,169	-,038	-,272	,787
2	(Constant)	4,181	1,905		2,194	,033
	Availability_1	-,086	,758	-,054	-,114	,910
	Scarcity_justification_1	-,172	,414	-,141	-,416	,679
	availability_by_justification_1	,054	,162	,198	,335	,739

a. Dependent Variable: Seller_trust_1

Table 7.6.1.4: Coefficients

Scenario 2: (perceived availability → Intuitive seller trust) moderated by scarcity justification

To investigate whether perceived availability predicts intuitive seller trust while being moderated by scarcity justification for scenario 2, a linear regression analysis was performed. The mean perceived availability was 2.51 (*SD* = 1.10), the mean intuitive seller trust was 3.74 (*SD* = 1.51), and the mean scarcity justification was 4.17 (*SD* = 1.42). The assumption of normally distributed residuals was met (z-score skewness = .54, z-score kurtosis = -1.39), and so was the assumption of homoscedasticity and linearity.

The regression analysis with perceived availability as predictor, intuitive seller trust as outcome variable, and scarcity justification as a moderator showed no significance: b = .198 (SE = .140), β = .791, t = 1.410 p > .05. The model explains 3.8% of the variance in purchase intention (R^2 = .038), F (3, 49) = .914, p > .05.

In conclusion, the data shows no support for the hypothesis that perceived availability predicts intuitive seller trust while being moderated by scarcity justification for scenario 2.

SPSS output:

Correlations

		Seller_trust_2	Scarcity_justification_2	Availability_2	availability_by_justification_2
Pearson Correlation	Seller_trust_2	1,000	,013	,120	,150
	Scarcity_justification_2	,013	1,000	-,001	,570
	Availability_2	,120	-,001	1,000	,783
	availability_by_justification_2	,150	,570	,783	1,000
Sig. (1-tailed)	Seller_trust_2	.	,462	,196	,142
	Scarcity_justification_2	,462	.	,497	,000
	Availability_2	,196	,497	.	,000
	availability_by_justification_2	,142	,000	,000	.
N	Seller_trust_2	53	53	53	53
	Scarcity_justification_2	53	53	53	53
	Availability_2	53	53	53	53
	availability_by_justification_2	53	53	53	53

Table 7.6.2.1: Correlations

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,121[a]	,015	-,025	1,529	,015	,369	2	50	,693
2	,230[b]	,053	-,005	1,514	,038	1,989	1	49	,165

a. Predictors: (Constant), Availability_2, Scarcity_justification_2

b. Predictors: (Constant), Availability 2, Scarcity justification 2, availability by justification 2

c. Dependent Variable: Seller_trust_2

Table 7.6.2.2: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,726	2	,863	,369	,693[b]
	Residual	116,951	50	2,339		
	Total	118,677	52			
2	Regression	6,288	3	2,096	,914	,441[c]
	Residual	112,389	49	2,294		
	Total	118,677	52			

a. Dependent Variable: Seller_trust_2

b. Predictors: (Constant), Availability_2, Scarcity_justification_2

c. Predictors: (Constant), Availability_2, Scarcity_justification_2, availability_by_justification_2

Table 7.6.2.3: ANOVA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,264	,815		4,005	,000
	Scarcity_justification_2	,014	,149	,014	,097	,923
	Availability_2	,164	,192	,120	,854	,397
2	(Constant)	5,322	1,668		3,191	,002
	Scarcity_justification_2	-,465	,371	-,438	-1,255	,216
	Availability_2	-,684	,631	-,500	-1,084	,284
	availability_by_justification_2	,198	,140	,791	1,410	,165

a. Dependent Variable: Seller_trust_2

Table 7.6.2.4: Coefficients

Hypothesis 7:

Scenario 3: (perceived availability → Intuitive seller trust) moderated by scarcity justification

To investigate whether perceived availability predicts intuitive seller trust while being moderated by scarcity justification for scenario 3, a linear regression analysis was performed. The mean perceived availability was 3.09 (*SD* = 1.51), the mean intuitive seller trust was 4.02 (*SD* = 1.47), and the mean scarcity justification was 4.59 (*SD* = 1.46). The assumption of normally distributed residuals was met (z-score skewness = -.24, z-score kurtosis = -1.62), and so was the assumption of homoscedasticity and linearity.

The regression analysis with perceived availability as predictor, intuitive seller trust as outcome variable, and scarcity justification as a moderator showed no significance: b = -.062 (SE = .091), β = -.373, t = -.680 $p > .05$. The model explains 0.9% of the variance in purchase intention (R^2 = .009), F (3, 51) = .442, $p > .05$.

In conclusion, the data shows no support for the hypothesis that perceived availability predicts intuitive seller trust while being moderated by scarcity justification for scenario 3.

SPSS output:

Correlations

		Seller_trust_3	Availability_3	Scarcity_justification_3	availability_by_justification_3
Pearson Correlation	Seller_trust_3	1,000	-,126	,019	-,111
	Availability_3	-,126	1,000	,049	,798
	Scarcity_justification_3	,019	,049	1,000	,586
	availability_by_justification_3	-,111	,798	,586	1,000
Sig. (1-tailed)	Seller_trust_3	.	,180	,446	,210
	Availability_3	,180	.	,362	,000
	Scarcity_justification_3	,446	,362	.	,000
	availability_by_justification_3	,210	,000	,000	.
N	Seller_trust_3	55	55	55	55
	Availability_3	55	55	55	55
	Scarcity_justification_3	55	55	55	55
	availability_by_justification_3	55	55	55	55

Table 7.7.1.1: Correlations

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2	Sig. F Change
1	,128[a]	,016	-,021	1,487	,016	,436	2	52	,649
2	,159[b]	,025	-,032	1,495	,009	,462	1	51	,500

a. Predictors: (Constant), Scarcity_justification_3, Availability_3

b. Predictors: (Constant), Scarcity_justification_3, Availability_3, availability_by_justification_3

c. Dependent Variable: Seller_trust_3

Table 7.7.1.2: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,930	2	,965	,436	,649[b]
	Residual	115,052	52	2,213		
	Total	116,982	54			
2	Regression	2,964	3	,988	,442	,724[c]
	Residual	114,018	51	2,236		
	Total	116,982	54			

a. Dependent Variable: Seller_trust_3

b. Predictors: (Constant), Scarcity justification 3, Availability 3

c. Predictors: (Constant), Scarcity_justification_3, Availability_3, availability_by_justification_3

Table 7.7.1.3: ANOVA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4,288	,768		5,581	,000
	Availability_3	-,124	,135	-,127	-,924	,360
	Scarcity_justification_3	,025	,138	,025	,180	,858
2	(Constant)	3,356	1,573		2,133	,038
	Availability_3	,157	,435	,161	,361	,720
	Scarcity_justification_3	,231	,333	,229	,693	,492
	availability_by_justification_3	-,062	,091	-,373	-,680	,500

a. Dependent Variable: Seller_trust_3

Table 7.7.1.4: Coefficients

Scenario 4: (perceived availability → Intuitive seller trust) moderated by scarcity justification

To investigate whether perceived availability predicts intuitive seller trust while being moderated by scarcity justification for scenario 4, a linear regression analysis was performed. The mean perceived availability was 2.48 (*SD* = 1.09), the mean intuitive seller trust was 4.07 (*SD* = 1.64), and the mean scarcity justification was 4.03 (*SD* = 1.57). The assumption of normally distributed residuals was met (z-score skewness = -.64, z-score kurtosis = -1.57), and so was the assumption of homoscedasticity and linearity.

The regression analysis with perceived availability as predictor, intuitive seller trust as outcome variable, and scarcity justification as a moderator showed no significance: b = -.056 (SE = .158), β = -.186, t = -.353 $p > .05$. The model explains 0.2% of the variance in purchase intention (R^2 = .02), F (3, 48) = 1.157, $p > .05$.

In conclusion, the data shows no support for the hypothesis that perceived availability predicts intuitive seller trust while being moderated by scarcity justification for scenario 4.

SPSS output:

Correlations

		Seller_trust_4	Availability_4	Scarcity_justification_4	availability_by_justification_4
Pearson Correlation	Seller_trust_4	1,000	,188	-,202	-,011
	Availability_4	,188	1,000	-,171	,658
	Scarcity_justification_4	-,202	-,171	1,000	,582
	availability_by_justification_4	-,011	,658	,582	1,000
Sig. (1-tailed)	Seller_trust_4	.	,091	,075	,468
	Availability_4	,091	.	,113	,000
	Scarcity_justification_4	,075	,113	.	,000
	availability_by_justification_4	,468	,000	,000	.
N	Seller_trust_4	52	52	52	52
	Availability_4	52	52	52	52
	Scarcity_justification_4	52	52	52	52
	availability_by_justification_4	52	52	52	52

Table 7.7.2.1: Correlations

Table 7.7.2.2: Model Summary

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2	Sig. F Change
1	,255[a]	,065	,027	1,621	,065	1,704	2	49	,193
2	,260[b]	,067	,009	1,636	,002	,125	1	48	,725

a. Predictors: (Constant), Scarcity_justification_4, Availability_4

b. Predictors: (Constant), Scarcity_justification_4, Availability_4, availability_by_justification_4

c. Dependent Variable: Seller_trust_4

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,958	2	4,479	1,704	,193[b]
	Residual	128,834	49	2,629		
	Total	137,792	51			
2	Regression	9,293	3	3,098	1,157	,336[c]
	Residual	128,499	48	2,677		
	Total	137,792	51			

a. Dependent Variable: Seller_trust_4

b. Predictors: (Constant), Scarcity_justification_4, Availability_4

c. Predictors: (Constant), Scarcity_justification_4, Availability_4, availability_by_justification_4

Table 7.7.2.3: ANOVA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4,221	,881		4,789	,000
	Availability_4	,237	,211	,158	1,125	,266
	Scarcity_justification_4	-,183	,146	-,175	-1,250	,217
2	(Constant)	3,663	1,812		2,021	,049
	Availability_4	,455	,651	,303	,698	,489
	Scarcity_justification_4	-,044	,419	-,042	-,106	,916
	availability_by_justification_4	-,056	,158	-,186	-,353	,725

a. Dependent Variable: Seller_trust_4

Table 7.7.2.4: Coefficients

Hypothesis 8:

Scenario 1: scarcity justification → Intuitive seller trust

To investigate whether scarcity justification predicts intuitive seller trust for scenario 1, a linear regression analysis was performed. The mean scarcity justification was 4.63 (*SD* = 1.44) and the mean intuitive seller trust was 3.81 (*SD* = 1.75). The assumption of normally distributed residuals was met (z-score skewness = .22, z-score kurtosis = -1.69), and so was the assumption of homoscedasticity and linearity.

The regression analysis with scarcity justification as predictor and intuitive seller trust as outcome variable showed that the predictor does not significantly predict the outcome: b = -.034 (SE = .168), β = -.28, t = -.202 p > .05. The model explains 0.1% of the variance in purchase intention (R^2 = .001), F (1, 53) = 3.123, p > .05.

In conclusion, the data shows no support for the hypothesis that scarcity justification scores predict intuitive seller trust for scenario 1.

SPSS output:

Correlations

		Seller_trust_1	Scarcity_justification_1
Pearson Correlation	Seller_trust_1	1,000	-,028
	Scarcity_justification_1	-,028	1,000
Sig. (1-tailed)	Seller_trust_1	.	,420
	Scarcity_justification_1	,420	.
N	Seller_trust_1	55	55
	Scarcity_justification_1	55	55

Table 7.8.1.1: Correlations

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,028[a]	,001	-,018	1,767

a. Predictors: (Constant), Scarcity_justification_1

b. Dependent Variable: Seller_trust_1

Table 7.8.1.2: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,127	1	,127	,041	,841[b]
	Residual	165,525	53	3,123		
	Total	165,652	54			

a. Dependent Variable: Seller_trust_1

b. Predictors: (Constant), Scarcity_justification_1

Table 7.8.1.3: ANOVA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,970	,811		4,894	,000
	Scarcity_justification_1	-,034	,168	-,028	-,202	,841

a. Dependent Variable: Seller_trust_1

Table 7.8.1.4: Coefficients

Scenario 2: scarcity justification → Intuitive seller trust

To investigate whether scarcity justification predicts intuitive seller trust for scenario 2, a linear regression analysis was performed. The mean scarcity justification was 4.63 (*SD* = 1.44) and the mean intuitive seller trust was 3.81 (*SD* = 1.75). The assumption of normally distributed residuals was met (z-score skewness = .53, z-score kurtosis = -1.74), and so was the assumption of homoscedasticity and linearity.

The regression analysis with scarcity justification as predictor and intuitive seller trust as outcome variable showed that the predictor does not significantly predict the outcome: b = .014 (SE = .149), β = .013, t = .096 p > .05. The model explains 0.0% of the variance in purchase intention (R^2 = .000), F (1, 51) = 2.327, p > .05.

In conclusion, the data shows no support for the hypothesis that scarcity justification scores predict intuitive seller trust for scenario 2.

SPSS output:

Correlations

		Seller_trust_2	Scarcity_justification_2
Pearson Correlation	Seller_trust_2	1,000	,013
	Scarcity_justification_2	,013	1,000
Sig. (1-tailed)	Seller_trust_2	.	,462
	Scarcity_justification_2	,462	.
N	Seller_trust_2	53	53
	Scarcity_justification_2	53	53

Table 7.8.2.1: Correlations

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,013[a]	,000	-,019	1,525

a. Predictors: (Constant), Scarcity_justification_2

b. Dependent Variable: Seller_trust_2

Table 7.8.2.2: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,021	1	,021	,009	,924[b]
	Residual	118,655	51	2,327		
	Total	118,677	52			

a. Dependent Variable: Seller trust 2

b. Predictors: (Constant), Scarcity_justification_2

Table 7.8.2.3: ANOVA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,676	,654		5,617	,000
	Scarcity_justification_2	,014	,149	,013	,096	,924

a. Dependent Variable: Seller_trust_2

Table 7.8.2.4: Coefficients

Scenario 3: scarcity justification → Intuitive seller trust

To investigate whether scarcity justification predicts intuitive seller trust for scenario 3, a linear regression analysis was performed. The mean scarcity justification was 4.59 (*SD* = 1.46) and the mean intuitive seller trust was 4.02 (*SD* = 1.47). The assumption of normally distributed residuals was met (z-score skewness = -.38, z-score kurtosis = -1.36), and so was the assumption of homoscedasticity and linearity.

The regression analysis with scarcity justification as predictor and intuitive seller trust as outcome variable showed that the predictor does not significantly predict the outcome: b = .019 (SE = .138), β = .019, t = .135 p > .05. The model explains 0.0% of the variance in purchase intention (R^2 = .000), F (1, 53) = 2.206, p > .05.

In conclusion, the data shows no support for the hypothesis that scarcity justification scores predict intuitive seller trust for scenario 3.

SPSS output:

Correlations

		Seller_trust_3	Scarcity_justification_3
Pearson Correlation	Seller_trust_3	1,000	,019
	Scarcity_justification_3	,019	1,000
Sig. (1-tailed)	Seller_trust_3	.	,446
	Scarcity_justification_3	,446	.
N	Seller_trust_3	55	55
	Scarcity_justification_3	55	55

Table 7.8.3.1: Correlations

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,019[a]	,000	-,019	1,485

a. Predictors: (Constant), Scarcity_justification_3

b. Dependent Variable: Seller_trust_3

Table 7.8.3.2: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,040	1	,040	,018	,893[b]
	Residual	116,941	53	2,206		
	Total	116,982	54			

a. Dependent Variable: Seller_trust_3

b. Predictors: (Constant), Scarcity_justification_3

Table 7.8.3.3: ANOVA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,932	,664		5,922	,000
	Scarcity_justification_3	,019	,138	,019	,135	,893

a. Dependent Variable: Seller_trust_3

Table 7.8.3.4: Coefficients

Scenario 4: scarcity justification → Intuitive seller trust

To investigate whether scarcity justification predicts intuitive seller trust for scenario 4, a linear regression analysis was performed. The mean scarcity justification was 4.03 (*SD* = 1.57) and the mean intuitive seller trust was 4.07 (*SD* = 1.64). The assumption of normally distributed residuals was met (z-score skewness = -.47, z-score kurtosis = -1.72), and so was the assumption of homoscedasticity and linearity.

The regression analysis with scarcity justification as predictor and intuitive seller trust as outcome variable showed that the predictor does not significantly predict the outcome: b = -.211 (SE = .145), β = -.202, t = -1.460 $p > .05$. The model explains 4.1% of the variance in purchase intention (R^2 = .041), F (1, 50) = 2.643, $p > .05$.

In conclusion, the data shows no support for the hypothesis that scarcity justification scores predict intuitive seller trust for scenario 4.

SPSS output:

Correlations

		Seller_trust_4	Scarcity_justification_4
Pearson Correlation	Seller_trust_4	1,000	-,202
	Scarcity_justification_4	-,202	1,000
Sig. (1-tailed)	Seller_trust_4	.	,075
	Scarcity_justification_4	,075	.
N	Seller_trust_4	52	52
	Scarcity_justification_4	52	52

Table 7.8.4.1: Correlations

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,202[a]	,041	,022	1,626	,041	2,130	1	50	,151

a. Predictors: (Constant), Scarcity_justification_4

Table 7.8.4.2: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,631	1	5,631	2,130	,151[b]
	Residual	132,161	50	2,643		
	Total	137,792	51			

a. Dependent Variable: Seller_trust_4

b. Predictors: (Constant), Scarcity_justification_4

Table 7.8.4.3: ANOVA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	4,923	,625		7,878	,000			
	Scarcity_justification_4	-,211	,145	-,202	-1,460	,151	-,202	-,202	-,202

a. Dependent Variable: Seller_trust_4

Table 7.8.4.4: Coefficients

Hypothesis 9:

Scenario 1: scarcity justification → Intuitive seller trust → Purchase intention

To investigate whether intuitive seller trust acts as a mediator between scarcity justification and purchase intention for scenario 1, a linear regression analysis was performed. The mean scarcity justification was 4.63 (*SD* = 1.44), the mean intuitive seller trust was 3.81 (*SD* = 1.75), and the mean purchase intention was 3.58 (*SD* = 1.74). The assumption of normally distributed residuals was met (z-score skewness = -1.22, z-score kurtosis = -.17), and so was the assumption of homoscedasticity and linearity.

The regression analysis with intuitive seller trust as a mediator between scarcity justification and purchase intention showed does not significantly predict the outcome: b = -.060 (SE = .119), β = .050, t = .507 $p > .05$. The model explains 47.7% of the variance in purchase intention (R^2 = .477), F (2, 52) = 25.627, $p < .001$.

In conclusion, the data shows no support for the hypothesis that intuitive seller trust acts as a mediator between scarcity justification and purchase intention for scenario 1.

SPSS output:

Correlations

		Purchase_intention_1	Scarcity_justification_1	Seller_trust_1
Pearson Correlation	Purchase_intention_1	1,000	,030	,703
	Scarcity_justification_1	,030	1,000	-,028
	Seller_trust_1	,703	-,028	1,000
Sig. (1-tailed)	Purchase_intention_1	.	,413	,000
	Scarcity_justification_1	,413	.	,420
	Seller_trust_1	,000	,420	.
N	Purchase_intention_1	55	55	55
	Scarcity_justification_1	55	55	55
	Seller_trust_1	55	55	55

Table 7.9.1.1: Correlations

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,705[a]	,496	,477	1,255	,496	25,627	2	52	,000

a. Predictors: (Constant), Seller_trust_1, Scarcity_justification_1

Table 7.9.1.2: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	80,770	2	40,385	25,627	,000[b]
	Residual	81,945	52	1,576		
	Total	162,715	54			

a. Dependent Variable: Purchase_intention_1

b. Predictors: (Constant), Seller_trust_1, Scarcity_justification_1

Table 7.9.1.3: ANOVA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	,641	,694		,923	,360			
	Scarcity_justification_1	,060	,119	,050	,507	,614	,030	,070	,050
	Seller_trust_1	,698	,098	,704	7,153	,000	,703	,704	,704

a. Dependent Variable: Purchase_intention_1

Table 7.9.1.4: Coefficients

Scenario 2: scarcity justification → Intuitive seller trust → Purchase intention

To investigate whether intuitive seller trust acts as a mediator between scarcity justification and purchase intention for scenario 2, a linear regression analysis was performed. The mean scarcity justification was 4.17 (*SD* = 1.42), the mean intuitive seller trust was 3.74 (*SD* = 1.51), and the mean purchase intention was 3.60 (*SD* = 1.70). The assumption of normally distributed residuals was met (z-score skewness = -.60, z-score kurtosis = -1.42), and so was the assumption of homoscedasticity and linearity.

The regression analysis with intuitive seller trust as a mediator between scarcity justification and purchase intention showed does not significantly predict the outcome: b = --.124 (SE = .158), β = -.098, t = -.780 $p > .05$. The model explains 20.4% of the variance in purchase intention (R^2 = .204), F (2, 50) = 6.402, $p < .01$.

In conclusion, the data shows no support for the hypothesis that intuitive seller trust acts as a mediator between scarcity justification and purchase intention for scenario 2.

SPSS output:

Correlations

		Purchase_intention_2	Scarcity_justification_2	Seller_trust_2
Pearson Correlation	Purchase_intention_2	1,000	-,092	,441
	Scarcity_justification_2	-,092	1,000	,013
	Seller_trust_2	,441	,013	1,000
Sig. (1-tailed)	Purchase_intention_2	.	,255	,000
	Scarcity_justification_2	,255	.	,462
	Seller_trust_2	,000	,462	.
N	Purchase_intention_2	53	53	53
	Scarcity_justification_2	53	53	53
	Seller_trust_2	53	53	53

Table 7.9.2.1: Correlations

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,452[a]	,204	,172	1,624	,204	6,402	2	50	,003

a. Predictors: (Constant), Seller_trust_2, Scarcity_justification_2

b. Dependent Variable: Purchase_intention_2

Table 7.9.2.2: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33,767	2	16,884	6,402	,003[b]
	Residual	131,868	50	2,637		
	Total	165,635	52			

a. Dependent Variable: Purchase_intention_2

b. Predictors: (Constant), Seller_trust_2, Scarcity_justification_2

Table 7.9.2.3: ANOVA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	2,162	,887		2,438	,018			
	Scarcity_justification_2	-,124	,158	-,098	-,780	,439	-,092	-,110	-,098
	Seller_trust_2	,522	,149	,442	3,502	,001	,441	,444	,442

a. Dependent Variable: Purchase_intention_2

Table 7.9.2.4: Coefficients

Scenario 3: scarcity justification → Intuitive seller trust → Purchase intention

To investigate whether intuitive seller trust acts as a mediator between scarcity justification and purchase intention for scenario 3, a linear regression analysis was performed. The mean scarcity justification was 4.59 (*SD* = 1.64), the mean intuitive seller trust was 4.02 (*SD* = 1.47), and the mean purchase intention was 3.59 (*SD* = 1.90). The assumption of normally distributed residuals was met (z-score skewness = -.47, z-score kurtosis = -1.38), and so was the assumption of homoscedasticity and linearity.

The regression analysis with intuitive seller trust as a mediator between scarcity justification and purchase intention showed does not significantly predict the outcome: b = -.222 (SE = .129), β = -.172, t = -1.720 $p > .05$. The model explains 48.1% of the variance in purchase intention (R^2 = .481), F (2, 52) = 24.118, $p < .01$.

In conclusion, the data shows no support for the hypothesis that intuitive seller trust acts as a mediator between scarcity justification and purchase intention for scenario 3.

SPSS output:

Correlations

		Purchase_intention_3	Scarcity_justification_3	Seller_trust_3
Pearson Correlation	Purchase_intention_3	1,000	-,159	,672
	Scarcity_justification_3	-,159	1,000	,019
	Seller_trust_3	,672	,019	1,000
Sig. (1-tailed)	Purchase_intention_3	.	,123	,000
	Scarcity_justification_3	,123	.	,446
	Seller_trust_3	,000	,446	.
N	Purchase_intention_3	55	55	55
	Scarcity_justification_3	55	55	55
	Seller_trust_3	55	55	55

Table 7.9.3.1: Correlations

Model Summary[b]

					Change Statistics			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	,694[a]	,481	,461	1,391	,481	24,118	2	52	,000

a. Predictors: (Constant), Seller_trust_3, Scarcity_justification_3

b. Dependent Variable: Purchase_intention_3

Table 7.9.3.2: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93,354	2	46,677	24,118	,000[b]
	Residual	100,638	52	1,935		
	Total	193,992	54			

a. Dependent Variable: Purchase_intention_3

b. Predictors: (Constant), Seller_trust_3, Scarcity_justification_3

Table 7.9.3.3: ANOVA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	1,114	,802		1,390	,171			
	Scarcity_justification_3	-,222	,129	-,172	-1,720	,091	-,159	-,232	-,172
	Seller_trust_3	,870	,129	,675	6,760	,000	,672	,684	,675

a. Dependent Variable: Purchase_intention_3

Table 7.9.3.4: Coefficients

Scenario 4: scarcity justification → Intuitive seller trust → Purchase intention

To investigate whether intuitive seller trust acts as a mediator between scarcity justification and purchase intention for scenario 4, a linear regression analysis was performed. The mean scarcity justification was 4.03 (*SD* = 1.57), the mean intuitive seller trust was 4.07 (*SD* = 1.64), and the mean purchase intention was 3.77 (*SD* = 1.79). The assumption of normally distributed residuals was met (z-score skewness = -.88, z-score kurtosis = -1.35), and so was the assumption of homoscedasticity and linearity.

The regression analysis with intuitive seller trust as a mediator between scarcity justification and purchase intention showed does not significantly predict the outcome: $b = .024$ (SE = .152), $\beta = .021$, $t = .161$ $p > .05$. The model explains 16.4% of the variance in purchase intention ($R^2 = .164$), F (2, 49) = 4.823, $p < .05$.

In conclusion, the data shows no support for the hypothesis that intuitive seller trust acts as a mediator between scarcity justification and purchase intention for scenario 4.

SPSS output:

Correlations

		Purchase_intention_4	Scarcity_justification_4	Seller_trust_4
Pearson Correlation	Purchase_intention_4	1,000	-,061	,405
	Scarcity_justification_4	-,061	1,000	-,202
	Seller_trust_4	,405	-,202	1,000
Sig. (1-tailed)	Purchase_intention_4	.	,333	,001
	Scarcity_justification_4	,333	.	,075
	Seller_trust_4	,001	,075	.
N	Purchase_intention_4	52	52	52
	Scarcity_justification_4	52	52	52
	Seller_trust_4	52	52	52

Table 7.9.4.1: Correlations

Model Summary[b]

					Change Statistics			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	,406[a]	,164	,130	1,672	,164	4,823	2	49	,012

a. Predictors: (Constant), Seller_trust_4, Scarcity_justification_4

b. Dependent Variable: Purchase_intention_4

Table 7.9.4.2: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26,958	2	13,479	4,823	,012[b]
	Residual	136,940	49	2,795		
	Total	163,897	51			

a. Dependent Variable: Purchase_intention_4

b. Predictors: (Constant), Seller_trust_4, Scarcity_justification_4

Table 7.9.4.3: ANOVA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	1,853	,962		1,926	,060			
	Scarcity_justification_4	,024	,152	,021	,161	,873	-,061	,023	,021
	Seller_trust_4	,446	,145	,409	3,070	,003	,405	,402	,401

a. Dependent Variable: Purchase_intention_4

Table 7.9.4.4: Coefficients

Hypothesis 10:

Scenario 1: scarcity justification → Intuitive seller trust → Purchase intention

To investigate whether intuitive seller trust acts as a mediator between perceived availability and purchase intention for scenario 1, a linear regression analysis was performed. The mean perceived availability was 2.55 (*SD* = 1.10), the mean intuitive seller trust was 3.81 (*SD* = 1.75), and the mean purchase intention was 3.58 (*SD* = 1.74). The assumption of normally distributed residuals was met (z-score skewness = -.88, z-score kurtosis = -.29), and so was the assumption of homoscedasticity and linearity.

The regression analysis with intuitive seller trust as a mediator between perceived availability and purchase intention showed does not significantly predict the outcome: $b = .123$ (SE = .155), $\beta = .078$, $t = .795$ $p > .05$. The model explains 50% of the variance in purchase intention ($R^2 = .500$), F (2, 52) = 25.998, $p < .001$.

In conclusion, the data shows no support for the hypothesis that intuitive seller trust acts as a mediator between perceived availability and purchase intention for scenario 1.

SPSS output:

Correlations

		Purchase_intention_1	Availability_1	Seller_trust_1
Pearson Correlation	Purchase_intention_1	1,000	,144	,703
	Availability_1	,144	1,000	,094
	Seller_trust_1	,703	,094	1,000
Sig. (1-tailed)	Purchase_intention_1	.	,147	,000
	Availability_1	,147	.	,247
	Seller_trust_1	,000	,247	.
N	Purchase_intention_1	55	55	55
	Availability_1	55	55	55
	Seller_trust_1	55	55	55

Table 7.10.1.1: Correlations

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2	Sig. F Change
1	,707[a]	,500	,481	1,251	,500	25,998	2	52	,000

a. Predictors: (Constant), Seller trust 1, Availability 1

b. Dependent Variable: Purchase_intention_1

Table 7.10.1.2: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	81,355	2	40,677	25,998	,000[b]
	Residual	81,360	52	1,565		
	Total	162,715	54			

a. Dependent Variable: Purchase_intention_1

b. Predictors: (Constant), Seller_trust_1, Availability_1

Table 7.10.1.3: ANOVA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	,639	,543		1,177	,245			
	Availability_1	,123	,155	,078	,795	,430	,144	,110	,078
	Seller_trust_1	,689	,098	,695	7,060	,000	,703	,700	,692

a. Dependent Variable: Purchase_intention_1

Table 7.10.1.4: Coefficients

Scenario 2: perceived availability → Intuitive seller trust → Purchase intention

To investigate whether intuitive seller trust acts as a mediator between perceived availability and purchase intention for scenario 2, a linear regression analysis was performed. The mean perceived availability was 2.51 (*SD* = 1.10), the mean intuitive seller trust was 3.74 (*SD* = 1.51), and the mean purchase intention was 3.60 (*SD* = 1.70). The assumption of normally distributed residuals was met (z-score skewness = -.70, z-score kurtosis = -1.36), and so was the assumption of homoscedasticity and linearity.

The regression analysis with intuitive seller trust as a mediator between perceived availability and purchase intention showed does not significantly predict the outcome: b = -.062 (SE = .207), β = -.38, t = -.300 p > .05. The model explains 19.6% of the variance in purchase intention (R^2 = .196), F (2, 50) = 6.080, p < .01.

In conclusion, the data shows no support for the hypothesis that intuitive seller trust acts as a mediator between perceived availability and purchase intention for scenario 2.

SPSS output:

Correlations

		Purchase_intention_2	Availability_2	Seller_trust_2
Pearson Correlation	Purchase_intention_2	1,000	,015	,441
	Availability_2	,015	1,000	,120
	Seller_trust_2	,441	,120	1,000
Sig. (1-tailed)	Purchase_intention_2	.	,458	,000
	Availability_2	,458	.	,196
	Seller_trust_2	,000	,196	.
N	Purchase_intention_2	53	53	53
	Availability_2	53	53	53
	Seller_trust_2	53	53	53

Table 7.10.2.1: Correlations

Model Summary[b]

					Change Statistics			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	,442[a]	,196	,163	1,632	,196	6,080	2	50	,004

a. Predictors: (Constant), Seller_trust_2, Availability_2

b. Dependent Variable: Purchase_intention_2

Table 7.10.2.2: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32,403	2	16,201	6,080	,004[b]
	Residual	133,232	50	2,665		
	Total	165,635	52			

a. Dependent Variable: Purchase_intention_2

b. Predictors: (Constant), Seller_trust_2, Availability_2

Table 7.10.2.3: ANOVA

Coefficients[a]

		Unstandardized Coefficients		Standardized Coefficients			Correlations		
Model		B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part
1	(Constant)	1,788	,753		2,374	,021			
	Availability_2	-,062	,207	-,038	-,300	,765	,015	-,042	-,038
	Seller_trust_2	,526	,151	,445	3,485	,001	,441	,442	,442

a. Dependent Variable: Purchase_intention_2

Table 7.10.2.4: Coefficients

Hypothesis 11:

Scenario 3: perceived availability → Intuitive seller trust → Purchase intention

To investigate whether intuitive seller trust acts as a mediator between perceived availability and purchase intention for scenario 3, a linear regression analysis was performed. The mean perceived availability was 3.09 (*SD* = 1.51), the mean intuitive seller trust was 4.02 (*SD* = 1.47), and the mean purchase intention was 3.59 (*SD* = 1.90). The assumption of normally distributed residuals was met (z-score skewness = -.02, z-score kurtosis = -.92), and so was the assumption of homoscedasticity and linearity.

The regression analysis with intuitive seller trust as a mediator between perceived availability and purchase intention showed does not significantly predict the outcome: b = -.110 (SE = .129), β = -.087, t = -.847 p > .05. The model explains 45.9% of the variance in purchase intention (R^2 = .459), F (2, 52) = 22.073, p < .001.

In conclusion, the data shows no support for the hypothesis that intuitive seller trust acts as a mediator between perceived availability and purchase intention for scenario 3.

SPSS output:

Correlations

		Purchase_intention_3	Availability_3	Seller_trust_3
Pearson Correlation	Purchase_intention_3	1,000	-,170	,672
	Availability_3	-,170	1,000	-,126
	Seller_trust_3	,672	-,126	1,000
Sig. (1-tailed)	Purchase_intention_3	.	,107	,000
	Availability_3	,107	.	,180
	Seller_trust_3	,000	,180	.
N	Purchase_intention_3	55	55	55
	Availability_3	55	55	55
	Seller_trust_3	55	55	55

Table 7.11.1.1: Correlations

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2	Sig. F Change
1	,678[a]	,459	,438	1,420	,459	22,073	2	52	,000

a. Predictors: (Constant), Seller trust 3, Availability 3

b. Dependent Variable: Purchase_intention_3

Table 7.11.1.2: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	89,073	2	44,537	22,073	,000[b]
	Residual	104,919	52	2,018		
	Total	193,992	54			

a. Dependent Variable: Purchase_intention_3

b. Predictors: (Constant), Seller_trust_3, Availability_3

Table 7.11.1.3: ANOVA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	,506	,730		,693	,492			
	Availability_3	-,110	,129	-,087	-,847	,401	-,170	-,117	-,086
	Seller_trust_3	,851	,132	,661	6,431	,000	,672	,666	,656

a. Dependent Variable: Purchase_intention_3

Table 7.11.1.4: Coefficients

Scenario 4: perceived availability → Intuitive seller trust → Purchase intention

To investigate whether intuitive seller trust acts as a mediator between perceived availability and purchase intention for scenario 4, a linear regression analysis was performed. The mean perceived availability was 2.48 (*SD* = 1.09), the mean intuitive seller trust was 4.07 (*SD* = 1.64), and the mean purchase intention was 3.77 (*SD* = 1.79). The assumption of normally distributed residuals was met (z-score skewness = -.95, z-score kurtosis = -1.42), and so was the assumption of homoscedasticity and linearity.

The regression analysis with intuitive seller trust as a mediator between perceived availability and purchase intention showed does not significantly predict the outcome: $b = .156$ (SE = .217), $\beta = .095$, $t = .719$ $p > .05$. The model explains 17.3% of the variance in purchase intention ($R^2 = .173$), F (2, 49) = 5.117, $p < .05$.

In conclusion, the data shows no support for the hypothesis that intuitive seller trust acts as a mediator between perceived availability and purchase intention for scenario 4.

SPSS output:

Correlations

		Purchase_intention_4	Availability_4	Seller_trust_4
Pearson Correlation	Purchase_intention_4	1,000	,168	,405
	Availability_4	,168	1,000	,188
	Seller_trust_4	,405	,188	1,000
Sig. (1-tailed)	Purchase_intention_4	.	,117	,001
	Availability_4	,117	.	,091
	Seller_trust_4	,001	,091	.
N	Purchase_intention_4	52	52	52
	Availability_4	52	52	52
	Seller_trust_4	52	52	52

Table 7.11.2.1: Correlations

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,416[a]	,173	,139	1,663	,173	5,117	2	49	,010

a. Predictors: (Constant), Seller_trust_4, Availability_4

b. Dependent Variable: Purchase_intention_4

Table 7.11.2.2: Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28,316	2	14,158	5,117	,010[b]
	Residual	135,582	49	2,767		
	Total	163,897	51			

a. Dependent Variable: Purchase_intention_4

b. Predictors: (Constant), Seller_trust_4, Availability_4

Table 7.11.2.3: ANOVA

Coefficients[a]

		Unstandardized Coefficients		Standardized Coefficients			Correlations		
Model		B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part
1	(Constant)	1,663	,754		2,204	,032			
	Availability_4	,156	,217	,095	,719	,476	,168	,102	,093
	Seller_trust_4	,422	,144	,387	2,927	,005	,405	,386	,380

a. Dependent Variable: Purchase_intention_4

Table 7.11.2.4: Coefficients