



**SCHOOL OF ECONOMICS
AND MANAGEMENT**

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**Consumers' behaviour in the use of online services and the
cultures effect on it
-a study of Swedes and Danes use of online job databases**

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ABSTRACT

- Title:** Consumers behaviour in the use of online services and the cultures effect on it - a study of Swedes and Danes use of online job databases
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- Authors:** Charlotte Kristiansson, Michelle Bjerke Christensen
- Advisor:** Ulf Elg
- Keywords:** Online consumer behaviour, Job databases, online services, technology-based self-services, culture
- Purpose:** The purpose with this thesis is to gain a better understanding of consumers' behaviour in the use of online services and the cultures effect on it. We will do this by seeing what the decision making process looks like, as well as, the importance of the criteria consumers use in evaluating online services. In addition also the supplements used to it and if it is being used in various circumstances. We will look at the differences and similarities between Swedish and Danish consumers' use of job databases on the Internet in order to see the cultures effect on the behaviour.
- Methodology:** The thesis is based on a quantitative study. In order to fulfil our study we used a questionnaire sent out by e-mail asking 80 Swedish and 80 Danish students of their use and thoughts of online job databases. We used a deductive approach.
- Theoretical perspective:** The literature concerns areas of online consumer behaviour, decision making, and services theory, as well as, theories within culture in relation to services and behaviour.
- Empirical data:** Questionnaire sent out by e-mail which was answered by 80 Swedish and 80 Danish respondents. The answers were compared in order to see the behaviour and whether the culture had an affect on their behaviour or not.
- Conclusion:** For the decision making process in the first part the problem recognition, some use the online job data base because they want to find a better opportunity and some because they want to change their state. This is due to either functional or hedonic motives. Both nationalities have heard of this type of service from external sources, although different ones. The frequency is a bit more often than once a month and the amount spent on each visit is between 10-15 minutes. In the evaluation of alternatives, the known set is 5, and the evoked set is 3. For the product choice the consumers are loyal to 2 alternatives and the reason for that, the determinant attribute, was the good information the job data base delivered. We can see that the most important criteria for consumers in the use of online job databases is information. There are supplements being used for this type of service which is foremost the newspaper but also company web pages. The use varies depending on the purpose. It can be seen that culture to some extent affects the consumers' behaviour in the use of online job databases. Sometimes the differences between the two nationalities can also be explained by various motives (hedonic or functional motives) for using the job database. The many similarities found can also be due to the cultural closeness on Hofstede dimensions of culture but also that it was students that were being researched, which tend to behave similarly. Other explanations are that culture plays a less important role in web sites than in "traditional" services.

PREFACE

We would like to thank our respondents for their willingness to share their opinions regarding the subject in our thesis. It is your answers that have made this thesis possible.

We would also like to thank our supervisor Ulf Elg who has contributed with guidance as well as Johan Anselmsson.

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Charlotte Kristiansson
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1 INTRODUCTION

This chapter presents some background information as well as some general information regarding online services, culture and consumer behaviour. From this information the purpose and perspective will be presented followed by an outline of the thesis.

1.1 Background

Service delivery through Web sites is an essential strategy to success. To deliver a good service, firms must understand how consumers think, behave, perceive, and evaluate online service delivery. Firms must understand their consumers' online behaviour and if it has any implications for their marketing mix. They must also understand what makes their consumers loyal.¹ Furthermore firms must understand their consumers and how they are in the online service milieu so they can do the right targeting and develop their web site so it fits their users well. Various factors are seen to be a good online service and online job database.

Online service deliveries and online job databases are different than other services in various ways. It has made the world easier for the consumers, and if we see it from the job seekers point of view, they do not every now and then have to go to the local employment agency every time they want to see what jobs are available. Instead they can easily sit at home and click in on the various online job databases to see what jobs are available 24 hours a day, 7 days a week. This type of service is accessible all the time. What other "offline" service providers are available all the time? So it is not only more convenient, it is also more time saving for the consumer. Besides it is easier for the consumers to find a lot of information faster and easier. There is not much personal contact when using online services, which is often the fact when consuming other services. This could be both good and bad. Historically, nearly all service encounters took place with an employee and a customer present, which is not always the case today.

The fact is that the world is getting smaller and smaller. One of the challenges is to understand the consumers in various countries. Danish and Swedish consumers and people are often seen as similar in the way they behave, think and act, but is this really the case? In order to be successful in today's business environment it is vital that the company understands the importance of cultural differences. Some companies consider Scandinavia to be the same both when it comes to how companies and how consumers act. A lot of times that is the truth, but this is not always the case. There are cultural differences both when it comes to consumers and for example leader style and negotiation behaviour.² This will also mean that there are differences in the way people in Denmark and Sweden use online services as for example job databases. We do not know much of how culture affects the use of online job databases and online services. Therefore an attempt to see if culture has any impact on the behaviour in the use of online services will be investigated.

This thesis will investigate the online consumers' behaviour of online services. In order to do this we have chosen to use the industry of online job databases as a case, so the focus is on online job databases. There are of course other industries that provide online services but we chose this industry since it is an interesting and new industry. One could also imagine that since employers using online job databases are required to pay for the service, the job seekers

¹ Parasuraman, 2002b

² Solomon, 1999

are not seen as important as the employers since they do not pay. But if job seekers are not happy with the website they can just switch and it will affect the service provider, therefore, it is a reason to investigate their behaviour.

As earlier mentioned, we have chosen to look deeper into the consumers' behaviour in the use of online services with focus on online job databases. Since consumer behaviour is a broad area we want to look deeper into consumers' decision making process when they use online services, as well as, how consumers evaluate service delivery on the Internet. In addition we will also see what the supplements to job databases are and if online job databases are being used for various purposes. We have thereby chosen to investigate an area within consumer behaviour as well as service marketing. Consumers' use of internet services is a potentially interesting area because there is still a need for more research. In order to make the research even more specific we also want to see if culture affects the consumers' behaviour in the use of online services by comparing two nationalities: Sweden and Denmark.

Various research of how consumers behave on the Internet has been done. Among that is, for example, how consumers react on pass-along emails³, how consumers behave in communities on the web⁴, how banner ads affect brand choice⁵ and the influence a recommendation agent can have on their behaviour⁶. This is as can be seen very concrete and technical research and within the subject of consumers' behaviour on the Internet, quite different topics. There is also research on how consumers search behaviour is such as goal-directed behaviour or experiential⁷.

There is research about how consumers behave in an online environment but not much of how consumers behave in their use of online services. Little is known about how interactions with these technological options of self-service technology will affect consumer evaluations and behaviour⁸. Therefore more research is needed. We have as part of our investigation chosen to look at how the consumers' decision making process is when using an online service. The research of the consumers' decision making on the Internet is at a very early stage. One possible reason for this can be the dynamic nature of these innovations. Nobody is sure how the new technology will evolve over time⁹. There is research of how the new technology (Internet) is helping consumers move toward a more optimal decision-making process with help from recommendation agents and comparison matrixes¹⁰ but not what it looks like when it comes to online services.

Much research within service quality has been done within people-based services but not as much within technologically based services. Specifically there is not very much research within service quality offered through websites.¹¹ And service through online job databases has only a small amount of research, and this type of service is different from the traditional

³ Lewis and Mobilio sited in Haugtvedt and Macleit, 2005

⁴ Toder-Alon, Brunel and Schneier sited in Haugtvedt and Macleit, 2005

⁵ Mitchell and Valenzuela sited in Haugtvedt and Macleit, 2005

⁶ Murray and Häubl sited in Haugtvedt and Macleit, 2005

⁷ Wolfenbarger and Gilly sited in C. Sweeney, 2004

⁸ Bitner, 2000

⁹ Mishra and Olshavsky sited in Haugtvedt and Macleit, 2005

¹⁰ Mishra and Olshavsky sited in Haugtvedt and Macleit, 2005

¹¹ C Sweeney, 2004

retail setting.¹² Researchers have only recently begun to explore the role of technology in the delivery of services. One area of self-service technology (SST) research has been the development of profiles for the typical SST user based on demographic characteristics. Other areas of SST research include the role of technology in improving service quality and formation of attitudes toward technology.¹³ Since there is not very much research within online services, theories within self-service technologies and “normal” services will be looked upon.

Together with globalisation, the influence of technology on service is the most profound trend affecting services marketing today.¹⁴ Therefore we also find it necessary to see if there are different behaviours because of culture in the use of online services. Little is know of demographics and behaviour of electronic service quality¹⁵. Few studies have looked at the relationship between culture and service and behaviour¹⁶ and even fewer e-services. There are a few studies that have investigated the link between service quality and culture though¹⁷¹⁸. Since Denmark and Sweden show some different results on Hofstede’s four dimensions of culture, we believe that there might be a reason to believe that there are differences in the behaviour in the use of this online services. Even though the two countries are not extremely different, there are a few differences between the two. The use of online services, in this case online job databases in Denmark and Sweden, will therefore be researched.

This project is relevant to foremost job databases but also for online service companies in general since understanding how consumers behave when using online job databases and online services is an important competitive tool. When these firms see how consumers behave they can better position themselves towards their consumers and also design their websites better. If these online job databases are able to understand their job seekers and attract them it will also mean that they can attract more paying employers. Understanding what is important for consumers in their online service experience can thereby contribute to the firm’s productivity. Besides for these firms it is valuable to see if the consumers behave differently in various countries and if these firms thereby should customize their service to specific countries or just have the same service in several countries.

A contribution to how consumers behave in the use of online services when it comes to their decision making process and how they evaluate service delivery can help in understanding how consumers of online job databases think and behave and if their cultural heritage affect their behaviour. We find this to be a good research problem since there are more and more new online job databases coming up and the competition is getting harder. In order for these firms to be competitive they must know how their consumers behave and think.

1.2 Purpose

The purpose with this thesis is to gain a better understanding of consumers’ behaviour in the use of online services with focus on online job databases and the culture’s effect on it. This

¹² Tong et al, 2005

¹³ Dabholkar, 1994, 1996, 2000, Meuter et al 2000, Fournier, 1998, Parasuraman, 1996, 2000, Eastlick 1996, Taylor and Todd, 1995
sited in Bitner 2003

¹⁴ Bitner, 2000

¹⁵ Parasuraman, 2002b

¹⁶ Schaw-Ching Liu et al, 2001

¹⁷ Tsikritsis, 2002

¹⁸ Laroche et al, 2005

we will do by seeing what the decision making process looks like as well as the importance of the criteria consumers use in evaluating online job databases and the supplements used to it and if it is being used in various circumstances. We will look at the differences and similarities between Swedish and Danish consumers use of job databases on the Internet in order to see the cultures effect on the behaviour. The thesis will also act as a helping material for such firms that want to gain a better understanding of the subject consumers' behaviour in the use of online services and the cultures effect on it.

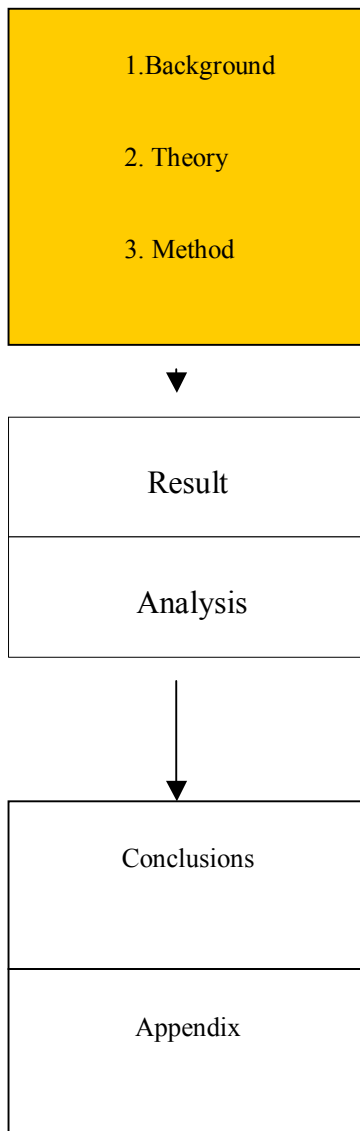
1.3 Perspective

The thesis has an academic perspective and is written at the School of Economics and Management at Lund University at the institution of Business Administration on a Master level.

1.4 Outline

Figure 1.1 presented on the next page gives an overview of how the thesis will be outlined. Our study consists of six chapters: Introduction, Theoretical framework, Research method, Results, Analysis, and lastly Conclusions.

Figure 1.1 Outline of the thesis



2. THEORETICAL FRAMEWORK

This chapter will present the theoretical framework that will be used in the thesis in order to see the consumers' behaviour in the use of online services and the cultures effect on it. It will also give the reader a good understanding of theories regarding online consumer behaviour, online services and culture. We will start with a wide perspective in order to give a good overview and thereafter treat the different parts more separate. To begin with an overview of the user and the linkage to the online service will be shown, followed by theories describing and explaining consumer behaviour and consumer behaviour within online services. Thereafter different theories concerning culture, which is one of the underlying elements of the consumer behaviour, will be presented as well as culture in relation to services. Finally, a choice of theoretical starting-point and research model defining our information needs is made.

2.1 The connection between the Online Service Provider and the Consumer

In order to gain a better understanding of what an online service is some definitions will be given:

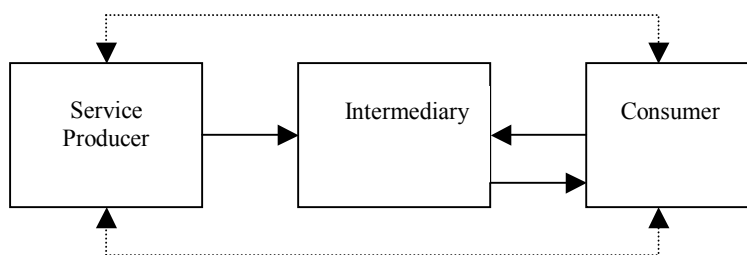
- A business that provides its subscribers with a wide variety of data transmitted over telecommunications lines. Online services provide an infrastructure in which subscribers can communicate with one another, either by exchanging e-mail messages or by participating in online conferences (forums). In addition, the service can connect users with an almost unlimited number of third-party information providers.¹⁹
- Online services are services delivered via the Internet. An online service can be simple, such as provision of information, or more complex such as determining entitlement to and applying for a benefit online.²⁰

In this thesis the focus will be on job databases as type of online service. In order to better understand the connection between the consumer and the service producer a model is shown (See figure 2.1). It shows a variety of business-to-business and business-to-consumer linkages that are affected by the Internet. Each of these represents a flow that can occur between sellers and consumers-service delivery from seller to consumer. Except for the delivery of physical products all such flows or exchanges can be accomplished through the Internet. Following this figure we will move into the subject of consumer behaviour.

¹⁹ http://www.webopedia.com/TERM/O/online_service.html, 2006.03.24

²⁰ www.agimo.gov.au/publications/2005/04/agtifv2/glossary, 2006.03.24

Figure 2.1 Market Linkages Affected by the Internet



Source: A.Parasuraman, 2002a

2.2 Definitions of consumer behaviour

Let us now discuss the subject of consumer behaviour which plays a vital role in order to understand the differences and similarities in use of online job databases among Swedish and Danish consumers.

We have chosen to use theories within consumer behaviour since that is the basic foundation of how consumers act and that is also what we want to find out in our purpose.

Consumer behaviour is according to Michael Solomon: *the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires*²¹.

Consumers take many forms, from a six-year old child asking for chewing gum to an executive in a large organisation deciding on a large computer system. Needs and desires to be satisfied range from hunger to status.²²

There have been two dominant views in the literature regarding consumer behaviour. One view emerges from the neoclassical economics literature and assumes perfect rationality on the part of consumers while they engage in making decisions. The other view that predominates the thinking in psychology and marketing literature is the one of “bounded rationality”. According to this view, consumers are inhibited by their basic cognitive capabilities to be perfectly rational. Instead of being perfectly rational, consumers form their decisions using less effortful, but less accurate heuristics. These heuristics are constructed based on a benefit-cost or an accuracy-effort trade-off. This accuracy-effort trade-off view assumes that consumers in decision situations will “adapt” and will try to form a trade-off between the cognitive effort they have to expend in making decisions and the accuracy of their decisions. Consumers on this framework are assumed to form satisfying decisions rather than optimal ones.²³

We choose to see consumers as rather rational decision makers that choose what is best for them and not just use a service in blindness.

²¹ Solomon, 1999

²² Solomon, 1999

²³ Mishra and Olshavsky sited in Haugtvedt and Machleit, 2005

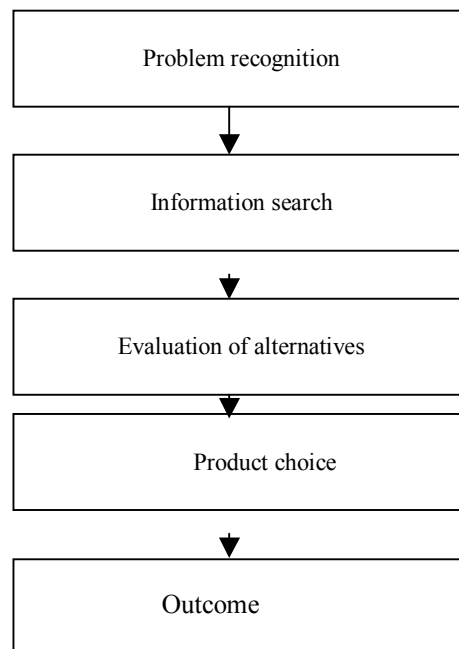
2.3 The consumer decision-making model

This thesis will partly look at consumers from the decision-making and consumption pattern perspective. The decision of how many job databases to use, how much time to spend with them, and why the consumer actually uses this type of service are interesting elements in the consumers' behaviour of online services. Therefore we have chosen to look closer into this model that shows how consumers think when they want to use a good.

There is some earlier research within consumers decision making on the Internet, but that is mainly around decision aids such as recommendation agents that can help consumers screen available alternatives and comparison matrixes that can help the consumer compare available alternatives²⁴ etc and not really what the consumers decision making when using online services look like.

One can say that the consumers go through stages in the decision-making process when he or she wants to buy or use a good (See figure 2.3 below)²⁵.

Figure 2.3 Stages in consumers' decision-making



There are different types of consumer decisions. They can be extended problem solving. The eventual decision is perceived to carry a fair degree of risk. The consumer tries to collect as much information as possible, both from memory and from outside sources. Each product alternative is carefully evaluated. Limited problem-solving is simpler. Buyers are not as motivated to search for information or to evaluate each alternative rigorously. Habitual decision-making are decisions taken with little or no effort. The decisions are based on routine.²⁶

²⁴ Haubl, 2000

²⁵ Solomon, 1999

²⁶ Solomon, 1999

If we look back at the figure, the first step for the consumer in the decision making process is the problem recognition. The consumer perceives there is a problem to be solved, which may be small or large, simple or complex. The problem can appear if a certain state for the consumer changes or if an opportunity appears. That happens often when the consumer is exposed to a better product.²⁷

Once a problem has been recognised, consumers need adequate information to resolve it. Information search is the process by which the consumer surveys his or her environment for appropriate data to make a reasonable decision. There are different ways a consumer can search for this information. A consumer may explicitly search the market place for specific information after a need has been recognised. There are also consumers who just enjoy browsing for the fun of it or they like to stay up-to-date on what's happening in the market place. They are engaging in ongoing search. When confronted with a consumption decision we may engage in internal search by scanning our own memory banks to assemble information about different product alternatives. Most supplement it with external search, where information is obtained, from advertisements, friends etc.

Our existing knowledge of a product may be the result of directed learning, where on a previous occasion we had already searched for relevant information or experienced some of the alternatives. It is also possible to obtain information in a more passive manner. Even though a person might not be interested of the product he can still be exposed to advertising. In some cases a person may know so much about a product that no additional search is undertaken. That is most often not the case though. Often we consult various sources, such as impersonal and marketed-dominated-catalogues, friends and family, or unbiased third parties. Consumers continue to search to the extent that the rewards of doing so exceed the cost. Sometimes people are just interested in variety seeking. Consumers differ in the amount of search they do, regardless of the product category in question. Younger, better-educated people who enjoy the shopping/fact-finding process tend to conduct more information search. Search tends to be greatest among those consumers who are moderately knowledgeable about the product. Experts tend to have a more selected search. Purchase decisions that involve extensive search also contain some risks. That might be the case if the product is expensive.²⁸ The electronic market place expands the potential sources of information that is available to buyers. As a result the electronic market place has potential to increase the amount of power that buyers possess in the market place. The electronic market place provides increased information access to consumers, and they allow consumers to organize this information in sophisticated ways. Before the Internet came it was possible to collect large amounts of information but only after a huge effort.²⁹

A large part of the effort goes to the choice of the available alternatives. How we narrow down and eventually choose one is difficult. The answer varies depending upon the decision making process used if it is habitual or something else. There are also different sets. The alternative, the consumer knows of but would not use, is the inept set. Those not under consideration are the inert set. The evoked set is those that are acceptable. That is where marketers want their brand to be. Consumers also tend to categorize products. Categorization is a determinant of how a product is evaluated. The products in a

²⁷ Solomon, 1999

²⁸ Solomon, 1999

²⁹ Parasuraman, 2002a

consumer's evoked set are likely to share similar features. A category even consists of different levels.³⁰

Once the relevant options from a category have been assembled and evaluated, a choice must be made among them. Decision rules can range from very simple and quick strategies to complicated processes requiring a lot of attention. The choice can be influenced by integrating information from such sources as prior experience with the product, information present at the time of purchasing and beliefs about the brands that have been created by advertising. Evaluative criteria are the dimensions used to judge the merits of competing options. Another point is that criteria on which products differ from one another carry more weight in the decision process than do those where the alternatives are similar. If all brands being considered rate equally well on one attribute, consumers will find other reasons to choose one over another. The attributes used to differentiate among choices are called determinant attributes. Here marketers have the possibility to learn customers what are their determinant attribute. Especially where limited problem-solving occurs prior to making a choice, consumers often fall back on heuristics-mental shortcuts that lead to a speedy decision. This could for example be that higher priced products are higher quality products. Consumers also often form assumptions about companies, products and shops. These market beliefs then become the shortcuts that guide their decisions-whether or not they are accurate. The assumption of price-quality relationship is one of the most pervasive market beliefs. For the most part, this belief is true, that you do get what you pay for. People often form preferences for a favourite brand and then they may never change their minds in a lifetime. People can also be brand loyal. They make repeat purchases and have a decision to continue buying the same brand. For brand loyalty to exist people must also have a positive attitude towards the brand.³¹

Consumers can also be in different moods when consuming depending on the situation and reason. Moods can be affected by the weather, music and the surrounding etc. The consumption can also be affected depending on if the consumers have any co-consumers. Time is also a factor. More careful information search occurs when we have the luxury of taking our time. This sense of time poverty has made consumers very responsive to marketing innovations that allow them to save time.³²

2.4 Consumer behaviour and the online environment

Since this thesis purpose is to find out how consumers behave when they use online services such as job databases and what their thoughts are about using online job databases we will now try to look more into the subject. Actually we will discuss both theories within technology-based self-services and theories within online consumer behaviour. Thereby the thesis becomes more focused on theories related to the problem statement. We will start by discussing theories within online services in order to get a better understanding of what an online service or self-service technology is, followed by consumers online service behaviour. We will try to discuss the consumers' behaviour and thoughts of using an online service from several angles such as what makes them satisfied, loyal, how they evaluate an online service etc.

³⁰ Solomon, 1999

³¹ Solomon, 1999

³² Solomon, 1999

2.4.1 Online services and self-service technology

Several researchers mean that a web site is a so called technology-based self-service.³³ So is also the whole Internet³⁴. In fact some argue that the Internet, the king of current technologies is “one big service vehicle”³⁵. Much research has been done within service quality when it comes to people based services but not much when it comes to technology based services. Specifically there is not much done within service quality offered through Web sites.³⁶ Researchers have only recently begun to explore the role of technology in the delivery of services³⁷.

A fact is that today’s fast paced world is becoming increasingly characterised by technologies. Growing number of consumers interact with technology to create service outcomes instead of interacting with a service firm employee. Self-service technologies (SSTs) are technological interfaces that enable consumers to produce a service independent of direct service employee involvement. Examples of SSTs include automated teller machines, automated hotel checkouts and services over the Internet. Furthermore research has shown that consumers that are willing to use SST tend to be younger, single, better educated and have a low income level.³⁸ Parasuraman lists the growing importance of self-service as a fundamental shift in the nature of services.³⁹ Some suggest that the traditional marketplace interaction is being replaced by a marketspace transaction. The marketspace is defined as “a virtual realm where products and services exist as digital information can be delivered through information based channels”.⁴⁰

As mentioned some researchers see the Internet as one big service. All businesses and organizations that operate on the Internet are essentially providing services-whether they are providing information, performing basic customer service functions and other services. It is clear that customers still want basic service. Customer’s desires and expectations have not really changed. While technology is dramatically changing the ways in which consumers and firms interact, consumers want what they have always wanted: responsive systems, easy access, flexibility to get what they want etc. In other words they still want service. Customers want good service from SSTs. Consumers have as high expectations of these technologies as they have for service delivered by people.⁴¹

It is important to recognise that a Web site is a service and that organizations offer service through a Web site. Even a Web site providing consumers with information is a service itself. In many cases the encounter between the consumer and the organization is through the web site and not personal at all.⁴² Another way to see an online service is that it belongs under the category of self-help SST, which refers to technologies that enable consumers to learn, receive information, train themselves and provide their own services.⁴³

³³ Broderick and Vachirnapornpuk, 2002 sited in Sweeney and Lapp, 2004

³⁴ Dabholkar, 2001

³⁵ Bitner, 2000

³⁶ Sweeney, 2004

³⁷ Dabholkar 1994, 1996, 2000, Meuter et al, 2000, Mick and Fournier, 1998 and Parasuraman, 1996, 2000 sited in J.Bitner 2003

³⁸ Langeard et al 1981 sited in Meuter et al, 2000

³⁹ Meuter et al 2000

⁴⁰ Rayport and Sviokla, 1995 sited in Meuter et al 2000

⁴¹ Bitner, 2000

⁴² Sweeney, 2004

⁴³ Meuter et al, 2000

2.4.2 Job recruitment websites and other job search options

With the Internet new ways of consuming have arisen. Using the net for consumer reasons satisfies consumer motivations such as having fun and achieving the goal of consuming a product. Type of product may also affect consumer motivations. People do act differently when they consume on the net than “offline”.⁴⁴

One product to consume on the net is job recruitment websites. When looking for a job, the Internet may be a source of help for some as online job databases offer free job searches. In recent years, job recruitment websites have undergone considerable growth and the number of job seekers who conduct job searching over the Internet has increased. This increase may be due to the added convenience provided by online recruitment web sites (e.g. job seekers are able to view multiple openings and post their resumes for businesses to view without leaving the comfort of their homes). Online recruitment websites are designed as a powerful medium that brings employers and job seekers together and allows them to interact in a fast, efficient and effective way. For job seekers an online recruitment web site provides a unique opportunity to explore constantly updated employment opportunities through an extensive database of jobs. Job seekers can then post their resumes online and announce their availability to potential employers.⁴⁵

Research has shown that students use a wide variety of options for their first full-time position. Students rely heavily on business contacts in their search (68%). The ability to meet a potential employer through personal contact continues to be an important aspect. There is a gender disparity, where women were much more likely to have used a temporary agency than men. Men were much more likely to have relied on job fairs than women (53%vs 35%). A traditional method of job hunting is newspapers. Almost all of the students in a study visited company web pages (94%) as part of their job-search effort. 42% used company websites to check job posting.⁴⁶ Internet search rates exceed those of traditional methods as the services of the employment agencies, contacting friends and relatives and using the registers of unions or professional organizations. The expansion of the Internet has caused a decline in the use of public employment agencies.⁴⁷

2.4.3 Search behaviours

Two general search behaviours have been identified when consuming online. These can be termed as goal-directed and experiential. Some research has suggested different Web site experiences and hence differential relevance of servicescape characteristics. Goal-directed behaviour is most interested in a short, sharp visit to the Web site in which they have optimum control and can achieve their objectives with minimal fuss. Experiential Web users in contrast, desire to be “drawn in”, offered a wide choice and options to optimise the experience.⁴⁸ The online consumers tend to be very goal-oriented rather than experiential. The online environment offers several goal oriented attributes that facilitate the benefits of freedom and control. Specifically goal-oriented buyers value the following online attributes:⁴⁹

⁴⁴ Gilly, 2000

⁴⁵ Tong et al, 2005

⁴⁶ Kimmell et al, 2003

⁴⁷ Kuhn et al, 2000

⁴⁸ Wolfenbarger and Gilly, 2001 cited in C. Sweeney, 2004

⁴⁹ Gilly, 2000

- Product selection
- Accessibility and convenience
- Ease of use/website design
- Lack of sociality
- Appropriate Personalization⁵⁰

Research has shown that the very minimum required in a web site, that is, the very basic level of service offering, is offering the consumer a feeling of control, for example by providing them with a navigational system that allows easy movement across pages. The Web site must also be perceived as not too slow to load or respond to consumer requests. In addition the links in the site must work properly and the information needs to be up-to-date. These aspects does not lead to perceptions of high service quality, they are vital “hygiene” factors and if they are not there the Web site is perceived as having a low service quality. In contrast, perceptions of high service quality can be increased by ensuring that the Web site is easy to use and has a well-designed structure and lay-out. The pages should follow a logical sequence, the broadest information filtering down to the specific. Further the information being presented must be delivered appropriately to the target market it aims to attract.⁵¹

2.4.4 Consumer’s evaluation of e-services and e-loyalty

Not very much is known of how consumers evaluate e-services but more of how consumers evaluate “normal” service quality. Consumers appear to use experience-based norms and traditional services as comparison standards when they evaluate self service technologies and e-services⁵². Empirical studies have demonstrated that consumer benefits of using self-service technologies include convenience⁵³, saving time, avoiding interpersonal interaction⁵⁴ and being in control⁵⁵. Features of the user interface, such as site design⁵⁶ and ease of use⁵⁷ affect service quality perception and satisfaction. However Meuter found that technology was only mentioned in the context of dissatisfying incidents⁵⁸. On the other hand, the way a Web site is designed can also make it positively fun to use. Enjoyment captures the hedonic dimension of consumption and can be measured as the extent to which consumers find the SST to be enjoyable, fun and pleasant to use. Consumers’ affective states can be expected to influence and be influenced by the SST (self-service technology). For example consumers’ initial mood when starting to use the SST can affect their evaluation of it, and using the SST may cause new affective reactions, such as excitement or irritation.⁵⁹

If we look more into what makes consumers e-loyal trust is seen as very important. Referrals are extremely important in e-services and may count for half of the acquired consumers for some services. Furthermore referred consumers were found to ask for advice and guidance from the loyal consumers who recommended the service to them, thus

⁵⁰ Gilly, 2000

⁵¹ Sweeney, 2004

⁵² Zeithaml et al 2000 sited in Allard et al 2001

⁵³ Meuter et al, 2000 sited in Allard et al 2001

⁵⁴ Dabholkar, 1996 sited in Allard et al 2001

⁵⁵ Dabholkar, 1996, Meuter et al, 2000 sited in Allard et al 2001

⁵⁶ Szymanski and Hise, 2000 sited in Allard et al 2001

⁵⁷ Dabholkar,1996, Meuter et al 2000, Zeithaml et al 200 sited in Allard et al 2001

⁵⁸ Meuter et al 2000 sited in Allard et al 2001

⁵⁹ Allard et al 2001

reducing the company's costs for providing help. Loyalty is largely, though not exclusively satisfaction driven. Retention of e-consumers can only be accomplished by providing superior service quality, not by technology alone.⁶⁰

Relevance, reliability and trustworthiness are important factors in evaluating an e-service as well as integrity. Consumers have explained that if a third party were to get hold of their private data this would be a reason for stop using the service. Consumers also expect e-services to provide information that meet their specific needs. Many consumers use an e-service to fulfil a need to stay up to date.⁶¹

Research has also shown that a supplementary service could be an important driver of intentions to continue using an e-service.⁶²

2.4.5 Satisfied and dissatisfied consumers in self-service technologies

There are several reasons for consumers being satisfied or dissatisfied with SST. SST has long, flexible hours of operation. Because of these characteristics, SSTs are often available to help customers immediately solve a problem. Satisfaction is often driven by the SSTs ability to bail consumers out of a difficult situation or solve an acute problem a consumer might be experiencing.⁶³

Satisfaction to SST can also be driven by improvements or additional benefits provided by using the SST. SST can be perceived as better than the interpersonal method of service delivery. Some like to use SST because they are easy to use. Others like to use it because they thereby avoid service personnel. They do not have to interact with anyone. Consumers also see it as time saving to use SST. It is quick to get information from the Internet. Another reason for consumers to be satisfied with SST is that they can use it when they want, they can use the service day or night. Consumers are also happy that SST enables them to use the service from off-site locations. Consumers have also expressed satisfaction with SST because it does what it is intended to do. Many consumers are fascinated with the capability of various SSTs and are pleasantly surprised when the SST performs successfully. After the novelty wears off, it is possible that expectations will increase, thereby making status quo interactions with SSTs less satisfying to consumers. This may lead to more competition among firms with similar SSTs.⁶⁴

Reasons for consumers being dissatisfied with SST are technology failure. This can for example be that a system refuses a user to log on. Process failure is another reason for dissatisfaction. Others are poor design such as technology design problems. This can be that it is hard to know where to log of or unclear directions of how to navigate in the system. Consumers can also make mistakes themselves, such as for example forget their own personal identification number and thereby not being able to log into a site. Few translate their involvement into self-blame when things go wrong.⁶⁵ Research has shown that slow speed is the number one complaint of web users. As the time quotas of the consumers shrink, they probably look for companies whose sites can serve them faster.

⁶⁰ Allard et al 2001

⁶¹ Allard et al 2001

⁶² Allard et al 2001

⁶³ Meuter et al, 2000

⁶⁴ Meuter et al, 2000

⁶⁵ Meuter et al, 2000

Performance time is the total time a person spends accomplishing a task. Therefore recruitment companies should pay attention to the time spent on every step of the online job seeking process on their web sites.⁶⁶

When consumers become dissatisfied it might mean that they will be driven to switch service provider. A second option is to revert to the interpersonal delivery alternative. Consumers might also decide not to use the service or use it at a later date. The two categories resulting in the highest levels of complaining are technology failures and process failures. The type of failure differentially affects the future behaviour of the consumer. Even after dissatisfactory experiences some consumers have indicated positive future behaviour. Consumers are more likely to use the same company's SST in the future and recommend it to a friend when there had been a technology failure than when other types of failure occurred. There seems to be some kind of understanding that these problems are likely to occur at least on occasion, and consumers are more forgiving in these situations. Consumers are also more likely to take future positive behaviour when they have had a role in creating a negative outcome than when there are mistakes in the process or some type of technology or service design problem. Given that design problems may be perceived as permanent and more likely to continue to influence the outcome of the encounter, there are more consumers who are not recommending the SST and not using it again when they view design problems as the reason for the poor outcome.⁶⁷

Along with the growth of consumers using online services, the concern about customer "churn," discussed above, has also come; a concern that parallels issues of customer switching behaviour in services industries in general. A key issue for online service providers is the "churn" or customer movement in and out of the market place. Individuals try a service but subsequently stop using it. Customers often switch to another service provider. A decrease in customer switching is of course good for the profit of the firm in question. Retained customers attract new customers through positive word of mouth. It is important for the firm to identify which customers who are prone to switch service provider. Research has supported the relationship of satisfaction and service quality to customers switching intentions. What the outcome is to the customer is also an important issue for switching service provider. More highly involved consumers have reported higher levels of satisfaction.⁶⁸

2.4.6 Time and mental workload used in online services

Research has shown that the amount of time required to accomplish job seeking tasks is significantly longer for low service quality web sites than for high quality web sites.⁶⁹

Mental workload measured for consumers using low service quality recruitment web sites have shown to be significantly higher than for those using high service quality web sites.⁷⁰

⁶⁶ Tong et al, 2005

⁶⁷ Meuter et al, 2000

⁶⁸ S.Keaveney, 2001

⁶⁹ Tong et al, 2005

⁷⁰ Tong et al, 2005

2.4.7 Advantages and disadvantages for being an online consumer

The online environment does offer some experiential benefits, particularly for those consumers engaged in ongoing hobby-type search. Online consumers see selection as a reason to consume. When it comes to accessibility and convenience the 24 hours a day/7 days a week is good. The consumers also have the control over the amount of time they have to spend. However, there are also bad things with websites. There is no one to talk to when help is needed.⁷¹

Ease of use is extremely important to online consumers. Ease of use consists of several different factors:

- Quick down load
- “Intuitive” navigation, good search engines
- Absence of features that were “cool” but make the site more difficult to use
- Overall appearance, including comfort level with the site

Navigation should be intuitive, easy to understand and quick. Often consumers like when products are categorized thus giving them the freedom to search in a way most comfortable for them. Features that improve navigational ease and reduce number of clicks are appreciated. Some consumers click to another site quickly if download is slow or if they have to click too many times before finding what they want.⁷²

Offline consumption is perceived as involving many more people than online shopping, including other consumers, friends and family sometimes. The relative lack of sociality online has strong positive aspects. When shopping online consumers like that they can be in control of their information search. They do not have to deal with children or with crowds of people. The drawback of consuming online is that they do not have help available when they need more information. Consumers like the relatively rare but good help they receive offline.⁷³

Most online consumers are willing to share information if it improves their online experience, by that is meant that consumers give information about themselves to the website. Nevertheless, many users strongly dislike some elements of personalization: after all, one advantage of being online is that without the face to face contact, a user can be relatively anonymous. Some want the freedom to be an individual, not a market profile. Some do not like that personalization can result in unwanted e-mail solicitations. Thus consumers want to be in control of who knows them, what is known about them and how the information is used to improve their experience.⁷⁴

2.4.8 Consumption intentions

Online consumption can, as mentioned, sometimes be experiential. Some consumers browse regularly for so called hobby-type search.⁷⁵ Consumption intentions are better

⁷¹ Gilly, 2000

⁷² Gilly, 2000

⁷³ Gilly, 2000

⁷⁴ Gilly, 2000

⁷⁵ Gilly, 2000

explained under the e-Com adoption model that include ease of use, perceived usefulness, perceived risk with products/services and perceived risk in the context of online transaction. An easy to use website would include aspects such as navigability, efficiency, consistency and compatibility. Another aspect of the website that relates to perceived ease of use is the information, features and functionality available on the site. Research has showed that online service encounter satisfaction was higher when information content at the web site was deeper.⁷⁶ Users that have used Internet for many years combined with high usage rate, the higher was the likelihood of consuming. Another factor related to consumption intentions is that it is depending on user skill levels. User skills are a function of online tenure, type of Internet connection and the types of applications used to navigate the Internet. Low and high-skilled Internet users are distinctively different. One can generalize that high-skilled user's place greater emphasis on information details. Websites can be tailored more effectively to meet needs of users based on skill levels. For example websites can have alternative gateways based on connection speed, as well as customized features based on identified skill levels. Skilled users can be provided with detailed informational content using multiple media.⁷⁷

The reputation and size of the web merchant has been suggested as factors that contribute to consumer trust in an organization. Reputation is the extent to which buyers believe that the selling organization is honest and concerned about its customers.⁷⁸

Consumers generally engage in behaviour such as using the Internet for the benefits they hope to receive. In some cases, the behaviour may be viewed as a goal and achievement of that goal may allow the consumer to pursue other goals. Many times consumers want to save time. By becoming more knowledgeable about using the Internet the consumer's self confidence in using technology is likely to increase.⁷⁹

There are other also other sources that have an influence on how consumers will use technology-based self-services. These can be so called external influences that affect the consumers' behaviour. How consumers perceive the risk influence their behaviour. The capturing of personal information by Web sites is one. When a consumer visits a website information is recorded about that consumer's visit. This may be more information than consumers want companies and other interested parties to know. In many cases, the consumer does not have control over this practice and may experience a certain degree of stress as a result. Also some consumers like to interact with employees who can provide advice and recommendations. In response to this need, some companies are starting to provide on-line help. In other situations, the Internet may be perceived as providing too much information. Consumers may be overwhelmed with the sheer amount of information available and may not invest the time necessary to sort through the information to find what is relevant for them.

At the same time many feel that they have to examine several web pages for their consumption to not miss out on anything.⁸⁰

⁷⁶ Morrison, 1997 cited in S Beldona 2005

⁷⁷ Beldona, 2005

⁷⁸ Thanasankit, 2003

⁷⁹ Dabholkar, 2001

⁸⁰ Dabholkar, 2001

2.4.8.1 Hedonic motives versus functional motives

We consider it necessary to discuss hedonic versus functional motives in consumption since we believe that these also apply for consumers using online services. Consumers can have different motives for using a product.

Both an event's usefulness and an appreciation of activities comprising it can indicate value. A consumption experience can evoke value either through successfully accomplishing its goal or by providing enjoyment and/or fun. A general view of value recognizing both (1) a utilitarian outcome resulting from some type of conscious pursuit of an intended consequence and (2) an outcome related more to spontaneous hedonic responses captures a basic duality of rewards for much human behaviour. It reflects the distinction between performing an act "to get something" as opposed to doing it because "you love it". Consumption experiences can produce both utilitarian and hedonic value.⁸¹

Utilitarian consumer behaviour has been described as task-related and rational. This utilitarian value reflects consumption with a work mentality. This consumer may find value only if the consumption was completed successfully (get everything done) and if done in a fastidious manner. Utilitarians are happy to "get through it all".⁸²

Hedonics is more subjective and personal than its utilitarian counterpart and results more from fun and playfulness than from task completion. Thus, hedonic consumption value reflects consumption's potential entertainment and emotional worth. Hedonically rewarding consumption experiences are not akin to a negative sense of "work". Increased involvement, perceived freedom may indicate a hedonic consumption. Perceived enjoyment itself is an important "hedonic benefit".⁸³

Many decisions today regarding purchasing or making other choices often involve trading off functional attributes with hedonic attributes. It is proven that in some cases, the choice of a bad functional product that does not meet satisfactory levels of functional performance, evokes guilt. And if a hedonic bad functional product is chosen, it can evoke sadness if especially both products in the choice set meet functional requirements. This is why people often make their choices within buying behaviour and other choices on the basis of them meeting functional requirements, over the ones that does not. If given a choice between two functional choices, the hedonic motive comes in, and the one of the two that is hedonically superior is the one chosen.⁸⁴

2.4.9 Criteria consumers use in evaluating Service Delivery on the Internet

We consider it necessary to discuss what criteria consumers use when evaluating the various online job databases since these can better explain their motivations to actually use the job database(s) they are loyal to, although it is not always the same factors that draw the visitor to return that made him visit the job database the first time. It can be difficult for a consumer to say why he or she return to a job database if he or she has not reflected of what makes it worth visiting again. These can also be used in order to see what consumers see as the most important factor for how a good job database shall be like.

⁸¹ Babin et al, 1994

⁸² Babin et al, 1994

⁸³ Babin et al, 1994

⁸⁴ Arnold et al, 2003

When consumers evaluate service quality over the Web, consumers may use a variety of criteria such as information availability and content, ease of use, privacy and security, interactivity and entertainment. Many consumers do not have well formed expectations about electronic service quality. When applying traditional measures of service quality it may be necessary to consider additional dimensions such as ease of navigation, efficiency, site aesthetics and security. Not to forget graphic style and fulfilment as important factors. Brand image can also be a factor. At the same time, some traditional aspects of Service Quality may not be as important in the case of electronic-Service Quality. For instance many consumers do not expect to encounter much “empathy” in an online environment, except when they have questions or problems. Thus electronic-Service Quality appears to involve more cognitive processing than emotional evaluation.⁸⁵

Privacy is a theme that is picked up by a variety of authors. Some authors mean that privacy is one of the key dimensions that consumers use to evaluate the quality of a Web site.

When it comes to drivers of consumer attraction and retention it can be that the factors that initially draw a buyer to a Web site might not necessarily be the ones that motivate the same buyer to return. Often customer service support is the key variable that explains whether a consumer intends to remain loyal.⁸⁶

These criteria have been identified by academic research and a number of studies have examined various aspects of these criteria. Thereby the criterion does not come from one researcher but from several but they are summed up by Parasuraman, a known researcher within e-service quality. We will, in the rest of this thesis, refer to these criterion consumers use in evaluating service delivery on the Internet as Parasuramans criterion Let us have a deeper look into the different criteria the consumers use. Information availability and content-The availability and depth of information are frequently mentioned as an important reason for shopping online.⁸⁷ In terms of shopping online versus offline, online consumers perceive a benefit in obtaining information directly from a site rather than having to go through salespeople in an offline store. They also believe that they can obtain more information online than through catalogue shopping, partly because their questions can be answered in an online channel.⁸⁸ When used as criteria for a particular website, having sufficient information to compare products and to make a selection appears to be important factors. In terms of information content, the ability to search for quality information increases satisfaction with both the experience and product purchased and improves intentions to revisit a Website. Furthermore when users can control the content, order and duration their ability to integrate, remember and thereby use information is improved.⁸⁹ Ease of use-It is reasonable to expect the ease of use to be an important determinant of perceived service quality. There has been done minimal research on ease of use. Customer’s assessment of Websites will likely be influenced by how easy the sites are to use and how effective they are in helping customers accomplish their tasks. Ease of use has often been termed usability in the online context⁹⁰. A site’s search functions, download speed, overall design, and organization are among the key elements that affect usability.⁹¹

⁸⁵ Parasuraman, 2002b

⁸⁶ Parasuraman, 2002a

⁸⁷ Li et al, 1999 cited in Parasuraman et al, 2002b

⁸⁸ Van Den Poel et al, 1999 cited in Parasuraman et al, 2002b

⁸⁹ Ariely, 2000 cited in Parasurman et al, 2002b

⁹⁰ Swaminathan et al, 1999 cited in Parasuraman et al, 2002b

⁹¹ Jarvenpaa et al, 1997 cited in Parasuraman et al, 2002b

Privacy-Privacy is a key evaluative criterion in online services⁹². Privacy involves the protection of personal information collected about consumers, protecting anonymity and providing informed consent.⁹³ Graphic style-Researchers have studied the impact that graphic style of the site has on customer perceptions.⁹⁴ Graphic style involves such issues as colour, layout, print size and type, number of photographs and graphics and animation. Fulfilment/reliability-The dominant dimension in traditional service quality, reliability, has also been cited as an important factor in e-SQ.⁹⁵ Reliability/fulfilment ratings were the strongest predictor of customer satisfaction and quality. In the offline context, reliability is defined as the “ability to perform the promised service dependably and accurately”. Others mentioned were brand image and customer service.⁹⁶

Compared to customer’s assessment of SQ, e-SQ seems to be a more cognitive evaluation than emotional one. Consuming online seems as mentioned earlier to be a very goal-directed behaviour. While emotions such as anger and frustration were expressed when reporting on problems arising from online transactions, these appear to be less intense than those associated with traditional service encounters.⁹⁷ This is also connected with the fact that we see consumers as more rational than emotion based when consuming an online service as online job databases.

2.5 Consumer behaviour and culture

We will now discuss more deeply consumer behaviour and culture. We will thereafter more deeply try to discuss culture’s impact on online behaviour using services. We will again start wide by discussing the concept of culture and thereafter focusing our discussion more. Culture does have an effect on people’s consumption, culture forms a person to a very large extent. Therefore we mean it can not be ignored. Since the culture forms a person and affects a person’s values it is natural that it also has an effect on the way the person consume.

Culture is the prism through which people view products and try to make sense of their own and other people’s consumer behaviour. The effects of culture on consumer behaviour are so powerful and far reaching that it is difficult to grasp. We are surrounded by a lot of practices from seemingly insignificant behaviours, like e.g. pressing the button on the iPod. These practices have meaning to us. We know how to interpret them. Culture is basically this interpretation system which we use to understand all those daily or extraordinary signifying practices around us. We do not always appreciate this power until we encounter a different environment where suddenly all the assumptions we had taken for granted do no longer apply. A consumer’s culture determines the overall priorities he or she attaches to different activities and products. It also determines the success or failure of specific products and services. It is difficult to guess the success or failure of a certain product. On the one hand, products and services that resonate with the priorities of a culture at any given time have a much better chance of being accepted by consumers. On the other hand new products and innovations in product design successfully produced by a culture

⁹² Culnan, 1999 cited in Parasuraman et al, 2002b

⁹³ Friedman et al, 2000 cited in Parasurman et al, 2002b

⁹⁴ Ariely et al, 2000 cited in Parasurman et al, 2002b

⁹⁵ Palmer et al, 1999 cited in Parasurman et al, 2002b

⁹⁶ Parasuraman, 2002b

⁹⁷ Parasuraman, 2002b

provides a window on the dominant cultural ideals of that period. One product can mean different things in different countries.⁹⁸

The meaning that does get imparted to products reflects cultural categories which are how we see the world. Our culture makes differences between times such as leisure time and work, between genders and so on. But there are a lot of times also a collective behaviour going on when people get turned into the same phenomenon at once.⁹⁹

It is possible to see culture in various ways. There is culture in the sense of life-style culture and then there is national culture. We will now have a look at culture from the life-style perspective. It is vital to know that life-style have an effect on consumption why we choose to discuss it here although to our problem statement national culture is more applicable which we also will discuss after we have discussed culture from a life-style perspective.

2.5.1 The theoretically based lifestyle model

Life style affects people's consumption patterns. There are various forms of capital that the individual can use as assets to construct his or her life style, tastes and consumption patterns. There is a distinction between grid and group. These refer to an individual's relation to his or her own social group and to the general social system. The model (see figure 2.5) distinguishes between people with high and low group identification and a relation to the organization of society. The model has the following segments.¹⁰⁰

- 1st quadrant: Professional, career-oriented people, with higher education and income, and an individualistic attitude and unproblematic relation to the social organization.
- 2nd quadrant: Well-educated intellectuals with less well-paid career opportunities, with a high degree of identification with their professional group, but with a critical attitude towards society. Their search for meaning lies in the realization of their own intellectuals.
- 3rd quadrant: Relatively wealthy people, with low education or not so culturally interested. They do not show any particular interest, neither on a group level nor on a social level and they may consider the rest of society as rather hostile.
- 4th quadrant: Low on both types of capital, money and education but with strong group affiliation and a relatively affirmative attitude towards society, these people tend to be locally oriented. The search for meaning is rooted in their daily activities and daily lives.

Figure 2.5 A theoretically based lifestyle model

1.	High cultural capital High economic capital Low group High grid	2.	High cultural capital Low economic capital High group Low grid
3.	Low cultural capital High economic capital Low group Low grid	4.	Low cultural capital Low economic capital High group High grid

⁹⁸ Solomon, 1999

⁹⁹ Solomon, 1999

¹⁰⁰ Solomon, 1999

The consumption patterns of different countries have been shaped by cultural influences and resources. These differences can exert a major impact on consumer's lifestyles, since many of our preferences in foods; entertainment and so on are dictated by local customs. The lifestyle of people in each country differs in a variety of ways.¹⁰¹

2.5.2 National culture and the meaning of it

We will now discuss culture as it is generally known-culture between different countries or national culture. This we mean is necessary to have an understanding of since the differences in culture between Sweden and Denmark affect the way the two countries people consume and it is thereby the underlying element to their consumer behaviour and the thoughts they have about using online job databases.

Culture as a concept is very difficult to define. There are different definitions from every author who writes about culture. An author that has made a good description within the management field is Hofstede who said that "culture is the collective programming of the mind which distinguishes the members of one human group from another"¹⁰². It is crucial to a marketer to not underestimate the culture aspect in a new country since it is the obvious source of difference. The concept of culture is a very broad aspect and more complex than most imagine. It encompasses virtually every part of a person's life. It is not only the way people live in a society that defines culture but also religion, education, family, reference groups and much more. And even if two societies have the same religion, reference groups etc, they can still be very different because it is the interaction between these influences that counts. The language is a good example on different ways that different communities communicate and this form of communication is one of the methods that indeed will vary and last as well. Culture develops through recurrent social relationships, which with time forms patterns that eventually will be internalized within the entire group. Culture changes, it does not stand still, it develops slowly like the individual human and everything else around it. It walks hand in hand with the rest of the influences that develops as the world does¹⁰³. It is commonly agreed upon that a culture must have these three characteristics:

- It is learned: that is, acquired by people over time through their membership of a group that transmits culture from generation to generation. In the case of a national culture, you learn most intensively in the early years of life. By the age of five you are already an expert in using your language. You have internalized values associated with such functions as:¹⁰⁴
 - interacting with other members of your family,
 - eliciting rewards and avoiding punishments,
 - negotiation for what you wanted,
 - causing and avoiding conflict.¹⁰⁵

- It is interrelated: that is, one part of the culture is deeply connected with another part such as religion and marriage, business and social status.¹⁰⁶

¹⁰¹ Solomon, 1999

¹⁰² Hollensen, 2001

¹⁰³ Hollensen, 2001

¹⁰⁴ Hollensen, 2001

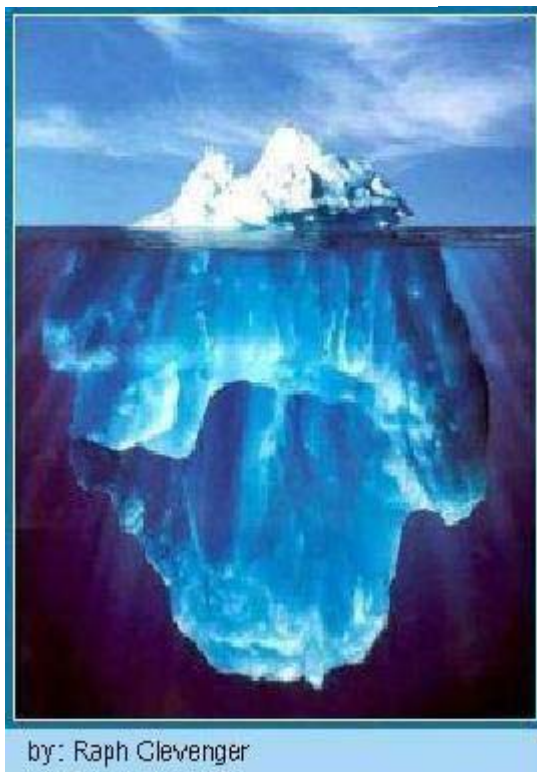
¹⁰⁵ Hollensen, 2001

¹⁰⁶ Hollensen, 2001

- It is shared: that is, tenets of a culture extend to other members of the group. The cultural values are passed on to an individual by other members of the culture group. These include parents, other adults, family, institutions such as schools, and friends.¹⁰⁷

Furthermore culture can be seen from another perspective. The tangible aspect of culture, which are things you can see, hear, smell, touch or taste. These are manifestations of fundamental values and assumptions that a group of people share. The structure of these elements are just like an iceberg, the part above the water is only a small fraction of what is really there. What you can not see is the values and assumptions that are underneath the water and because of the invisible factor they can sink your ship if you by mistake run into them¹⁰⁸.

Figure 2.6.1 The cultural iceberg



The visible daily behaviour

- E.g. body language
- Clothing
- Lifestyle
- Drinking and eating habits

Values and social morals

- E.g. family values
- Sex roles
- Friendship patterns

Basic cultural assumptions

- E.g. national identity
- Ethnic culture
- Religion

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The daily behaviour is influenced by values and social morals, which is closer to the surface than assumptions. People make changes and adjustments to their short-term daily behaviour helped by values and social norm. These changes and adjustments are normally made over ten or twenty years, whereas the basic cultural assumptions are formed over a lot longer time such as centuries.¹¹⁰

Cultures around the world are basically different from country to country, and sometimes even within the same country. However there can be very similar aspects of cultures in the

¹⁰⁷ Hollensen, 2001

¹⁰⁸ Hollensen, 2001

¹⁰⁹Hollensen, 2001

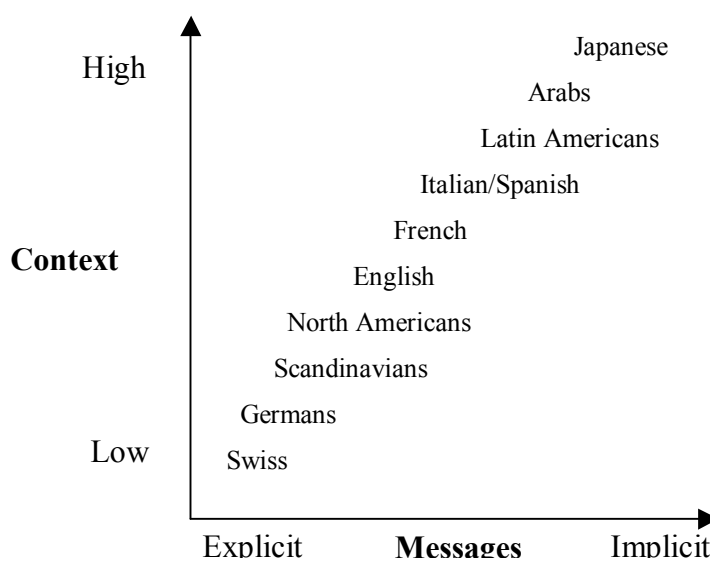
¹¹⁰ Hollensen, 2001

same areas of the world. E.g. the Scandinavian countries (Denmark, Norway and Sweden) are different countries in many ways, however the language root is the same, and just spoken differently with few different words, and values and norms are quite the same compared to a Scandinavian country put up against a country in the far east where the culture and norms are very unlike the Nordic culture. Some companies consider Scandinavia to be more or less the same. This homogeneity should not be overestimated. There are also consumers with another ethnic origin than the countries they live in which also affect consumption patterns. Some marketers do not like to take people's racial and ethnic differences taken into account when formulating marketing strategies, the reality is that these sub cultural memberships are a big part of people's needs and wants.¹¹¹

2.5.2.1 Hall's contextual continuum of differing cultures

To understand the different cultural orientations, Edward T. Hall (1960) introduced a concept, which was about showing the contextual differences between cultures all over the world¹¹².

The way Hall has divided the different countries is by creating two different characteristics of cultures, which he calls the high- and low- context cultures (see fig 2.6.2). The low context cultures rely on spoken and written language of meaning. Senders of messages encode their messages, expecting that the receivers will accurately decode the words used to gain a good understanding of the intended message. This means that the low context countries are informal much more than the high context countries. E.g. the low context countries are explicit and direct in their communication. They make informal handshakes when they meet, even in business meetings, whereas the high context countries are implicit and indirect. They make formal handshakes, bows and hugs.



2.6.2 The contextual continuum of differing cultures-own making from Hollensen

Other important differences between high- and low- context are the dress and appearance factor, which differs by the low context dress for individual success and have a very wide variety of clothes, whereas the high context countries dresses as an indication of their

¹¹¹ Solomon, 1999

¹¹² Hollensen, 2001

position in society, religious rules etc. The eating habits and beliefs are also different since the low context countries sees eating as a necessity and are egalitarians that challenge authority and have gender equality. This is quite the opposite in the high context countries where eating is a social event and the beliefs are hierarchical with a respect for authority. The individual accept destiny and there are very strong gender roles¹¹³.

2.5.2.2 Hofstede’s four dimensions of culture

We will present Hofstede’s four dimensions of culture since we see it as useful because it contains several dimensions of culture, it is well-known and it is possible to see differences and similarities between Swedes and Danes. We will use the following part of the culture as a help for interpreting our own research.

Geert Hofstede has studied the phenomenon of national culture and identified four criterions that he named dimensions of culture. The four dimensions are; Power Distance, Uncertainty Avoidance, Individualism – Collectivism and Masculinity – Femininity. These dimensions of culture are a corresponding set of criteria for describing national cultures. Characterising a national culture does not mean that every person in the nation has all the characteristics of that nation, it merely refers to the common elements and the national norms, it does not however describe the individual. Hofstede uses some quantitative approaches when he for example determines the cultural distance between for example two countries.¹¹⁴

Power Distance

The first dimension of national culture is called power distance. The definition of this dimension is as follows: “It indicates the extent to which a society accepts the fact that power in institutions and organisations is distributed unequally”. A more comprehensible picture of small or large power distance is shown below (see table 2.1).¹¹⁵

Table 2.1 Hofstede’s Power Distance Dimension

The Power Distance Dimension	
Small Power Distance	Large power Distance
All people should be interdependent	A few people should be interdependent; most should be dependent
Superiors consider subordinates to be “People like me”	Superiors consider subordinates to be a different kind of people
Superiors are accessible	Superiors are inaccessible
All should have equal rights	Power-holders are entitled to privileges
The system is to blame	The underdog is to blame
People at various power levels feel less threatened and more prepared to trust people	Other people are a potential threat to one’s own power and can rarely be trusted

Source: Based on Hofstede, 1991

¹¹³ Hollensen, 2001

¹¹⁴ Hofstede, 1991

¹¹⁵ Hofstede, 1991

Power Distance Index for Swedes and Danes:

Denmark is number 51 out of 53, with an index of 18. The power distance is very low in Sweden as well with an index of 31 however it is not as low as in Denmark. Similarities for all the Scandinavian countries, which all are low power distance countries are that there is a preference for consultation. Hierarchy in organisations means an inequality of roles, established for convenience, not as a principle. Decentralisation is popular. All should have equal rights. The use of power should be legitimate and is subject to criteria of good and evil.¹¹⁶

In Denmark the equality is almost non-existent. There is still seen few situations where the top positions are male dominated, and the wages tend to be a bit higher than women's, however, these examples is likely to be of no consequence in the big picture since most people after the general perception feel equal in the Danish society.

PDI	
Denmark	18
Sweden	31

Uncertainty Avoidance

The second dimension of national culture is called uncertainty avoidance. The definition of this dimension is as follows:

“Indicates the extent to which a society feel threatened by uncertain and ambiguous situations and tries to avoid these situations by providing greater career stability, establishing more formal rules, not tolerating deviant ideas and behaviours, and believing in absolute truths and the attainment of expertise”¹¹⁷.

Strong or weak uncertainty avoidance is presented in table 2.2.¹¹⁸

Table 2.2 Hofstede's Uncertainty Avoidance

The Uncertainty Avoidance Dimension	
Weak Uncertainty Avoidance	Strong Uncertainty Avoidance
The uncertainty inherent in life is more easily accepted and each day is taken as it comes	The uncertainty inherent in life is felt as a continuous threat that must be fought
Ease and lower stress are experienced	Higher anxiety and stress are experienced
Time is free	Time is money
Hard work, as such, is not a virtue	There is an inner urge to work hard
The ambience is one of less nationalism	Nationalism is pervasive
There should be as few rules as possible	There is a need for written rules and regulations

Source: Based on Hofstede, 1991

¹¹⁶ Hofstede, 1991

¹¹⁷ Hofstede, 1991

¹¹⁸ Hofstede, 1991

Uncertainty Avoidance Index for Swedes and Danes:

In the ranking of 53 countries on the uncertainty avoidance index Sweden and Denmark is number 50 and 51, meaning their citizens do not feel threatened by uncertain or unknown situations¹¹⁹. The Swedes and the Danes are here similar, and are both willing to take risks. Both countries do not need to plan everything to avoid the uncertainty and do not totally rely on rules, laws and regulations to reduce risks to the minimum to keep order and be able to deal with changes step by step.

	UAI
Denmark	23
Sweden	29

Individualism – Collectivism

The third dimension entails individualism and its opposite collectivism. This dimension is defined by Hofstede as: Individualism implies a loosely knit social framework in which people are supposed to take care of themselves and of their immediate families only, while collectivism is characterised by a tight social framework in which people distinguish between in-groups and out-groups; they expect their in-group (relatives, clan, organisations) to look after them, and in exchange for that they feel they owe absolute loyalty to it, see table 2.3 below¹²⁰:

Table 2.3 Hofstede's Individualist-Collectivist Dimension

The Individualism – Collectivism Dimension	
Collectivist	Individualist
“We” consciousness holds sway	“I” consciousness holds sway
Identity is based in the social system	Identity is based in the individual
The emphasis is on belonging to organisations; membership is the ideal	The emphasis is on individual initiative and achievement; leadership is the ideal
Belief is placed in group decisions	Belief is placed in individual decisions
Expertise, order, duty, and security are provided by organisation or clan	Autonomy, variety, pleasure, and individual financial security are sought in the system
Private life is invaded by organisations and clans to which one belongs; opinions are predetermined	Everybody has a right to a private life and opinion

Source: Based on Hofstede, 1991

¹¹⁹ Hofstede, 1991

¹²⁰ Hofstede, 1991

Individualism-Collectivism Dimension for Swedes and Danes:

Sweden and Denmark are both in top 10 within the individualism dimension. Countries high on individualism (top 10) include: USA, Australia, Great Britain, Canada, Netherlands, New Zealand, Italy, Belgium, Denmark, Sweden, and France¹²¹. Again the two countries are very similar on the index with the highest individualism in Denmark at 74 and Sweden with 71. In these two cultures it is normal and not offensive to think of “I”. “You are closest to yourself” is common language in the cultures when e.g. you have to quit your job on behalf of a better offer, when the present company can not run optimum without you etc. This makes the ties looser between individuals because everyone is expected to look after one self. Individualist countries tend to be rich and that is the same case with Sweden and Denmark. These countries are welfare states, in which conditions are fairly excellent to all. In these countries there is as well more regard for assertiveness, confrontation, truth, and conflict. Social conversation is mandatory compared to collectivist cultures where simple presence is sufficient.¹²²

IDV

Denmark 74
Sweden 71

Masculinity – Femininity

The fourth and last dimension refers to the degree of traditionally masculine and feminine values that exist in a society. These dimensions are defined as being strongly separated from one another and that the masculine culture and values stresses the facts of money, being heard, promotions and demanding jobs. The feminine culture represents less job stress and more women in high positions (see table 2.4).¹²³

Table 2.4 Hofstede’s Masculinity-Femininity Dimension

The Masculinity – Femininity Dimension	
Feminine	Masculine
Sex roles in society are more fluid	Sex roles in society are clearly differentiated
There should be equality between the sexes	Men should dominate in society
Quality of life is important	Performance is what counts
You work in order to live	You live in order to work
Small and slow are beautiful	Big and fast are beautiful
One sympathises with the unfortunate	One admires the successful achiever

Source: Based on Hofstede, 1991

Masculinity-Femininity Dimension for Swedes and Danes:

Sweden is the most feminine country in the world and here the dominant values are about caring for others and preservation. Other people and relationships are important and generally everyone is modest people. In both Sweden and Denmark men and women can be gentle, they can both express weakness and fighting minimized. The equality between men

¹²¹ Hofstede, 1991

¹²² <http://www.clearlycultural.com>, 2006.05.11

¹²³ Hofstede, 1991

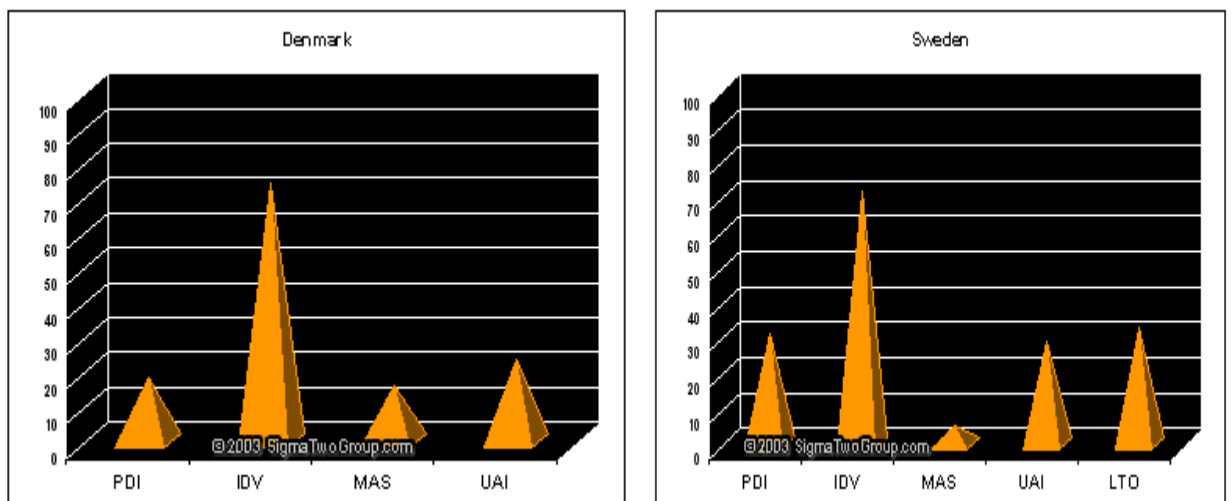
and women is almost equal, which makes the power distance the genders in-between much less than in e.g. Germany, where there is a clear hierarchy between the genders. There is also a clear general message in both countries regarding living values where they in both countries work to live instead of live to work, which often is the perception of for example the people in USA¹²⁴. In the socio-political realm this refers to the welfare society ideal, which also is the general perception of both countries throughout the world. In these countries they help the needy, and they believe that small and slow is beautiful. They believe as well in prioritizing the preservation of the environment and both also provide large amounts of money and assistance to poor countries. These Swedes and the Danes are also known as being very good at making compromises both private and when doing business, which makes them easy to deal with. Because of this among others there are also large numbers of women that are elected to big positions¹²⁵.

MAS

Denmark	16
Sweden	5

As we can see after looking at Hofstede’s four dimensions Denmark and Sweden are very equal on the four dimensions (see also table 2.5). We can easy see the similarities and differences in the two tables below. The places where Sweden and Denmark seems to be most equal are the individualist-collectivism dimension with Denmark at 74 and Sweden at 71 as well as the uncertainty avoidance dimension with Denmark at 23 and Sweden at 29. The places where Denmark and Sweden showed the largest differences were on the Power Distance dimension with Denmark at 18 and Sweden at 31 as well as on the masculinity-femininity dimension where Denmark were at 16 for masculinity and Sweden only at 5.

Table 2.5 Sweden and Denmark according to Hofstede’s four dimensions of culture



Source: www.geert-hofstede.com in accordance with Hofstede’s four dimensions of cultures

¹²⁴ www.geert-hofstede.com, 2006.05.11

¹²⁵ <http://www.clearlycultural.com>, 2006.05.11

2.5.2.3 A closer look at Denmark vs. Sweden

When crossing Øresund, the small bay between Denmark and Sweden, one will find that the two cultures are very unlike in almost as many ways as they are like. These differences have been the source to some misunderstandings through time, and still continue, even though the two countries are now much more connected since the bridge came in 2000¹²⁶. The countries are neighbours and do definitely also have brotherhood connections as well as a Scandinavian feeling together with Norway, which is known to be very strong. When a Swede or a Dane is far away from home they almost feel like talking to a country-man when meeting a neighbour. And if one of the countries is in world cup soccer finals etc. they always cheer on each other.
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One of the differences is the language, even though the languages are from the same language root, Common Nordic languages¹²⁸, most Swedes do not understand Danish and vice versa. Great misunderstanding can here be made, which is why both groups tend to change into English instead of trying to understand one another¹²⁹. But even though one should think the language problems are the worst it is not. The two cultures are different in so many other ways.

The Danish people seem to question everything, and the feeling seen from a Swedish view about the Dane thinking “nobody is believe that they know what is best to me” is also very different from how the Swedes attitude is.¹³⁰ In Denmark there is an irony that is not to be found anywhere in the rest of the world¹³¹. For example a Danish person can, with a totally serious face, address the other person with how bad the Swedish person’s shoes look even though the Dane think they are not. It is a kind of irony that arises to make a conversation more interesting and funny, but the rest of the world tend to not understand it and therefore get offended. But generally seen the humour is the same.¹³² When you are Danish in Sweden one will also quickly realise that the Swedish people have many traditions, which might be because of the late industrialisation in Sweden. These are romantic festivities and are very strong kept in the country in all the seasons of the year. These are to be missed in Denmark when you are Swedish there and when you are Danish in Sweden you might miss the fact that they are not really to be found in Denmark¹³³.

¹²⁶ <http://osb.oeresundsbron.dk/documents/document.php?obj=173> , 2006.03.27

¹²⁷ Panke & Thorsted, 1998

¹²⁸ Skarup, 1947

¹²⁹ Panke & Thorsted, 1998

¹³⁰ Panke & Thorsted, 1998

¹³¹ Panke & Thorsted, 1998

¹³² Panke & Thorsted, 1998

¹³³ Panke & Thorsted, 1998

2.6 Culture and online services

We will now take the discussion one level deeper and discuss culture and online services and services.

2.6.1 Culture and quality expectations on web sites

There seems to have been done significantly more research on service quality perceptions and culture than cultures affect on the behaviour in the use of online services. We will discuss some findings below.

Research has showed that culture plays a significantly less important role in Web site quality expectations compared with traditional service quality expectations. Only two cultural dimensions-masculinity and long-term orientation have an impact on Web site quality expectations. Masculinity plays a role in user expectations of Web site quality. In cultures with a high degree of masculinity consumers expect the Web site to have high interactivity, good design and positive emotional appeal on them. Long term orientation has an influence on user's expectations of Web site quality. In cultures with a high degree of long term orientation, consumers expect the Web site to have good visual and to have positive emotional appeal on them. According to Lovelock and Yip, (1996) it is when service involves a high degree of interaction between consumers and service personnel that culture elements have the greatest influence. This should not be surprising since there is no human interaction when using a Web site.¹³⁴

2.6.2 The relationship between culture and behavioural intentions towards service

Research of the relationship between culture and behavioural intentions toward services has been done. This is research that is done on "normal" services and not e-services though. Even though it is not solely intended for e-services we consider it necessary to discuss it since we believe that there are parallels between "normal" services and e-services.

It has been found that consumers from a culture with higher power distance have lower intention to praise the service provider (given positive word of mouth) even upon experiencing positive service quality.¹³⁵

Consumers from a more individualistic culture have a lower intention to praise the service provider, even when they experience positive service quality, yet they exhibit a higher intention to switch to another service provider or to give negative word of mouth if they experience negative service quality.¹³⁶

Consumers from a masculine culture have a lower intention to switch even when they experience negative service quality.¹³⁷

Consumers from a culture with high uncertainty avoidance have a higher intention to praise the service provider if they experience positive service quality. However if they experience a problem, they show a lower intention to switch to another service provider, to give negative word of mouth or to complain.¹³⁸

¹³⁴ Tsikriktsis, 2002

¹³⁵ Shaw-Ching Liu et al, 2001

¹³⁶ Shaw-Ching Liu et al, 2001

¹³⁷ Shaw-Ching Liu et al, 2001

¹³⁸ Shaw-Ching Liu et al, 2001

Consumers from a culture with long-term orientation have a higher intention to praise the service provider if they experience positive service quality.¹³⁹

Thus consumers from cultures with lower individualism or higher uncertainty avoidance tend to have a higher intention to give positive word of mouth, if they received positive service quality. But they tend not to switch, give negative word of mouth, or complain even if they received poor service quality. On the contrary consumers from cultures with higher individualism or lower uncertainty avoidance tend to switch, give negative word of mouth, or complain if they received poor service quality. But they do not tend to praise when they received positive service quality.¹⁴⁰

2.6.3 How services are experienced in various cultures

Normally “regular” services are foremost social encounters. Rules and expectations related to service encounters are likely to vary considerably from culture to culture, since culture provides the framework for social interaction in a society. Research has shown that consumers from various countries see behaviours from service personnel differently. For example, do Japanese consumers value conversation with service personnel higher than Americans? In the U.S consumers highly value a positive attitude, sunny temperament and warm personality. In Japan they like attentiveness, caring and kindness. Japanese consumers also value formality highly. Themes of friendliness, being personal, promptness and authenticity is liked by US consumers and stems from the country’s emphasis on individualism.¹⁴¹

Research on how consumers evaluate travel services has shown that national culture influence how customers evaluate travel services. Passengers from countries that were masculine on Hofstede’s scale more often reported dissatisfaction than those who did not come from very masculine countries. Respondents who indicated strong loyalty were found to be from less masculine cultures.¹⁴² So we can from this see that culture does have an effect on people when it comes to “regular” services.

2.6.4 Individualism/collectivism and service expectations

We will continue discussing cultures impact on “regular” service use. Overall the impact of external sources of information on expectation is more wide spread than that of internal sources. Low-context forms of communication, which emphasize the message rather than the delivery systems, are most common in individualist countries. In such countries individuals rely on unambiguous verbal and/or written communication, such as implicit and explicit promises, and third parties to formulate their service expectations. Individualists attach more importance to third parties and explicit promises than collectivist. The preference for information from trusted, more familiar sources, explains collectivist’s reliance on word of mouth in forming their expectations. Word of mouth shape expectations for both individualist and collectivist but most for collectivist. Both individualists and collectivist consider external information transmitted on television, in magazines in, in newspapers and in other media.¹⁴³

¹³⁹ Shaw-Ching Liu et al, 2001

¹⁴⁰ Shaw-Ching Liu et al, 2001

¹⁴¹ Frazer Winsted, 1997

¹⁴² Crotts and Erdmann, 2000

¹⁴³ Laroche et al, 2005

2.6.5 The relationship between culture and service quality perceptions

Some authors argue that perceptions of service quality vary across cultural groups. They found that in cultures with a large power distance consumers are more likely to tolerate failure from more powerful service providers. In cultures with a high degree of individualism, consumers are more independent and self-centred. Individualists, due to their drive and self-responsibility ethic, demand that others be efficient. Therefore, they demand a high level of service quality. During their relationships with a service provider, individualists prefer to maintain a distance between themselves and the service provider. In cultures with a long-term orientation, long-term relationships with service providers are expected. In these cultures, reliability, responsiveness and empathy are extremely important.¹⁴⁴

¹⁴⁴ Furrer et al, 2000

2.7 Summary and evaluation of theories and models

2.7.1 Summary of theories and models

In the start of the chapter we discussed and demonstrated the linkage between the service provider, the Internet and the consumer. This was done in order to give the reader a general understanding of the connections and give a perspective on the issue of online services, consumers and the Internet. Definitions of online services were also presented. Thereafter the subject of consumer behaviour was treated starting with some definitions of consumer behaviour. Different theories about consumer behaviour, consumer behaviour and Internet and consumer behaviour and culture were presented ending with a discussion of various cultural theories. Theories and models that were presented were:

- Theories within consumer behaviour-Stages in consumer decision making that show the consumers steps from the problem recognition to the outcome. It discusses various types of consumer decisions, how a problem can appear as well as the information search process and where this information can be found. Also various sets the consumer divides products into and how it is being evaluated.
- Theories regarding consumer behaviour and the Internet.

We discuss the advantages and disadvantages about consuming online such as control over one's own time but no help when needed etc.

Consumption intentions and what affects these such as low-, and high skilled users etc are also discussed but also what influence the consumers' intentions.

Theories regarding online services and technology based self-services (SST) were also discussed. These discussed what a SST is and what it is used for. Presentation of job recruitment websites was also a topic.

Search behaviour such as goal-directed and experiential was also a point as well as what consumers see as important when they are searching on the Internet on a Web site.

As part of consumers' online behaviour we also discussed how consumers evaluate e-services. Consumers evaluate these on several items such as convenience, saving time, site design, ease of use etc.

Reasons for consumers' satisfaction or dissatisfaction with SST were also discussed. Reasons for satisfaction can be flexible using hours, avoidance of service personnel, time saving, quickness and availability from any place etc. Reasons for dissatisfaction can be technology failure, process failure or consumers own mistakes.

Time and mental work load connected to web services were also discussed.

Theories of how consumers evaluate service quality of the web were also presented. When consumers evaluate service quality over the Web, consumers may use a variety of criteria such as information availability and content, ease of use, privacy and security etc.

- Theories regarding culture. Amongst these the theoretically based lifestyle model. This model describes the consumer from a life-style perspective. Various forms of capital construct an individual's life style, taste and consumption pattern.

The next part of the chapter discusses culture on a deeper level and culture more in the sense of cultures between countries. Amongst cultural models presented was Hall's contextual continuum of differing cultures. Hall shows the contextual differences of cultures all over the world. He discusses the low context cultures which rely on spoken and written language of meaning which is the opposite of high-context cultures. There are also differences in dress and appearance factor between high and low context cultures.

Hofstede's four dimensions of culture were also presented. It is four criterions that Hofstede has named culture. The four dimensions are; Power Distance, Uncertainty Avoidance, Individualism – Collectivism and Masculinity – Femininity. These dimensions of culture are a corresponding set of criteria for describing national cultures. The power distance indicates the extent to which a society accepts the fact that power in institutions and organisations is distributed unequally. The uncertainty avoidance indicates the extent to which a society feel threatened by uncertain and ambiguous situations and tries to avoid these situations by providing greater career stability, establishing more formal rules, not tolerating deviant ideas and behaviours, and believing in absolute truths and the attainment of expertise. Individualism implies a loosely knit social framework in which people are supposed to take care of themselves and of their immediate families only, while collectivism is characterised by a tight social framework. The masculine culture and values stresses the facts of money, being heard, promotions and demanding jobs. The feminine culture represents less job stress and more women in high positions.

Theories of culture's impact on service quality were discussed. Also research of the relationship between culture and behavioural intentions towards services were presented as well as how culture affects service quality perceptions etc.

2.7.2 Evaluation and synthesis of different theories and models

The model of the stages in the consumer decision making process (see figure 2.3) is useful in the way that it gives a good overview of the whole decision process. It describes the different stages profoundly. We find that the model is a good frame and something to build on although it is not intended for consumers' behaviour and decisions when using an online service. No unifying theoretical framework has been developed to study factors that drive consumer decisions regarding technology-based self-service. We thereby apply an offline theory to the online world. We use the model in the way that we find each separate step useful, not really the outcome of the model. It is useful in the way that it contains many different aspects such as why the consumer started to look for a product. It has also rich theory for the information search process which is interesting to our problem statement since we want to know where the consumer have heard about job databases. We will also use how the consumers evaluate the product. It also discussed that once a product has been chosen brand loyalty can appear. This model will be further discussed and modified when we develop our research model. The model helps in understanding parts of the behaviour in the use of online job databases. We have not used all the theory in the model since our research area would then be too big.

C. Gillys theory about how consumers value the online environment is useful in the way that it discusses the freedom and control the online consumer has and it also gives an idea of how important electronic consumption is.

The theory of consumption intentions is useful in the way that it gives an understanding of the consumers intentions, and that it is dependant on various factors such as how much the consumer uses the Internet in general and for how many years they have used it and user skill level. It is good that it shows that there are also other factors that have an influence on how consumers behave. It could have been interesting to see how this affected the consumers in our research but that was not possible due to the small time period.

The theories that discuss online services and self-service technologies show online services from other view points. Online services are not only services but also so called SST. It also gives a picture of that online services is a part of the Internet which is one big service. It gives good perspective of what an online service is. An online service is complex and it gives a better understanding to see from different angles both in terms of job recruitment website and SST.

The way consumers search when they consume online, how they evaluate e-services and what makes them satisfied or dissatisfied, time used as well as mental workload are important concepts to be discussed in order to get a picture of what the online consumers behaviour looks like.

Parasuraman's theory of criteria consumers use in evaluating Service Delivery on the Internet is useful in the way that it focuses on the service delivery on the Internet. It covers several factors concerning the service which is very useful. These criteria can to some extent explain why a consumer is using a job database or what their ideal job database shall be like. It does not just discuss traditional service quality but criteria for the online environment which is useful to our problem statement. We have therefore chosen to use these criteria in our research model. We will use them in combination or rather as an extra dimension with step four in the consumer's decision making process.

The culture section represents a selection of definitions and thoughts regarding the phenomenon of culture. These thoughts are mostly represented by Hofstede and Hall. We think that this selection is appropriate and define culture in a straightforward manner. As these authors are well recognised and frequently cited we regard their definitions to be academically correct and recognised. We find it useful to discuss these theories since when comparing answers from two different nationalities requires an understanding of culture and awareness that people's various cultural background affect their values and norms and thereby also the answers they give.

The theoretically based lifestyle model (see figure 2.5), shows consumption patterns from a different angle. People from low and high context cultures have different consumption patterns. The drawback is that it focuses too much on people's economic capital, education and so on, too much on the life style. We do not want to know how people's status and lifestyle affect their consumption pattern. We had the intention of looking at how these factors affect the consumption behaviour but realised it was not possible time-wise. We are more interested in how culture in various countries affects consumers so therefore we do not find this life-style culture model very useful as help for interpreting the data.

Hofstede's four dimensions of culture (see tables 2.1-2.5) are widely used concepts. What we consider to be positive in Hofstede's four dimensions of culture is that it demonstrates the fact that there exist similarities and differences between different groups, although the model is a bit too generalising. We will use Hofstede for interpretation of our data.

Hall's model on the other hand is not useful as help to the interpretation of the results in this thesis since it does not make a difference between Swedish and Danish people but instead use one group-Scandinavians. It is also very focused on the cultural differences from a business point of view. Still we believe it is necessary to look at various cultural models in order to gain a better general understanding of culture.

Theories regarding cultures impact on quality expectations were interesting since it showed that culture has little influence on quality expectations on web sites, which are an interesting insight into the problem. The theory of the relationship between culture and behavioural intentions toward services gave insight into the fact that consumers that differ in Hofstede's individualistic and uncertainty avoidance scale behave in various ways. Also certain sources of information on expectations are seen in various ways in various cultures show that consumers are different. Theories of how people greet services and behave when they use them give a better insight on the subject.

2.8 Research Model

The research models and theories that will be used in this thesis are presented below. The model is based on several models and theories in order to fit our problem statement. As mentioned the consumer decision making model will be used in order to see if Swedish and Danish consumers have the same or various ways they act in the various separate steps which will to some extent give insight into how what consumers behaviour when using online job databases looks like and if the culture has any effect on the behaviour. We have modified the model a bit and added some dimensions and removed some. We see this model useful in the way that we will use the different steps in it. It is not the outcome of the decision making process as such that is interesting but more the separate steps of it. We consider the contents of the various steps to contain useful theory to our problem statement, since it contains both how consumers search for information, evaluate alternatives, why they look for this product etc. The various concepts as well as the model are explained earlier in the theory. We will not discuss various types of consumer decisions since we simply had to limit ourselves. What type of decision it is to use a job database could have been interesting to know but we consider the content of the various steps as more interesting. We will discuss how the problem appeared, if it was a changing state for the consumer or if they just used the service to look for better opportunities. That is step 1. We will look at the consumer's information search process-if they search for the fun of it and want to stay up-to-date or because it is more an active search. We will also in the information search step look at the internal and external information search. Another dimension in the information search we will look at is the amount and frequency of information search. When it comes to step 3 we will see what the consumers known set are-how many job data bases they know exist. We will also see how many they have as evoked set meaning how many they have used. In step 4 in this model we have incorporated Parasuraman's theory of criteria consumers use in evaluating service delivery on the Internet. We considered these criteria interesting since they to some extent can tell what a good job database shall be like and also why consumers are brand loyal to a service as well as what the determinant attributes out from Parasuraman's theory are. They are applicable on online services and not just "offline" services. This is an extra dimension to step 4 in the decision making process model presented above. The meanings of the factors are explained earlier in the theory chapter when presenting Parasuraman's theory. The following consumption views and importance will be researched in Parasuraman's theory:

- Information availability and content
- Ease of use
- Privacy and security
- Graphic style
- Fulfilment
- Brand image
- Customer service

To the research model we have also added two additional dimensions:

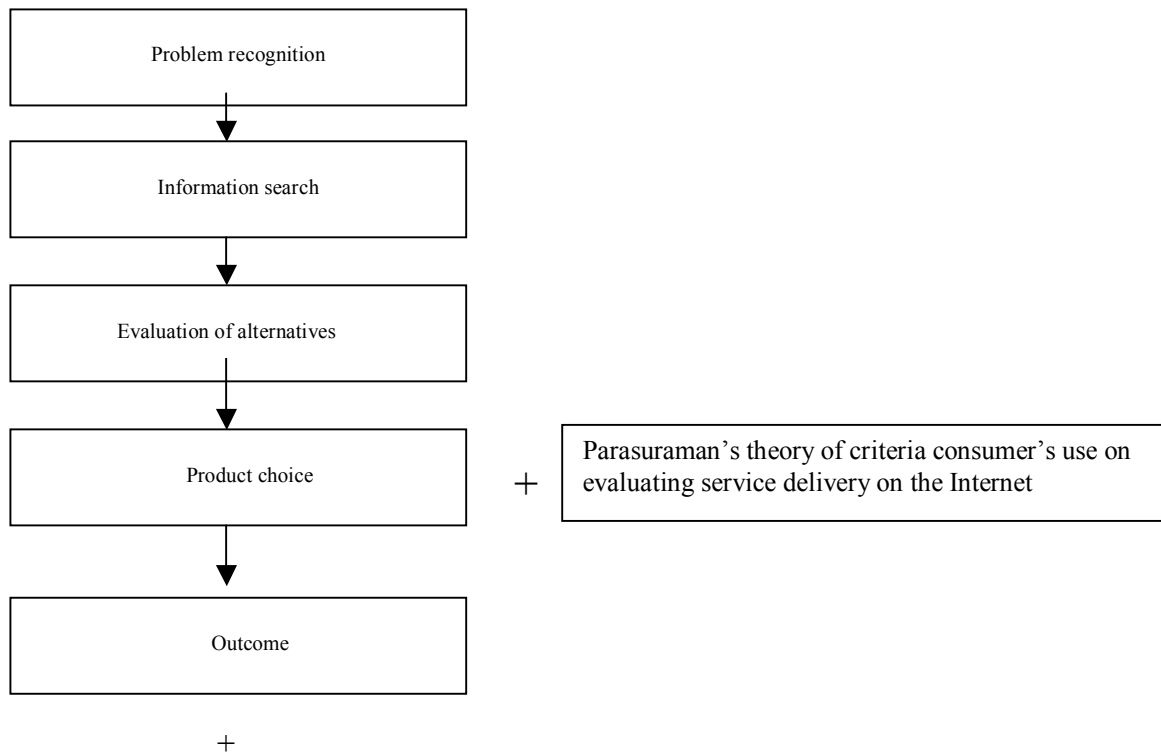
- Do consumers use job databases for some purposes but not for others?
- What supplements to job databases are being used?

The question whether consumer use job databases for some purposes but not for others we used since it could capture whether job databases are used in some circumstances but not in others and thereby give some more fact to the use of job databases and our problem statement. For the

second question we could see if job databases were used in combination with other alternatives.

Below in the information need it can also be seen what parts of the model that has been chosen.

Figure 2.8 Research model –The steps in the decision making process-how the Danish versus the Swedish look like



- Do the consumers use job data bases in some circumstances but not in others?
- What are the supplements to job databases?

2.9 Information need

Compare answers between Swedes and Danes on the following points:

- Decision making process

Problem recognition- how the problem appeared-was it changing state for the consumer or opportunity?

Information search


- Is it active search or want to stay up-to date/ searching for fun?
- Is it internal search or external search?
- What is the amount of information search: frequency and time per occasion?

Evaluation of alternatives

- How many are in the known set?
- How many are in the evoked set?

Product choice

- Does brand loyalty exist?
- Determinant attributes-which are used to differentiate among choices?



- Criteria consumers use in evaluating service delivery on the Internet-importance of the following as well as which of these were reasons for being brand loyal:

Information availability and content

Ease of use

Privacy and security

Graphic style

Fulfilment

Brand image

Customer Service

- See if the groups use job databases when they look for some types of jobs but not in other types of jobs.
- What are the supplements to job databases?

3 RESEARCH METHOD

In this chapter we will present, discuss and choose different scientific methods. We will also discuss how our questionnaire is formulated. The validity and reliability of the study will also be discussed.

3.1 Introduction

In order to gain an understanding of online services and consumers behaviour in the use of online services with focus on online job databases we not only need to study earlier theory regarding this issue but also conduct a research to collect more information about the consumers behaviour. To gain more knowledge of the consumers' behaviour in the use of online job databases, consumers are naturally the most efficient way to gain more information. The data will show their decision making process in the use of online services as well as the criteria consumers use in evaluating service delivery on the Internet and if this type of service is used under some circumstances but not in others and what the supplements are.

3.2 Strategy

As mentioned we wanted to gain a deeper insight into consumers' behaviour in the use of online services with focus on online job databases and see if culture affects the consumer. In order to do this we used two theories. One of these was a theory that was "borrowed" from "regular" consumer behaviour and applied to online services. This model was as presented in chapter 2, Solomon's steps in the decision making process. The other theory that was built on to Solomon's decision making process was Parasuraman's theory of criteria consumers use in evaluating service delivery on the Internet. We also added some dimensions-if consumers use job databases under some circumstances but not in others and what other alternatives to job databases that were being used. This can be seen as quite a large research model, but our intention was to gain a rather broad understanding of consumers' behaviour in the use of online services with focus on online job databases. The reason for us using the theory of the steps in the decision making process was that we could not find a theory of the decision making process in online services why we used this model from "overall" consumer behaviour theory and applied it to online services. Regarding Parasurman's criteria they have been used on online shopping earlier. In our research the consumers does not pay for using the service why Parasurman's criterion can be said to be used in a new setting. We also wanted to see if culture affect the behaviour by comparing the answers from consumers from two countries-Sweden and Denmark.

The questions we asked follows closely the theory of the steps in the decision making process as well as Parasurman's criteria consumers use in evaluating service quality as presented in chapter 2. So the questions were thereby prepared in relation to this theory and in order to fulfil our problem statement. The interview guide and questions will be further explained later in the methodology chapter.

In Solomon's theory (the steps in the decision making process) we will see how the problem appeared, if it was a changing state for the consumer or if they just used the service to look for better opportunities, which is step 1. At the same time we can see if they conduct search for the fun of it and want to stay up to date or if it is a more active search. We will also look at the internal and external information search-where they have obtained

information about this service. Another dimension in the information search is that we will look at the amount and frequency of the information search of this type of online service. When it comes to step 3 we will see what the consumers known set are-how many job databases they know exist. We will also see how many they have as evoked set-meaning how many they have used. In step 4 in the theory of the steps in the decision making process we have incorporated Parasuraman's theory of criteria consumers use in evaluating service delivery on the Internet. These criteria can tell what a good online service shall be like-in this case an online job database and why these consumers become brand loyal to this service as well as what the determinant attributes are out from this. In other words we will see what consumers see as most important of these criteria as well as which of these criterion were reasons for them to be brand loyal. The criteria are:

- Information availability and content
- Ease of use
- Privacy and security
- Graphic style
- Fulfilment
- Brand image
- Customer service

We know that much research has been done within personnel based services, more "normal" services but not very much when it comes to online services. Research tends to focus on services within retailing but not for online recruitment websites¹⁴⁵. There is research about how consumers behave in an online environment but not much of how consumers behave in their use of online services. Little is known about how interactions with these technological options-self service technology, affect consumer evaluations and behaviour¹⁴⁶. Furthermore the research of the consumers' decision making on the Internet is at a very early stage. One possible reason for this can be the dynamic nature of these innovations.¹⁴⁷ There are research of how the new technology (Internet) is helping consumers move toward a more optimal decision-making process by help with recommendation agents and comparison matrixes¹⁴⁸ but not what the decision making process looks like when it comes to online services.

Specifically there is not very much research within service quality offered through websites.¹⁴⁹ And service through online job databases has barely been researched at all, and this type of service is different from the traditional retail setting.¹⁵⁰ One area of self-service technology (SST) research has been the development of profiles for the typical SST user based on demographic characteristics. Other areas of SST research include the role of technology in improving service quality and formation of attitudes toward technology.¹⁵¹

¹⁴⁵ Tong et al, 2005

¹⁴⁶ Bitner, 2000

¹⁴⁷ Mishra and Olshavsky sited in Haugtvedt and Macleit, 2005

¹⁴⁸ Mishra and Olshavsky sited in Haugtvedt and Macleit, 2005

¹⁴⁹ Sweeney, 2004

¹⁵⁰ Tong et al, 2005

¹⁵¹ Dabholkar, 1994, 1996, 2000, Meuter et al 2000, Fournier, 1998, Parasuraman, 1996, 2000, Eastlick 1996, Taylor and Todd, 1995 sited in Bitner 2003

Together with globalisation, the influence of technology on service is the most profound trend affecting services marketing today.¹⁵² Little is known of demographics and behaviour of electronic service quality¹⁵³. Few studies have looked at the relationship between culture and service and behaviour¹⁵⁴ and even fewer e-services. There are a few studies that have investigated the link between service quality and culture though^{155,156}. These are as mentioned “regular” services.

If we look more into the practical problem there has been done research on how consumers use online recruitment websites to some extent. This research shows that performance time and mental work load plays a central role in the perception of service quality for job seekers.¹⁵⁷ This research does not really look at the behaviour but more on perceptions. As mentioned previous research has focused on other businesses and not those that are on the Internet. Furthermore other research of job searching on the Internet has investigated incidence of Internet job search among U.S workers such as the location of the job search and who are the most frequent job searchers. Among some issues it discusses the topic that the access to the Internet from home is a key determinant of how the job search occurs¹⁵⁸. It discusses racial factors in some dimension. It discusses access to the Internet to look for jobs between black and white and shows that black people are more inclined to search for jobs on the Internet if they have a computer at home. We do not want to compare black and white people in our study. Our study compares two similar cultures and does not really compare racial ethnicity, which is why the findings from that article are not very useful for our study. It also focuses on unemployed versus employed people and discusses Internet access which most young people in Scandinavia today have access to and this is not where the focus of our study is. We did not find any research on what the decision making process looks like when using online job databases or what the criterion for evaluating an online job database looks like.

When it comes to the criterion used for evaluating an online service these have been examined in the context of shopping something online. It has not been used to investigate how non paying consumers using online job databases see it with various cultural backgrounds. The criterion is therefore used in a new setting.

3.3 Objectivity

We have tried to be as objective as possible when conducting this research. We have tried not to be prejudiced. It is difficult for us as authors not to be coloured of personal meanings about Danish and Swedish people and their use of job databases. We have tried though to interpret the investigation and the information obtained without being affected by own values.

¹⁵² Bitner, 2001

¹⁵³ Parasuraman, 2002b

¹⁵⁴ Schaw-Ching Liu et al, 2001

¹⁵⁵ Tsikriktsis, 2002

¹⁵⁶ Laroche et al, 2005

¹⁵⁷ Tong et al, 2005

¹⁵⁸ Kuhn et al, 2000

3.4 Inductive and deductive method

A method can be inductive or deductive. The choice is made according to how one wants to work with the theory and empirical research. The deductive analyses from theory to empirical research are the method where fact is being taken from articles, books and science. The inductive way is to create theory from the empirical research. Empiric data are taken from reality first. We chose to first collect theories and models regarding the subject to gain an understanding of the subject. We are therefore foremost deductive.

3.5 Selection of method

In the start of our research we did not know whether to use a qualitative or quantitative method. Both qualitative and quantitative methods are tools and there is principally no competition between the two. The choice should be made out from the problem statement, resources and research experience. Both the qualitative and quantitative method is supposed to give a better understanding of the society we are living in and how people, groups and institutions act and affect each other. Many times both of the methods are usable¹⁵⁹. Quantitative methods can be usable when we want out from the sample say something about the group the sample is made for. We want to be able to do comparisons. In qualitative methods we want to see the interpretation from different angles. Quantitative methods are more structured than qualitative. Qualitative methods are on the other hand quite flexible.¹⁶⁰

After a while we realised though than a quantitative method was the best one for our main problem since we wanted to be able to do comparisons and we want from the sample to be able to say something about the two nationalities use of job databases. We also chose to use a quantitative method since there were so many factors that we were going to research and that it was easier to capture these with a structured questionnaire as well as describe them afterwards. We were afraid of using a qualitative method since the flexibility can make it difficult to compare answers which we wanted to do. We have given possibility for qualitative view points since we have a few open-ended questions in our questionnaire. The respondents could more freely come with their own inputs. Seen afterwards it would have been valuable if we would have had time to complement the quantitative analysis with some qualitative interviews since we could thereby have received deeper answers why such as for example why there were so few that used job databases when looking for summer jobs. On the other hand choosing a quantitative method means that the information has a more precise form than in a qualitative method¹⁶¹.

3.6 Research design

Exploratory research, Conclusive research and Performance-monitoring research are three types of research that is commonly used according to Kinnear and Taylor. The stage in the decision-making process for which the information is needed determines the type of research required.

¹⁵⁹ Holme & Solvang, 1997

¹⁶⁰ Holme & Solvang, 1997

¹⁶¹ Holme & Solvang, 1997

3.6.1 Exploratory research:

Exploratory research is appropriate for the early stages of the decision-making process. This research is usually designed to obtain a preliminary investigation of the situation. Wide-ranging approaches are employed. These include secondary data sources, observation, interviews with experts, group interviews and case histories.¹⁶²

3.6.2 Conclusive research:

This method is characterised by formal research procedures. This involves clearly defined research objectives and information needs. It can be sub classified into descriptive research and causal research. Descriptive research is appropriate when the research objectives include (1) portraying the characteristics of marketing phenomena and determining the frequency of occurrence, (2) determining the degree to which marketing variables are associated, and (3) making predictions regarding the occurrence of marketing phenomena. Effective descriptive research is marked by a clear statement of the decision problem, specific research objectives and detailed information needs. Since the purpose is to provide information regarding specific questions or hypotheses the research must be designed to ensure accuracy of the findings. Descriptive research often uses cross-sectional research design that is taking a sample of population elements at one point in time. The survey design is useful in describing the characteristics of consumers and determining the frequency of the marketing phenomena.¹⁶³

Causal research is appropriate to understand which variables is the cause of what is being predicted and to understand the nature of the functional relationship between the causal factors and the effect to be predicted. Possible research approaches include surveys, experiments, observations and simulation.¹⁶⁴

3.6.3 Performance-Monitoring Research:

Performance-monitoring research provides information regarding the monitoring of the marketing system. Performance-monitoring is the essential element needed to control marketing programs in accordance with plans.¹⁶⁵

The writers of this thesis had no significant knowledge of consumer's use of job databases and theories within the subject. Therefore a research design that clearly defined what information was needed had to be used.

In this thesis we have chose to use a descriptive research design. This is a very useful method when one wants to find characteristics of consumers. Some of the models and theories we use in the information need were quite structured. The study resulted in the chapters: results, analysis and conclusions.

3.7 Data gathering

The purpose of this thesis was translated into specific information needs. Thereafter it had to be gathered. There are two general types of marketing data-primary and secondary.

¹⁶² Kinnear & Taylor, 1996

¹⁶³ Kinnear & Taylor, 1996

¹⁶⁴ Kinnear & Taylor, 1996

¹⁶⁵ Kinnear & Taylor, 1996

Primary data are collected specifically for the research needs at hand. Secondary data are already published data collected for purposes other than the specific research needs at hand.¹⁶⁶

This thesis is built upon both primary and secondary data. The secondary data was used in order to gain a better understanding of theories and models within consumer behaviour and online services as well as culture. The secondary data has also defined our primary information need. By looking at these theories and models within consumer behaviour, online services and culture we better understood what our primary information need was.

3.7.1 Secondary data

Secondary data can come from sources such as government publications, trade association data, books, bulletins, reports and periodicals. These are quite cheap data which is a very positive thing with secondary data. Data can also be collected from within an organisation and are as mentioned data that already has been gathered for another purpose than the actual one.¹⁶⁷

There were several secondary data sources we used such as:

- Databases at Lund University with earlier assignments.
- Databases at Lund University containing scientific journals that contained useful theory.
- The Schools of Economics library web page in Lund had also useful books for the subject. We also found useful books at the library web page at Copenhagen Business School. We borrowed several books from these schools.
- These libraries also contained useful articles.

The theory used for this assignment comes from secondary data sources. These set the way for the rest of the assignment.

3.7.2 Primary data

Primary data are data collected for the first time and used for the specific research problem. This data is created through observation or communication. It is collected to fill a specific information need and is not possible to obtain through other sources.¹⁶⁸

During the first part of this thesis we used no primary data. We considered a questionnaire to be useful. We wanted our data collection to be cheap, time effective and able to capture the differences and similarities in behaviour and thoughts of Swedish and Danish users of job data bases in order to understand consumers' behaviour in the use of online services and the cultures effect on it.

The information used in the main study, was acquired through a questionnaire. This was sent out through e-mail. The questionnaire was the main information tool in this thesis. A questionnaire is a formalised schedule for collecting data from respondents. The function of the questionnaire is measurement. Questionnaires can be used to measure (1) past

¹⁶⁶ Kinnear & Taylor, 1996

¹⁶⁷ Kinnear & Taylor, 1996

¹⁶⁸ Holme & Solvang, 1997

behaviour, (2) attitudes and (3) respondent characteristics¹⁶⁹. We will measure both behaviour and attitudes in our questionnaire.

In our results we presented the result in numbers but also with a discussion about the figures. This is useful when one wants to see *how* consumers use online job databases. This is a good way to up weigh the weak sides of quantitative figures.

3.7.3 Data collection

Two basic methods for collecting information from respondents are communication and observation. We have chosen communication. The communication method of data collection is based on the questioning of respondents. The questions may be asked verbally or in writing. We have chosen in writing. Communication approaches are personal interviews, telephone interviews, mail interviews and e-mail interviews. We chose e-mail interview. The advantages with e-mail interview are that it is cheap, it does not take long time and the administration of it is quite simple. There are of course disadvantages with this technique: the non-response errors are rather high, the responder can not be anonymous the flexibility in the questioning is low and it is also difficult to ask in-depth questions.¹⁷⁰

3.8 Target population

The target population consisted of 22-30 year old Swedish and Danish students who had experience in using job data bases. Our intention was besides comparing the similarities and differences between Swedes and Danes in order to see consumers' behaviour in the use of online services and the cultures effect on it to also see if there were differences and similarities in different age groups. We soon realised that a comparison in ages was not a good idea since that would give us a less precise answer than if we focused on one age group since we did not have the time to collect several hundreds of answers. We therefore used Danish and Swedish people between 22-30 years old to get a more precise answer and better significance. We used students at the School of Economics in Lund and at Copenhagen Business School who were on their final year. We could thereby obtain a fair amount of respondents. We wanted to use these students between 22-30 years old because we believed that many of these were quite used to use job databases and used it a lot since it is an age where many start new jobs and are frequent users. Since we believed they were frequent users we also thought that we could thereby obtain more profound answers that could give more material to our result than if we used older respondents who might not be as frequent users.

3.8.1 Respondent selection and method of selection

3.8.1.1 Different selection methods

There are many different procedures by which researchers may select their sample but one distinction is very important-the probability sample and the non probability sample. In probability sampling each element of the population has a known chance of being selected for the sample. The sampling is done by mathematical decision rules. In non probability sampling the selection of a population element to be part of the sample is based in some part on the judgment of the researcher or field interviewer. There is no known chance of

¹⁶⁹ Kinnear & Taylor, 1996

¹⁷⁰ Molnar & Nilsson Molnar, 1999

any particular element in the population being selected. It is therefore not possible to calculate the sampling error. The non probability sampling procedures: convenience sampling, judgment sampling and quota sampling.¹⁷¹

3.8.1.2 Selection method used in this thesis

This thesis used a non probability sample and judgement sample. That is we selected our respondents on who we thought could contribute to our information need. It was important that half of the responders were Swedish and half of the responders were Danish so we could make a good comparison between their answers. The control characteristic is thereby their nationality. We have as mentioned also chosen to give the questionnaire to 22-30 year old students who were almost finished. Besides this, people needed to have experience with using job databases in order to participate.

The people who received the questionnaire were placed at Lund University and Copenhagen Business School. We wanted to obtain an equal amount of Swedish and Danish responders and a rather equal amount of men and women. We used 160 respondents where 80 were Swedish and 80 were Danish. We thought that the number of respondents were satisfying if we look to the amount of time and resources we had.

3.9 Frequency of answers and non-response errors

We got 107 answers from Swedes but 26 of these were incorrect filled in on one or several questions. That is a response rate of 74,7% correct answered questionnaires out of the ones filled in. We got 93 Danish answers whereof 13 were incorrect. That is a response rate of 86,0% correct answered questionnaires out of the ones filled in.

Some non-responses were due to that responders did not return the questionnaire. Others were that they did not answer all the questions in the questionnaire. If there were a questionnaire with one or more questions not being filled in we did not use it but sorted it out. One could imagine that those who did not return the questionnaire were stressed or they just did not want to. If we should analyse a pattern, most who did not return were the Swedes. It is difficult to give a natural explanation to this. It could be that it is a connection with the fact that in Denmark selling over telephone and e-mail is not as frequent as in Sweden why the Swedish respondents are more “tired” of market researchers and sellers and therefore does not answer as frequently as the Danish respondents do.

3.10 The measuring instrument-construction of the questionnaire

The questionnaire was sent by e-mail to the possible responders. It was calculated that the questionnaire was supposed to take maximum 10 minutes to answer. We tried not to make the questionnaire too long (see Appendix C) so the responders became bored but at the same time we wanted the questionnaire to cover our information need. It contained 16 questions. The questionnaires were sent out in Swedish respectively Danish and later the questionnaire were translated into English. The Swedish and Danish questionnaire looked the same in order to make it possible for us to compare the answers. We also tried to make the answers as understandable and easy as possible. We explained in the beginning who we were and why we did this investigation in order for the respondents to take this research seriously.

¹⁷¹ Kinnear & Taylor, 1996

A questionnaire is a formalised schedule for collecting data from respondents.¹⁷²

The content was determined by several aspects. The questions that were asked in it originated from the studied literature of theories and models and the information need. The theories were Solomon's steps in the consumers' decision making process as well as Parasuraman's theory of criteria consumers use in evaluating service delivery on the Internet. The questions were asked in order to give an understanding of consumers' behaviour in the use of online services and cultures effect on it. More specifically the decision making process as well as the criteria consumers use in evaluating online services as well as if this service is used in some circumstances but not in others and what the other alternatives are. The result is that the questionnaire follows the information need. The questionnaire follows the information need but it is not according to the same order as the information need but the content of it. The reason for the questionnaire not following the same structure as the information need is that the questions would not "flow" in the same sense.

The content of the measuring instrument, the questionnaire has as mentioned its roots from the information need in the previous chapter. By comparing the Swedish and Danish answers we can see the cultures effect on the behaviour. The measuring instrument relates to Solomon's theory of the stages in the consumers decision making process as well as Parasuraman's criteria consumers use in evaluating service delivery on the Internet. The combination of these two theories can thereby give a larger "picture" of consumers' behaviour in the use of online services and in this case online job databases. So in other words some of the questions have been formed from Solomons steps in the decision making process, this is one part of the research model and some from Parasuraman's research.

The questions that come from Parasuraman are actually his collection of several researchers' studies of various aspects of the criterion. One can say that it is a kind of sum up of various studies aspects of the criterion. We used this sum up of criteria that consumers use in evaluating service delivery on Web sites since we believed that it was more reliable than just using a single researcher's criteria. So thereby one can not say that questions have been copied from Parasuraman but rather that his collection of various studies of various aspects consumers use in evaluating these criterion have been used. It seems like these criterion have not been used in cultural context before. Besides they have mostly been used for shoppers that pay for using a service which is not our case since job seekers do not pay for using this service. The criteria are therefore tested in a new setting.

Close-ended questions were used which makes it easy for the respondents to answer.

We also used multiple-choice questions which require the respondent to choose an answer from a list. These questions are easy to process. We used only one open-ended question. This partly because it takes long time to deal with these types of questions. It is a good idea though to end with an open question since the responder thereby can express something that he might consider valuable, which we also did¹⁷³.

The questionnaire started with some background questions such as nationality and gender. This was done in order to see if behaviour and thoughts differ between nationality and

¹⁷² Kinnear & Taylor, 1996

¹⁷³ Trost, 2001

gender. We decided though while gathering in the data that the question of gender will not be used in the sense of comparing answers between genders but as a check to see that we had a rather equal amount of women and men as respondents. It could have been possible to see differences between genders but then it would require a larger sample which we did not have time to collect. These types of questions are easy to answer and should be put as early as possible in the questionnaire in order to make the questionnaire appear easy to the respondent¹⁷⁴. Thereafter the more “difficult” questions followed, although we tried to design the questions to be easily understandable. We asked them where else besides job databases they looked for job in order to see what other alternatives to job databases that were being used, which were actually our last point in the information need. Thereafter we asked what the reason was to use a job database in order to see if it was a change in state or if a better opportunity would arise for the respondent which was connected to the problem recognition in the research model. We could to that answer also see if they were active job seekers or just did it because of interest and a willingness to stay up-to-date. Next question were where they obtained information about job databases in order to see if their search were internal or external information search and it was thereby connected to step 2 in the research model. Question eight was if they use job databases when looking for some type of jobs but not in others. Various types of jobs were shown and the respondents could put a mark if he used job databases when looking for that type of job or not. In order to see the frequency in the information search we asked how often the respondent use job databases and in order to see how much time were spent at each visit we asked them how long time they spent. This was to give answers to the information search process as well. In order to see what the respondents known set were we showed the 10 largest and known job databases and asked them to tick of the job databases they knew of. We could thereby receive a number of how large the known set was. That was the same principle for question 12 so we could see what the number in the evoked set was. This belongs to step 3- evaluation of alternatives. In order to see if the respondents were brand loyal we asked if there were job databases they used repeatedly. The above questions discussed can thereby be said to relate to Solomon’s theory of the steps in consumers decision making process. Question 14 was-what is the reason for you using this/these job databases? This is asked in order to see what the determinant attributes were. This belongs to step 4; product choice. The respondents could choose from Parasurman’s criteria that consumers use in evaluating service delivery on the Internet which were: Information availability, Ease of use, Security, Graphic style, Fulfilment, Brand image, Customer Service and others. Thereafter in order to see the importance of criteria consumers use in evaluating job databases we asked them to rank Parasuraman’s seven factors from 1 to 7 where 1 was the most important and 7 the least. We realised afterwards that it could have been difficult for the respondents to rank that many factors but we thought it was necessary to take in Parasuraman’s all seven factors. It was thereby the two last questions that relate to Parasurmans criterion. The last question we asked was what signifies good quality at a job database in order to see if we had missed an important factor that could be of interest.

3.11 Evaluation

In this section we will evaluate our study with respect to validity and reliability.

¹⁷⁴ Rosengren & Arvidsson, 1997

3.11.1 Validity

The validity of a thesis relates to how good the measurement instrument is at measuring what it was intended for. For us it was the questionnaire. It is more difficult to get valid information from a quantitative study than a qualitative¹⁷⁵.

In order to see if the questionnaire was easy to understand and answer a few test responders were used before the real questionnaire was sent out. The test responders thought the questionnaire was easy to understand and they also believed that the amount of time to answer the questionnaire was normal. We used both Swedish and Danish test responders. After their test some smaller modifications were done with regard to lay-out and some smaller spelling mistakes and the questionnaire was being sent out.

The questionnaire is closely tied to the information need and research model which increases its validity but if an interview guide would instead have been used it would have been more reliable in another way since there are not really right or wrong answers. Another risk is that responders can misunderstand questions when they receive them over e-mail since there is no one to ask for advice.

As mentioned, questionnaires were prepared in both Danish and Swedish respectively for the two samples. Even though we tried to make them as identical as possible there is a risk that the meaning of questions could have been different in the two translations. Two languages do not always have the exact same words which can give a slight different meaning. It is therefore a risk that this might have had an effect on the results. We have also attached an English translation for non-Scandinavian speaking readers which can bear the risk of not being identical with the Swedish respectively the Danish.

3.11.2 Reliability

The reliability tells how much the results are affected by occurrences or how precise or exact we measure what we are actually measuring.¹⁷⁶ The working of the information has to be done in a reliable manner¹⁷⁷. We calculated the significance with 95% security significance in order to see if the sample were representative for the whole target population and not only in our sample. This is also the level that Holme and Solvang (1997) recommend.¹⁷⁸ Among significance calculations used were a t-test, two-sample assuming unequal variances. This type of test supposes that the two data's variances are different and is therefore called a heteroscedastic t-test.¹⁷⁹ We used a t-test because we wanted to find the significance values in order to see if the answers were different from each other or similar. It is possible to say if the results we have got in the sample are also applicable to the population¹⁸⁰. At some places we calculated the significances with a so called chi2-test which are suitable for nominal scales.¹⁸¹

¹⁷⁵ Holme & Solvang, 1997

¹⁷⁶ Andersen, 2003

¹⁷⁷ Holme & Solvang, 1997

¹⁷⁸ Holme & Solvang, 1997

¹⁷⁹ <http://office.microsoft.com/sv-se/assistance/HP052038731053.aspx>, 17.07.06

¹⁸⁰ Holme & Solvang, 1996

¹⁸¹ Christensen, 2001

In order to make the reliability higher we also asked the same questions to all the responders, i.e. both the Danish and the Swedish responders. Furthermore we have also tried to make the questions clear and understandable. Furthermore we also wanted a rather equal distribution of men and women and Swedes and Danes in order to not make the results unreliable.

If the respondents lose the attention when answering the questionnaire it is not good for the results, therefore we also tried to not make the questionnaire too long. We can not be sure that the answers are completely true because the answers were sent by e-mail and thereby not anonymous. Various circumstances might have affected the respondent's answers. The risk might be that the respondents can have answered in a way that they thought we wanted some answers, they might have thought they were expected to answer in a certain way. Some might have felt stresses or answered without really thinking. The risk is also that respondents have interpreted questions in another way than us. Since the respondents answered by e-mail, they could not remain anonymous. This could have an effect on their answers.

3.11.3 Room for improvement

If the time period for the thesis would have been longer, more respondents could have been asked and we would thereby have obtained a more accurate result. It would also have been possible to complement the thesis with qualitative interviews to gain an even deeper understanding of the subject.

4 RESULTS

In this chapter the procedure for analysing the data statistically and the results from the questionnaire are presented. The structure of the chapter follows the research model.

4.1 Procedure

In this section we will discuss the choice of data analysis tool. To find the differences in the samples a t-test has been used. The t-test assesses whether the means of two groups are *statistically* different from each other¹⁸². More specifically a two-sample assuming unequal variances has been used. This type of test supposes that the two data's variances are different and is therefore called a heteroscedastic t-test.¹⁸³ We used a t-test because we wanted to find the significance values in order to see if the answers were different from each other or similar. It is possible to say if the results we have got in the sample are also applicable to the population¹⁸⁴. Coding of the answers was done in order to be able to calculate the significances (See Appendix E). First we will calculate the p-value of Swedes and Danes in order to see if the answers between these groups differ.

At some places we have used a chi2-test in order to see if one set of observations are significantly different from another set of observations. These are suitable when we are talking about nominal scales.¹⁸⁵ The test is used to see if one set of observations are so different from another set of observations that it is unrealistic that the deviation is just a coincidence, in other words if something is significantly different from something else.¹⁸⁶

We will in order to see if the answers are explained by culture or by motives also compare the significance values of Swedes and Danes with the significance values of the enjoyment surfers and active job seekers. If there is a lower significance value on enjoyment surfers and active job seekers than that of Swedes and Danes the results are due to motive rather than cultural differences. The alpha value, $\alpha = 0.05$ is set for all items. If the p-value is less than the chosen α -value there is a statistical significant difference. If the p-value is larger than the chosen α -value there is no statistical significant difference. The significance values have been calculated in the analysis tool pack in Excel.

4.2 The respondents

In the beginning of the questionnaire we used some "soft" questions to start with which Rosengren and Arvidsson (1997) recommend is suitable¹⁸⁷. These were questions about the respondents' nationality, gender and age. Our intention was besides comparing the similarities and differences between Swedes and Danes also to see if there were differences and similarities in different age groups and gender. And as mentioned we soon realised that a comparison in ages was not a good idea since that would give us a less precise answer than if we focused on one age group. We did neither compare genders. We used 80 Swedes and 80 Danes (see table 4.1 and 4.2). It is also possible to see the actual number of respondents in Appendix D.

¹⁸² <http://en.wikipedia.org/wiki/T-test>, 17.07.06

¹⁸³ <http://office.microsoft.com/sv-se/assistance/HP052038731053.aspx>, 17.07.06

¹⁸⁴ Holme & Solvang, 1996

¹⁸⁵ Christensen, 2001

¹⁸⁶ Aczel, 1999

¹⁸⁷ Rosengren & Arvidsson, 1997

Of the 80 Swedes 47 were women and 33 were men. Of the 80 Danes 45 were women and 35 were men.

Table 4.1 Number of Swedish respondents sorted after gender

	Swedish respondents		
	Women:	Men:	Total:
Total n=	47	33	80

Table 4.2 Number of Danish respondents sorted after gender

	Danish respondents		
	Women:	Men:	Total:
Total n=	45	35	80

As mentioned we also wanted to compare the significance values between Swedes and Danes versus enjoyment surfers and active job seekers. Below (table 4.3 and table 4.4) you can see the number of enjoyment surfers and active job seekers. We found the number of enjoyment surfers and active job seekers by counting the answers to question 6 (See Appendix C)-“What is the reason for you looking at a job database?”. We thereby added together Swedes and Danes on that question to get the number of enjoyment surfers and active job seekers.

Table 4.3 Number of enjoyment surfers

	Enjoyment surfers		
	Swedish:	Danish:	Total:
Total n=	40	59	99

Table 4.4 Number of active job seekers

	Active job seekers:		
	Swedish:	Danish:	Total:
Total n=	40	21	61

4.3 Results of the problem recognition

We wanted to see whether Swedes and Danes were acting differently or similarly for their reason to use a job database and thereby see what the problem recognition looks like, if it is

because of a changing state for the consumer or if it is because of wanting to find a better opportunity. When looking at the Swedes results we can see that 50% or 40 of the respondents (see Appendix D, table 3) were using a job database because they were active jobseekers and 50% (40 persons) because they were enjoyment surfers. The Danes results showed that 26,3% or 21 of the respondents were active jobseekers and 73,8% or 59 of the respondents were enjoyment surfers. We have used a chi2-test in order to see if the differences were significant (the table with expected values can be seen in Appendix D, table 55). The p-value we got were= 0,001071 (df=1). It is 99,9% probability that the difference is significant. Thereby the Swedes and Danes are acting differently on this point.

4.4 Results of the information search

As we can conclude from above, the Danes have a more relaxed way of looking at job databases than the Swedes. Danes do it more for the enjoyment while the Swedes are split in the active search and enjoyment search.

Internal and external information search

We wanted to see what the Swedes and Danes information search process look like, if they received information about job databases from internal or external information search. The results can be seen in table 4.5 below. As can be seen in the table below the most normal source to have heard of this online service is from friends and advertisements which are external sources. Quite many does also know it from themselves while other sources are unusual.

Table 4.5 Internal and external information search

	Number for Swedes		Number for Danes	
		%		%
From myself	26	33%	37	46,30%
Advertisements	34	42,50%	43	53,80%
Friends	42	52,50%	28	35,00%
Other:	14	17,50%	16	20%

Regarding whether the answers were statistically significant we did a chi2-test (df=3). The p-value we got were=0,58. Thereby the answers are not statistically significantly different. So Swedes and Danes act rather equal on this point (The table with the expected values can be seen in Appendix D, table 56).

Amount of information search

The next issue in the information search is the amount of information search. Here we want to see who are doing the most or least amount of information search, both when it comes to frequency and time per occasion.

We will start by discussing the frequency. The Swedes and Danes could give the following answers for how often they look at a job database: 1=every day, 2=every week, 3=every month, 4=every year and 5=less than once a year. The mean value for the Swedes and Danes can be seen below in table 4.6. The two nationalities use a job database a bit more often than every month. We also checked to see if there was any significant difference in the answers. The values were: df=150, α =0,05 and n=80 for each nationality. The results gave p=

0,14392. This means that there is no significant difference between the Swedes and Danes on this item.

Table 4.6

Mean value for Swedes and Danes frequency in how often they use a job database

Swedes	Danes
2,613	2,85

We will continue with the amount of time spent on each visit. The Swedes and Danes could give the following answers for how much time they spend on each visit: 1=a few min, 2=10 min, 3=15 min, 4= 30 min and 5=more than 30 min. The mean value can be seen below in table 4.8. Somewhere between 10 to 15 minutes is spent for each visit for the two nationalities. Again we checked the significance and the values were as follows: $df=156$, $\alpha = 0,05$ and $n=80$ for each. The results gave $p=0,2198$. Again, this means that there is no significant difference.

Table 4.7

Mean value for Swedes and Danes amount of time spent for each visit

Swedes	Danes
2,363	2,575

4.5 Results of the evaluation of alternatives

Known set and evoked set

We will continue with how many online job databases the Swedes and Danes know of but not necessarily have used. The Swedes and Danes could give the following answers to how many they know of: 1=1 database, 2=2 databases, 3= 3 databases, 4=4 databases, 5= 5 databases, 6=6 databases, 7=7 databases, 8=8 databases, 9=9 databases, 10=10 databases and 11=11 databases. Below in table 4.8 the mean values can be seen. Both Swedes and Danes know of 5 numbers of job databases. The significance values were: $df=157$, $\alpha = 0,05$ and $n=80$ for each. The results gave $p= 0,8921$, which mean that there is no significant difference. The known set for the two nationalities are basically the same.

Table 4.8

Mean value for Swedes and Danes known set

Swedes	Danes
5,1	5,0625

Now we will look at how many online job databases the two groups have actually used. The two nationalities could give the following answer to how many job data bases they have used: 1=1 database, 2=2 databases, 3= 3 databases, 4=4 databases, 5= 5 databases, 6=6 databases, 7=7 databases, 8=8 databases, 9=9 databases, 10=10 databases and 11=11 databases. Below in table 4.9 the mean values can be seen. Both Swedes and Danes have used three job databases. The significance values were: $df=148$, $\alpha = 0,05$ and $n=80$. The results gave $p=0,7084$, which mean that there is no significant difference. The two groups evoked set are similar with 3 of them.

Table 4.9

<i>Mean value for Swedes and Danes, usage of job databases</i>	
Swedes	Danes
3,025	2,938

4.6 Result of the criteria consumers use in evaluating online services

We also asked the consumers how a good job database shall be like. We asked them of the importance of some criteria a job database shall contain. These were: information availability and content, ease of use, security, graphic style, and fulfilment of function, brand image and customer service. The respondents were supposed to rank these factors from 1 to 7 where 1 was the most important and 7 the least important.

We asked how important good information was. The mean value given by the Swedes were 1,563 and from the Danes 2,088. The Swedes saw good information as more important than the Danes. The fact that information was seen as an important factor is validated by some statements to the final open ended question:

“I prefer rich information about the jobs”

“A job database shall contain ALL jobs so I don’t have to surf around and look at several job databases”

We also tested the significance. The $df=158$, $\alpha = 0,05$, $n=80$. The results gave $p= 0,0091$, which mean that there is a statistical significant difference in the answers. We also wanted to see if the results were due to motives or if they really were due to nationality or culture. We will do this by comparing the p-value obtained for the Swedish and Danish answers with the p-value of the enjoyment surfers and active job seekers p-value. For the enjoyment surfers and active job seekers the values are the following: $df=175$, $\alpha = 0,05$ and $n=99$. The results gave $p= 0,008521$. Thereby when comparing the two values we can see that the p-value is lower between the enjoyment surfers and active job seekers and these significance values are thereby more significant than the Swedes and Danes significance value and the results thereby indicate that they are due to motive and not because of cultural differences.

Next item to check for importance was the usability of the online service. The mean value for the Swedes were 2,91 and for the Danes 2,66. We also tested the significance where $df=156$,

$\alpha = 0,05$ and $n=80$. The results gave $p=0,2054$, which mean that there is no statistical significant difference in the answers. The two groups are acting rather similar on this item. Usability of the online service was second most important after information. Some respondents commented in the open-ended question of what a good job database shall be like:

“Clear and uncomplicated”

“Filling in the CV-info shall not take long time”

“It shall be possible to search on keywords”

“EASY and FAST to leave ones personal information”

“User friendly”

We also wanted to see how the two groups ranked security in the use of online services. The mean value for the Swedes are:4,58 and for the Danes 3,8. The significance values are as follows: $df=155$, $\alpha = 0,05$ and $n=80$. The results gave $p= 0,00258$. The answers are thereby statistically significant different. We checked if the answers were due to cultural differences or motives by comparing with the enjoyment surfers and active job seekers p-value. It turned out that the p-value for the enjoyment surfers and active job seekers on this item were 0,0019 which mean that it is lower and more significant than the ones between nationalities which mean that the results indicate that they are due to motive rather than cultural differences.

Next item to compare for importance was the graphic style of the job database. The mean values for the Swedes was 5,98 and for the Danes 5,34. Graphic style is thereby a factor that is not very important in evaluating an online job database. The answers were significantly different from each other with the p-value of 0,00278, which means that Swedes and Danes act differently on this point. The $df=153$, $\alpha =0,05$ and $n=80$. We also compared this with the significance values of the enjoyment surfers and active job seekers where we got the following values: $p= 0,41827$ which is not significant and $df=196$, $\alpha = 0,05$ and $n=99$. The significance value between nationalities are therefore lower than that of motive which mean that the results are due to culture on this item.

We continued to check the importance of fulfilment of function of the job database. The mean values for fulfilment of function from the Swedes were 3,01 and from the Danes 3,0. The answers were not statistically significantly different from each other. The p-value was 0,9574, $df=152$, $n=80$ and $\alpha = 0,05$. So Swedes and Danes seem to have similar thoughts on this item.

So what was the result when it came to the importance of the job database’s brand image? It was not ranked as important by both nationalities. The Swedes mean value was 5,63 and the Danes 6,31. There was a statistical significant difference between the nationalities where $p= 0,0011$ when $df=152$, $\alpha = 0,05$ and $n=80$, so Swedes and Danes are different on this point. Again we will check if it is due to motives or nationality by comparing significance values. The p-value for enjoyment surfers and active job seekers ($p= 0,5104$) on this item was higher than that of nationalities, so thereby the results are due to culture.

Last item to check importance for is customer service. The mean value for the Swedes was: 4,34 and for the Danes:4,8. This factor is thereby in the middle when it comes to importance for a job database. There is a statistical significant difference, $p= 0,0482$ when $df=151$, $\alpha = 0,05$ and $n=80$, so Swedes and Danes rank this item differently. We wanted to see if this was due to culture or motive by comparing the significance value with the enjoyment surfers and active job seekers value. The values for this group was: $p= 0,2409$ (where $df=195$, $\alpha = 0,05$ and $n=99$) which is not significant and a higher value and the results are therefore due to culture.

4.7 Result of the product choice

Once the different products have been evaluated a choice has to be made in the decision making process. Once a good choice is made a lot of consumers become loyal to that brand. We asked users of job databases if there were job databases they visited over and over again. We also asked them why they came back to these job databases. We will start to see who were the most and least brand loyal of the Swedes and Danes.

Brand loyalty and determinant attributes

As mentioned we asked the respondents if there were job databases they used over and over again. We have in this sense chosen to see brand loyalty in terms of repeat visits even though we know that there are other ways to measure brand loyalty. We asked how many job databases they came back to.

Below in table 4.10 the mean values for the number of job databases Swedes and Danes are loyal to can be seen. We can see that it is normal to be loyal to 2 job databases. The significance in the answers are as follows: $p=0,2307$ when $df=155$, $\alpha = 0,05$ and $n=80$. As can be seen from the p-value the answers are not statistically significant different from each other. Swedes and Danes behave quite similarly on this point. They are brand loyal to a few job databases.

So the Swedes and Danes tries the same amount of job databases and ends up repeatedly visiting basically the same amount of job databases.

Table 4.10

<i>Mean value for the number of job databases Swedes and Danes are loyal to</i>	
Swedes	Danes
1,94	2,21

We also wanted to see why they were loyal to these job databases. The choices were taken from Parasuramans criteria consumers use when evaluating online services, which are good information, the usability, safety/privacy, graphic style, fulfillment of function, brand image and customer service. By doing so it is possible to see what the determinant attributes are. A t-test was done where $p=0,277597$, when $df=408$, $\alpha = 0,05$ and $n=205$ answers from each. This means that the answers are not statistically significant different. App 79% of both the Swedes and Danes meant that good information was a reason for them being loyal to their job database. Information can be said to be the most important determinant attribute.

4.8 Various uses of job databases

We also wanted to see if Swedes respectively Danes used job databases when they looked for some type of jobs but not for others and thereby see if this online service were being used in some circumstances but not in others.

We asked them if they used job data bases when they looked for: summer jobs, deputies, trainee positions, internships and temporary jobs/student jobs.

If we start by looking at the search for summer jobs the results can be seen in the table 4.11 below.

Table 4.11 Observed table for summer jobs

Observed table			
Summer job	Swedes	Danes	Total
Yes	38	19	57
No	14	16	30
Do not look	28	45	73
	80	80	160

Significantly more Swedes than Danes use job databases when looking for summer jobs, 47,5% vs 23,8%. Approximately 20% of both nationalities do not use job databases at all when looking for this type of jobs. We did a chi2-test to see if there was a significant difference. The p-value we got was 0,0054 (df=2) which means that they are statistically significantly different (the expected table can be seen in Appendix D, table 57).

We wanted to see if this was due to culture or motives. Therefore we compared the significance value between Swedes and Danes with those of the enjoyment surfers and active job seekers. The p-value for enjoyment surfers and active job seekers after we had done a chi2-test on these were 0,1328 (df=2) which is not significant (the expected table can be seen in Appendix D, table 58). Thereby it is higher than the value between cultures which mean that the reason is due to culture.

When looking at the next item: temporary jobs/student jobs there is not a statistical significant difference in the answers. The table for the answers can be seen below.

Table 4.12 Observed table for temporary jobs/student jobs

Observed table			
Temp jobs/stud jobs	Swedes	Danes	Total
Yes	35	30	65
No	7	8	15
Do not look	38	42	80
	80	80	160

The p-value we got after having done the chi2-test was 0,72 (df=2) (the expected table can be seen in Appendix D, table 59). Approximately 40% from both groups use job databases when looking for this type of job. There are very few percent that do not use job databases for this purpose, but then there are many who do not look for this type of job.

When it comes to the search for practical training there is a statistical significant difference in the answers. The answers can be seen in the table below. 35% of the Swedes use job databases for this purpose while only 13,8% of the Danes do.

Table 4.13 Observed table for practical training

Observed table			
Practical training	Swedes	Danes	Total
Yes	28	11	39
No	4	11	15
Do not look	48	58	106
	80	80	160

The p-value received after a chi2-test was 0,0030 (df=2) (the expected table can be seen in Appendix D, table 60). To see if it were due to cultural differences or motives we compare the p-value of Swedes and Danes with the enjoyment surfers and active job seeker's. The p-value for Swedes and Danes were lower than that of enjoyment surfers and active job seekers (where p after chi2-test was 0,34 where df=2) which mean that the results are due to culture rather than motives. The expected table for enjoyment surfers and active job seekers can be seen in Appendix D, table 61.

When it comes to the use of job databases for deputies approximately 1/3 of the respondents use job databases for this position but there are many who do not look for this type of job.

Table 4.14 Observed table for deputies

Observed table			
Deputies	Swedes	Danes	Total
Yes	28	24	52
No	4	8	12
Do not look	48	48	96
	80	80	160

There is no statistical significant difference between Swedes and Danes. The p-value after a chi2-test was 0,44 (df=2) which mean that they act rather similar when they search for this position.

The expected table can be seen in Appendix D, table 62.

When we look at the answer to the search for trainee positions which can be seen in table 4.15 below 60% of the Swedes use job databases when they look for trainee positions while only 31% of the Danes do. There is a can be seen in the table below a difference. At the same time we can see that there are significantly more Danes than Swedes (61% vs 35%) that do not look for this type of job.

Table 4.15 Observed table for trainee positions

Observed table			
Trainee positions	Swedes	Danes	Total
Yes	48	25	73
No	4	6	10
Do not look	28	49	77
	80	80	160

There is a difference in the behaviour in the search for trainee positions. After a chi2-test the p-value was 0,0012 (df=2) which is a statistical significant difference (the expected values for Swedes and Danes can be seen in Appendix D, table 63). We also checked if this was due to motive or culture by comparing the p-values. The p-value for Swedes and Danes were lower than that of enjoyment surfers and active job seekers so the results indicate that they are due to culture. The values for the enjoyment surfers and active job seekers were: p= 0,0035 (df=2). The expected values can be seen in Appendix D, table 64 for the enjoyment surfers and active job seekers.

So as we can see job databases are used in some circumstances but not in others. Many Swedes use it when looking for trainee positions. There are many from both groups that do not use online job databases when they look for summer jobs but probably use other ways to find this type of job. They behave similarly in their search for temporary jobs and deputies. Thereby we can see that these job data bases are used sometimes and sometimes not depending on what position the job seeker are looking for and where he comes from. We tried to investigate the use of job databases for positions such as project work, full time positions and part time but due to lack of observations it was not possible to calculate the significance why these had to be removed.

4.9 Supplements to job databases

We wanted to see what supplements to job databases were being used. We looked at the following: the news paper, visit the employment agency, visit a firm, visit companies' web pages, network, contact recruiting firms, visit job fairs and other.

Looking at the news paper for jobs seems to be popular among both groups. This is an easy alternative and one can not really avoid reading job advertisements when reading the news paper. Over 70% of both groups look in the news paper for jobs which can be seen in table 4.16 below.

Table 4.16 Observed table for the supplement news paper

Observed table for supplements					
News paper	Swedes	Danes	Total	Swedes %	Danes%
Yes	59	57	116	73,80%	71,30%
No	21	23	44	26,20%	28,80%
	80	80	160	100,00%	100,10%

We tested the significance. The p-value was 0,72 (df=1) which mean that there is no statistical significant difference in the answers and that they act quite similar on this point (the expected table can be seen in Appendix D, table 68).

The opposite in popularity is to visit the employment agency that few Danes and Swedes do (16,3% for the Swedes and 7,5% for the Danes) which can be seen in table 4.17 below.

Table 4.17 Observed table for the supplement “visit employment agency”

Observed table for supplements					
Employment agency	Swedes	Danes	Total	Swedes %	Danes%
Yes	13	6	19	16,30%	7,50%
No	67	74	141	83,70%	92,50%
	80	80	160	100,00%	100,00%

We tested the significance with a chi2-test and the p-value was 0,087 (df=1) which mean that there are no statistical significant differences on this item (the expected table can be seen in Appendix D, table 69). The Swedes and Danes thereby act similarly on this point.

When looking at the next factor which is visiting the firm. 27,7% of the Danes visit firms in order to look for jobs. Maybe they favour direct contact, face-to-face higher than the Swedes who do not visit firms to the same extent, only 9%. But still it can be said to be a quite low figure for both groups and not a very popular alternative to job databases.

Table 4.18 Observed table for the supplement “visit the firm”

Observed table for supplements					
Visit the firm	Swedes	Danes	Total	Swedes %	Danes%
Yes	7	22	29	8,80%	27,50%
No	73	58	131	91,20%	72,50%
	80	80	160	100,00%	100,00%

We did a chi2-test that showed that the differences were significant. The p-value was 0,0021 (df=1) (the expected table can be seen in Appendix D, table 70). The behaviour is here a bit different between Swedes and Danes. We compared that p-value with the one of active job seekers and enjoyment surfers where p was 0,45 (df=1) and thereby not significant. Thereby the differences are due to culture and not the motive.

Visit different companies web pages is a popular complement to job databases as can be seen in the table below.

Table 4.19 Observed table for the supplement “visit company web pages”

Observed table for supplements					
Visit comp web pages	Swedes	Danes	Total	Swedes %	Danes%
Yes	60	49	109	75,00%	61,30%
No	20	31	51	25,00%	38,70%
	80	80	160	100,00%	100,00%

There are no significant differences between Swedes and Danes after a chi2-test was done. The p-value was 0,062 (df=1) (the expected values can be seen in Appendix D, table 71).

Networking is popular among the Danes (50%). Almost 30% of the Swedes use network as complement to job databases.

Table 4.20 Observed table for the supplement “use network”

Observed table for supplements					
Networking	Swedes	Danes	Total	Swedes %	Danes%
Yes	23	40	63	28,80%	50,00%
No	57	40	97	71,20%	50,00%
	80	80	160	100,00%	100,00%

We did a chi2-test to see if it was significant. The p-value was 0,0059 (df=1) which mean that there is a statistical significant difference and that Swedes and Danes behave differently on this point (the expected table can be seen in Appendix D, table 72). We compared this p-value with that of enjoyment surfers and active job seekers which was 0,73 (df=1) after a chi2-test which mean that the reason is due to culture.

Danes and Swedes are rather equal when it comes to contacting recruiting firms (30,0% of the Swedes and 23,8% of the Danes).

Table 4.21 Observed table for the supplement "contact recruiting firms"

Observed table for supplements					
Contact recr. Firms	Swedes	Danes	Total	Swedes %	Danes%
Yes	24	19	43	30,00%	23,80%
No	56	61	117	70,00%	76,20%
	80	80	160	100,00%	100,00%

We did a chi2-test to see if it was a significant difference. The p-value was 0,38 (df=1) which mean that there is no significant statistical difference and that they thereby behave quite similar on this point (the expected table can be seen in Appendix D, table 73).

Swedes seem to like to visit job fairs in their job search behaviour, approximately 40% visit job fairs. Among the Danes only 3,8% do it.

Table 4.22 Observed table for the supplement "visit job fairs"

Observed table for supplements					
Visit job fairs	Swedes	Danes	Total	Swedes %	Danes%
Yes	30	3	33	37,50%	3,80%
No	50	77	127	62,50%	96,20%
	80	80	160	100,00%	100,00%

After a chi2-test the p-value was 1,32383E-07 (df=1) so there is a statistical significant difference (the expected values can be seen in Appendix D, table 74). We compared this value with that of enjoyment surfers and active job seekers which was 0,075 (df=1) which is not significant and the reason is thereby due to culture.

App 15% of both groups uses other alternatives as supplement to job databases.

Table 4.23 Observed table for the supplement "other"

Observed table for supplements					
Other	Swedes	Danes	Total	Swedes %	Danes%
Yes	12	15	27	15,00%	18,80%
No	68	65	133	85,00%	81,20%
	80	80	160	100,00%	100,00%

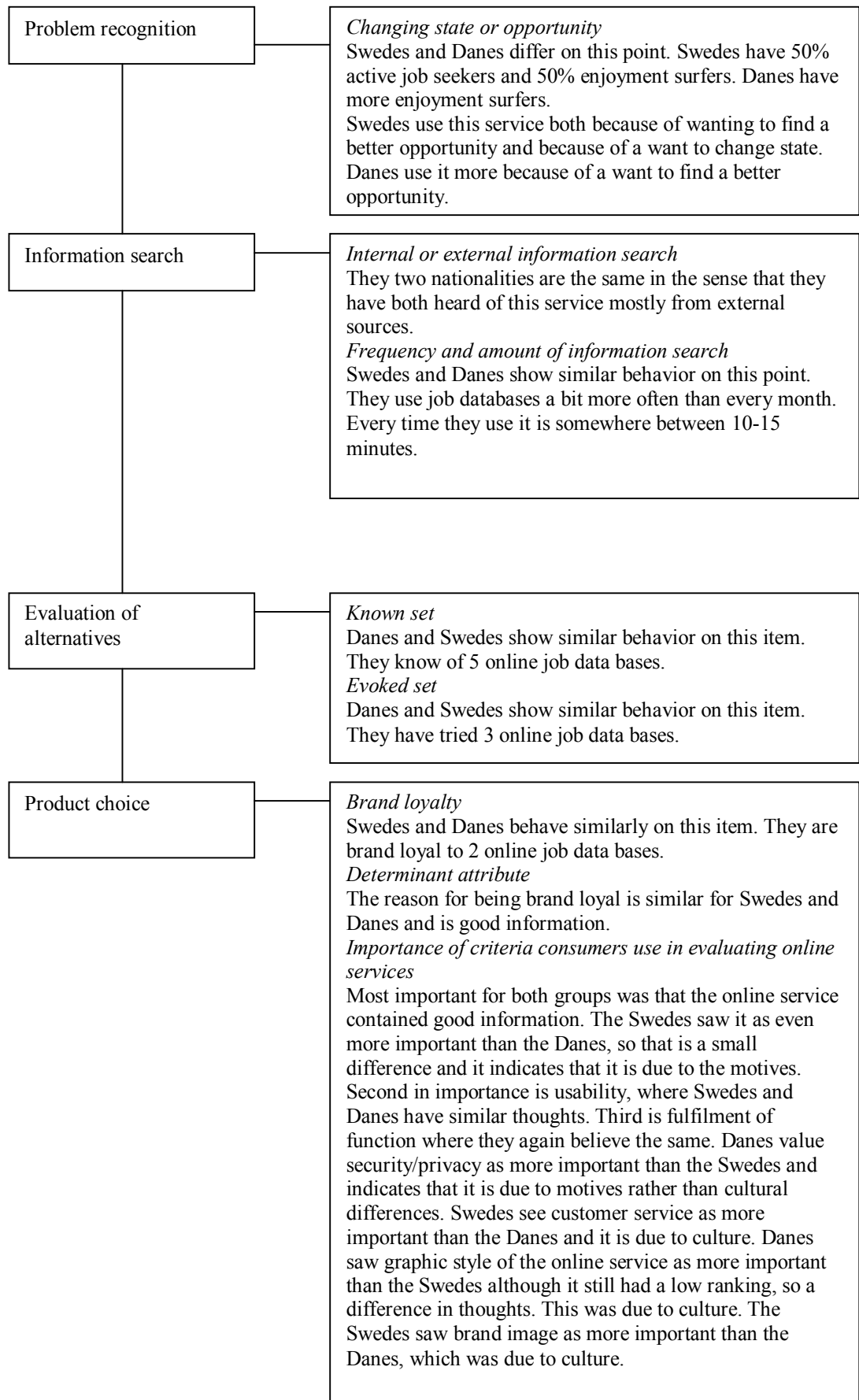
We did a chi2-test and did not find any statistical significant differences so they behave similarly on this point. The p-value was 0,53 (df=1) (the expected table can be found in Appendix D, table 75).

Overall the two nationalities behave quite similar on this item. Differences have been found when it comes to visiting the firm as well as net working which is more normal among Danes than among Swedes. Other differences were that Swedes use job fairs more than Danes. The overall general picture shows that the news paper is the foremost supplement to job databases. Also many visit company web pages as well as networking. To a smaller extent some also contact recruiting firms, while the other alternatives are not as popular such as for example visiting the employment agency.

4.10 Overall result to the research model

We will give an overview of the findings to the research model which can be seen on the next page.

Decision making process



Do the two nationalities use job data bases in some circumstances and not in others?

There are more Swedes than Danes that use job data bases when they look for trainee positions and practical training, and there is an indication that it is due to culture. Few Danes use job data bases when they look for summer jobs. Swedes and Danes behave similar when they look for temporary jobs with app 40% that use it for this purpose but there are many that do not look for these types of jobs. They also behave similar in their search for deputies where app 1/3 use the database for this position.

Supplements to this type of service

Looking in the news paper is the most common alternative as well as visit company web pages for both nationalities. To use the employment agency and recruiting firms is less normal for both. Although it is more normal among Danes to visit firms and net work (due to culture), it is more normal among Swedes to visit job fairs which is due to culture.

As can be seen sometimes the differences between Swedes and Danes are due to culture and sometimes they are due to differences in motives. The reason for this will be discussed in the analysis chapter. There are many similarities between the two cultures. There are more similarities than differences.

5 ANALYSIS

In this chapter we will analyze the information that we have received from the questionnaires. The chapter will follow the research model.

5.1 Analysis of the problem recognition

It is a somewhat surprising result that the Danes show a tendency of being more enjoyment surfers than active job seekers if one relates it to previous theory, for example C. Gilly that mean that online consumers tend to be very goal-oriented. On the other hand many consumers use an e-service to stay up to date according to Allard et al, 2001 which is in accordance with the Danes answers. So maybe the real reason for the Danes not being so active job seekers could be the fact that they want to stay up to date on what jobs are available rather than really using this type of online service for the “fun of it”. In order to really know whether the Danes are really using this online service because of the fun of it or because they want to stay up to date it could have been a good idea to have separated the single answer “I am using a job database because “of the fun of it and to stay up to date”. Still the Danes answers give an indication that they use the service because of wanting to find a better opportunity. At the same time one can say that the Danes seem to have more hedonic than functional motives for using this type of online service. Maybe the reason for them not having very functional motives is because they are not going to buy anything but just consume a service? It can also be that the various labour markets affect the answers, that Swedes are a bit more serious and active because the conditions on the Swedish labour market are tougher than on the Danish? Hedonic consumption experiences are not felt like a negative sense of “work” as the theory tells. Some of the Swedes that are not as hedonic as the Danes probably just want to get done with it, which is the utilitarian way of seeing the consumption according to the theory.

It can be discussed whether the differences between the two nationalities on the reason for using this type of service really is due to cultural differences or due to difference in motives. The results have showed a somehow mixed result on this in the rest of the decision making process and also in the criteria consumers use in evaluating online services. Sometimes the results were due to difference in culture and sometimes they were due to motives.

5.2 Analysis of the information search

Next issue was the external information search. We know that in individualistic countries individuals rely on verbal and/or written communication, such as implicit and explicit promises and third parties to formulate their service expectations as the theory tells. Word of mouth shape expectations for both individualists and collectivists. We can see that the sources that form the individuals service expectations are also the same that the individual receive the information of online services from such as friends-verbal and ads-written.

When it comes to the amount of time for the information search, it is difficult to say if this is a large amount of time spent or not. Many times consumers want to save time and they thereby use the Internet because of that as Dabholkar says. To use a job database a bit more often than every month for between 10 to 15 minutes can be said to more time saving than going to the employment agency which can probably confirm the fact that consumers use this service because they want to save time.

Another factor that confirms that consumers like to save time by using the Internet is that we could see that it was popular for both nationalities to visit company’s web pages.

Tong et al says the amount of time required to accomplish job seeking tasks is significantly longer for low service quality web sites than for high quality web sites. Since the Swedes and Danes almost spends the same time in using this type of service it can be an indication that this type of service holds the same type of quality in the two countries.

5.3 Analysis of the evaluation of alternatives

The fact that the two groups have used several web pages fits with the theory that says that many consumers feel that they have to examine several web pages in order to not miss out on anything according to Dabholkar which thereby support previous findings. Consumers can be overwhelmed with the sheer amount of information available and may not invest the necessary time to sort through the information to find what is relevant for them. Some of the respondents have expressed feelings about the fact that they have to look at several alternatives in order to be informed of the possible jobs:

“A good job database contains a lot of jobs to choose from so I do not need to look around everywhere to find a job”

“A good job database is one that contains a large amount of jobs”

From the open comments it seems like the respondents are a bit tired of looking at so many alternatives and wish for one that contains more jobs instead. They thereby see this issue as a weakness.

5.4 Analysis of the criteria consumers use in evaluating online services

The fact that good information is ranked as the most important criteria when evaluating a job database supports the theory that consumer benefits of using self-service technologies includes convenience. If there is a job database that contains many jobs then there is no reason to look elsewhere which makes it convenient, although this is not always the fact with job databases. This is not a very surprising result since availability and depth of information are often mentioned as an important reason for shopping online according to Li et al cited in Parasuraman 2002. Although these consumers do not shop they consume something. The theory also says that the consumers also get the benefit of not having to go to an “offline” store, they receive the information directly from a site and in this case they do not have to go to the local employment agency, which was the case before the Internet came. Beldona mean that high-skilled users place great emphasis on information. Maybe the Swedes and Danes can thereby be said to be high-skilled users?

Usability was a factor that was seen as important after information. As the theory says if down load speed, search functions and organization etc does not work then it is difficult for the consumers to accomplish their task. The respondents are probably very aware of this fact. Since they have come there to find a job they of course believe it is important, that it is possible to use this service in an easy way.

The two groups placed security in the lower middle on the importance scale. 4,58 for the Swedes and 3,8 for the Danes. Since the respondents did not rank this criterion higher it could be a sign of them feeling rather secure or that they might not see it as a big issue to handle out personal information to the service provider.

It is an interesting finding to see that Danes rank graphic style as more important than the Swedes and that they do differ on this point. Research has found that in cultures with a high degree of masculinity consumers expect the web site to have a good design according to

Tsikriktsis. We know that Sweden and Denmark are very feminine cultures but that Denmark are having a more masculine culture with 16 on Hofstede's scale while Sweden only reach 5 which could be an explanation to this finding and that it confirms earlier theory. Another reason for this is that Denmark has a long tradition within design in general which could partly explain this result.

Fulfillment ratings are the dominant dimension in the offline context. The Swedes and Danes do not see it as a very important factor but place it in the middle. So maybe this factor is not as important in the online context?

The brand's image does not seem to be very important in the online context.

In cultures with long-term orientation responsiveness are important according to Furrer. We know that Sweden is rather short-term why it could be a possible reason for them not valuing customer service highly.

5.5 Analysis of product choice

The 2 job databases that the Swedes and Danes are loyal to could be due to referrals since referrals are extremely important in e-services as Allard says. The Swedes as we have earlier on discussed have heard of various job databases mostly from friends so these friends might have referred them to a job database that they have become loyal to. Loyalty is satisfaction driven as the theory tells so the two job databases they repeatedly visits they are probably rather happy with.

Information is the most important determinant attribute and reason for the respondents to return to the web sites they are loyal to. This confirms what the theory says. The ability to look for quality information increases satisfaction with the experience and improves intentions to revisit the Website according to Van Den Poel cited in Parasuraman, 2002. Parasuraman, 2002 mean that customer service support is the key variable that explains whether a consumer intends to remain loyal. This is somehow a contradiction to our findings where only 21% of the Swedes and 20% of the Danes have stated that they are loyal to their job database because of the customer service.

5.6 Analysis of the use of job data bases in various circumstances

When it comes to summer jobs the low figure for the Danes use of job databases on this position might be that they take direct contact with the place they want to have their summer job at or maybe they have been recommended by a friend or relative. Summer jobs might be rather easy to get by recommendations why it might not necessary for the respondents to look at job databases very much.

The fact that so many Swedes use job databases for practical training could be that few schools have agreement with firms about internships and that the Swedes have to go out themselves and look for it while Danish students are given "internships" by the university and therefore do not have to look at job databases.

The fact that few Danes look for trainee-positions could have its explanation because of various labour markets where again the Danish labour market is better than the Swedish and that Danes do not to the same extent as the Swedes look for trainee positions since they have better alternatives available. The fact that the Danish labour market is as good as it was in the end of the 70's and that the Danish firms now are starting to experience problems with finding enough people to recruit mean that there are more positions for the job seekers to

choose from and that thereby internships and trainee positions are being down prioritised. The unemployment is very low¹⁸⁸. For young Danish people it is 4,4% while for Swedish young people 13,6%¹⁸⁹. This we believe must have some sort of impact for the job searching behaviour.

Thereby we can see that these job data bases are used sometimes and sometimes not depending on what position the job seeker are looking for and where he comes from. Partly we believe this can be explained by various labour markets and the young age of the respondents. Maybe the use would have looked differently if it was older respondents, such as for example 30-year old women with children who might look more for part time positions etc.

5.7 Analysis of supplements used to job databases

It is not a surprising result that looking in the news paper for jobs is so popular among the two nationalities since job hunting in newspapers among students is traditional according to Kimmel which confirms the theory.

The reason for the low figure in the use of the employment agency is that many jobs are possible to find on the Internet. As the theory supports the expansion of the Internet has caused a decline in the use of public employment agencies¹⁹⁰. It was probably more common to visit the employment agency in both countries before the Internet came. If this research was to be done between for example Sweden and a less developed country one could imagine that the lees developed country could have more visitors in their employment agency since the usage of Internet is not as high. Denmark and Sweden have a high number of Internet users which of course affect the number of visits to the employment agency negatively.

The popularity in visiting company web pages is probably because many firms have available positions on their web page which makes it easy to apply for them. And again Swedes and Danes are high Internet users. The theory confirms this fact. Research on accounting students has shown that 42% used company web sites to check job posting according to Kimmel, 2003. The Swedes and Danes are higher users of company web sites than earlier research.

According to Kimmel (2003) students rely fairly heavily on business contacts, so the results at least for the Danes that use the network well confirm the theory. Networking can of course be other things than business contacts as well. Networking can be said to be a quite direct way of looking for job. This could have a connection with that Danes also favour visiting the firms more than the Swedes.

An explanation to the high usage of job fairs among Swedes could be that the Swedish job market requires a little extra effort from the job seekers and this might mean that Swedes visit job fairs more than the Danes that are in a better position for finding a job. Another explanation to the low amount of Danes attending job fairs could be that there might not be as many job fairs in Denmark.

¹⁸⁸ <http://www.jobindex.dk/dansk.shtml>, 2006.05.14

¹⁸⁹ www.danmarksstatistik, 2006.05.14 and www.scb.se 2006.05.14

¹⁹⁰ Kuhn et al, 2000

5.8 Overall Analysis

The fact that motive is the reason behind some of the above items and not culture is probably due to the fact that in web site quality expectations compared with traditional service quality expectations culture plays a significantly less important role as Lovelock and Yip cited in Tsikriktsis, 2002 mean. They mean that it is when service involves a high degree of interaction between consumers and service personnel that culture elements have the greatest influence. This supports some of our results where the behaviour was due to the motive in using the online service rather than the culture.

Some differences were due to motives for visiting the online service as in some places in the criteria consumers use in evaluating on line services. Since the Swedes have a more functional motive in their visit of the online service it could also be the reason for them valuing information as a more important criterion for a good online service.

But still we do find differences due to culture as in the criteria consumers use in evaluating online services as well in the various use of this type of online service and even some places for the supplements used to online job databases such as for example to visit a firm which is a type of “personal” contact as well as in the net working and visit of job fairs. As for example in the criteria we might see a connection with Hofstede’s scale that short-term oriented countries like Sweden does not value responsiveness highly which could have a connection with them valuing customer service rather low. Another connection with Hofstede is that masculine countries value graphic style high where we could see that Denmark valued it higher than Sweden and they are also more masculine. It also seems like the surrounding world and the countries labor markets affect the use of the use of job databases. This seems to be the case when the two nationalities look for practical training and trainee positions where the Swedes are prepared to look more for these type of positions. So it has an effect on the search behaviour.

Another reason for us finding so many similarities between the two countries could, as mentioned, be that this is an electronic service and not a “normal” service. Normally when a consumer consumes a service he has a personal contact with the service provider, often the service personnel. As the theory tells there are reasons to believe that consumers act differently when they use the “normal” type of service. Some cultures value friendliness from the service provider higher than the other or caring and promptness differently that the theory tells. With this online service there is no personal contact and it is a rather new service used by students that seems to act quite similar. You can not demand an online service to be caring or friendly like you can from service personnel. And care ness and friendliness are not equally important in every culture but are valued differently, which are personal attributes. Online services seem to be evaluated differently than “regular” services. In other words personal services seem to be evaluated differently depending on the person that evaluates its cultural background more than the online service. This could be an explanation to the similarities in the evaluation of the criteria consumers use in evaluating online services-that they evaluate an online service and not a “regular” service.

Another reason for the similarities could be that the respondents were students and students nowadays are very mobile and move a lot between countries, learn similar things at University and in many ways behave and think similarly, which can explain some of the many similarities. These are young students who are used to travel and affected by a more globalised world. Probably many have been exchange students and are thereby also being affected by other cultures which can homogenize their behaviour. It is also students in the

Øresund region that have been researched which can also mean that it is one reason for them not thinking and acting so differently if we instead would have researched students from northern Sweden with Danes. We believe that it would have been possible to see a larger effect of the culture on this service if we would have compared two cultures that were more far away from each other both physically but also on Hofstede's scale, like for example Sweden and China. It can be argued that it is not surprising that we don't find more differences between the two countries since they are so similar when it comes to Hofstede's cultural scale. Still we do find many points where the differences are due to culture. Maybe the results would have been different if we researched older people in the two populations since they might not be equally technologically ready to use online services? It could be that they prefer to use more supplements instead, like for example visit the employment agency more or use their network. Langeard supports this by saying that consumers that are willing to use self-service technologies tend to be younger, single and better educated.

6 CONCLUSION

The question of what consumers' behaviour looks like when it comes to the use of online services, with focus on online job databases has led to the following conclusion:

First part-The decision making process. When it comes to first part the problem recognition is that Swedes are split in half, some use the online job data base because of wanting to find a better opportunity and some because they want to change their state. The Danes shows a tendency of more using it because of wanting to find a better opportunity. These reasons are discussed with theories within hedonic and functional motives. In the second part of the decision making process, the information search both nationalities have heard of this type of service from external sources, although different external sources. The frequency of using this type of online service is a bit more often than once a month and the amount spent on each visit is between 10-15 minutes, which is supported by theories that say that consumers want to save time. The fourth part was the evaluation of alternatives where the known set is 5 and the evoked set is 3 where the theory mean that consumers have to investigate several web pages in order to see what relevant information they can find. The last part was the product choice where the consumers are loyal to 2 alternatives and the reason for that the determinant attribute was the good information the job data base delivered. This is supported by theories that say that quality information makes consumers revisit Websites.

The importance of the criteria consumers use in evaluating online services with focus on online job data bases looks as follows. Most important for both nationalities was good information when evaluating this type of service. Explanations for this first ranking are probably convenience, as the theory tells. Thereafter comes usability, and third, fulfilment of function. Not very important was security/privacy, customer service, graphic style and brand image. The following rankings of the factors can be explained by the characteristics of the users, they are probably high-skilled users and some rankings might also be explained by where the two nationalities are placed on Hofstede's cultural scale.

The answer to the question whether this type of online service is used in some circumstances and not in others is that yes it is. It is not much used for example for temporary jobs. Swedes use it more than Danes when they look for trainee positions and practical training. Possible explanations to this can be various cooperation between universities and firms, various labour markets and status of the job seekers-they are young and have possibility to work much.

The question of what the supplements to this type of online service is, is foremost the news paper as well as visit company web pages. While few visit the employment agency. This is explained by traditions as previous theory says as well as the expansion of the Internet and that these nationalities are high Internet users and that it is easy for them.

That was the consumers' behaviour in the use of this type of online service.

Next, the second part of the purpose was to see the cultures effect on the behaviour.

The culture does have an effect on the use of this type of service. At least partly we can see this. The culture does not affect all parts of the behaviour. There were cultural differences in the importance of the criteria consumers use in evaluating an on line service, more specifically in the importance of customer service that Swedes saw as more important than

the Danes, graphic style that Danes saw as more important than the Swedes and in brand image that Swedes saw as more important than the Danes. Some differences due to culture were also found in supplements used to job databases such as Danes are more frequent visitors to firms as well as using their network and that more Swedes use job fairs. Finally we found differences in the behaviour due to culture under the various circumstances that job data bases were used for where Swedes look more for practical training positions and trainee positions than the Danes.

Sometimes the difference could be explained by the motive for visiting the job database and not really the cultural difference. This was found in some places in the criteria consumers use in evaluating online services. We can not be sure that the differences in the problem recognition if they use it because of a change in state or because of a better opportunity is due to cultural differences or maybe because of hedonic and functional motives. As the theory says consumers can have a more functional motive, a purpose to fulfil which makes them act in a certain way and some consumers are having a more hedonic/enjoyment motive.

There were many similarities between the two cultures which could be due to the closeness between the two countries in Hofstede's dimensions of culture. That was in the decision making process, in the frequency of the information search, information sources and amount of information search. It was also similarities in the evaluation of alternatives with the known set and evoked set. Further on similarities were found in the product choice where they behaved equally in the brand loyalty as well as in the determinant attributes. Some similarities were also found in the criteria consumers use in evaluating an online service. As well similarities were found in the use of job data bases for various circumstances where they behave similarly in the search for temporary jobs and deputies. Finally they also showed equalities in the supplements used to this type of service where the news paper was the most common supplement as well as visit company web pages while visiting the employment agency and contact recruiting firms were less normal. Further possible explanations to the many similarities are that theory says that culture plays a less important role when it comes to web sites than in traditional services. Other possible explanations is that it was students that were researched that can be suppose to behave similarly across borders and that it was in the Øresund region which is very geographically close.

Parasuramans overview of criterion of consumers' evaluation of online services does seem to contain some useful factors. It is useful in the sense that it is valuable to use on online services. There is other theory that presents other factors when to evaluate a "regular" service. These factors are not always applicable on an online service, such as for example friendliness and kindness and caring which only a human person can deliver and not electronic services. Comparing the importance of these criteria on an online job database has not been done before which is a new application of these criteria. It seemed to work well to apply these criteria to the evaluation of an online job database. One could imagine that these criteria vary in importance depending on what type of online service it is that is being evaluated. The results of the most important factor, good information, are very important to the consumers. It seems like they are tired of having to visit several online job databases in order to be fully informed of the available positions, this is applicable to both cultures. There seems to be a need of a more information rich job database. Are the managers of these web sites aware of this or is it not possible to arrange this due to various competitors and lack of cooperation or other reasons?

The decision making process which is intended for “regular” products and services were possible to apply on online services. It produced some insights of what it looks like when it comes to the use of online job databases. It can not be said whether the stages in the decision making process is the same for the two nationalities since sometimes they acted the same and sometimes not, it was rather split. Maybe a dimension could be added-external influences that affects the decision making process. In our case for example we believe that various labor markets affect the decisions these consumers take.

When we look to what supports or contradict previous findings in our study we can see that in the problem recognition we have found a somewhat surprising result that the Danes show a tendency of being more enjoyment surfers than active job seekers if one relates it to previous theory, for example C. Gilly that mean that online consumers tend to be very goal-oriented which seems to be a bit of a contradiction to our finding. On the other hand many consumers use an e-service to stay up to date according to Allard et al, 2001 which is in accordance with the Danes answers.

We also believe that one finding support previous findings. Many times consumers want to save time and they thereby use the Internet because of that as Dabholkar says. To use a job database a bit more often than every month for between 10 to 15 minutes can be said to more time saving than going to the employment agency which can probably confirm the fact that consumers use this service because they want to save time. Another factor that confirms that consumers like to save time by using the Internet is that we could see that it was popular for both nationalities to visit company’s web pages.

We have also found indication of support to previous findings in the evaluation of alternatives. The fact that the two groups have used several web pages fits with the theory that say that many consumers feel that they have to examine several web pages in order to not miss out on anything according to Dabholkar.

Good information was ranked highest in importance for the evaluation of this online service which supports Beldonas findings that this is high-skilled users that place great emphasis on information.

Our finding that Danes rank graphic style as more important than the Swedes support Tsikritsis research that has found that in cultures with a high degree of masculinity consumers expect the web site to have a good design.

In the product choice information is the most important determinant attribute and reason for the respondents to return to the web sites they are loyal to. This confirms what the theory says. The ability to look for quality information increases satisfaction with the experience and improves intentions to revisit the Website according to Van Den Poel cited in Parasuraman, (2002). Parasurman, (2002) mean that customer service support is the key variable that explains whether a consumer intends to remain loyal. This is somehow a contradiction to our findings where only 21% of the Swedes and 20% of the Danes have stated that they are loyal to their job database because of the customer service.

When it comes to the supplements used to job databases, it is not a surprising result that looking in the news paper for jobs is so popular among the two nationalities since job hunting in newspapers among students is traditional according to Kimmel which confirms the theory. The reason for the low figure in the use of the employment agency is that many jobs are

possible to find on the Internet. Our findings support the theory from Kuhn et al that the expansion of the Internet has caused a decline in the use of public employment agencies.

Foremost we have gained a better insight into the behavioural differences and similarities between the Nordic countries when it comes to the use of online job databases. Mainly the results are valid for the use of online job databases. For online service companies it is useful to know that there are some cultural differences between Swedes and Danes when they use online services but that there are also many similarities. It can help understand Swedish and Danish consumers better. It can for example be useful for online service providers to know that consumers in average spend 15 minutes each time they visit the online service. Another example is the high ranking information got etc. There are not always the difference is due to culture but sometimes the motive behind the visit which can be said to be applicable for online services in general. So it is an insight that differences in the use is not always due to culture but sometimes due to the motive for visiting the online service. The statement that Scandinavians are the same and act the same can be said to be at least partly dismissed when looking at the results.

It also seems like since we have found so many similarities in the behaviour that it can be an indication of consumers using this type of service may not be so affected by their own culture as they might be if they used a “regular” service. So maybe the behaviour in the consumption of online services is not as affected by culture as it is in the use of a “regular” service where there is personal interaction?

The fact that few people visit the employment agency as a supplement to job databases could be because of convenience, it is faster to have a quick look (10-15 minutes) on the job database than visit the employment agency physically. Therefore one could believe that online services are preferred instead of “traditional” services sometimes due to convenience. It seems to be more time saving to use online services than “regular” services.

In the open-ended question the consumers could freely write how they wanted a good job database to be like. No such traits as caring, responsive etc, interpersonal factors were mentioned. Information and usability were mostly mentioned. In this sense the consumption of online service is different than “traditional” services. The consumers might not see it possible that an online service have these characteristics, although it might be possible to have an online service that is more caring and responsive. Video technology should make this possible.

We have also got a better insight into what the steps in the consumer’s decision making process looks like when it comes to online services and especially online job data bases.

Future research

Research on countries more distant from each other both physically and on Hofstede’s cultural scale would be interesting in order to see if there are more cultural differences in the use of online services and to see if culture has an even larger effect on the use of online service than we have found.

Appendix

Appendix A

Spørgeskema

Vi er to studenter fra Lunds Universitet der skriver vores master thesis indenfor markedsføring. Vi undersøger svenskeres og danskeres adfærd og tanker omkring brug af online jobdatabaser. En jobdatabase er en hjemmeside hvor forskellige stillingsopslag annonceres. Nogle af disse databaser er StepStone og Jobindex. Mere specifikt vil vi undersøge forskelle og ligheder ved brug af jobdatabaser.

Spørgeskemaet består af 16 spørgsmål og tager 5-10 minutter at besvare. I hvert spørgsmål skal du markere eller besvare det, der bedst passer ind på dig eller reflekterer din mening. Dit svar vil være en stor hjælp for undersøgelsen af svenskeres og danskeres brug af jobdatabaser.

Marker med ét x det svarsalternativ der passer til dig

1. Nationalitet: Dansk

2. Køn: Kvinde
 Mand

3. Anvender du online job databaser?: Ja
 Nej

Hvis du svarede ja til ovenstående spørgsmål gå videre til spørgsmål nr 5, hvis du svarede nej skal du gå videre til spørgsmål nr 4 hvor du afslutter spørgeskemaet.

4. Har du nogensinde brugt en jobdatabase? Ja
 Nej

5. Udover jobdatabaser hvor leder du efter job?

Marker med et eller flere x

- Avisen
- Besøger arbejdsformidlingen
- Tager direkte kontakt til firmaer
- Besøger firmaers hjemmesider
- Søger på jobdatabaser
- Networking gennem venner etc.
- Kontakter rekrutteringsbureauer
- Besøger jobmesser
- Andet

6. Hvad er grunden til du søger på job databaser?:

Marker med et x

- Er aktiv job søger
- Søger for interessens skyld og for at holde mig opdateret

7. Hvor har du fundet informationer om job databaser?

Marker med et eller flere x

- Ingen steder, jeg har selv fundet frem til dem
- Reklamer
- Gennem venner
- Familie
- Andre steder

8. Bruger du jobdatabaser, når du søger følgende typer af job?

Marker med et eller flere kryds

	Ja, jeg bruger jobdatabaser når jeg søger denne type af job	Nej, jeg bruger ikke jobdatabaser til denne type jobs	Jeg søger ikke dette job
Sommerjob	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vikariat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traineestilling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Praktik	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fuldtidsjob	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Deltidsjob	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Projektansættelse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Studiejob	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Hvor ofte kigger du på job databaser?

Marker med et kryds

- Hver dag
- Hver uge
- Hver måned
- Hvert år
- Mindre end en gang per år

10. Hvor lang bruger du i gennemsnit hver gang du er inde på en jobdatabase?
Marker med et kryds

Et par minutter
 10 minutter
 15 minutter
 30 minutter
 Mere end 30 minutter

11. Hvilke af disse job databaser har du kendskab til (men ikke nødvendigvis har brugt)?
Marker med et eller flere x

Jobindex
Jobzonen
Ofir Job
Stepstone
Monster
Jobselect
Arbejdsformidlingen (AF)
Cooljob
Job-support
MatchWork Danmark
Andre

12. Hvilke af de følgende job databaser bruger du?
Marker med et eller flere x

Jobindex
Jobzonen
Ofir Job
Stepstone
Monster
Jobselect
Arbejdsformidlingen (AF)
Cooljob
Job-support
MatchWork Danmark
Andre

13. Er der nogen af de følgende job databaser du anvender, på tilbagevendende basis?

Marker med et eller flere x

Jobindex	___
Jobzonen	___
Ofir Job	___
Stepstone	___
Monster	___
Jobselect	___
Arbejdsformidlingen (AF)	___
Cooljob	___
Job-support	___
MatchWork Danmark	___
Andre	___

14. Hvad er grunden til at du anvender denne eller disse specifikke job database(r)?

Marker med et eller flere x

- God information (en masse tilgængelige job, hjemmesiden er daglig opdateret mm.)
- Brugbarheden på job databasen er god (den er nem at anvende mht. søgefunktioner, download hastighed, overordnet design, og organisation)
- Den virker pålidelig – Jeg bekymrer mig ikke om at lægge mine personlige informationer på denne jobdatabase fordi jeg ved den er sikker (online CV)
- God grafik/side æstetik
- Jeg mener, at den imødekommer dens funktion
- Brand image
- God kundeservice (for eksempel job annoncer sendt på e-mail)
- Andet

15. Inddel følgende 7 faktorer fra 1-7 efter hvad du anser som værende vigtigste for en god jobdatabase?

1 er det mest vigtige og 7 det mindst vigtige

- God information
- God brugbarhed
- Sikkerhed af egen information (CV online etc.)
- God grafisk stil
- Indfrielse af formål
- Brand image
- Kundeservice (Svar i forbindelse med CV online etc.)

16. Hvad er for dig god kvalitet på en job database?

TAK FOR DIN HJÆLP!

Appendix B

Frågeschema

Vi är två studenter från Lunds Universitet som skriver magisteruppsats i marknadsföring. Vi undersöker svenskars och danskars beteende och tankar vid användande av online jobbdatabaser/jobbsajter. En jobbdatabas är en websida där det utanannonseras olika typer av jobb. Några exempel är Eniro jobbsök och jobbporten.se. Mer specifikt vill vi upptäcka likheter och skillnader hos svenskar och danskar vid användande av jobbdatabaser/jobbsajter. Frågeschemat består av 16 frågor och tar ca 5-10 minuter att besvara. Vid varje fråga ska du markera eller besvara det alternativ som passar bäst in på dig eller som reflekterar din mening. Ditt svar är en stor hjälp till undersökningen av svenskar och danskars användande av jobbdatabaser/jobbsajter.

Markera med ett x på det svarsalternativ som passar in på dig

1. Nationalitet: Svensk

2. Kön: Kvinna
 Man

3. Använder du dig av jobbdatabaser/jobbsajter?: Ja
 Nej
Om du svarade ja till ovanstående fråga gå vidare till fråga nr 5, om du svarade nej ska du gå vidare till fråga 4 där du avslutar frågeschemat

4. Har du någonsin använt en jobbdatabas/jobbsajt?: Ja
 Nej

5. Utöver att använda jobbdatabaser var letar du efter jobb?:
markera med ett eller flera x

- Tidningen
- Jag besöker arbetsförmedlingen
- Jag besöker firman
- Jag besöker firmors hemsidor
- Jag söker på jobbsajter/jobbdatabaser
- Networking
- Kontaktar rekryteringsfirmor
- Besöker jobbmässor
- Annat

6. Vad är grunden till att du använder jobbdatabaser/jobbsajter?:

Markera med ett kryss Jag är en aktiv jobbsökare
 Jag "kollar för nöjes skull" och för att hålla mig uppdaterad

7. Vart har du hört talas om jobbdatabaser/jobbsajter?

Markera med ett eller flera x

- Ingenstans, känner bara till det
- Annonser
- Vänner
- Familj
- Andra ställen

8. Använder du jobbdatabaser/jobbsajter när du söker följande typer av jobb?

Markera med ett eller flera kryss

	Ja, jag använder jobbdatabaser När jag söker denna typ av jobb	Nej, jag använder inte jobbdatabaser när jag söker denna typ av jobb	Jag söker inte denna typ av jobb
Sommarjobb	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tillfälliga jobb/extrajobb	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vikariat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trainee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Praktik	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heltidsjobb	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Deltidsjobb	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Projektanställning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Hur ofta använder du jobbdatabaser/jobbsajter?

Markera med ett kryss

- Varje dag
- Varje vecka
- Varje månad
- Varje år
- Mindre än en gång om året

10. Hur länge använder du jobbdatabasen/jobbsajten per gång?

(I genomsnitt)

Markera med ett kryss

- Ett fåtal minuter
- 10 minuter
- 15 minuter
- 30 minuter
- Längre tid

11. Vilken/vilka av följande jobbsajter/jobbdatabaser känner du till (men har inte nödvändigtvis använt)?:

Markera med ett eller flera x

Monster	___
Poolia	___
KarriärGuiden.se	___
Eniro jobbsök	___
Arbetsförmedlingen	___
Jobbporten.se	___
Offentliga jobb	___
Jobbguiden.se	___
StepStone	___
LokusJobb	___
Andra	___

12. Vilken/vilka av följande jobbsajter/jobbdatabaser har du använt?:

Markera med ett eller flera x

Monster	___
Poolia	___
KarriärGuiden.se	___
Eniro jobbsök	___
Arbetsförmedlingen	___
Jobbporten.se	___
Offentliga jobb	___
Jobbguiden.se	___
StepStone	___
LokusJobb	___
Andra	___

13. Är det någon/några av nedanstående jobbsajter/jobbdatabaser du besöker om och om igen?:

Markera med ett eller flera x

Monster	___
Poolia	___
KarriärGuiden.se	___
Eniro jobbsök	___
Arbetsförmedlingen	___
Jobbporten.se	___
Offentliga jobb	___
Jobbguiden.se	___
StepStone	___
LokusJobb	___
Andra	___

14. Vad är grunden till att du använder just dessa jobbsajter/jobbdatabaser?:

Markera med ett eller flera x

- Bra information (många utannonserade jobb, sidan uppdateras kontinuerligt mm)
- Användarvänligheten (den var lätt att använda mht sökfunktioner, nerladdningshastighet, organisering av hemsidan)
- Säker –Jag är inte rädd för att lämna ut personlig information såsom CV etc
- Fin grafik/estetik
- Den uppfyller sin funktion
- Varumärkets image
- Kundenservicen (Tex jobbannonser som skickas per e-mail)
- Annat

15. Rangordna nedanstående faktorer efter vad som är viktigt för dig när du använder en jobbsajt/jobbdatabas:

(1 är viktigast och 7 minst viktigt):

- Bra information (många utannonserade jobb, sidan uppdateras kontinuerligt mm)
- Användarvänligheten (den var lätt att använda mht sökfunktioner, nerladdningshastighet, organisering av hemsidan)
- Säker –Jag är inte rädd för att lämna ut personlig information såsom CV etc
- Fin grafik/estetik
- Den uppfyller sin funktion
- Varumärkets image
- Kundenservicen (Tex jobbannonser som skickas per e-mail)

16. Vad kännetecknar enligt dig bra kvalitet på en jobbsajt/jobbdatabas?

TACK FÖR DIN HJÄLP!

Appendix C

Questionnaire-Danish example translated into English

We are two students from the University of Lund who are writing our Master Thesis in marketing. We are investigating Swedish and Danish user's behaviour and thoughts of using job databases. A job database is a webpage where various jobs are being advertised. More specifically we want to discover similarities and differences regarding the use of job databases. The questionnaire consists of 16 questions and takes 5-10 minutes to answer. In each question you are supposed to mark or answer what fits best on you or what reflects your meaning. Your answers are great help to our investigation of Swedish and Danish people's use of job databases.

Mark with an x

1. Nationality: Danish

2. Gender: Female
 Male

3. Do you use online job data bases?:
 Yes
 No

If you answered yes to the above statement
please proceed to question nr 5, if no proceed to
nr 4 where you end the questionnaire

4. Have you ever used a job database? Yes
Mark with an x No

5. Besides using job databases where else do you look for jobs?:

Mark with one or more x

- The news paper
- Visit the public employment service
- Visit company homepages
- Visit companies
- Search at job databases
- Net working through friends etc.
- Contact recruiting firms
- Visit job fairs
- Other

6. What is the reason for you looking at a job database?:

- I am an active job seeker
- I am searching "for the fun of it" and want to be up do date

7. Where have you obtained information about job databases?

- Nowhere, know it by myself
- Advertisements
- Friends
- Family
- Other

8. Do you use job databases when you look for the following types of jobs?
Mark with one or more x'es

	Yes, I use job databases when for When I look for this type of job	No, I do not use job databases when I look for this type of job	I am not looking this type of job
Summer jobs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Deputies'	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trainee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
positions			
Internships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Full time job	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Part time job	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hired for	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
a project			
Temporary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
jobs/ student jobs			

9. How often do you look at job databases?
Mark with an x

- Every day
- Every week
- Every month
- Every year
- Less than once a year

10. How long time do you look at the job
database every time you use it? (In average)
Mark with an x

- A few minutes
- 10 minutes
- 15 minutes
- 30 minutes
- More

11. Which of the following job databases are you familiar with (but have not necessarily used)?:

Mark with one or more x'es

Jobindex	___
Jobzonen	___
Ofir Job	___
StepStone	___
Monster	___
Jobselect	___
Arbejdsformidlingen	___
Cooljob	___
Job-support	___
MatchWork Danmark	___
Andre	___

12. Which of the following job databases have you used?:

Mark with one or more x'es

Jobindex	___
Jobzonen	___
Ofir Job	___
StepStone	___
Monster	___
Jobselect	___
Arbejdsformidlingen	___
Cooljob	___
Job-support	___
MatchWork Danmark	___
Andre	___

13. Are there any of the following job databases you visit over and over again?

Mark with an x

Jobindex	___
Jobzonen	___
Ofir Job	___
StepStone	___
Monster	___
Jobselect	___
Arbejdsformidlingen	___
Cooljob	___
Job-support	___
MatchWork Danmark	___
Andre	___

14. What is the reason for you using this or these specific job databases?:

Mark with one or more x:es

- Good information (a lot of available jobs, the site is updated daily, etc)
- The job database usability was good (it was easy to use with regard to search functions, download speed, overall design, and organization)
- It is safe-I do not worry to leave out personal information to this jobdata base since I know it is safe (online CV)
- Nice graphic style/site aesthetics
- I believe it fulfills its function
- Brand image
- Customer service (for example jobads sent on e-mail)
- Other

15. Rank the following 7 factors of how you deem a good job database?

1 is the best and 7 the worst

- Good information
- Good usability
- Security of own information (CV online etc.)
- Nice graphic style
- Fulfillment according to purpose
- Brand image
- Customer service (response of CV online etc.)

16 .What for you signifies good quality at a job database?

THANKS FOR YOUR HELP!

Appendix D

Table 1: Question 1 and 2, Nationality and Gender

80 correct answered questionnaires out of 107 answered.

That is 74,7% correct answered questionnaires

Table 1: Swedish respondents

	Woman	Man	Total
Total:	47	33	80

Percentage:

	Woman	Man	Total
Total:	59,00%	41,00%	100%

80 correct answered questionnaires out of 93.

That is 86,0% correct answered questionnaires.

Table 2 :Danish respondents

	Woman	Man	Total
Total:	45	35	80

Percentage:

	Woman	Man	Total
Total:	56,3%	43,8%	100%

Question 6, What is the reason for you looking at a job database?

Table 3:

	Woman: Man: Total:			Percentage:		
	Woman	Man	Total	Woman	Man	Total
I am an active jobseeker	27	13	40	34%	16%	50%
Searching for fun and want to be up to date	20	20	40	25%	25%	50%
Total:	47	33	80	59%	41%	100%

Table 4:

	Woman: Man: Total:			Percentage:		
	Woman	Man	Total	Woman	Man	Total
I am an active jobseeker	12	9	21	15,0%	11,3%	26,3%
Searching for fun and want to be up to date	33	26	59	41,3%	32,5%	73,8%
Total:	45	35	80	56,3%	43,8%	100%

Question 7, Where have you obtained information about job databases?

Table 5:

	Woman: Man: Total:			Percentage:		
	Woman	Man	Total	Woman	Man	Total
From myself	12	14	26	15%	18,0%	33,0%
Advertisements	20	14	34	25%	18,0%	42,5%
Friends	23	19	42	29%	24,0%	52,5%
Family	11	4	15	14%	5,0%	18,8%
Other:	10	4	14	12,5%	5,0%	17,5%

Table 6:

	Woman: Man: Total:			Percentage:		
	Woman	Man	Total	Woman	Man	Total
From myself	22	15	37	27,5%	18,8%	46,3%
Advertisements	21	22	43	26,3%	18,8%	53,8%
Friends	18	10	28	22,5%	12,5%	35,0%
Family	2	1	3	2,5%	1,3%	3,8%
Other:	9	7	16	11,3%	8,8%	20,0%

Question 9, How often do you look at job databases?

Table 7:

	Swedes			Percentage:		
	Woman	Man	Total	Woman	Man	Total
Every day (1)	3	5	8	4%	6%	10%
Every week (2)	18	10	28	23%	13%	35%
Every month (3)	19	13	32	24%	16%	40%
Every year (4)	7	4	11	9%	5%	14%
Less than (5) once a year	0	1	1	0%	1%	1%
Total:	47	33	80	59%	41%	100%

Average: 2,638298 2,576 2,613
2,61=every month

Table 8:

	Danes			Percentage:		
	Woman	Man	Total	Woman	Man	Total
Every day (1)	9	1	10	11,3%	1,3%	12,5%
Every week (2)	11	9	20	13,8%	11,3%	25%
Every month (3)	14	16	30	17,5%	20,0%	38%
Every year (4)	6	6	12	7,5%	7,5%	15%
Less than (5) once a year	5	3	8	6,3%	3,8%	10%
Total:	45	35	80	56,3%	43,8%	100%

Average: 2,711111 3,029 2,85
2,85=every month

Question 10: How long time do you look at the job database every time you use it?

Table 9: Percentage

	Wöran		Total:	Män		Total:
	Wöran	Män		Wöran	Män	
Afew min(1)	10	9	19	13%	11%	24%
10 min(2)	15	9	24	19%	11%	30%
15 min(3)	18	11	29	23%	14%	36%
30 min(4)	2	3	5	3%	4%	6%
More(4)	2	1	3	3%	1%	4%
Total:	47	33	80	59%	41%	100%

Average: 2,38 2,38 2,36
2,36=15 minutes

Table 10: Percentage

	Wöran		Total:	Män		Total:
	Wöran	Män		Wöran	Män	
Afew min(1)	8	8	16	100%	100%	100%
10 min(2)	16	6	22	200%	75%	275%
15 min(3)	13	15	28	163%	188%	351%
30 min(4)	4	4	8	50%	50%	100%
More(5)	4	2	6	50%	25%	75%
Total:	45	35	80	563%	438%	1001%

Average: 2,56 2,60 2,58
2,58=15 minutes

Question 11: Which of the following job databases are you familiar with but have not necessarily used?

Table 11: Swebs Percentage

	Wöran		Total:	Män		Total:
	Wöran	Män		Wöran	Män	
1 alternative chosen	1	0	1	1,3%	0,0%	1,3%
2 alternatives chosen	1	2	3	1,3%	2,5%	3,8%
3 alternatives chosen	3	2	5	3,8%	2,5%	6,3%
4 alternatives chosen	13	13	26	16,3%	16,3%	32,5%
5 alternatives chosen	14	5	19	17,5%	6,3%	23,8%
6 alternatives chosen	5	5	10	6,3%	6,3%	12,5%
7 alternatives chosen	5	5	10	6,3%	6,3%	12,5%
8 alternatives chosen	0	0	0	0,0%	0,0%	0,0%
9 alternatives chosen	3	1	4	3,8%	1,3%	5,0%
10 alternatives chosen	1	0	1	1,3%	0,0%	1,3%
11 alternatives chosen	1	0	1	1,3%	0,0%	1,3%
Total:	47	33	80	59%	41%	100%

Table 12: Dares Percentage

	Wöran		Total:	Män		Total:
	Wöran	Män		Wöran	Män	
1 alternative chosen	1	0	1	1,3%	0,0%	1,3%
2 alternatives chosen	3	1	4	4,38%	1,3%	5,68%
3 alternatives chosen	5	4	9	6,3%	5,0%	11,3%
4 alternatives chosen	7	8	15	8,8%	10,0%	18,8%
5 alternatives chosen	10	9	19	12,5%	11,3%	23,8%
6 alternatives chosen	11	7	18	13,8%	8,8%	22,6%
7 alternatives chosen	4	3	7	5,0%	3,8%	8,8%
8 alternatives chosen	3	3	6	3,8%	3,8%	7,6%
9 alternatives chosen	1	0	1	1,3%	0,0%	1,3%
10 alternatives chosen	0	0	0	0,0%	0,0%	0,0%
11 alternatives chosen	0	0	0	0,0%	0,0%	0,0%
Total:	45	35	80	563%	438%	1001%

Question 12: Which of the following job databases have you used?

Table 13: Percentage

	Wöran		Total:	Män		Total:
	Wöran	Män		Wöran	Män	
1 alternative chosen	6	6	12	7,5%	7,5%	15,0%
2 alternatives chosen	14	9	23	17,5%	11,3%	28,8%
3 alternatives chosen	10	11	21	12,5%	13,8%	26,3%
4 alternatives chosen	9	2	11	11,3%	2,5%	13,8%
5 alternatives chosen	4	3	7	5,0%	3,8%	8,8%
6 alternatives chosen	1	2	3	1,3%	2,5%	3,8%
7 alternatives chosen	2	0	2	2,5%	0,0%	2,5%
8 alternatives chosen	0	0	0	0,0%	0,0%	0,0%
9 alternatives chosen	0	0	0	0,0%	0,0%	0,0%
10 alternatives chosen	1	0	1	1,3%	0,0%	1,3%
11 alternatives chosen	0	0	0	0,0%	0,0%	0,0%
Total:	47	33	80	59%	41%	100%

Table 14: Percentage

	Wöran		Total:	Män		Total:
	Wöran	Män		Wöran	Män	
1 alternative chosen	7	4	11	8,8%	5,0%	13,8%
2 alternatives chosen	10	9	19	12,5%	11,3%	23,8%
3 alternatives chosen	13	12	25	16,3%	15,0%	31,3%
4 alternatives chosen	10	7	17	12,5%	8,8%	21,3%
5 alternatives chosen	3	2	5	3,8%	2,5%	6,3%
6 alternatives chosen	2	1	3	2,5%	1,3%	3,8%
7 alternatives chosen	0	0	0	0,0%	0,0%	0,0%
8 alternatives chosen	0	0	0	0,0%	0,0%	0,0%
9 alternatives chosen	0	0	0	0,0%	0,0%	0,0%
10 alternatives chosen	0	0	0	0,0%	0,0%	0,0%
11 alternatives chosen	0	0	0	0,0%	0,0%	0,0%
Total:	45	35	80	563%	438%	1001%

Question 13, Are there any of the following job databases you visit over and over again?

Table 15: Swedes Percentage:

	Woman:	Man:	Total:	Woman:	Man:	Total:
0 alternatives chosen	3	4	7	3,8%	5,0%	8,8%
1 alternative chosen	18	13	31	22,5%	16,3%	38,8%
2 alternatives chosen	11	10	21	13,8%	12,5%	26,3%
3 alternatives chosen	9	3	12	11,3%	3,8%	15,1%
4 alternatives chosen	3	2	5	3,8%	2,5%	6,3%
5 alternatives chosen	2	0	2	2,5%	0,0%	2,5%
6 alternatives chosen	0	1	1	0,0%	1,3%	1,3%
7 alternatives chosen	0	0	0	0,0%	0,0%	0,0%
8 alternatives chosen	0	0	0	0,0%	0,0%	0,0%
9 alternatives chosen	0	0	0	0,0%	0,0%	0,0%
10 alternatives chosen	1	0	1	1,3%	0,0%	1,3%
11 alternatives chosen	0	0	0	0,0%	0,0%	0,0%
Total:	47	33	80	59%	41%	100%

Table 16: Danes Percentage:

	Woman:	Man:	Total:	Woman:	Man:	Total:
0 alternatives chosen	5	4	9	6,3%	5,0%	11,3%
1 alternative chosen	9	10	19	11,3%	12,5%	23,8%
2 alternatives chosen	9	5	14	11,3%	6,3%	17,6%
3 alternatives chosen	15	9	24	18,8%	11,3%	30,1%
4 alternatives chosen	6	6	12	7,5%	7,5%	15,0%
5 alternatives chosen	1	1	2	1,3%	1,3%	2,6%
6 alternatives chosen	0	0	0	0,0%	0,0%	0,0%
7 alternatives chosen	0	0	0	0,0%	0,0%	0,0%
8 alternatives chosen	0	0	0	0,0%	0,0%	0,0%
9 alternatives chosen	0	0	0	0,0%	0,0%	0,0%
10 alternatives chosen	0	0	0	0,0%	0,0%	0,0%
11 alternatives chosen	0	0	0	0,0%	0,0%	0,0%
Total:	45	35	80	56,3%	43,8%	100%

Question 14, What is the reason for you using this/these specific job database(s)?

Table 17: Percentage:

	Woman:	Man:	Total:	Woman:	Man:	Total:
Good information	36	26	62	45,0%	32,5%	77,5%
Good usability	25	11	36	31,3%	13,8%	45,1%
The safety	9	7	16	11,3%	8,8%	20,1%
Nice graphic style	2	0	2	2,5%	0,0%	2,5%
It fulfills its function	31	19	50	38,8%	23,8%	62,5%
Brand image	5	5	10	6,3%	6,3%	12,5%
Customer service	11	6	17	13,8%	7,5%	21,3%
Other	5	6	11	6,3%	7,0%	13,8%

Table 18: Percentage:

	Woman:	Man:	Total:	Woman:	Man:	Total:
Good information	34	29	63	43,5%	36,3%	78,8%
Good usability	24	20	44	30,0%	25,0%	55,0%
The safety	13	10	23	16,3%	12,5%	28,8%
Nice graphic style	5	5	10	6,3%	6,3%	12,5%
It fulfills its function	15	15	30	18,8%	18,8%	37,5%
Brand image	3	5	8	3,8%	6,3%	10,0%
Customer service	9	7	16	11,3%	8,8%	20,0%
Other	4	7	11	5,0%	8,8%	18,8%

Question 15, Rank the following 7 factors of how you deem a good job database

Table 19: Swedish Women

Importance	Good info	Good usability	Safety	Nice graphic style	Fulfill its function	Brand Image	Customer service	Total
1	35	4	1	0	4	1	2	47
2	6	23	6	0	10	0	2	47
3	4	11	9	1	16	3	3	47
4	1	7	7	3	8	7	14	47
5	1	2	9	6	7	4	18	47
6	0	0	9	14	2	17	5	47
7	0	0	6	23	0	15	3	47
Total	47	47	47	47	47	47	47	

Table 20:

Percentage of the Swedish Women:

Im po-rtance	Good info	Good usability	Safety	Nice graphic style	Fulfill its function	Brand Image	Customer service	Total
1	74,5%	8,5%	2,1%	0,0%	8,5%	2,3%	4,3%	100%
2	12,8%	48,9%	12,8%	0,0%	21,3%	0,0%	4,3%	100%
3	8,5%	23,4%	19,1%	2,1%	34,0%	6,4%	6,4%	100%
4	2,1%	14,9%	14,9%	6,4%	17,0%	14,9%	29,8%	100%
5	2,1%	4,3%	19,1%	12,8%	14,9%	8,5%	38,3%	100%
6	0,0%	0,0%	19,1%	29,8%	4,3%	36,2%	10,6%	100%
7	0,0%	0,0%	12,8%	48,9%	0,0%	31,9%	6,4%	100%
Total	100%	100%	100%	100%	100%	100%	100%	

Table 21:

Swedish Men

Im po-rtance	Good info	Good usability	Safety	Nice graphic style	Fulfill its function	Brand Image	Customer service	Total
1	25	0	0	1	5	0	2	33
2	3	8	0	1	11	2	8	33
3	2	12	5	0	10	1	3	33
4	0	9	8	1	4	4	7	33
5	0	1	12	9	2	6	3	33
6	1	2	6	11	0	8	5	33
7	2	1	2	10	1	12	5	33
Total	33	33	33	33	33	33	33	

Table 22:

Percentage of the Swedish Men

Im po-rtance	Good info	Good usability	Safety	Nice graphic style	Fulfill its function	Brand Image	Customer service	Total
1	75,8%	0,0%	0,0%	3,0%	15,2%	0,0%	6,1%	100%
2	9,0%	24,2%	0,0%	3,0%	33,3%	6,1%	24,2%	100%
3	6,0%	36,4%	15,2%	0,0%	30,3%	3,0%	9,1%	100%
4	0,0%	27,3%	24,2%	3,0%	12,1%	12,1%	21,2	100%
5	0,0%	3,0%	36,4%	27,3%	6,1%	18,2%	9,1%	100%
6	3,0%	6,1%	18,2%	33,3%	0,0%	24,2%	15,2%	100%
7	6,1%	3,0%	6,1%	30,3%	3,0%	36,4%	15,2%	100%
Total	100%	100%	100%	100%	100%	100%	100%	

Table 23:

Swedish Women and Men

Importance	Good info	Good usability	Safety	Nice graphic style	Fulfill its function	Brand Image	Customer service	Total
1	60	4	1	1	9	1	4	80
2	9	31	6	1	21	2	10	80
3	6	23	14	1	26	4	6	80
4	1	16	15	4	12	11	21	80
5	1	3	21	15	9	10	21	80
6	1	2	15	25	2	25	10	80
7	2	1	8	33	1	27	8	80
Total	80	80	80	80	80	80	80	

Table 24:

Percentage of Swedish Women and Men

Importance	Good info	Good usability	Safety	Nice graphic style	Fulfill its function	Brand Image	Customer service	Total
1	75,0%	5,0%	1,3%	1,3%	11,3%	1,3%	5,0%	100%
2	11,3%	38,8%	7,5%	1,3%	26,3%	2,5%	12,5%	100%
3	7,5%	28,8%	17,5%	1,3%	32,5%	5,0%	7,5%	100%
4	1,3%	20,0%	18,8%	5,0%	15,0%	13,8%	26,3%	100%
5	1,3%	3,8%	26,3%	18,8%	11,3%	12,5%	26,3%	100%
6	1,3%	2,5%	18,8%	31,3%	2,5%	31,3%	12,5%	100%
7	2,5%	1,3%	10,0%	41,3%	1,3%	33,8%	10,0%	100%
Total	100%	100%	100%	100%	100%	100%	100%	

Table 25:

Danish Women

Importance	Good info	Good usability	Safety	Nice graphic style	Fulfill its function	Brand Image	Customer service	Total
1	21	9	8	0	7	0	0	45
2	12	14	4	2	13	0	0	45
3	7	13	5	2	11	0	7	45
4	4	5	10	3	8	0	15	45
5	0	4	12	9	5	3	12	45
6	0	0	4	20	1	11	9	45
7	1	0	2	9	0	31	2	45
Total	45	45	45	45	45	45	45	

Table 26:

Percentage of the Danish Women

Importance	Good info	Good usability	Safety	Nice graphic style	Fulfill its function	Brand Image	Customer service	Total
1	46,7%	20,0%	17,8%	0,0%	15,6%	0,0%	0,0%	100%
2	26,7%	31,1%	8,8%	4,4%	28,9%	0,0%	0,0%	100%
3	15,6%	28,9%	11,1%	4,4%	24,4%	0,0%	15,6%	100%
4	8,9%	11,1%	22,2%	6,7%	17,8%	0,0%	33,3%	100%
5	0,0%	8,9%	26,7%	20,0%	11,1%	6,7%	26,7%	100%
6	0,0%	0,0%	8,9%	44,4%	2,2%	24,4%	20,0%	100%
7	2,2%	0,0%	4,4%	20,0%	0,0%	68,9%	4,4%	100%
Total	100%	100%	100%	100%	100%	100%	100%	

Table 27:

Danish Men

Importance	Good info	Good usability	Safety	Nice graphic style	Fulfill its function	Brand Image	Customer service	Total
1	11	7	4	1	10	1	1	35
2	12	9	4	2	5	2	1	35
3	8	11	3	3	7	0	3	35
4	2	4	14	6	1	1	7	35
5	1	2	5	5	8	4	10	35
6	1	1	2	12	2	11	6	35
7	0	1	3	6	2	16	7	35
Total	35	35	35	35	35	35	35	

Table 28:

Percentage of the Danish Men

Importance	Good info	Good usability	Safety	Nice graphic style	Fulfill its function	Brand Image	Customer service	Total
1	31,4%	20,0%	11,4%	2,9%	28,6%	2,9%	2,9%	100%
2	34,2%	25,7%	11,4%	5,7%	14,3%	5,7%	2,9%	100%
3	22,9%	31,4%	8,6%	8,6%	20,0%	0,0%	8,6%	100%
4	5,7%	11,4%	40,0%	17,1%	2,9%	2,9%	20,0%	100%
5	2,9%	5,7%	14,3%	14,3%	22,9%	11,4%	28,6%	100%
6	2,9%	2,9%	5,7%	34,3%	5,7%	31,4%	17,1%	100%
7	0,0%	2,9%	8,6%	17,1%	5,7%	45,7%	20,0%	100%
Total	100%	100%	100%	100%	100%	100%	100%	

Table 29:

Danish Women and Men

Impo-rtance	Good info	Good usability	Safety	Nice graphic style	Fulfill its function	Brand Image	Customer service	Total
1	32	16	12	1	17	1	1	80
2	24	23	8	4	18	2	1	80
3	15	24	8	5	18	0	10	80
4	6	9	24	9	9	1	22	80
5	1	6	17	14	13	7	22	80
6	1	1	6	32	3	22	15	80
7	1	1	5	15	2	47	9	80
Total	80	80	80	80	80	80	80	

Table 30:

Percentage of Danish Women and Men

Impo-rtance	Good info	Good usability	Safety	Nice graphic style	Fulfill its function	Brand Image	Customer service	Total
1	40,0%	20,0%	15,0%	1,3%	21,3%	1,3%	1,3%	100%
2	30,0%	28,8%	10,0%	5,0%	22,5%	2,5%	1,3%	100%
3	18,8%	30,0%	10,0%	6,3%	22,5%	0,0%	12,5%	100%
4	7,5%	11,3%	30,0%	11,3%	11,3%	1,3%	27,5%	100%
5	1,3%	7,5%	21,3%	17,5%	16,3%	8,8%	27,5%	100%
6	1,3%	1,3%	7,5%	40,0%	3,8%	27,5%	18,8%	100%
7	1,3%	1,3%	6,3%	18,8%	2,5%	58,8%	11,3%	100%
Total	100%	100%	100%	100%	100%	100%	100%	

Swedish Women and Men

Table 31 Calculated weighed average for criteria consumers use in evaluating job databases

Impo-rtance	Good info	Good usability	Safety	Nice graphic style	Fulfill its function	Brand Image	Customer service	Total
1	60	4	1	1	9	1	4	80
2	9	31	6	1	21	2	10	80
3	6	23	14	1	26	4	6	80
4	1	16	15	4	12	11	21	80
5	1	3	21	15	9	10	21	80
6	1	2	15	25	2	25	10	80
7	2	1	8	33	1	27	8	80
Total	80	80	80	80	80	80	80	

Point of 7 1,5625 2,9125 4,575 5,975 3,0125 5,625 4,3375

Example Good info: $((60*1)+(9*2)+(6*3)+(4*1)+(5*1)+(6*1)+(7*2))/80=1,6$

Danish Women and Men

Table 32 Calculated weighed average for criteria consumers use in evaluating jobdatabases

Impo-rtance	Good info	Good usability	Safety	Nice gra style	Fulfill its function	Brand Image	Customer service	Total
1	32	16	12	1	17	1	1	80
2	24	23	8	4	18	2	1	80
3	15	24	8	5	18	0	10	80
4	6	9	24	9	9	1	22	80
5	1	6	17	14	13	7	22	80
6	1	1	6	32	3	22	15	80
7	1	1	5	15	2	47	9	80
Total	80	80	80	80	80	80	80	
Point of 7	2,09	2,66	3,80	5,34	3,00	6,31	4,80	

Question 8, Do you use job databases when you look for the following types of jobs?

Swedish Women

Table 33: **Yes** **No** **Do not look for this type of job** **Total:**

Summer jobs	24	8	15	47
Temporary jobs/student jobs	22	3	22	47
Practical training	13	3	31	47
Deputies	20	2	25	47
Trainee positions	27	3	17	47
Full time jobs	38	3	6	47
Part time jobs	22	0	25	47
Project work	23	3	21	47

Percentage of Swedish Women

Table 34: **Yes** **No** **Do not look for this type of job** **Total:**

Summer jobs	51,1%	17,0%	31,9%	100%
Temporary jobs/student jobs	46,8%	6,4%	46,8%	100%
Practical training	27,7%	6,4%	66,0%	100%
Deputies	42,3%	4,3%	53,2%	100%
Trainee positions	57,4%	6,4%	36,2%	100%
Full time jobs	80,9%	6,4%	12,8%	100%
Part time jobs	46,8%	0,0%	53,2%	100%
Project work	48,9%	6,4%	44,7%	100%

Swedish Men

Table 35: Yes No Do not look for this type of job **Total:**

Summer jobs	14	6	13	33
Temporary jobs/stud	13	4	16	33
Practical training	15	1	17	33
Deputies	8	2	23	33
Trainee positions	21	1	11	33
Full time jobs	29	0	4	33
Part time jobs	10	3	20	33
Project work	13	1	19	33

Table 36: Yes No Do not look for this type of job **Total:**

Summer jobs	42,4%	18,2%	39,4%	100%
Temporary jobs/stud	39,4%	12,1%	48,5%	100%
Practical training	45,5%	3,0%	51,5%	100%
Deputies	24,2%	6,1%	69,7%	100%
Trainee positions	63,6%	3,0%	33,3%	100%
Full time jobs	87,9%	0,0%	12,1%	100%
Part time jobs	30,3%	9,1%	60,6%	100%
Project work	39,4%	3,0%	57,6%	100%

Swedish Women and Men

Table 37: Yes No Do not look for this type of job **Total:**

Summer jobs	38	14	28	80
Temporary jobs/stud	35	7	38	80
Practical training	28	4	48	80
Deputies	28	4	48	80
Trainee positions	48	4	28	80
Full time jobs	67	3	10	80
Part time jobs	32	3	45	80
Project work	36	4	40	80

Percentage of Swedish Women and Men

Table 38: Yes No Do not look for this type of job **Total:**

Summer jobs	47,5%	17,5%	35,0%	100%
Temporary jobs/stud	43,8%	8,8%	47,5%	100%
Practical training	35,0%	5,0%	60,0%	100%
Deputies	35,0%	5,0%	60,0%	100%
Trainee positions	60,0%	5,0%	35,0%	100%
Full time jobs	83,8%	3,8%	12,5%	100%
Part time jobs	40,0%	3,8%	56,3%	100%
Project work	45,0%	5,0%	50,0%	100%

Danish Women

Table 39: Yes No Do not look for this type of job **Total:**

Summer jobs	13	6	26	45
Temporary jobs/stud	15	4	26	45
Practical training	5	2	38	45
Deputies	17	2	26	45
Trainee positions	13	2	30	45
Full time jobs	38	2	5	45
Part time jobs	19	3	23	45
Project work	19	2	24	45

Percentage of Danish Women

Table 40: Yes No Do not look for this type of job **Total:**

Summer jobs	28,9%	13,3%	57,8%	100%
Temporary jobs/stud	33,3%	8,8%	57,8%	100%
Practical training	11,1%	4,4%	84,4%	100%
Deputies	37,8%	4,4%	57,8%	100%
Trainee positions	28,9%	4,4%	66,7%	100%
Full time jobs	84,4%	4,4%	11,1%	100%
Part time jobs	42,2%	6,7%	51,1%	100%
Project work	42,2%	4,4%	53,3%	100%

Danish Men**Table 41:** Yes No Do not look for this type of job **Total:**

	Yes	No	Do not look for this type of job	Total:
Summer jobs	6	10	19	35
Temporary jobs/stud	15	4	16	35
Practical training	6	9	20	35
Deputies	7	6	22	35
Trainee positions	12	4	19	35
Full time jobs	28	3	4	35
Part time jobs	11	3	21	35
Project work	13	3	19	35

Percentage of Danish Men**Table 42:** Yes No Do not look for this type of job **Total:**

	Yes	No	Do not look for this type of job	Total:
Summer jobs	17,1%	28,6%	54,3%	100%
Temporary jobs/stud	42,9%	11,4%	45,7%	100%
Practical training	17,1%	25,7%	57,1%	100%
Deputies	20,0%	17,1%	62,9%	100%
Trainee positions	34,3%	11,4%	54,3%	100%
Full time jobs	80,0%	8,6%	11,4%	100%
Part time jobs	31,4%	8,6%	60,0%	100%
Project work	37,1%	8,6%	54,3%	100%

Danish Women and Men**Table 43:** Yes No Do not look for this type of job **Total:**

	Yes	No	Do not look for this type of job	Total:
Summer jobs	19	16	45	80
Temporary jobs/stud	30	8	42	80
Practical training	11	11	58	80
Deputies	24	8	48	80
Trainee positions	25	6	49	80
Full time jobs	66	5	9	80
Part time jobs	30	6	44	80
Project work	32	5	43	80

Percentage of Danish Women and Men

Table 44: Yes No Do not look for this type of job Total:

	Yes	No	Do not look for this type of job	Total:
Summer jobs	23,8%	20,0%	56,3%	100%
Temporary jobs/student jobs	37,5%	10,0%	52,5%	100%
Practical training	13,8%	13,8%	72,5%	100%
Deputies	30,0%	10,0%	60,0%	100%
Trainee positions	31,3%	7,5%	61,3%	100%
Full time jobs	82,5%	6,3%	20,0%	100%
Part time jobs	37,5%	7,5%	55,0%	100%
Project work	40,0%	6,3%	53,8%	100%

Question 5, Besides job databases where else do you look for job?

Swedes Percentage:

Table 45: Woman: Man: Total: Woman: Man: Total:

	Woman	Man	Total	Woman	Man	Total
The newspaper	41	18	59	87,2%	54,5%	73,8%
Visit the employment agency	9	4	13	19,1%	12,1%	16,3%
Visit the firm	4	3	7	8,5%	9,0%	8,8%
Visit company web pages	33	27	60	70,2%	81,8%	75,0%
Networking	16	7	23	34,0%	21,2%	28,8%
Contact recruiting firm	15	9	24	31,9%	27,3%	30,0%
Visit job fairs	16	14	30	34,0%	42,4%	37,5%
Other	6	6	12	12,8%	18,2%	15,0%

Danes Percentage:

Table 46: Woman: Man: Total: Woman: Man: Total:

	Woman	Man	Total	Woman	Man	Total
The newspaper	33	24	57	73,3%	68,6%	71,3%
Visit the employment agency	0	6	6	0,0%	17,1%	7,5%
Visit the firm	12	10	22	26,7%	28,6%	27,5%
Visit company web pages	28	21	49	62,2%	60,0%	61,3%
Networking	20	20	40	44,4%	57,1%	50,0%
Contact recruiting firm	12	7	19	26,7%	20,0%	23,8%
Visit job fairs	0	3	3	0,0%	8,6%	3,8%
Other	7	8	15	15,6%	22,9%	18,8%

Table 47: Enjoyment surfers

	Swedes	Danes	Total
Total:	40	59	99

Active job seekers

	Swedes	Danes	Total
Total	40	21	61

Active job seekers adjusted to equal amount
 65 34 99
 $(40/61)*99=64,91$

Question 7-Where have you obtained information about job databases?

Table 48: Enjoyment surfers

	Total
From myself	39
Advertisements	50
Friends	37
Family	10
Other	18

Active job seekers

	Total
From myself	36
Advertisements	41
Friends	47
Family	13
Other	17

Question 9-How often do you look at job data bases?

Table 49: Enjoyment surfers

	Total
Every day	6
Every week	23
Every month	48
Every year	14
Less than once a year	8

Active job seekers

	Total
Every day	19
Every week	40
Every month	23
Every year	15
Less than once a year	2

Question 10-How long time do you look at the job data base every time you use it?

Table 50: Enjoyment surfers

	Total
A few min	28
10 min	31
15 min	31
30 min	6
More	3

Active job seekers

	Total
A few min	11
10 min	24
15 min	42
30 min	10
More	12

Question 15-Rank the following 7 factors of how you deem a good job data base

Table 51: Enjoyment surfers

Importance	Good info	Good usability	Safety	Nice graphic	Fulfill its function	Brand image	Customer service
1	51	14	11	2	15	3	3
2	22	25	16	2	24	3	7
3	15	29	10	2	30	0	13
4	6	19	20	7	12	8	27
5	2	7	27	16	12	9	26
6	1	3	10	41	4	26	14
7	2	2	5	29	2	50	9

Table 52: Active job seekers

Importance	Good info	Good usability	Safety	Nice graphic	Fulfill its function	Brand image	Customer service
1	67	11	2	0	15	0	5
2	16	44	3	3	24	3	5
3	15	26	18	5	24	5	6
4	0	12	30	10	15	7	26
5	0	4	16	24	16	13	26
6	0	0	19	26	3	32	18
7	1	2	11	31	2	39	13

Question 8-Do you use online job data bases when you look for the following types of job?

Table 53: Enjoyment surfers

	Yes	No	Do not look for this type of job
Summer job	31	17	51
Temp jobs/stud jobs	38	8	53
Practical training	22	8	69
Deputies	25	8	65
Trainee positions	37	8	54
Full time jobs	78	5	16
Part time jobs	29	6	64
Project work	33	6	60

Table 54: Active job seekers

	Yes	No	Do not look for this type of job
Summer job	41	21	37
Temp jobs/stud jobs	42	11	46
Practical training	26	13	60
Deputies	45	6	47
Trainee positions	60	3	36
Full time jobs	88	5	6
Part time jobs	52	6	41
Project work	52	5	39

Table 55 Expected table in chi2-test			
Expected table	Swedes	Danes	Total
active	30,5	30,5	61
enjoy surfing	30,5	49,5	99
Total	80	80	160

Table 56: Expected table in chi2-test

Source	Swedes	Danes	Total
Myself	32,84141	38,15859	71
Advertiser	39,31718	45,68282	85
Friends	18,96476	22,03524	41
Other	13,87665	16,12335	30
	105	122	227

Table 57-chi2-test Expected table for the search for summer jobs

Summer job	Swedes	Danes	Total		
Yes	28,5	28,5	57		
No	15	15	30		
Do not look	36,5	36,5	73		
	80	80	160		

Table 58-chi2-test Expected table for summerjobs

Summer job	Enj surfers	Active	Total
Yes	36	36	72
No	19	19	38
Do not look	44	44	88
	99	99	198

Table 59-chi2-test Expected table for temporary jobs/stud jobs

Temp jobs/stud jobs	Swedes	Danes	Total
Yes	32,5	32,5	65
No	7,5	7,5	15
Do not look	40	40	80
	80	80	160

Table 60-chi2-test Expected table for practical training

Practical training	Swedes	Danes	Total
Yes	19,5	19,5	39
No	7,5	7,5	15
Do not look	53	53	106
	80	80	160

Table 61-chi2-test Expected table for practical training

Practical training	Enj surfers	Active job	Total
Yes	24	24	48
No	10,5	10,5	21
Do not look	64,5	64,5	129
	99	99	198

Table 62-chi2-test Expected table for deputies

Deputies	Swedes	Danes	Total
Yes	26	26	52
No	6	6	12
Do not look	48	48	96
	80	80	160

Table 63-chi2-test Expected table for trainee positions

Trainee positions	Swedes	Danes	Total
Yes	36,5	36,5	73
No	5	5	10
Do not look	38,5	38,5	77
	80	80	160

Table 64-chi2-test Expected table for trainee positions

Trainee positions	Enj surfers	Active	Total
Yes	48,5	48,5	97
No	5,5	5,5	11
Do not look	45	45	90
	99	99	198

Table 65-chi2-test Expected table for fulltime positions

Fulltime positions	Swedes	Danes	Total
Yes	67,375	66,5	133
Do not look	9,625	9,5	19
	77	75	152

Table 66-chi2-test Expected table for part time positions

Parttime positions	Swedes	Danes	Total
Yes	31,62	30,38	62
Do not look	45,38	43,62	89
	77	74	151

Table 67-chi2-test Expected table for project work

Project work	Swedes	Danes	Total
Yes	34,23	33,77	68
Do not look	41,77	41,23	83
	76	75	151

Table 68-chi2-test Expected table for the supplement news paper

News paper	Swedes	Danes	Total
Yes	58	58	116
No	22	22	44
	80	80	160

Table 69-chi2-test Expected table for the supplement visit employment agency

Employment agency	Swedes	Danes	Total
Yes	9,5	9,5	19
No	70,5	70,5	141
	80	80	160

Table 70-chi2-test Expected table for the supplement visit the firm

Visit the firm	Swedes	Danes	Total
Yes	14,5	14,5	29
No	65,5	65,5	131
	80	80	160

Table 71 Expected table for the supplement visit comp. Web pages

Visit comp web pages	Swedes	Danes	Total
Yes	54,5	54,5	109
No	25,5	25,5	51
	80	80	160

Table 72 Expected table for the supplement networking

Networking	Swedes	Danes	Total
Yes	31,5	31,5	63
No	48,5	48,5	97
	80	80	160

Table 73 Expected table for the supplement recruiting firms

Contact recr. Firms	Swedes	Danes	Total
Yes	26,61	21,5	43
No	58,5	58,5	117
	80	80	160

Table 74 Expected table for the supplement visit job fairs

Visit job fairs	Swedes	Danes	Total
Yes	16,5	16,5	33
No	63,5	63,5	127
	80	80	160

Table 75 Expected table for other supplements

Other	Swedes	Danes	Total
Yes	13,5	13,5	27
No	66,5	66,5	133
	80	80	160

Appendix E- Coding of the questionnaire-Danish example translated into English

We are two students from the University of Lund who are writing our Master Thesis in marketing. We are investigating Swedish and Danish user's behaviour and thoughts of using job databases. A job database is a webpage where various jobs are being advertised. More specifically we want to discover similarities and differences regarding the use of job databases. The questionnaire consists of 16 questions and takes 5-10 minutes to answer. In each question you are supposed to mark or answer what fits best on you or what reflects your meaning. Your answers are great help to our investigation of Swedish and Danish people's use of job databases.

Mark with an x

1. Nationality: Danish

2. Gender: Female
 Male

3. Do you use online job data bases?:
 Yes
 No

If you answered yes to the above statement
please proceed to question nr 5, if no proceed to
nr 4 where you end the questionnaire

4. Have you ever used a job database? Yes
Mark with an x No

5. Besides using job databases where else do you look for jobs?:
Mark with one or more x

- The news paper=1
- Visit the public employment service=2
- Visit company homepages=3
- Visit companies=4
- Net working through friends etc.=5
- Contact recruiting firms=6
- Visit job fairs=7
- Other=8

6. What is the reason for you looking at a job database?:
 I am an active job seeker=1
 I am searching "for the fun of it" and want to be up do date=2

7. Where have you obtained
information about job databases? Nowhere, know it by myself=1
 Advertisements=2
 Friends=3
 Family=4
 Other=5

8. Do you use job databases when you look for the following types of jobs?
Mark with one or more x'es

	1= Yes, I use job databases when for When I look for this type of job	2= No, I do not use job databases when I look for this type of job	3= I am not looking this type of job
Summer jobs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Deputies'	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trainee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
positions			
Internships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Full time job	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Part time job	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hired for	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
a project			
Temporary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
jobs/ student jobs			

9. How often do you look at job databases? Every day=1
Mark with an x Every week=2
 Every month=3
 Every year=4
 Less than once a year=5

10. How long time do you look at the job A few minutes=1
database every time you use it? (In average) 10 minutes=2
Mark with an x 15 minutes=3
 30 minutes=4
 More=5

11. Which of the following job databases are you familiar with (but have not necessarily used)?:

Mark with one or more x'es

Jobindex	___
Jobzonen	___
Ofir Job	___
StepStone	___
Monster	___
Jobselect	___
Arbejdsformidlingen	___
Cooljob	___
Job-support	___
MatchWork Danmark	___
Andre	___

Code 1 for 1 alternative chosen, code 2 for 2 alternatives chosen etc.

12. Which of the following job databases have you used?:

Mark with one or more x'es

Jobindex	___
Jobzonen	___
Ofir Job	___
StepStone	___
Monster	___
Jobselect	___
Arbejdsformidlingen	___
Cooljob	___
Job-support	___
MatchWork Danmark	___
Andre	___

Code 1 for 1 alternative chosen, code 2 for 2 alternatives chosen etc.

13. Are there any of the following job databases you visit over and over again?

Mark with an x

Jobindex	___
Jobzonen	___
Ofir Job	___
StepStone	___
Monster	___
Jobselect	___
Arbejdsformidlingen	___
Cooljob	___
Job-support	___
MatchWork Danmark	___
Andre	___

Code 0 for 0 chosen alternatives, code 1 for 1 alternative chosen etc.

14. What is the reason for you using this or these specific job databases?:

Mark with one or more x:es

- Good information (a lot of available jobs, the site is updated daily, etc.)=1
- The job database usability was good (it was easy to use with regard to search functions, download speed, overall design, and organization)=2
- It is safe-I do not worry to leave out personal information to this jobdata base since I know it is safe (online CV)=3
- Nice graphic style/site aesthetics=4
- I believe it fulfils its function=5
- Brand image=6
- Customer service (for example jobads sent on e-mail)=7
- Other=8

15. Rank the following 7 factors of how you deem a good job database?

1 is the best and 7 the worst

- Good information=1
- Good usability=2
- Security of own information (CV online etc.)=3
- Nice graphic style=4
- Fulfillment according to purpose=5
- Brand image=6
- Customer service (response of CV online etc.)=7
- Other=8

16 .What for you signifies good quality at a job database?

THANKS FOR YOUR HELP!

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