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|-------------------------------------------------------------------------------|----------------------------------------------------------------------------------|---------------------------------------------------------------|------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| <b>B</b>                                                                      | <b>I</b>                                                                         | <b>N</b>                                                      | <b>G</b>                                                                     | <b>O</b>                                                                           |
| has used an influencer's discount code when shopping online.                  | has already participated in an online auction.                                   | has bought jewelry online for Valentine's Day.                | has sent back all ordered items because nothing fit in the last four months. | has purchased clothing online within the past month.                               |
| has bought a product because it was advertised online.                        | has used a mobile shopping app to make a purchase.                               | has recommended a product that was bought online to a friend. | has already received phishing e-mails after having made an online purchase.  | has used a digital wallet to make an online purchase within the last three months. |
| has used online reviews to help make a purchasing decision in the past month. | has bought a digital download (e.g. music or games ...) online in the past year. | <b>has lately bought shoes online.</b>                        | has made an impulse purchase online in the past week.                        | has thought about the environment when shopping online.                            |
| has paid more than 10 euros for delivery in the past six months.              | has returned an item purchased online in the last month.                         | has bought something on Amazon last week.                     | <b>has received calls from Amazon.</b>                                       | has bought a game on Temu in the last six months.                                  |
| has shopped at ZARA's online website in the last month.                       | has bought concert tickets online in the last year.                              | has written a review online in the last year.                 | has bought electronic devices online in the last six months.                 | has encountered a security challenge while shopping online in the last six months. |

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