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WEBSITES

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- www.bodyenfitshop.nl
- www.xlnutituion.nl
- www.bodybuilding.com

Appendix 1.a

Scales survey 1:

Preference propositions

- In general, which platform do you think is better?
- What platform according to you is more successful?
- Which platform will people remember better?
- For supplement recommendations, which form do you think is more used?
- If you were considering buying (fitness) supplements what would convince you more?

**Answer possibilities: online source / offline source*

Reliability propositions

- This source is reliable
- This source has always been good to me
- Usually a promise or claim from this source about their products is true?
- I feel like I know what to expect from this source
- I feel I can trust this source

**Answer possibilities: 5-point Likert scale (disagree-agree)*

Credibility propositions

- I find an offline platform more trustworthy than an online platform
- I find an offline platform more credible than an online platform
- I find an offline platform more unbiased than an online platform

- I find an offline platform more believable than an online platform
- I find an offline platform more reputable than an online platform
- I find an offline platform more experienced than an online platform
- I find an offline platform more knowledgeable than an online platform
- I find an offline platform more qualified than an online platform
- I find an offline platform more uncompromising than an online platform
- I find an offline platform more ethical than an online platform
- I find an offline platform more objective than an online platform

*Answer possibilities: 5-point Likert scale (disagree-agree)

2.a Scales survey 2:

Preference propositions

- In general, which platform do you think is better?
- What platform according to you is more successful?
- Which platform will people remember better?
- For supplement recommendations, which form do you think is more used?
- If you were considering buying (fitness) supplements what would convince you more?
- Which platform do you think would create a more favourable image for traveling?

**Answer possibilities: Personal formats "blogs"/ Professional formats "official website"*

Suitability propositions

- How likely is it that you would accept advice that you would expect to find on this site about (fitness) supplements?
- How likely is it that the advice you find on this site would be useful to you?
- How likely is it that opinions on this site will be informative for you?
- How likely is it that you would allow advice on this site to choose a (fitness) supplement for you?
- How likely is it that you would be confident in accepting the advice you find on this site?
- How well do you recognize yourself in the advice on this site?

**Answer possibilities: probability indication (0% – 100%)*

Reliability propositions

- This source is reliable
- This source has always been good to me
- Usually a promise or claim from this source about their products is true?
- I feel like I know what to expect from this source
- I feel I can trust this source

**Answer possibilities: 5-point Likert scale (disagree-agree)*

Credibility propositions

- I find an offline platform more trustworthy than an online platform
- I find an offline platform more credible than an online platform
- I find an offline platform more unbiased than an online platform
- I find an offline platform more believable than an online platform
- I find an offline platform more reputable than an online platform
- I find an offline platform more experienced than an online platform
- I find an offline platform more knowledgeable than an online platform
- I find an offline platform more qualified than an online platform
- I find an offline platform more uncompromising than an online platform
- I find an offline platform more ethical than an online platform
- I find an offline platform more objective than an online platform

**Answer possibilities: 5-point Likert scale (disagree-agree)*

Study 1 survey:

Q1 What is your gender?

- Male (1)
- Female (2)

Q2 What is your age?

- 18 and younger (1)
- 19 - 23 (2)
- 24 - 28 (3)
- 29 - 34 (4)
- 35 and older (5)

Q3 What is your highest education?

- High-school (1)
- MB0 (2)
- HBO (3)
- WO (4)

Q4 How often do you access the Internet on average (in general) per day?

- Never (1)
- Less than an hour a day (2)
- 1 - 3 hours a day (3)
- 3 - 6 hours a day (4)
- 6 - 9 hours a day (5)
- more than 9 hours a day (6)

Q5 How often do you read supplement recommendations online per month?

- Never (1)
- Less than Once a Month (2)
- Once a Month (3)
- 2-3 Times a Month (4)
- Once a Week (5)
- 2-3 Times a Week (6)
- Daily (7)

Q6 How often do you use supplements?

- Never (1)
- 1-3 weeks (4)
- 4-6 weeks (5)
- 6-9 weeks (6)
- more than 9 weeks (7)

Q7 When buying supplements, do you consult offline sources? (Physical stores)

- Never (1)
- Sometimes (2)
- Occasionally (3)
- Often (4)
- Always (5)

Q8 The following question concerns your perception between online (social media, blogs, bodybuilding websites) and offline (word-of-mouth, physical stores) recommendations. Overall, which platform do you think is better?

- Online sources (1)
- Offline sources (2)

Q9 Which platform do you think is more successful?

Online sources (1)

Offline sources (2)

Q10 Which platform do you think will stick in people minds more?

Online sources (1)

Offline sources (2)

Q11 For supplement recommendations, which form do you think is more of a typical way of usage?

Online sources (1)

Offline sources (2)

Q12 If you were considering to buy supplements what would convince you more?

Online sources (1)

Offline sources (2)

Q13 Which platform do you think would create a more favourable image for supplements?

Online sources (1)

Offline sources (2)

Q14 What is the probability that you would use websites to look for information? (would definitely not use (0) – would definitely use (100%))

Q15 What is the probability that you would use a physical store to look for information? (would definitely not use (0) – would definitely use (100%))

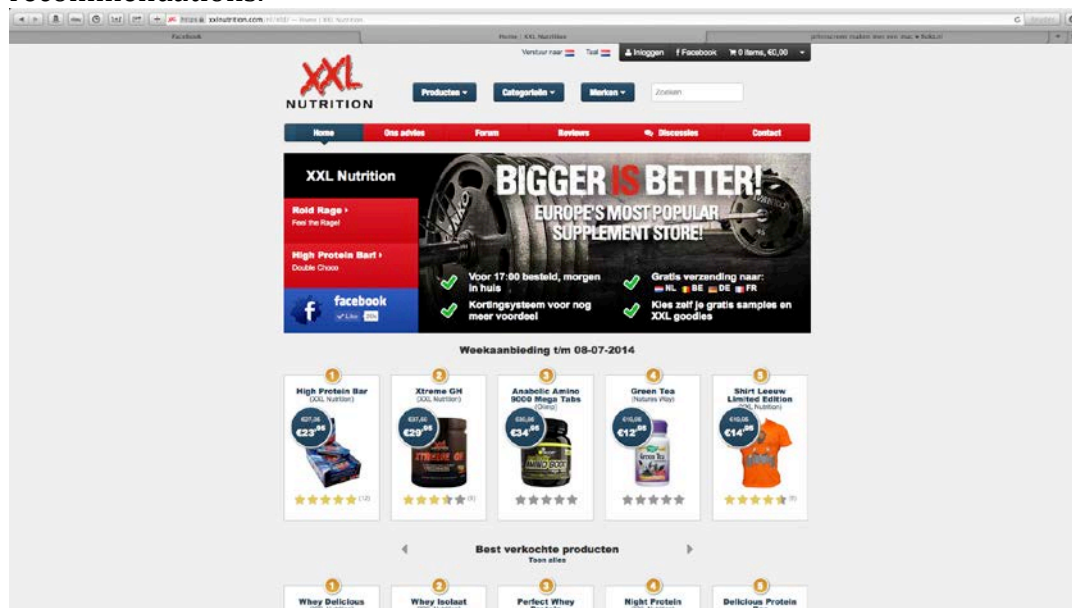
This image represents an offline source of supplement recommendations. It concerns a Supplement store.



Q16 Please indicate in which matter you agree-disagree with the following statements concerning the image above

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
This source is dependable and reliable (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This source has always been good to me (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If this source makes a claim or promise about its products, it is probably true (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel like I know what to expect from this source (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel I can trust this source (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This image resembles an online source of supplement recommendations.



Q17 Please indicates in which matter you agree-disagree with the following statements concerning the image above (online sources).

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
This website is dependable and reliable (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This website has always been good to me (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If this website makes a claim or promise about its products, it is probably true (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel like I know what to expect from this website (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel I can trust this website (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q18 To which content do you agree with the following statements?

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
I find an offline platform more trustworthy than an online platform (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find an offline platform more credible than an online platform (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find an offline platform more unbiased than an online platform (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find an offline platform more believable than an online platform (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find an offline platform more reputable than an online platform (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find an offline platform more experienced than an online platform (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find an offline platform more knowledgeable than an online platform (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find an offline platform more qualified than an online platform (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find an offline platform more uncompromising than an online platform (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find an offline platform more ethical than an online platform (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find an offline platform more objective than an online platform (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Study 2 survey:					

Q1 What is your gender?

Male (1)

Female (2)

Q2 What is your age?

- 18 and younger (1)
- 19 - 23 (2)
- 24 - 28 (3)
- 29 - 34 (4)
- 35 and older (5)

Q3 What is your highest education?

- High-school (1)
- MBO (2)
- HBO (3)
- WO (4)

Q4 How often do you access the Internet on average (in general) a day?

- Never (1)
- Less than 1 hour (2)
- 1 - 3 hours a day (3)
- 3 - 6 hours a day (4)
- 6 - 9 hour a day (5)
- more than 9 hours a day (6)

**Q5 How often do you fitness supplements recommendations\reviews online a month?
(Dutchbodybuilding.com, bodybuilding.com, XXINutrition/BodyenFitshop forums etc)**

- Never (1)
- Once a Month (2)
- 2-3 Times a Month (3)
- Once a Week (4)
- 2-3 Times a Week (5)
- Daily (6)

Q6 Which types of online fitness supplement reviews/recommendations do you use/follow?

- Social Media (Facebook, Twitter, Instagram etc) (1)
- Official fitness supplement websites (Bodyenfitshop, XXL nutrition etc) (2)
- Deal websites (groupon) (3)
- Fitness blogs (Dutchbodybuilding.com) (4)
- Combined websites (Bodybuilding.com) (5)

The following image represents an online Blog/forum, there are diverse types of blogs. On www.dutchbodybuilding.com for instance you can create your own page, share your ideas and experiences. But more importantly you can also read about experiences of others on almost any fitness products in the world. Pre workout, Aminos, whey shakes, casein shakes etc.... Please examine the image below carefully and answer the questions below.

WHEY PERFECTION
KWALITEIT EN SMAAK TOT IN PERFECTIE

DutchBodybuilding.com

Persoonlijke begeleiding Upgrade Account Foto's Wiki Supplementen Reviews Sponsors

DutchBodybuilding.com forum

Gebruikersnaam: Onthouden op deze computer.
Wachtwoord:

Aanmelden Community Posts van vandaag Zoeken

Welkom op DutchBodybuilding.com forum.

DutchBodybuilding.com is een Nederlands-Vlaams forum voor iedereen die interesse heeft in krachtsport, bodybuilding of fitness, of gewoon wat aan zijn of haar gezondheid wilt doen. Je zal je eerst moeten **aanmelden** als je berichten wilt plaatsen. Klik op de rode button hieronder om verder te gaan. Als je berichten wilt bekijken kies dan een subforum uit de lijst hieronder.

Aanmelden is GRATIS! Er zijn honderden extra opties beschikbaar voor aangemelde leden, en het duurt slechts 30 seconden of minder!

"Ik kijk hier ook nog niet zo lang rond, en ben nog niet zo gek lang met de sport bezig. Ik heb ervaren dat je hier echt goed geholpen wordt." Mich [Lees de post](#)

Gratis aanmelden!
Snel, eenvoudig en gratis!

Forum	Topics	Posts
DutchBodybuilding.com (48 lezers)	89.627	843.547
International / English forums If you don't understand Dutch, please post your question or topic in English here. We will be happy to help you.	125	1.353
Tijdelijke fora		
Forum Contest 2014 Alle info & logs voor de forum zomer-contest van 2014.	28	3.441

Answer the following questions with a probability 0% to 100%

Q7 How likely is it that you would accept advice that you would expect to find on this site about fitness supplements?

Q8 How likely is it that the advice that you would expect to find on this site would be useful to you?

Q9 How likely is it that opinions you would expect to find on this site will be informative for you?

Q10 How likely is it that you would allow advice that you would expect to find on this site to choose a fitness supplement for you?

Q11 How likely is it that you would be confident in accepting the advice that you would expect to find on this site?

Q12 How well do you recognize yourself in the advice that you would expect to find on this site?

Q13 Please indicate in which matter you agree-disagree with the following statements

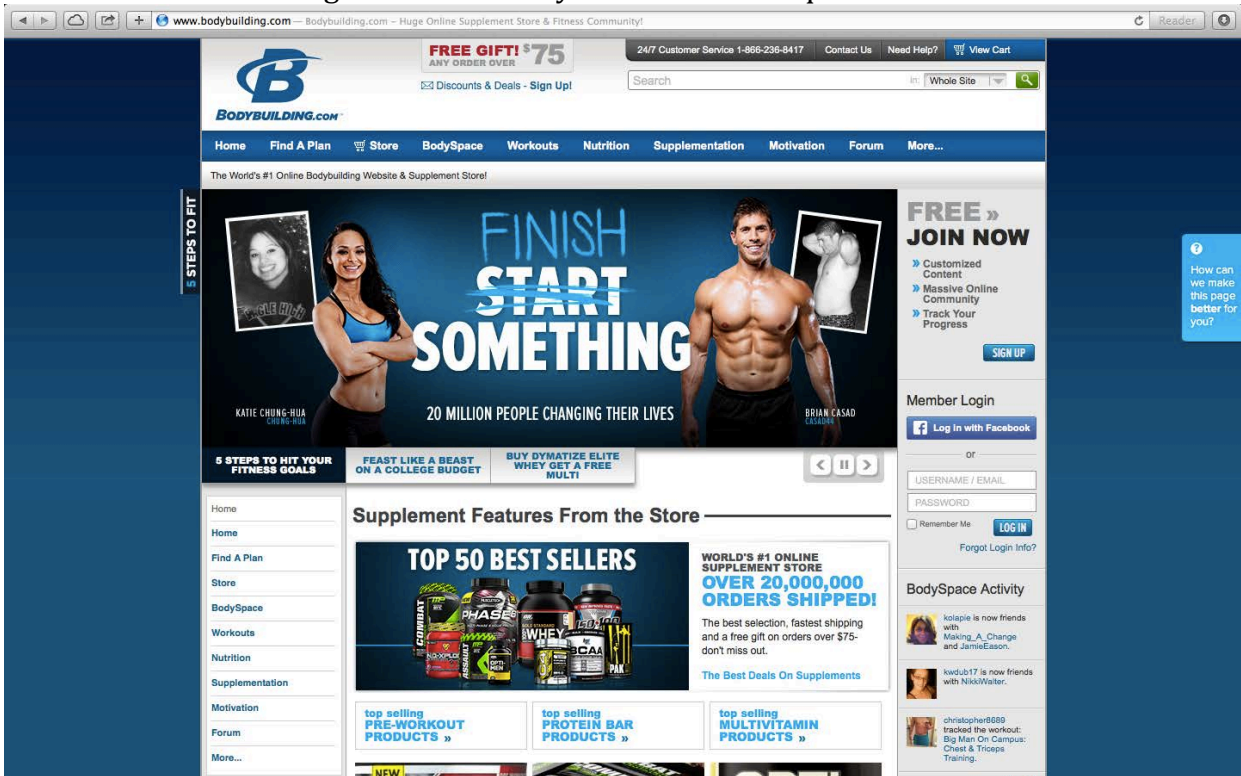
	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
This website is dependable and reliable (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This website has always been good to me (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If this website makes a claim or promise about its products, it is probably true (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel like I know what to expect from this website (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel I can trust this website (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14 Please indicate in which matter you agree-disagree with the descriptions about the site

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
Trustworthy (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Credible (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unbiased (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Believable (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reputable (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experienced (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledgeable (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Qualified (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uncompromising (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ethical (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Objective (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This image represents an official online fitness supplement recommendation site. The Bodybuilding.com website is a well-known platform for advice on all kinds of fitness supplements. On this site you can read about old and new products, What to use for what goal, reviews of products from different countries, where to find sellers of fitness supplements and much more, all composed by professionals who have tried the products and have numerous years of experience in fitness and an official diploma for nutrition.

Please examine the image below carefully and answer the questions below.



Answer the following questions with a probability 0% to 100%

Q15 How likely is it that you would accept the advice that you would expect to find on this site?

Q16 How likely is it that the advice that you would expect to find on this site would be useful to you?

Q17 How likely is it that the opinions that you would expect to find on this site will be informative to you?

Q18 How likely is it that you would allow advice that you would expect to find on this site to choose a fitness supplement for you?

Q19 How likely is it that you would be confident in accepting this sites' advice about a fitness supplement?

Q20 How well do you recognize yourself in the advice that you would expect to find on this site?

Q21 Please indicate in which matter you agree-disagree with the following statements

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
This website is dependable and reliable (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This website has always been good to me (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If this website makes a claim or promise about its products, it is probably true (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel like I know what to expect from this website (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel I can trust this website (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q22 Please indicate in which matter you agree-disagree with the descriptions about the site

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
Trustworthy (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Credible (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unbiased (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Believable (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reputable (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experienced (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledgeable (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Qualified (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uncompromising (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ethical (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Objective (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q23 Comparing the images which would your prefer for the following 2 stages you are in when thinking about a fitness supplement?

- Consideration stage: The impulse to start using a supplement for fitness (very first stage).
- Search stage: Visiting various websites to find information (second stage).

	Blogs (1)	Official Recommendations (2)
Consideration stage (1)	<input type="radio"/>	<input type="radio"/>
Search stage (2)	<input type="radio"/>	<input type="radio"/>

Q24 The following question concerns your perception between the two previously mentioned types of recommendations.

Overall, which platform do you think is better?

- Blogs (1)
- Official fitness supplement Recommendation site (2)

Q25 Which platform do you think is more successful?

- Blogs (1)
- Official fitness supplement Recommendation site (2)

Q26 Which platform do you think will stick in peoples' minds more?

- Blogs (1)
- Official fitness supplement Recommendation site (2)

Q27 Which form do you think is more of a typical way of usage?

- Blogs (1)
- Official fitness supplement Recommendation site (2)

Q28 If you were considering using fitness supplements what would convince you more?

- Blogs (1)
- Official fitness supplement Recommendation site (2)

Q29 Which platform do you think would create a more favourable image for fitness supplements?

- Blogs (1)
- Official fitness supplement Recommendation site (2)

end of survey 2