

## **ONLINE APPENDIX: Interview Protocol**

The questions were for guidance only, and more questions were generally asked during interviews. Often, protocol questions led to spontaneous follow-up questions in order to clarify or go further into an answer.

### **Background questions**

- What was your professional situation before you joined eBay? What did you do before?
- How did you learn about eBay and the opportunity it could represent for you?
- Do you sell on e-marketplaces other than eBay? How do they compare?
- What incited you to become a business seller on eBay? What were your initial expectations?

### **General questions**

- What do you sell on eBay? Why this particular product?
- Since you joined eBay, how would you describe your experience as a business seller, in general terms?
  - o Follow-up with additional questions, depending on the answer.
- Have you noticed any change since you joined eBay? Has there been any change that impacted on your activity as a business seller?
- Compared with your initial expectations when you joined eBay, would you say that eBay enabled you to fulfill these expectations?

### **Questions about business seller status**

- Do you think that, as a business seller, you are granted a special status on eBay?
- What is your opinion of private sellers on eBay?
- What do you think about the way eBay manages its relationships with you, a business seller?
- As a business seller, what are the positive sides of eBay?
- What are the negative aspects of eBay?
- What could eBay do to improve your situation and facilitate your work as a business seller?

### **Questions about daily activities**

- Compared to your previous professional activity (if any), what did eBay change in your daily work and life?
- Can you describe a normal day of work? How much time do you devote to eBay daily?
- What are the different tasks? Which task is the most time-consuming?
- How do you set the prices of your products? What price system do you use, and why?
- How do you choose your suppliers? Do you buy online?
- How do you ship the items you sell? How do you control shipping?

### **Questions about interactions on eBay**

- Is there a lot of competition from other sellers on eBay? Do you interact with them?
- Do you interact with eBay? Do they interact with you? How does it go generally?
- Do you interact with buyers? Do they interact with you? How does it go generally?

### **Questions about the future**

- Would you quit eBay for another e-marketplace? Why?
- What are your plans for your future on eBay?