

## Appendix 5. Results from audio and video recordings.

Themes	Selected verbatim transcripts and materials
Participants: Presence and co-presence	<ul style="list-style-type: none"> <li>- “Skype, it’s for him to give me his opinion on the quality of the product, something I would not have seen on the ad ... I will stay connected to Facebook in case, if he answers me” (Bastien-Paul).</li> <li>- “Often what I do, I have a friend who has a Mac and when we were looking for saddlebags or something like that so I send him the link to see what he thinks [...] saddlebag I liked or a product I liked” (Guillaume).</li> <li>- Mélanie searches for clothes on Zalando’s website and sends her mother the references to a product she likes by email to get her opinion. She receives a positive response and decides to call her back (Mélanie).</li> <li>- “I usually like to ask my wife” (Bruno).</li> <li>- “He’s taking a nap!” “What do you think?” (Sophie).</li> <li>- “It’s tedious as a search, so I will not bother him [spouse]” (Brigitte).</li> <li>- “I like the three of them. 64€, 63€, 45€. Now I’m going to ask Alice’s advice because I do not know which one you like best” (Dylan).</li> </ul>
Space and material elements	<ul style="list-style-type: none"> <li>- Consults travel guides to find and read information before shopping online (Virginia).</li> <li>- Observation of various places: on their couch (Valerie), their bed (Maéva) or on the ground, at the corner of the chimney (Clémentine).</li> <li>- Observation of various furniture, such as the kitchen table (Figure 4).</li> <li>- Use of the smartphone (Mélanie).</li> <li>- “Well, I guess they e-mailed it to me too, so I’m watching. Therefore, I’m still on the Internet but this time on my iPhone” (Malia).</li> <li>- Use paper and pencil to compare and to discuss the offers identified for his diving club later (Olivier – Figure 2).</li> <li>- “I am very paper/pen, I need my paper” (Valerie).</li> <li>- Consult travel guides to review information already read before shopping online (Virginia).</li> <li>- A consumer asks if it will bother the interviewers if they “put music on” (via YouTube) while surfing: “I like when I’m on the Internet to put a little music on” (Dorian).</li> <li>- Marine’s observation: Marine says he feels the cold in the room and rises to adjust the thermostat of the heater (and interrupts the online interaction for a short while).</li> <li>- The payment card is sometimes present next to the screen (Marie, Muriel).</li> <li>- “It’s still 119€, so I’m going to enter the promotion code marked on the ..., what they sent me to see if it’s part of it” (Malia). She looks at the details in the mail, but she cannot find it in her diary, so she goes to see if she has another discount code that she received in her mailbox. “I had another one I think, I’m going to look ... ” She cannot find it, so she looks on her phone because it was sent to her by email as well.</li> <li>- “I do not need to travel!” (Betty).</li> <li>- A consumer spotted a jacket in a store (a few days ago) and is looking for it on the Kookai website at her home (Ida).</li> <li>- An observed person uses a Sephora reduction card (-15%) that was given in the store (Laurie – Figure 3).</li> </ul>

(Continued)

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Time-related elements	<ul style="list-style-type: none"> <li>- "It is the arrival of pay" (Pauline).</li> <li>- "The opening of my emails with my tea is systematic" (Anne – Figure 4). A consumer surfing multiple merchant sites while opening other tabs to log into her Twitter account and Facebook profile. She receives two notifications during the observation (one of which informs her that she appears in a photo "with her boyfriend" during a recent evening). She explains: "I do not stay" fixed "on Sephora, which is good"; "I can see the news of my friends in passing," it allows me to "disconnect myself from what I am doing [...] I could not do it in store," "There I do what I want when I want" (Laurie).</li> <li>- "I take the opportunity to consult the sites before going to sport" (Olivier).</li> <li>- "We have to wait for the pages to load" (Françoise)</li> <li>- "I will come back later, it does not load" (Sebastian).</li> <li>- "What I'm going to do, I will mark the site so I can come back easily" (Olivier)</li> <li>- A consumer places an item in the Bookmark to think and "not get carried away" (Bastien-Paul).</li> <li>- A consumer prefers to exchange with a friend (for opinion/guitar) by email because on Facebook "we spend too much time and we only do that" (Bastien-Paul).</li> </ul>