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附錄　網路問卷

NUS Business Administration Faculty is conducting a survey on Consumers' Online Purchasing behaviour and would like to seek your valuable input for their study. Your participation is very much appreciated. All responses will be kept strictly confidential.

5 lucky Participants for this survey stand to win for themselves each a state-of-the art Portable Zappee MP3 Player (16Mb) with built-in Digital Tuning Stereo FM Radio !
Hurry, take part in this survey ! Closing date - 3 Oct 2000. Winners will be notified by email.

Zappee Features

- Light weight (74 gram)
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- Supports Multimedia Flash Memory Card (up to 128MB)
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- Software to create MP3 files from audio CDs and internet downloads
- Backup your data files with Flash Memory Card

Prizes kindly sponsored by   **ZipLabs Pte Ltd**,

one of the high tech developer specializes in total MP3 solutions.

Section I

Please indicate how much you agree or disagree with the following statements by clicking on the number that best reflects your opinion.

1. When considering purchase online, I actively evaluate a larger number of brands then when I shop in a traditional retail environment.

Strongly Disagree　 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 　Strongly Agree

2. When considering purchase online, I tend to tradeoff the strengths and weaknesses of a brand before deciding how attractive the brand is.

Strongly Disagree $\square$ 1 $\square$ 2 $\square$ 3 $\square$ 4 $\square$ 5   Strongly Agree

3. When planning purchase online, I only consider the single most important feature (e.g. best price or best quality) when selecting the brand.

Strongly Disagree $\square$ 1 $\square$ 2 $\square$ 3 $\square$ 4 $\square$ 5   Strongly Agree

4. When considering purchase online, I will reject a brand if it does not meet my minimum acceptable level on each important product feature.

Strongly Disagree $\square$ 1 $\square$ 2 $\square$ 3 $\square$ 4 $\square$ 5   Strongly Agree

5. When considering purchase online, compared to traditional retail environment, I find it easier to identify and eliminate brands which are clearly inferior to others.

Strongly Disagree $\square$ 1 $\square$ 2 $\square$ 3 $\square$ 4 $\square$ 5   Strongly Agree

6. When considering purchase online, I do an *overall* comparison of different brands before I decide which brand is my most preferred.

Strongly Disagree $\square$ 1 $\square$ 2 $\square$ 3 $\square$ 4 $\square$ 5   Strongly Agree

7. When considering purchase online, I first pick a product feature and then compare

each brand on that product feature. I do this successively for other features before deciding which brand is my most preferred.

Strongly
Disagree   □ 1 □ 2 □ 3 □ 4 □ 5   Strongly Agree

8. When considering purchase online, I am more price sensitive compared to that in a traditional retail environment.

Strongly
Disagree   □ 1 □ 2 □ 3 □ 4 □ 5   Strongly Agree

9. When considering purchase online, I react more to sales promotions compared to that in a traditional retail environment.

Strongly
Disagree   □ 1 □ 2 □ 3 □ 4 □ 5   Strongly Agree

10. When considering purchase online, I prefer to look at a larger variety of brands, compared to that in a traditional retail environment.

Strongly
Disagree   □ 1 □ 2 □ 3 □ 4 □ 5   Strongly Agree

11. When considering purchase online, I prefer to buy well-known brands, compared to that in a traditional retail environment..

Strongly
Disagree   □ 1 □ 2 □ 3 □ 4 □ 5   Strongly Agree

12. Even though image-based messages take a longer time to load, I prefer looking at them compared to purely text-based messages.

Strongly
Disagree   ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5   Strongly Agree

13. When I am visiting a web site, I often click a banner ad.

Strongly
Disagree   ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5   Strongly Agree

14. I pay more attention to online ads compared to TV ads.

Strongly
Disagree   ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5   Strongly Agree

15. I would prefer to buy again from an online store rather than switch to another online store which may be running a short-term promotional campaign.

Strongly
Disagree   ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5   Strongly Agree

16. I would prefer to choose a brand of <u>automobile</u> after evaluating information available on the Net, and then make the actual purchase in a traditional store.

Strongly
Disagree   ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5   Strongly Agree

17. I would prefer to choose a brand of <u>computer</u> after evaluating information available on the Net, and then make the actual purchase in a traditional store.

Strongly
Disagree   ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5   Strongly Agree

18. I would prefer to buy music CDs from an online store, rather than from a traditional store.

Strongly
Disagree   ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5   Strongly Agree

19. I am more likely to make an "impulse purchase" (i.e. see a product when surfing or visiting online store, and decide to buy on the spot) in an online store environment compared to that in a traditional retail environment.
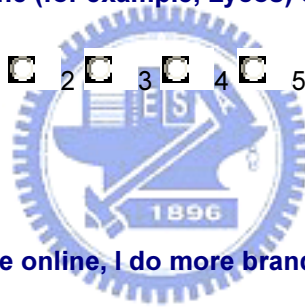
Strongly
Disagree □ 1 □ 2 □ 3 □ 4 □ 5 Strongly Agree

20. I am a frequent user of bookmarks for accessing my favourite web sites.

Strongly
Disagree □ 1 □ 2 □ 3 □ 4 □ 5 Strongly Agree

21. I use the same search engine (for example, Lycos) on a regular basis.

Strongly
Disagree □ 1 □ 2 □ 3 □ 4 □ 5 Strongly Agree

22. When considering purchase online, I do more brand price comparisons than in a traditional retail environment.

Strongly
Disagree □ 1 □ 2 □ 3 □ 4 □ 5 Strongly Agree

23. I like participating in online auctions.

Strongly
Disagree □ 1 □ 2 □ 3 □ 4 □ 5 Strongly Agree

24. When considering purchase, I would prefer to buy from a firm which only has an online store, compared to a firm which has a physical store as well as an online store.

Strongly
Disagree □ 1 □ 2 □ 3 □ 4 □ 5 Strongly Agree

25. When you are searching for information online, on the average, what percentage of time do you actually find the information that you are looking for?

[   ] %

Section II

Please answer the following questions.

1. Have you bought any of the following products/services online during the last 12 months? Please check as many as applicable. Please also indicate the amount you spent (in Sing$) in your most recent purchase.

☐ Computer software   S$[   ]

☐ Computer hardware/parts   S$[   ]

☐ Clothing and accessory   S$[   ]

☐ Tickets for airlines/railway/ship, etc   S$[   ]

☐ Tickets for concerts/cinema shows   S$[   ]

☐ Stationery   S$[   ]

☐ Records/CDs/music   S$[   ]

☐ Sporting goods   S$[   ]

☐ Books/magazines   S$[   ]

☐ Medicine   S$[   ]

☐ Electrical/electronic goods   S$[   ]

☐ Others, please specify

[_____]

S$ [_____]

2. Were you satisfied with the products/ services you bought online?

Very Dissatisfied ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Very Satisfied ☐ Did not buy

3. Do you intend to continue buying online in the next 6 months?

Very Unlikely ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Very Likely

4. How likely are you to recommend to your friends/relatives to buy products/services online?

Very Unlikely ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Very Likely

5. How likely are you to continue buying from the same website/s in the future?

Very Unlikely ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Very Likely ☐ Not relevant

6. I intend to try out new website/s for my future purchases.

Very Unlikely ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Very Likely

7. How often do you use Internet based Telephone systems to communicate with others?

Never ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Very Frequently

8. I expect myself to be a heavy user of the Internet when it becomes commonly available on the screens of mobile phones.

Strongly Disagree ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Strongly Agree

9. Think about the last time you searched online for information, with the intention of buying online in the following two product categories and answer the questions.

Category	Name of product for which you have conducted search	Approximately how much time did you spend searching online for a lower price prior to online purchase (please include all search occasions).	Did you ultimately make a purchase?
example	*Phone*	*23 Minutes*	*Yes*
Computer Hardware		Minutes	- ▼
Electronic goods		Minutes	- ▼

10. If your search in question 9 resulted in a purchase, then please write down the following details about that occasion, with as much accuracy as possible. (US$1 is to S$1.70)

Product Category	Name of product bought	Name of manufacturer	Model Number	Price paid
example	*Phone*	*AT & T*	*EM 190*	*S$25.99*
Computer Hardware				S$
Electronic goods				S$

Section III:

The following statements are about general attitudes toward usage of Internet shopping. Please indicate the extent to which you agree or disagree with each statement by clicking on the appropriate options.

1. Buying online lacks the feel of security

Strongly Disagree ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Strongly Agree

2. You never know if you are getting the intended products when you buy online.

Strongly Disagree ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Strongly Agree

3. Buying online saves time.

Strongly Disagree ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Strongly Agree

4. Buying online saves me money.

Strongly Disagree ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Strongly Agree

5. It is convenient to buy online..

Strongly Disagree ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Strongly Agree

6. Whenever I need to find information, my first choice is to go to the Internet.

Strongly Disagree ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Strongly Agree

7. Web advertisements provide me with useful information for my online shopping.

Strongly Disagree ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Strongly Agree

8. I like to go shopping in traditional shopping malls whenever I have free time.

Strongly
Disagree
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5   Strongly Agree
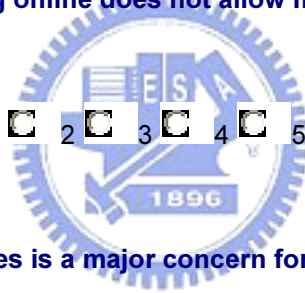
9. It is difficult to locate products on the Web.

Strongly
Disagree
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5   Strongly Agree

10. I like to buy online because there is no pressure from salespersons.

Strongly
Disagree
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5   Strongly Agree

11. I dislike the fact that buying online does not allow me to touch and feel the products before purchase.

Strongly
Disagree
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5   Strongly Agree

12. Uncertainty about warranties is a major concern for me when buying online..

Strongly
Disagree
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5   Strongly Agree

Section IV

Please provide some information about yourself by answering each of the following questions. The information gathered will be kept strictly confidential.

1. Your Gender: ☐ Male   ☐ Female

2. Your age range: [Please select one ▼]

3. Your marital status: `Please select one ▼`

4. Your educational level: `Please select one ▼`

5. Your current occupation: `[                    ]`

6. Your approximate annual household income: S$ `[                    ]`   For people who are not residing in Singapore, please approximate using the rate conversion: US$1.00 to S$1.70

7. Your country of residence: `Please select one ▼`

Please provide us with your mailing address so that we are able to contact you should you win a prize in our lucky draw.

8. Mailing address: `[                    ]`
`[                    ]`

9. Email address: `[              ]`

`Submit`   `Reset`

Please Read The Following....

• Please be assured that all responses are kept strictly confidential. There will be no unsolicited marketing material directed to you as a result of this survey

• Employees and their immediate families of SPH AsiaOne Ltd and the sponsors associated with this promotion are not eligible to participate in the survey.

• Those who submit more than one entry will be disqualified from the lucky draw.

• The judges' decision is final and no correspondence will be entertained.

• Prizes are not transferable or exchangeable for cash. The organiser reserves the right to substitute prizes.