ANNEXTURE

QUESTIONNAIRE
(Digital Market Behavior)

PART I

1. Name: ____________________________________________

2. Contact number: +91 - _________________

3. Age: 1) <25 2) 25 to 35 3) >35 to 45 4) >45

4. Gender: Male/Female

5. In what particular region of the Gujarat do you live?
   1) Urban 2) Semi urban 3) Rural

6. Qualification:
   1) Graduation 2) Post graduation
   3) Ph.D. 4) Other. (Please specify): ________

7. Occupation:
   1) Service 2) Professional 3) Manufacturer 4) Trader
   5) Other (Please specify): __________

8. Work experience (in years):
   1) 0 to 1 2) >1 to 2 3) >2 to 3 4) >3 to 4 5) >4

9. Monthly income:
   1) < 10,000 2) 10,000 - 20,000 3) 20,000 - 30,000 4) >30,000
Part II

10. Do you use an internet? Yes/No

11. Do you have an internet connection? Yes/No

12. Where do you access to the internet frequently? (Please select the most appropriate)
   1) Home                      2) Office
   3) Internet café         4) Other. (Please specify): ____________

13. How many hours per week do you spend online excluding email facility?
   1) More than 20 hours        2) 16 to 20 hours
   3) 11 to 15 hours                 4) 6 to 10 hours
   5) 1 to 5 hours                     6) less than 1 hour

14. How long have you been using internet services?
   1) More than 10 years       2) 6 to 10 years
   3) 4 to 6 years                    4) 1 to 4 years
   5) Less than 1 year

15. What type of internet connection do you use at home?
   1) Cable modem     2) ADSL (broadband)   3) Dial-up
   4) Other. (Please specify): ____________   5) Not sure

16. Which is the medium for an internet connection?
   1) Wired                        2) Wireless            3) Both

17. Which is your main ISP?
   1) BSNL                        2) Reliance             3) Tata
   4) Airtel                          5) Vodafone          6) Sify
   7) Other. (Please specify): ____________
18. How is your experience with existing ISP? (Just tick mark)

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<th>Very Dissatisfied</th>
<th>Dissatisfied</th>
<th>Cannot say</th>
<th>Satisfied</th>
<th>Very Satisfied</th>
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19. How is your experience with previous ISP? (Just tick mark)

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<th>Very Dissatisfied</th>
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<th>Satisfied</th>
<th>Very Satisfied</th>
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20. Are you planning to switch over the ISP? Yes/No

21. Give priorities (rank) for selecting the particular ISP.

1) Scheme____  2) Speed____  3) Price____
4) Coverage (connectivity)____  5) Services____

22. Which is the most preferred web browser according to you?

1) IE 2) Netscape 3) Google Chrome
4) Firefox Mozilla 5) Other. (Please specify): ____________

23. Which is the most preferred free email service provider?

1) Yahoo 2) Gmail 3) Hotmail
4) Rediff 5) Other. (Please specify): ____________

24. Give priorities (ranks) for usages of internet:

1) Emails 2) News 3) Purchase
4) Stock market 5) Songs/Video 6) Games
7) Movie 8) Other(s). (Please specify): ____________

25. Have you ever surfed any website with purchase intention? Yes/No

26. Do you think it is important for street retailers to have an online shopping facility?

1) Yes 2) No 3) I don't care
27. Do you purchase online? Yes/No

28. How often you buy through online on average?
   1) Once a month   2) Once every 4-6 months
   3) Once a year    4) Not Sure

29. Do you trust online shopping? Yes/No

30. What the following service will you use to settle the payment for online shopping?
   1) Credit/debit card
   2) Bank transfer
   3) Other. (please specify): ____________

31. How much important to purchase through online? (Just tick mark)

| Not Important | Slightly Important | Neither | Fairly Important | Extremely Important |

32. Which is the preferred mode of purchasing?
   1) In person    2) Online

33. Which is the preferred mode of banking?
   1) In person    2) Internet Banking    3) Mobile Banking
34. Whether the following factors influencing online shopping decision? (Just tick mark)

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<th>Slightly Agree</th>
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<td>Transaction Security</td>
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<td>Personal Privacy and Security</td>
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<td>Product Price and Quality</td>
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<td>After – Sales Service</td>
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<td>Convenience and Save Time</td>
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<td>Shopping Accessibility</td>
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<td>Endorsement and promotion and Advertisement</td>
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<td>Shorter Delivery Period</td>
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<td>Ease of Product Price and Quality Contrast</td>
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<td>Variety of Global Product</td>
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<td>Consumer’s Review Availability</td>
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<td>Website Make obtainable and provide Sufficient Product Information and Explanation</td>
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THANKS FOR YOUR COOPERATION