APPENDIX A

Questionnaire for Customer

Business to Customer (B2C)

Name :
Gender :
Age :
E-mail :
Department :
Designation :
Educational Qualification :
Annual Income :

1. How often do you use internet every day?
   O Never        O Rarely        O Occasionally       O Frequently

2. How often do you use the following web activities?

<table>
<thead>
<tr>
<th>Never</th>
<th>Rarely</th>
<th>Occasionally</th>
<th>Frequently</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

3. How would you describe your proficiency on internet?
   O Beginner       O Comfortable       O Advanced

4. How often do you use internet for shopping?
   O Very often     O Often            O Sometimes     O Rarely     O Never

5. In general, do you prefer shopping by using Internet?
   O Very often     O Often            O Sometimes     O Rarely     O Never

6. Which is an appropriate maximum amount you would spend on a single online purchase?
   O Less than 5K   O 5K - 25K        O 26K – 50K    O 51K – 1 lakh   O Above 1 lakh
7. Have you ever paid bill on the Internet?
   O Yes   O No

8. Which payment system did you use?
   O Credit Card   O Internet Banking   O PayPal   O Others

For Q. 9 to Q.32, Please select your level of agreement to the following statements

9. Online shopping saves time
   O Strongly Agreeable   O Agreeable   O Neither Agreeable Nor Disagreeable   O Disagreeable   O Strongly Disagreeable

10. There is no time constraint for online shopping
    O Strongly Agreeable   O Agreeable   O Neither Agreeable Nor Disagreeable   O Disagreeable   O Strongly Disagreeable

11. It is more difficult to shop on the Internet
    O Strongly Agreeable   O Agreeable   O Neither Agreeable Nor Disagreeable   O Disagreeable   O Strongly Disagreeable

12. Online shopping is risky (need to give Credit Card No.)
    O Strongly Agreeable   O Agreeable   O Neither Agreeable Nor Disagreeable   O Disagreeable   O Strongly Disagreeable

13. Will prefer traditional shopping
    O Strongly Agreeable   O Agreeable   O Neither Agreeable Nor Disagreeable   O Disagreeable   O Strongly Disagreeable

14. Internet reduces monetary costs of traditional shopping
    O Strongly Agreeable   O Agreeable   O Neither Agreeable Nor Disagreeable   O Disagreeable   O Strongly Disagreeable

15. I will shop on Internet if prices are low
    O Strongly Agreeable   O Agreeable   O Neither Agreeable Nor Disagreeable   O Disagreeable   O Strongly Disagreeable

16. Products are more detailed on the Internet
    O Strongly Agreeable   O Agreeable   O Neither Agreeable Nor Disagreeable   O Disagreeable   O Strongly Disagreeable

17. The information provided by the company is not similar to the product at the time of delivery?
    O Strongly Agreeable   O Agreeable   O Neither Agreeable Nor Disagreeable   O Disagreeable   O Strongly Disagreeable

18. Online payment issues are very serious, that is, Payment gateway’s and banks also charge way too much commission on each transaction and you don’t get the benefits compare to traditional payment.
    O Strongly Agreeable   O Agreeable   O Neither Agreeable Nor Disagreeable   O Disagreeable   O Strongly Disagreeable
19. Feel unsecure to do the transactions online
O Strongly Agreeable  O Agreeable  O Neither Agreeable Nor Disagreeable  O Disagreeable  O Strongly Disagreeable

20. Companies force to feel the form of all personal and confidential information first
O Strongly Agreeable  O Agreeable  O Neither Agreeable Nor Disagreeable  O Disagreeable  O Strongly Disagreeable

21. There is no need to take the confidential information which is not related to transaction, that is, collecting personal information through unnecessary registration is the is the prohibition of the right to privacy act as per Indian Constitution
O Strongly Agreeable  O Agreeable  O Neither Agreeable Nor Disagreeable  O Disagreeable  O Strongly Disagreeable

22. There is no protection to your data, that is, Hackers can gain access to privileged information or even the companies share the data for their personal benefits by unwanted calls, mails, spams or cookies
O Strongly Agreeable  O Agreeable  O Neither Agreeable Nor Disagreeable  O Disagreeable  O Strongly Disagreeable

23. There is no standard checkout process, that is, the customer always need to follow a new process to purchase different product from different e-commerce company
O Strongly Agreeable  O Agreeable  O Neither Agreeable Nor Disagreeable  O Disagreeable  O Strongly Disagreeable

24. There is a need of standard checkout process.
O Strongly Agreeable  O Agreeable  O Neither Agreeable Nor Disagreeable  O Disagreeable  O Strongly Disagreeable

25. Most of the time, the companies or have lot of navigation problems, like try to sell the products of their partners just because of lot of promotions of their partners or some products are out of the stock, but that are not cleaned from homepage.
O Strongly Agreeable  O Agreeable  O Neither Agreeable Nor Disagreeable  O Disagreeable  O Strongly Disagreeable

26. Will prefer cash-on-delivery on product
O Strongly Agreeable  O Agreeable  O Neither Agreeable Nor Disagreeable  O Disagreeable  O Strongly Disagreeable

27. Companies deliver the products on their convenient time and not on your convenient time, that is, the time of delivery is decided by the company and not by you.
O Strongly Agreeable  O Agreeable  O Neither Agreeable Nor Disagreeable  O Disagreeable  O Strongly Disagreeable

28. Companies don’t deliver the products on time.
O Strongly Agreeable  O Agreeable  O Neither Agreeable Nor Disagreeable  O Disagreeable  O Strongly Disagreeable

29. Customer should keep updated on the track the progress of delivery of the product
O Strongly Agreeable  O Agreeable  O Neither Agreeable Nor Disagreeable  O Disagreeable  O Strongly Disagreeable
30. Need of Good brands in online shopping
O Strongly Agreeable    O Agreeable    O Neither Agreeable Nor Disagreeable    O Disagreeable    O Strongly Disagreeable

31. Need of Guarantees and Warrantees
O Strongly Agreeable    O Agreeable    O Neither Agreeable Nor Disagreeable    O Disagreeable    O Strongly Disagreeable

32. Customers should be protected from violation of law like fraud, invasion of privacy etc.
O Strongly Agreeable    O Agreeable    O Neither Agreeable Nor Disagreeable    O Disagreeable    O Strongly Disagreeable

For Q.33 to 49, Indicate the extent to which you expect various outcomes are important for online shopping.

33. Suitability in the functions of the website to remove the confusion of purchase procedure
O Highly Important    O More Important    O Desirable    O Least Important    O Not at all Important

34. Accuracy in information provided by the companies.
O Highly Important    O More Important    O Desirable    O Least Important    O Not at all Important

35. Security in transactions & data
O Highly Important    O More Important    O Desirable    O Least Important    O Not at all Important

36. Client Support to fully satisfy the customer requirements on the website.
O Highly Important    O More Important    O Desirable    O Least Important    O Not at all Important

37. Flexibility to find the customer changing demands.
O Highly Important    O More Important    O Desirable    O Least Important    O Not at all Important

38. Understandability to recognize the logical concepts and purchase procedure
O Highly Important    O More Important    O Desirable    O Least Important    O Not at all Important

39. If some queries are there, some small information should be available to learn.
O Highly Important    O More Important    O Desirable    O Least Important    O Not at all Important

40. Web site should be easy to operate
O Highly Important    O More Important    O Desirable    O Least Important    O Not at all Important

41. Appearance and presentation of the products should be attractive
O Highly Important    O More Important    O Desirable    O Least Important    O Not at all Important
42. Very less time to deliver the product
   O Highly Important  O More Important  O Desirable  O Least Important  O Not at all Important

43. Time to deliver the product should be decided by the customer
   O Highly Important  O More Important  O Desirable  O Least Important  O Not at all Important

44. Do you expect the best Purchase Process Performance to meet the needs of the customer.
   O Highly Important  O More Important  O Desirable  O Least Important  O Not at all Important

45. Page generation speed
   O Highly Important  O More Important  O Desirable  O Least Important  O Not at all Important

46. The maturity of the web site to understand the problems of the customer or the repetitive processes to purchase the product
   O Highly Important  O More Important  O Desirable  O Least Important  O Not at all Important

47. Fault tolerance of the web site, means, ability of the web site to find out any problems itself immediately and not to disturb or stop the purchase process due to any reason
   O Highly Important  O More Important  O Desirable  O Least Important  O Not at all Important

48. Recoverability of the web site, that is, the ability to restore the customer data and the procedure to the point at which a failure occurred due to any reason.
   O Highly Important  O More Important  O Desirable  O Least Important  O Not at all Important

49. Analyzability of the web site, that is, the ability of the web site to diagnose the deficiencies, causes of failures, or for identification of parts to be modified.
   O Highly Important  O More Important  O Desirable  O Least Important  O Not at all Important

50. Comment, will online shopping replace the retail sector?