APPENDIX B

Questionnaire for Manager

Business to Customer (B2C)

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

1. Which sector title best describes you?
   O Online Travel Industry       O Online Financial Services       O e-Tailing
   O Digital Downloads            O Online Classified                  O Other

2. Your company’s annual turnover
   O Less than 5 Crore            O 5 Crore – 50 Crore           O 50 Crore – 200 Crore
   O More than 200 Crore         

3. Your company’s monthly visitors
   O Less than 50K                O 50K – 5Lakh
   O 5Lakh – 25Lakh              O More than 25Lakh

4. In general, which options you prefer to the customers to do your shopping over the Internet?
   O Cash on Delivery     O Credit Card     O Internet Banking   O PayPal     O Others

5. Select an approximate maximum amount your average customer spends on a single online purchase?
   O Less than 5K         O 5K – 25K       O 50K – 50K          O 51K – 1 lakh     O Above 1 lakh

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. There is no standard procedure for online shopping
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. The customer need to give all details before purchasing product
O Strongly Agreeable  O Agreeable  O Neither Agreeable Nor Disagreeable  O Disagreeable  O Strongly Disagreeable

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

15. The vision of the company is customer satisfaction only
O Strongly Agreeable  O Agreeable  O Neither Agreeable Nor Disagreeable  O Disagreeable  O Strongly Disagreeable

16. Some companies have after-trade information asymmetry
O Strongly Agreeable  O Agreeable  O Neither Agreeable Nor Disagreeable  O Disagreeable  O Strongly Disagreeable

17. The company has plenty of promotions on site
O Strongly Agreeable  O Agreeable  O Neither Agreeable Nor Disagreeable  O Disagreeable  O Strongly Disagreeable

18. Delivery time of the product is not decided by the customers
O Strongly Agreeable  O Agreeable  O Neither Agreeable Nor Disagreeable  O Disagreeable  O Strongly Disagreeable

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

21. Customers fill the form of all personal and confidential information first
O Strongly Agreeable  O Agreeable  O Neither Agreeable Nor Disagreeable  O Disagreeable  O Strongly Disagreeable

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

23. Companies take care of confidential information but hackers can gain access to privileged information
O Strongly Agreeable  O Agreeable  O Neither Agreeable Nor Disagreeable  O Disagreeable  O Strongly Disagreeable

24. 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

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

26. Most of the time, the companies have lot of navigation on the web site
O Strongly Agreeable  O Agreeable  O Neither Agreeable Nor Disagreeable  O Disagreeable  O Strongly Disagreeable

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

28. 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

29. Need of Good brands in online shopping
O Strongly Agreeable  O Agreeable  O Neither Agreeable Nor Disagreeable  O Disagreeable  O Strongly Disagreeable

30. Need of Guarantees and Warrantees on the products
O Strongly Agreeable  O Agreeable  O Neither Agreeable Nor Disagreeable  O Disagreeable  O Strongly Disagreeable

31. Companies should be protected with legal liability for non-compliance or 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.32 to 49, Indicate the extent to which you expect various outcomes are important for online shopping.

32. 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

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

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

35. 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

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

37. 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

38. 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

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

40. 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

41. Very less time to deliver the product
   O Highly Important   O More Important   O Desirable   O Least Important   O Not at all Important

42. 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

43. 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
44. Page generation speed
O Highly Important O More Important O Desirable O Least Important O Not at all Important

45. 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

46. Fault tolerance of the web site, means, the ability of the web site to sort 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

47. 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

48. Analyzability, the ability 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

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