APPENDIX E

Questionnaire for Customer

Customer to Business (C2B)

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></th>
<th>Never</th>
<th>Rarely</th>
<th>Occasionally</th>
<th>Frequently</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<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. Which payment system did you use?
   O Credit Card    O Internet Banking  O PayPal      O Others
For Q.8 to 26, Please select your level of agreement to the following questions.

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

9. Online customer to business transactions also saves time
   O Strongly Agreeable O Agreeable O Neither Agreeable Nor Disagreeable O Disagreeable O Strongly Disagreeable

10. Customer is God
    O Strongly Agreeable O Agreeable O Neither Agreeable Nor Disagreeable O Disagreeable O Strongly Disagreeable

11. The vision of the company should be customer satisfaction only
    O Strongly Agreeable O Agreeable O Neither Agreeable Nor Disagreeable O Disagreeable O Strongly Disagreeable

12. The payment methods are diverse and complicated
    O Strongly Agreeable O Agreeable O Neither Agreeable Nor Disagreeable O Disagreeable O Strongly Disagreeable

13. The buying confirmation Process are having deficiencies
    O Strongly Agreeable O Agreeable O Neither Agreeable Nor Disagreeable O Disagreeable O Strongly Disagreeable

14. High fees on transactions and payments
    O Strongly Agreeable O Agreeable O Neither Agreeable Nor Disagreeable O Disagreeable O Strongly Disagreeable

15. Varied languages, currencies and locations also creates problems in transactions
    O Strongly Agreeable O Agreeable O Neither Agreeable Nor Disagreeable O Disagreeable O Strongly Disagreeable

16. 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

17. Online payment issues are very serious, means, banks force to pay much commission on each transaction and you don’t get the benefits compare to traditional payment.
    O Highly Important O More Important O Desirable O Least Important O Not at all Important

18. You feel unsecure to do the transactions online
    O Strongly Agreeable O Agreeable O Neither Agreeable Nor Disagreeable O Disagreeable O Strongly Disagreeable

19. 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
20. There is no need to take the confidential information which is not related to transaction, I mean, 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

21. 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

22. 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

23. There is a need of standard checkout process.

O Strongly Agreeable  O Agreeable  O Neither Agreeable Nor Disagreeable  O Disagreeable  O Strongly Disagreeable

24. 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

25. Customer should keep updated on the track the progress of business activities of the product

O Strongly Agreeable  O Agreeable  O Neither Agreeable Nor Disagreeable  O Disagreeable  O Strongly Disagreeable

1. 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.27 to 43, Indicate the extent to which you expect various outcomes are important for online shopping.

26. 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

27. Accuracy in information provided by the companies.

O Highly Important  O More Important  O Desirable  O Least Important  O Not at all Important

28. Security in transactions & data

O Highly Important  O More Important  O Desirable  O Least Important  O Not at all Important

29. Client Support to fully satisfy the customer requirements on the website.
30. Flexibility to find the customer changing demands.
O Highly Important  O More Important  O Desirable  O Least Important  O Not at all Important

31. 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

32. 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

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

34. 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

35. Very less time to complete the transaction
O Highly Important  O More Important  O Desirable  O Least Important  O Not at all Important

36. Time to complete the transactions for business of the product should be decided by the customer
O Highly Important  O More Important  O Desirable  O Least Important  O Not at all Important

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

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

39. 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
40. 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

41. Recoverability, that is, the ability to recover the data from the point of a failure occurred due to any reason.

O Highly Important  O More Important  O Desirable  O Least Important  O Not at all Important

42. 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

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