APPENDIX F

Questionnaire for Manager

Customer to Business (C2B)

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 customers spends on a single online purchase?
   O Less than 5K            O 5K - 25K
   O 26K – 50K               O 51K – 1 lakh
   O Above 1 lakh
6. Online shopping saves time
   O Strongly Agreeable   O Agreeable   O Neither Agreeable Nor Disagreeable   O Disagreeable   O Strongly Disagreeable

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

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

9. 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

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

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

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

13. 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

14. There is no standard procedure for online transactions
    O Strongly Agreeable   O Agreeable   O Neither Agreeable Nor Disagreeable   O Disagreeable   O Strongly Disagreeable

15. 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

16. Company maintains privacy of information
    O Strongly Agreeable   O Agreeable   O Neither Agreeable Nor Disagreeable   O Disagreeable   O Strongly Disagreeable

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

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

22. 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

23. 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.25 to 43, Indicate the extent to which you expect various outcomes are important for online shopping.

24. 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

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

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

27. 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

28. Flexibility to find the customer changing demands.
29. 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

30. 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

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

32. 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

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

34. 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

35. 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

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

37. 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

38. 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

39. Recoverability, that is, the ability to recover the data from the point of a failure occurred due to any reason.
40. Analyzability, that is, the ability to diagnose the deficiencies, causes of failures, or for identification of parts to be modified.

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