

Annexure 1

QUESTIONNAIRE

I am a Research scholar doing a research on online shopper behavior. In this regard, I am thankful to you to make my research more resourceful by answering this questionnaire. I assure you that the information collected by this questionnaire will exclusively be used for (Academic) research purpose only.

SECTION I

The following section will just ask you about your online behavior. Please mark the appropriate option.

1. What is your gender? Male Female
2. What age group do you belong to?
 Under 20 21-40 41-60 above 60
3. What is the highest degree or level of education you have completed?
 Up to High School College/Univ. Graduate
 Post-Graduate Other
4. What is the total annual income of your household?
 < than 2,00,000 2,00,001 to 5,00,000
 5,00,001 to 10,00,000 > than 10,00,000
5. What is your marital Status? Married Unmarried
6. Do you currently own your own Computer? Yes No
7. Do you have an Internet Connection at home? Yes No
8. Where do you use Internet?
 Home Office Café Others
9. Please mark your level of Internet using skill.
 Skilled Knowledgeable Less Knowledgeable
 Want to learn Internet Search and browsing Technique

10. For how long you have been actively using the Internet?

- < 6 Months 6 - 12 Months 1 - 3 Years
 3 - 6 Years More than 6 Years

11. I use the Internet mostly for

- Browsing Information search E-mails
 Chatting Work Social Networking Buying
 Entertainment Blogging Banking
 Product Search Others _____

12. How long you have been using Internet for shopping?

- < 6 Months 6 - 12 Months 1 - 3 Years
 3 - 6 Years More than 6 Years

13. Which product(s) did you buy online?

- Books Computer Accessories Apparels and footwear
 Online Travel (Air/Train/Bus Ticket) Consumer Electronics
 Gifts/Flowers Hotel Reservation Financial Products
 Mobile phones Insurance Premium Utility Bill
 Other _____

14. Do you have a credit-card? Yes No

15. How do you pay for online shopping?

- Credit Card Debit Card Cash Card Cheque
 Cash on delivery Online Banking others _____

16. How many times have you brought product or service online in the past 6 months?

- 1-2 3-5 6-10 11 or more

SECTION II					
In this section you will be asked about attributes of online shopping. Please indicate the number that best indicates the degree to which you agree or disagree with each of the following statements.					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I shop online as I can shop in privacy of home	1	2	3	4	5
I shop online as I do not have to leave home for shopping	1	2	3	4	5
I shop online as I can shop whenever I want	1	2	3	4	5
I shop online as I can then save myself from chaos of traffic	1	2	3	4	5
I shop online as I can save myself from market crowd	1	2	3	4	5
I shop online as I can get detailed product information online	1	2	3	4	5
I shop online as I get broader selection of products online	1	2	3	4	5
Online shopping gives facility of easy price comparison	1	2	3	4	5
I shop online as I get user/expert reviews on the product	1	2	3	4	5
I shop online as there is no embarrassment if I do not buy	1	2	3	4	5
I shop online as I can take as much time as I want to decide	1	2	3	4	5
I use online shopping for buying products which are otherwise not easily available in the nearby market or are unique (new)	1	2	3	4	5
Online shopping makes my shopping easy	1	2	3	4	5
Online shopping gives me better control on my expenses	1	2	3	4	5
I find online shopping compatible with my life-style	1	2	3	4	5
Using Internet for shopping requires a lot of mental effort	1	2	3	4	5
Online shopping procedure is cumbersome and frustrating	1	2	3	4	5

SECTION III					
In this section you will be asked about perceived risks, Trust, shopping habits and shipping of online shopping. Please indicate the number best indicates the degree to which you agree or disagree with each of the following statements.					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I feel that my card details may not be secured if I shop online	1	2	3	4	5
I might get overcharged if I shop online	1	2	3	4	5
Shopping online can involve a waste of money	1	2	3	4	5
I feel that my personal information given for transaction to the retailer may be compromised to third party	1	2	3	4	5
I might not get what I ordered through online shopping	1	2	3	4	5
I might receive malfunctioning merchandise	1	2	3	4	5
It is hard to judge the quality and size of merchandise over Internet	1	2	3	4	5
I might not receive the product ordered online	1	2	3	4	5
Sellers may not deliver product timely	1	2	3	4	5
I do not shop online because of non-availability of reliable & well-equipped shipper	1	2	3	4	5
I trust any online company	1	2	3	4	5
I can trust only established brands sold online	1	2	3	4	5
I can trust and buy only from established retailers selling online	1	2	3	4	5
I trust vendors who keep their promises and commitments	1	2	3	4	5
I like the help and friendliness I get at the physical store	1	2	3	4	5
Shopping is an outdoor relaxing element in life which otherwise	1	2	3	4	5

with online shopping will be lost					
I do not make purchase unless I negotiate price	1	2	3	4	5
I want to see or examine things in person before I buy	1	2	3	4	5
I do not purchase online if there is no free return shipment service available	1	2	3	4	5
I purchase online only when I can return the product without any frills or strings attached	1	2	3	4	5
I do not purchase online if there is no money back guarantee	1	2	3	4	5
I would shop online without any fear if there are strict cyber-laws in place to nab and punish frauds and hackers	1	2	3	4	5
I do not like being charged for shipping when I shop online	1	2	3	4	5
Getting good after sales service is time taking and difficult for online purchases	1	2	3	4	5
Online shopping is interesting.	1	2	3	4	5
Online shopping is enjoyable.	1	2	3	4	5
Online shopping is exciting.	1	2	3	4	5
Online shopping is fun.	1	2	3	4	5
Online shopping reduces queuing time.	1	2	3	4	5
Online shopping reduces time to find product	1	2	3	4	5
Online shopping reduces the communication time	1	2	3	4	5
Online shopping reduces the search time	1	2	3	4	5
Online shopping minimizes the product cost	1	2	3	4	5
Online shopping minimizes the shipping cost	1	2	3	4	5
Online shopping minimizes the travel cost	1	2	3	4	5

SECTION IV

The following questions are about factors that are likely to influence your online shopping Behavior. Please indicate the number best indicates the degree to which you agree or disagree with each of the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Using Internet for online shopping is good idea	1	2	3	4	5
Using Internet for online shopping is easy	1	2	3	4	5
Shopping online is pleasant and I like it	1	2	3	4	5
I am good at finding things on Internet when I shop online	1	2	3	4	5
People who influence my behavior would think that I should buy things online	1	2	3	4	5
People who are important to me would think that I should buy things online	1	2	3	4	5
I will have no problem in shopping online if I get to know that my friends and relatives are doing it without any problems	1	2	3	4	5
When I make a purchase my friend's opinion is important to me	1	2	3	4	5
I am capable of buying things online	1	2	3	4	5
Buying things online is entirely within my control	1	2	3	4	5
I have the resources and the knowledge and the ability to buy things online	1	2	3	4	5
I am usually the first in my group to try out new technologies	1	2	3	4	5
I am confident of shopping online even if no one is there to show me how to do it	1	2	3	4	5
If I heard that a new retail site was available on the Web, I would be interested enough to shop from it	1	2	3	4	5
Compared to my friends, I seek out relatively more information online	1	2	3	4	5