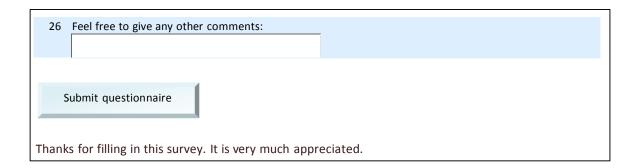
## **An Online Shopping Questionnaire**

Dear Respondent,												
I am final year student studying Business Information Technology (BIT). For my research project I an conducting a survey related to online buying. It would be great if you could answer some question about this topic. There are no right or wrong answers and your responses will remain strictly confidential. This survey will take only 10 minutes of your time.												
Kind re	egard	s,										
Nicki S	örens	sen.										
1	Age											
		18 to 25 years old		Over 26 years	rs old							
2	Gend	ler										
	П	Male Fema	le									
3	How much is your weekly income? (Average in past 6 months)											
		£50 or lower		£51 to £100								
		£101 to £150		£151 to £200								
	П	More than £200										
4	Wher	re do you frequently access to the internet? (Please select which is appropriate)										
		Home		Office								
	University campus											
5	How	w many hours per week do you spend online? (Average in past 6 months)										
		More than 20 hou	rs	16 to 20 ho	ours							
		11 to 15 hours	C	6 to 10 hou	ours							
		1 to 5 hours	C	Less than 1	1 hour							
6	How long have you been using internet services?											
		More than 10 year	rs	6 to 10 year	ars							
		4 to 6 years	C	1 to 4 years	's							
		Less than 1 year										
7	What	do you normally us	se the	internet for?								
8	Have	you ever visited an	y onli		rebsite?							
	If you	Yes ur answer is "No", p	lease	No iump to questi	tion 11							
	you	anomer 15 140 , p	.case	Jamp to questi								

9	9 How often do you buy products through online shopping on average?										
		Once a week or more often									
		Once a month									
		Once every 2-3 months (4-6 times a year)									
		Once every 4-6 months (2-3 times a year)									
		Once every 6 –12 months (Once a year)									
10	How much on average have you spent on online shopping in past 6 months per order?										
		£1 to £20	£21 to £50								
		£51 to £100	£101 to £200								
		More than £200									
11	1 What kind of stuff do you buy online?										
12	Why	Why do you purchase goods online? (Please provide 3 most important reasons).									
13	What	are the reasons you do	o not purchase pro	ducts or ser	vices thre	ough the ir	nternet? (Ple	ase provide 3			
		important reasons)		_		Ü	·	·			
				c	ci: l · i		CI: L II	G. I			
			`	Strongly Agree	Slightly Agree	Neither	Slightly Disagree	Strongly Disagree			
14	14 It is easy to shop online						<u> </u>				
15	15 It is enjoyable to shop online										
16	16 It is not unsafe to shop online										
	10 13 110	t unsafe to shop online	2	G	<u> </u>	6	0				
17	It is ea	ot unsafe to shop online sy to compare products cts online						6			
17 18	It is ea	sy to compare products						6			
	It is ear product	sy to compare products	s and prices of	Е	6	П		6			
18	It is ea product Shopp Product expect	sy to compare products cts online ing online saves time cts I buy online might fa- cations t lose my money when	s and prices of	Е	6	П		6			
18 19	It is ea product Shopp Product expect I might online	sy to compare products cts online ing online saves time cts I buy online might fa- cations t lose my money when	ail to meet my I buy products	Е	6	П		6			
18 19 20	It is ea product Shopp Product expect I might online Online effect	sy to compare products cts online ing online saves time cts I buy online might fa- cations t lose my money when shopping might have a	ail to meet my I buy products a negative	Е	6	П		6			
18 19 20 21	It is ea product Shopp Product expect I might online Online effect Online costs of It is a g	sy to compare products cts online ing online saves time cts I buy online might fa- cations t lose my money when shopping might have a on my peace of mind shopping increases the	ail to meet my I buy products a negative e opportunity	С	6	П		6			
18 19 20 21 22	It is ea produce Shopp Produce expect I might online offect Online costs of It is a g	sy to compare products cts online ing online saves time cts I buy online might factions t lose my money when shopping might have a on my peace of mind shopping increases the of traditional shopping reat advantage to be able of the day on the interpret of goods available on	ail to meet my I buy products a negative e opportunity le to shop at rnet.	С	6	П		6			



## Reference:

Sekaran, U., & Bougie, R. (2013). *Research methods for business: A skill building approach* (6th ed.). Chichester, United Kingdom: Wiley. ISBN: 978-1-119-94225-2.