

# APPENDIX

1. CODE BOOK
2. SURVEY FORM

**Code Book for E-Commerce Survey.**  
**January 2000.**

Section	Column Number	Column Name	Description / Meaning of the code
	1	Index	The index number of each completed questionnaire.
A	2	A1	Gender. 1 - Male, 2 - Female
	3	A2	Organisation. 1 - Government, 2 - Local Private Firm, 3 - Foreign Private Firm 4 - Own Business, 5 - Others.
	4	A3	Length of Internet Usage. 1 - Not used at all, 2 - Less than 3 years, 3 - 3 to 6 years, 4 - More than 6 years
	5	A4	Education Level 1 - Secondary or less, 2 - College (First degree) 3 - Post graduate or higher
	6	A5	Occupation 1 - Clerical, 2 - Executive, 3 - Management 4 - Student, 5 - Others
	7	A6	Age 1 - 18 to 24 years, 2 - 25 to 34 years 3 - 35 to 44 years, 4 - 45 years and above
	8	A7a	E-mail Accounts held - Free Internet Based 1 - Yes, 0 - No
	9	A7b	E-mail Accounts held - Company/Organization/Institution 1 - Yes, 0 - No
	10	A7c	E-mail Accounts held - Internet Service Provider 1 - Yes, 0 - No
	11	A7d	E-mail Accounts held - Others 1 - Yes, 0 - No
	12	A7e	No e-mail accounts 1 - Yes, 0 - No
	13	A8a	Web page selection to do business - No Restriction 1 - Yes, 0 - No
	14	A8b	Web page selection to do business - Based on Approval 1 - Yes, 0 - No
	15	A8c	Web page selection to do business - Familiarity 1 - Yes, 0 - No
	16	A8d	Web page selection to do business - Introduced 1 - Yes, 0 - No
	16	A8e	Web page selection to do business - Order only 1 - Yes, 0 - No
	18	A8f	Web page selection to do business - Other ways 1 - Yes, 0 - No
	19	A8g	Web page selection to do business - Not sure 1 - Yes, 0 - No
B	20 - 75		For this entire section, the following code applies. 1 - Not Important at all, 2 - Not Important

			3 - Necessary, 4 - Quite Important, 5 - Very Important.
20	B1a	Information about merchant - Registered Country	
21	B1b	Information about merchant - Legal Company Name	
22	B1c	Information about merchant - Legal Brand Name	
23	B1d	Information about merchant - Vision and Mission	
24	B1e	Information about merchant - Financial Summary	
25	B1f	Information about merchant - Corporate share holders	
26	B1g	Information about merchant - Subsidiaries	
27	B1h	Information about merchant - International Ventures	
28	B1i	Information about merchant - Number of employees	
29	B1j	Information about merchant - Business Reference	
30	B1k	Information about merchant - List of products	
31	B2a	Contact Details - E-mail address	
32	B2b	Contact Details - Physical address	
33	B2c	Contact Details - Telephone number	
34	B2d	Contact Details - Fax number	
35	B2e	Contact Details - Web page forms	
36	B3a	Product Information - Key Attributes	
37	B3b	Product Information - Substitute products	
38	B3c	Product Information - Compliment products	
39	B3d	Product Information - Components	
40	B3e	Product Information - Availability	
41	B4a	Information Currency - Last Modified	
42	B4b	Information Currency - Validity Period	
43	B4c	Information Currency - Update rate	
44	B5a	Privacy - Access authority	
45	B5b	Privacy - Distribution consent	
46	B5c	Privacy - Update permission	
47	B6a	Delivery Options - Geographical Restriction	
48	B6b	Delivery Options - Delivery Cost	
49	B6c	Delivery Options - Delivery time frame	
50	B6d	Delivery Options - Delay in delivery	
51	B6e	Delivery Options - Shipping firm	
52	B6f	Delivery Options - Shipping execution notification	
53	B6g	Delivery Options - Back order details	
54	B7a	Support Information - Contact details	
55	B7b	Support Information - Charges	
56	B7c	Support Information - Validity of support	
57	B7d	Support Information - Response time frame	
58	B8a	Warranty Details - Refund Policy	
59	B8b	Warranty Details - Procedure	
60	B8c	Warranty Details - Cost	
61	B8d	Warranty Details - Response time frame	
62	B9a	Cancellation of an Order - Cost	
6	B9b	Cancellation of an Order - Refund time frame	
64	B9c	Cancellation of an Order - Cancellation time frame	
65	B9d	Cancellation of an Order - Procedure	
66	B10a	Security - Name	
67	B10b	Security - Effectiveness	
68	B10c	Security - Approval	

	69	B11a	Reliability - Registration Number
	70	B11	Reliability - Auditors Report
	71	B11c	Reliability - Reference
	72	B11d	Reliability - Rating Approval
	73	B12a	Others - Applicable Law
	74	B12b	Others - Search Capabilities
	75	B12c	Others - Standard On-line form
C	76	C1	Merchant Responsiveness 1 - Response time mentioned in web page 2 - Response time sent to consumer via e-mail/fax 3 - Not Important
	77	C2	Payment Mechanism - Key in authentication details 1 - Any web page 2 - Third part's (bank's) web page 3 - Any web page that has been approved 4 - Never key in authentication details
	78	C3	Status of Order 1 - Access merchant's web page 2 - Regular updates 3 - Consumer manually get details 4 - Not interested
	79	C4	Willingness to do On-Line business 1 - Yes 2 - No 3 - Maybe

## University Of Malaya

# E-Commerce Survey

Thank you for your interest in filling out this survey. It will probably take 5-10 minutes to complete all the questions. The purpose of this survey is to gather opinions about electronic commerce within the setting of a virtual community. Your help and input is profoundly appreciated.

Most probably you would have accessed the Internet for some reason. While you were surfing, you would have probably come across some sites that actually sell products on-line and you can make payments on-line as well. From past researches, it has been found that consumers are not too keen about making on-line payment (for example, to key in their credit card number). That's fair enough as nobody knows the truth of what is being published on the web page. But then, if you were assured about the trustworthy and security of the web page wouldn't you want to make transactions over the Internet?

The objective of this survey is to analyze what consumers feel should be published on commercial web pages in order to increase their acceptance level about conducting business on-line.

The survey contains 3 sections. Section A shall ask for some general questions about you. Section B of the survey shall list out a few items that could be possibly displayed on a web page, and you are supposed to select the importance of each item based on a scale of 1-5 (listed in Section B). Section C contains questions on how you may want to interact with a web page. For questions in this section, you are supposed to select ONLY ONE answer.

### Definition of Terms:

*Merchant* (or seller) - The firm that has established a web page and is selling its products on-line.

*E-Commerce* - The ability to make transaction/purchase over the Internet, but not limited to that.

*Consumer* - An individual or a firm that may want to make transactions over the Internet

*On-line Business* - Place and order for a product and make payment for the product On-line

## Section A

### Gender

Male	
Female	

### Education

Secondary or less	
College	
Post graduate (or higher)	

### Organization (only if you are employed)

Government	
Private (Local firm)	
Private (Foreign firm)	
Own Business	
Others ( )	

### Occupation

Clerical	
Executive	
Management	
Student	
Others ( )	

### How long have you been using the Internet?

Not used at all	
Less than 3 years	
3 - 6 years	
More than 6 years	

### Age

18 - 24 Years	
25 - 34 Years	
35 - 44 Years	
45 and above	

**Which of the following e-mail accounts do you have? (you may select more than one option)**

Free Internet based e-mail address (like hotmail or yahoo mail etc.)	
Company/organization/institution e-mail address.	
Personal e-mail address from my Internet Service Provider (like Jarring or Tm Net).	
Other e-mail address ( )	
I do not have an e-mail address.	

**How would you select a web site to do business (i.e. if you decide to do on-line business)? (you may select more than one option)**

I shall do on-line business with any firm (no restriction).	
I shall do on-line business only if I'm assured that the web page has been approved to do on-line business by an International organization or a Government body.	
I shall do on-line business only if I am familiar with the brand name or company name that I am dealing with.	
I shall only do on-line business if a known person introduces the web page to me.	
I shall do on-line business if the firm allows me to pay after I receive the product without any defect (i.e. I will only place an on-line order but I will not make on-line payment).	
Other ways of selecting web site to do on-line business (please specify) -----	
I am not sure if I will ever do on-line business.	

**Section B**

Please mark (✓ or a 1) where appropriate based on the following ranking.

- |   |
|---|
| 1. This information is NOT necessary  |
| 2. This information is preferred but not necessary.                           |
| 3. This information is necessary (just for my information)                    |
| 4. This information is quite important (might impact my purchasing decision). |
| 5. This information is critically important.                                  |

**1. Information About Merchant**

Please specify the importance of these details about merchants that should be made available on commercial web pages.

	1	2	3	4	5
Country where the company is registered.					
Legal Company Name					
Legal Brand Name					
Vision and Mission of the company					
Audited Financial Results Summary					
Details of Corporate Shareholders					
Details of the company's subsidiaries (if any)					
Details of the company's international ventures (if any)					
Number of employees					
Business Reference (customers or traders)					
A list of all available products sorted in a certain order.					

## 2. Contact Details about the Merchant

Which of the following contact details do you think merchants should provide on their web page?

	1	2	3	4	5
E-Mail address					
Physical Address					
Telephone Number					
Fax Number					
Web Page forms (Merchants create a web page for consumers to key in their questions/issues and merchants shall contact consumers later)					

## 3. Information about the product.

This section contains details about the products being offered by the merchant via the web page.

	1	2	3	4	5
<b>Description of Requested Products.</b> Key Attributes of the products should be described. For example description of a camera should include details of picture sharpness, camera speed, camera size, etc.					
<b>Description of Substitute Products.</b> Links to similar products of the same merchant should be included. For example, if you request for information about FAB soap powder from CareFour's homepage, you should also be provided information about other soap powders.					
<b>Description of Compliment Products.</b> Links to products that compliments the requested product should also be provided. For example, if you request for details about baby napkins, then you should also be provided with details about napkin liners, napkin cleaners etc.					
<b>Description of Components of the product.</b> Links to originator of the components in the requested product should be included. For example, a PC retailer might have to create links to INTEL (for the CPU), CREATIVE (for the sound card) etc. So when you need further information about these components, you can obtain them easily.					
<b>Availability of the Product.</b> This is the availability status of the requested product in the merchant's inventory (i.e. is the product readily available or should the consumer wait).					

## 4. Information Currency

This section shall provide details of how new is the information provided on the web page. It shall be applicable to the entire web page and not just to specific sections.

	1	2	3	4	5
The merchant should provide as of when the web page was last modified/updated.					
The merchant should provide details of how long is the specific information provided valid for. For example, how long is the special offer on or how many more days the offer is still on.					
The merchant should include details of how often he updates/changes his web page.					

**5. Privacy**

How important is each of the following items in maintaining consumer privacy?

Privacy here refers to personal particulars like name, e-mail address, telephone number etc. It DOES NOT include account number or credit card number.

	1	2	3	4	5
Details of who gets access to the information keyed in by the consumer should be mentioned.					
If the merchant wishes to pass on the consumers' details to a third party, then an agreement from consumers should be obtained.					
Permission should also be obtained if merchants wish to send updates of products to the consumers (via post, e-mail, etc.).					

**6. Delivery Options**

This section provides information on various delivery options. Please mark the importance of each item to be mentioned in the web page.

	1	2	3	4	5
Details of geographical restrictions. For example, if a US company would only sell its products to locations in the US, then, it should be clearly stated.					
Details of delivery cost. It should be mentioned whether the price indicated includes delivery cost or is there any additional cost for delivery.					
An estimated number of days before the product can actually reach the consumers.					
What could consumers do if the product does not reach them in time (i.e. if there is a delay in delivery)					
Details of the shipping firm (or courier firm) involved in delivering the product to the consumer.					
Notification about shipment execution (i.e. consumers shall be notified that their requested product has been shipped).					
Details of back-order at the merchant's place (i.e. how many people have already requested the same product and the status of inventory of the product).					

**7. Support Information**

This is about the after sales support provided by the merchant. Mark the importance of each item to be mentioned in the web page.

	1	2	3	4	5
The merchant should provide specific contact details that consumers can contact for help/support.					
Charges for the support provided should be included.					
How long is the support valid? i.e. how long (after the date of purchase) can consumers still contact the merchant for support.					
How long does the merchant take to respond to a query					

**8. Warranty Details**

Warranty is an important aspect of buying a product. How important, do you think, the following details about warranty be displayed on the web page?

	1	2	3	4	5
Details of refund policy (if any) including terms and conditions.					
Details of the procedure to return the product.					
Details of who will take up the cost of returning the product.					
Details of how long before the merchant gets back to the consumer.					

**9. Cancellation of Order.**

Consumers may want to cancel their order due to various reasons. How important are these details to someone who decides to cancel an order?

	1	2	3	4	5
Cost consumers shall have to bear if they cancel an order.					
Details of when consumers shall receive the refund money.					
Time period before when consumers are still eligible to cancel their orders (after the order was placed).					
Procedure for canceling the order.					

**10. Security**

How important are the following details for consumers to gain confidence on security of a web page?

	1	2	3	4	5
<b>NAME of the security protocol.</b> The sites should display the name of security protocol being deployed by the web page (for example SSL, RSA etc.)					
<b>EFFECTIVENESS of the security.</b> The site should mention a statement about the effectiveness of the security protocol being deployed For example, "The security implemented in this site has been deployed by Bank Negara").					
<b>APPROVAL of the security.</b> Some International Organization should approve (or rank) the type of security being deployed and this should be mentioned in the web page. For example, "The security implemented in this site has been approved by IEEE".					

**11. Reliability**

How important are the following details in increasing your acceptance level of the reliability of a firm that you visit in the Internet?

	1	2	3	4	5
<b>Company Registered Number.</b> With this number, you may be able to determine if a company is real or fake.					
<b>Auditors Report.</b> The merchant should provide links to the auditors web site, from where you can get a better picture of the firm you are dealing with					
<b>References.</b> The merchant should provide contact details of people who have already made On-line business with the firm.					
<b>Rating or Approval.</b> The web page should contain some kind of a digital approval or ranking by an International Organization.					

**12. Others**

How important is the following information to be displayed on the web page?

	1	2	3	4	5
<b>Applicable Law.</b> Which countries law (together with the sections) is applicable if there exists a dispute between the merchant and the consumer?					
<b>Search Capabilities.</b> There should be a simple search engine to search the merchant's web page for specific user entered details/products.					
<b>Standard On-Line forms.</b> This is to avoid consumers from keying in personal particulars (such as name, address, etc.) repeatedly when they deal with multiple web pages.					

13. What else do you think should be made available on the commercial web page? (Mention not more than one item). \_\_\_\_\_

**Section C**

Select **ONLY ONE** option for the following:

**1. Merchant Responsiveness**

This section provides information on how long should you wait before getting some reply about your queries/requests.

The merchant should clearly mention (in the web page) the number of days that he might take to respond to the query.	
The merchant should response back (via e-mail for example) and in that e-mail, he should mention how long it may take to respond back to the query.	
This information is not important.	

**2. Payment Mechanism**

How would you like to send in payment particulars (like credit card numbers)?

I don't mind keying these particulars in any merchant's web page.	
I would prefer if a third party's web page (for example my bank's web page) pops up and I enter my account information in that web page.	
I don't mind keying in these particulars in the merchants web page, but the web page should be guaranteed by some official authority or bank.	
I will never enter my account information on the Internet.	

**3. Status of Order**

How would you like to trace the status of your orders?

I should be given the right to access the merchant's web page and look for the status by myself anytime I want.	
I should be regularly updated (via e-mails or fax or other communication methods of my choice) with the status of my order.	
I shall manually contact the merchant (via e-mail, telephone, etc.) and request for the status of my order.	
I won't be interested in tracking the status of my order.	

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**4. On-line Business**

If you are assured that a web page contains all the information that you think is important, and if you are assured that all the information provided by the web page is reliable, will you do on-line business.

Yes	
No	
Maybe	

The End

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Thank you again for spending some of your valuable time in filling up this survey form.

**If you would like to receive a summary of the survey outcome, please enter your e-mail address here:**

If you have any comments about this survey or the questions asked in this survey, please do mention it:

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If you have any questions pertaining to this survey, please feel free to contact me at the following:

Name: Rajan.

e-mail: natarajan99@hotmail.com.

Thank You.