

7. APPENDICES

Table 7-1 Discriminant Analysis

	F	Sig.	Canonical Coefficients
Applications	.960	.330	.239
Perception	4.492	.037	-.319
Cost	1.401	.239	.160
Direct marketing	.469	.495	.049
Distributor	.003	.958	-.047
Firm size	3.911	.051	.404
Industry	.462	.498	.317
Internal IS	2.327	.130	-.034
Infrastructure	.041	.841	-.070
Ownership	.044	.834	-.391
Potential	1.122	.292	.186
Sales Area	4.755	.032	.440
Security	2.220	.140	-.560
Retailer	.360	.550	-.044
Competition	1.110	.295	-.056
Information need	.436	.511	.538
Individual organisations	12.617	.001	.423
	10.867	.001	-.401

Table 7-2 Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	-3.463	2.713		-1.277	.206
	Perception	6.745E-02	.031	.215	2.194	.032
	Homepage	1.020	.702	.195	1.454	.151
	Ownership	-1.538	.525	-.284	-2.927	.005
	Training	.377	.501	.077	.753	.454
	Applications	-7.64E-02	.094	-.080	-.817	.417
	Cost	-5.28E-02	.098	-.053	-.537	.593
	Potential	.116	.073	.165	1.593	.116
	Security	.177	.119	.144	1.487	.142
	Direct marketing	.728	.512	.135	1.422	.160
	Industry	1.117	.521	.216	2.143	.036
	In-house	1.582	.712	.280	2.223	.030
	Vendor	-.480	.735	-.086	-.653	.516
	Internal IS	.781	.553	.158	1.412	.163
	Firm Size	.475	.551	.097	.861	.392

Survey on The Use of Internet for Business

Please answer all questions. Your answers are strictly confidential.

Please tick once per question unless otherwise indicated.

Section A : Use of Internet for Business

1. Does your organisation use Internet?

Yes No No, but intend to have within one year Not sure

If your organisation does not or does not intend to use Internet, please proceed to question 8

2. Which of the following Internet applications does your organisation use?

	Use	Do Not Use	Intend to use within one year	Not sure
Internet access	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
e-mail	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
web site/home page	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

and if USE, how long has your organisation been using it?

Internet access less than a year 1 to 2 years more than 2 years
 Electronic mail less than a year 1 to 2 years more than 2 years
 Web site/home page less than a year 1 to 2 years more than 2 years

3. If your organisation has web site/home page, who developed and implemented it?

In-house (own staff) Outside Vendor Both Not sure

4. Does your organisation assign any staff(s) specifically for managing or maintaining the above Internet applications?

Yes, only one staff Yes, more than one staff None Not sure

5. Has your organisation provided any training on Internet for the staff after implementing the above Internet applications?

Yes No No, but intend to have within one year Not sure

6. How many employees have access to the Internet in your organisation?

- All
 More than 50%
 50% or less
 None
 Not sure

and, how would you agree with the following statements regarding their level of Internet knowledge? (Key - 1: Strongly Disagree, 2: Disagree, 3: Neither, 4: Agree, 5: Strongly Agree)

	Strongly Disagree		Neither		Strongly Agree
Most of the staff know how to use Internet	1	2	3	4	5
There is at least one staff who is an expert in Internet	1	2	3	4	5
The staff is better in Internet compared to others in same industry	1	2	3	4	5

7. If your organisation use or intend to use Internet, please indicate which of the following business functions that your organisation currently uses or intend to use Internet (within a year)?

(Tick all that are relevant)

Use Intend
to Use

Marketing and Advertising

- Publishing company information and the product/services offered
 Providing new services - e.g. search engines, Internet yellow pages, web hosting

Market Research

- Researching on consumers preferences and competition
 Researching and evaluating new suppliers

Customer service and support

- On-line help - FAQ, User manual
 Handling customers feedback/queries - email, on-line form

E-Commerce

- Processing sales order from customers on-line
 Co-ordinating procurement with suppliers on-line
 Processing electronic payment or credit transaction on-line

Internal/Inter-organisation

- Communication and transferring files via e-mail, telnet
 Recruitment - advertising job vacancies
 Tracking incoming and outgoing goods delivery (shipment, courier service)
 If others, please describe _____

Section B: Information Needs and Competition

8. How would you agree with the following statements in relations to your organisation's information needs? (Key - 1: Strongly Disagree, 2: Disagree, 3: Neither, 4: Agree, 5: Strongly Agree)

	Strongly Disagree		Neither		Strongly Agree
My organisation requires up-to-date information constantly.....	1	2	3	4	5
Having access to relevant and reliable information is important to my organisation	1	2	3	4	5
It is important for my organisation to access the desired information fast whenever is required	1	2	3	4	5

9. How would you agree with the following statements in relations to the industry your organisation is operating in? (Key - 1: Strongly Disagree, 2: Disagree, 3: Neither, 4: Agree, 5: Strongly Agree)

	Strongly Disagree		Neither		Strongly Agree
The competition among companies in our industry is intense	1	2	3	4	5
There are many companies offering similar products/services	1	2	3	4	5
Customers can easily switch to other companies product/services...	1	2	3	4	5

Section C : Perception Towards the Use of Internet for Business

10. Do you agree that by using Internet, your organisation can achieve the following:

(Key - 1: Strongly Disagree, 2: Disagree, 3: Neither, 4: Agree, 5: Strongly Agree)

	Strongly Disagree		Neither		Strongly Agree
Enhance the corporate image	1	2	3	4	5
Increase sales	1	2	3	4	5
Develop new business opportunities - local and export.....	1	2	3	4	5
Obtain first hand knowledge about customer needs	1	2	3	4	5
Establish stronger relationships with customers and suppliers	1	2	3	4	5
Reduce cost for marketing and products promotion.....	1	2	3	4	5
Reduce cost for customer support and communication	1	2	3	4	5
Reduce cost for market research	1	2	3	4	5
Improve communication among employees and branches.....	1	2	3	4	5
Increase the number of choices for suppliers/service providers	1	2	3	4	5

11. In your view, how would you agree with the following statements regarding the use of Internet for business?

	Strongly Disagree		Neither		Strongly Agree
There is support from the top management for the use of Internet.	1	2	3	4	5
The staff will welcome the adoption of Internet by the organisation.	1	2	3	4	5
Internet use for business is part of the business plan.....	1	2	3	4	5
It is possible to try out one Internet application first before committing more resources for other Internet applications.....	1	2	3	4	5
There are companies which have successfully adopted Internet	1	2	3	4	5
The Internet is not difficult to learn and use	1	2	3	4	5

Section D : Barriers to the use of Internet for Business

12. How would you agree with the following reasons that may prevent your organisation from using (non-Internet users) or using more (current Internet users) of the Internet?

	Strongly Disagree		Neither		Strongly Agree
Cost of setting up Internet presence is high	1	2	3	4	5
Need additional staff to manage the Internet applications	1	2	3	4	5
Difficult to justify the cost with desired benefits	1	2	3	4	5
Information from the Internet is not useful	1	2	3	4	5
Market potential of Internet users is too small	1	2	3	4	5
Our sales/marketing requires high degree of human interaction ...	1	2	3	4	5
Internet is not as effective as traditional marketing channel	1	2	3	4	5
Most suppliers do not have access to Internet	1	2	3	4	5
It will upset existing distribution channels	1	2	3	4	5
Insufficient security for on-line credit payment transaction	1	2	3	4	5
Insufficient security to prevent hacking and viruses	1	2	3	4	5
Insufficient qualified vendors for developing applications	1	2	3	4	5
Lack of standards/regulations from government on Internet issues	1	2	3	4	5
Lack of knowledge about the potential applications of Internet	1	2	3	4	5
Telecommunication infrastructure is not adequate	1	2	3	4	5

13. If your organisation is currently using Internet, how would you agree with the following problems or concerns that your organisation may have in relations to the existing usage of Internet?

	Strongly Disagree		Neither		Strongly Agree
The cost of maintaining Internet presence is high	1	2	3	4	5
The company has difficulty in promoting the web site	1	2	3	4	5
Difficulty to target the right customer segment	1	2	3	4	5
Has difficulty in locating the desired information	1	2	3	4	5
Customers are reluctant to provide their data on-line	1	2	3	4	5
Services provided by the ISPs are inadequate	1	2	3	4	5
Additional staff and time required to analyse and respond to customers' feedback/queries	1	2	3	4	5

If others. Please describe _____

14. Considering all the above problems/concerns on the use of Internet, what is the possibility of your organisation using or using more Internet applications in the near future?

1. Most Probably 2. Probably 3. Not Sure 4. Probably Not 5. Most Probably Not

Section E: About your Organisation

15. Select one of the followings that best describes your organisation's industry :

- | | |
|--|--|
| <input type="checkbox"/> Manufacturing consumer products | <input type="checkbox"/> Trading/Services |
| <input type="checkbox"/> Manufacturing industrial products | <input type="checkbox"/> Hotel/Travel/Restaurant |
| <input type="checkbox"/> Computer/IT | <input type="checkbox"/> Property/Construction |
| <input type="checkbox"/> Banking/Finance | <input type="checkbox"/> Others _____ |

16. How long has your organisation been established?

- | | |
|---|---|
| <input type="checkbox"/> Below 5 years | <input type="checkbox"/> 21 to 30 years |
| <input type="checkbox"/> 5 to 10 years | <input type="checkbox"/> More than 30 years |
| <input type="checkbox"/> 11 to 20 years | |

17. How many employees are there in your organisation?

- | | |
|-----------------------------------|--|
| <input type="checkbox"/> Below 10 | <input type="checkbox"/> 51 to 100 |
| <input type="checkbox"/> 10 to 50 | <input type="checkbox"/> More than 100 |

18. What is your organisation annual sales turnover?

- Below RM 5 million RM 36 to 50 million
 RM 5 to 10 million RM 51 to 100 million
 RM 11 to 35 million More than RM 100 million

19. Who are the main customer/end-user of your organisation's product/services?

- Individual consumers organisations Others. _____

20. Select one of the following that best describes your organisation's sales/marketing area :

- Local Global
 Regional (Asia/SEA) Others: _____

21. How would your organisation distribute its products/services? (Tick all that are relevant)

- distributors/agents wholesaler retailers direct to end-user/consumers
 others. Please describe _____

22. Does your organisation have internal IS (Information System) Department?

- Yes No Not sure

23. Who owns majority share in your organisation? Malaysian Foreigners

24. In which state of Malaysia is your organisation located? _____

25. What is your position in the organisation? _____

Thank you for your inputs

Your answers will remain confidential and will be used solely for academic research