



**UNIVERSITI MALAYA
FACULTY OF BUSINESS & ACCOUNTANCY
MASTER OF MANAGEMENT**

FACTORS INFLUENCING CONSUMERS' TRUST IN ONLINE SHOPPING

Dear Sir/Madam,

I am Norasmah Bt. Noa, a post-graduate student in University of Malaya (UM) undertaking Master of Management. I would like to conduct a survey regarding factors influencing consumers' trust in online shopping. For your information, this survey is conducted as a partial requirement for the completion of the Master of Management, University of Malaya.

In this survey, I would like to know your opinion and views on certain issues with regards to shopping via the Internet. The aims of this survey are to identify what factors influencing consumers' trust in online shopping, to examine whether trust influence consumers to purchase online, and to determine whether trust mediates the relationship between factors influencing consumers' trust in online shopping to actual purchase.

The questionnaire would take a few minutes (not more than 15 minutes) of your time to complete. All information will be used for academic purpose only and will be kept strictly private and confidential.

Your kind cooperation and participation in this survey is valued and highly appreciated.

Sincerely,
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General instruction :

The following question relates to your experience with regards to online shopping. Please **consider** a specific web site of an online shopping.

Type of product purchased : _____

Part 1: Factors Influencing Consumers' Trust in Online Shopping

*Instruction: Please **circle** at the appropriate number which indicates the extent to which you agree or disagree with the following statements using the scale of 1 to 5 with 1 being Strongly Disagree and 5 being Strongly Agree.*

		Strongly Disagree ←————→ Strongly Agree				
		1	2	3	4	5
1	Using this web site can improve my shopping performance.	1	2	3	4	5
2	Using this web site can increase my shopping process efficiency.	1	2	3	4	5
3	Using this web site can increase my shopping effectiveness.	1	2	3	4	5
4	I find using this web site useful.	1	2	3	4	5
5	I find it easy to learn to use this web site.	1	2	3	4	5
6	My interaction with this web site is clear and understandable.	1	2	3	4	5
7	It would be easy for me to become skillful at using this web site.	1	2	3	4	5
8	I find this web site easy to use.	1	2	3	4	5
9	This company of this website is well known.	1	2	3	4	5
10	This company of this website has a good reputation.	1	2	3	4	5
11	This company of this website has a reputation for being honest.	1	2	3	4	5
12	This company of this website is known to be concerned about customers.	1	2	3	4	5
13	This web site implements security measures to protect its online shoppers.	1	2	3	4	5
14	This web site has the ability to verify online shoppers' identity for security purposes.	1	2	3	4	5
15	This web site usually ensures that transactional information is protected from being accidentally altered or destroyed during transmission on the Internet.	1	2	3	4	5
16	I feel secure about the electronic payment system of this web site.	1	2	3	4	5
17	The personal information that I provide on this web site is secure.	1	2	3	4	5
18	The monetary information that I provide on this web site is well protected.	1	2	3	4	5
19	This web site will not use unsuitable methods to collect my personal data.	1	2	3	4	5
20	This web site does not ask for irrelevant personal information.	1	2	3	4	5
21	This web site does not apply my personal information for other purposes.	1	2	3	4	5
22	It is easy for me to trust a person/thing.	1	2	3	4	5
23	My tendency to trust a person/thing is high.	1	2	3	4	5

24	I tend to trust a person/thing, even though I have little knowledge of it.	1	2	3	4	5
25	Trusting someone or something is not difficult.	1	2	3	4	5
26	This company is trustworthy.	1	2	3	4	5
27	I trust this company keeps my best interests in mind.	1	2	3	4	5
28	This company will keep promises it makes to me.	1	2	3	4	5
29	I believe in the information that this vendor provides me.	1	2	3	4	5
30	This company wants to be known as one who keeps promises and commitments.	1	2	3	4	5
	Actual Purchase	Strongly Disagree ←————→ Strongly Agree				
31	I have purchased product from this web site.	1	2	3	4	5
32	I have been using this web site for the past 6 months.	1	2	3	4	5
33	I have been purchasing product from this web site for many times.	1	2	3	4	5

Part 2 : Respondent Experience With Internet and Online Shopping

Instruction: Please mark (√) the appropriate box or write your answer where appropriate.

2.1 Experience with the Internet

<input type="checkbox"/>	< 1 year	<input type="checkbox"/>	3 ó 4 years
<input type="checkbox"/>	1 ó 2 years	<input type="checkbox"/>	4 ó 5 years
<input type="checkbox"/>	2 ó 3 years	<input type="checkbox"/>	> 5 years

2.2 Yearly approximate amount spent in online product

<input type="checkbox"/>	< RM1,000.00	<input type="checkbox"/>	RM3,001.00 ó 4,000.00
<input type="checkbox"/>	RM1,001 ó 2,000.00	<input type="checkbox"/>	RM4,001.00 ó 5,000.00
<input type="checkbox"/>	RM2,001 ó 3,000.00	<input type="checkbox"/>	> RM5,001.00

Part 3: Profile of Respondents

Instruction: Please mark (√) the appropriate box or write your answer where appropriate.

1. Gender
 Male Female

2. Ethnic Group
 Malay Indian
 Chinese Others (Please specify):

3. Age (years)
 below 21 years 41-50 years
 21 - 30 years Above 51 years
 31 - 40 years

4. Marital Status
 Single Married, state the number of children _____

5. Highest level of Education
 Secondary School Post Graduate Degree
 Diploma Others (Please specify):
 Bachelor Degree _____

6. Occupation
 Government Full time student
 Private Unemployed/ Retiree
 Small business owner Others (Please specify):

7. Monthly Income
 Below RM 2,000 RM 6,001 - RM 8,000
 RM 2,000- RM 4,000 Above RM 8,000
 RM 4,001 - RM 6,000

*******Thank you for your feedback. We sincerely appreciate your honest opinion*******