

APPENDIX 1: Original English & Malay version of questionnaire



UNIVERSITY OF MALAYA
Graduate School of Business
Faculty of Business and Accountancy
Master of Business Administration

A STUDY OF ONLINE GROCERY BUYING IN MALAYSIA *KAJIAN PEMBELIAN BARANG-BARANG RUNCIT MELALUI INTERNET DI MALAYSIA*

Dear Sir/Madam,
Tuan / Puan

This survey is conducted as part of a Master of Business Administration (MBA) Research Project, which will be submitted as partial fulfilment of the MBA degree from the University of Malaya. The objective of this study is to examine the acceptance of online grocery buying among Malaysian.

Kajian ini adalah sebahagian daripada projek penyelidikan untuk Sarjana Pentadbiran Perniagaan yang akan diserahkan untuk memenuhi syarat-syarat kelayakan Sarjana Pentadbiran Perniagaan dari Universiti Malaya. Objektif kajian ini adalah untuk mengkaji tentang tahap penerimaan pembelian barang-barang runcit melalui internet di kalangan rakyat Malaysia.

I would like to invite you to participate in this survey by completing the attached questionnaire. It will not take more than 10 minutes of your valuable time to complete the questionnaire. There is no right or wrong answers. Please be assured that all information will be treated with the strictest confidentiality and only the aggregated data will be analyzed.

Anda amatlah dialu-alukan untuk turut serta kajian ini dengan menjawab soalan kaji selidik seperti dilampirkan. Ia tidak akan mengambil masa lebih daripada 10 minit. Tiada jawapan betul atau salah. Maklumat yang didapati akan diproses secara rahsia dan hanya data keseluruhan yang akan dianalisis.

Your kind co-operation and participation in this survey will be greatly valued and highly appreciated. Should you have any queries about this questionnaires or research, you can contact the undersigned at +6012-7655 026 or email to kwee_yee@yahoo.com.

Kerjasama dan penyertaan anda dalam kajian ini amat dihargai. Sekiranya terdapat sebarang pertanyaan tentang soal kaji atau projek penyelidikan ini, sila hubungi +6012-7655 026 atau e-mel kepada kwee_yee@yahoo.com.

Thank you.
Terima Kasih.

Yours sincerely,
Yang Benar,
Liew Kwee Yee
CGA 080127

Supervised by,
Diselia oleh,
Prof. Dr. Mohd Nor Othman
Department of Marketing and Information System
Faculty of Business and Accountancy
University of Malaya
mohdnor@um.edu.my

MAIN INSTRUCTION: Kindly answer all the questions
ARAHAN UTAMA: Sila jawab semua soalan

Section A: Usage of Internet / Bahagian A: Penggunaan Internet

Instruction: Please mark "X" or circle (based on types of question) with the answer you think is appropriate to you.

Arahan: Sila tandakan "X" atau bulatkan (bergantung kepada jenis-jenis soalan) jawapan yang anda fikirkan paling sesuai.

1. Are you an internet user?

Adakah anda pengguna internet?

Yes / Ya

No / Tidak

2. Have you purchase through internet before?

Pernahkah anda membeli barangan melalui internet sebelum ini?

Yes / Ya

No / Tidak

3. How many times do you purchase through online in past one year?

Berapa kalikah anda membuat pembelian barangan melalui internet pada tahun lepas?

None / Tiada

1-2 times / 1-2 kali

3-5 times / 3-5 kali

6-10 times / 6-10 kali

Above 10 times / lebih daripada 10 kali

4. What kind of products or services you purchase through online before?

Apakah jenis produk atau perkhidmatan yang anda beli melalui internet sebelum ini?

(You may choose more than one option for this question.)

(Anda boleh memilih lebih daripada satu pilihan untuk soalan ini)

Travel (ex: Airline Tickets) / Pelancongan (eg: Tiket Penerbangan)

Books / Buku

Movie Tickets / Tiket Wayang

Technology Gadgets / Peralatan Teknologi

Computers / Komputer

CD or DVD / CD atau DVD

Apparels / Pakaian

Groceries (ex: food, beverage) / Barang-barang Runcit (eg: makanan, minuman)

Others / Lain-lain: _____

5. Would you be interested to purchase through online grocery store?

Adakah anda berminat untuk membeli barang-barang runcit melalui internet?

Very Interested

Sangat Berminat

1

2

3

4

5

6

7

Not Interested At All

Tidak Berminat Langsung

6. Do you have online grocery buying experience?

Adakah anda berpengalaman dalam pembelian barang-barang runcit melalui internet?

Yes / Ya

No / Tidak

7. How many times do you purchase grocery products through online in past one year?

Berapa kalikah anda membuat pembelian barang-barang runcit melalui internet pada tahun lepas?

None / Tiada

1-2 times / 1-2 kali

3-5 times / 3-5 kali

6-10 times / 6-10 kali

Above 10 times / lebih daripada 10 kali

8. How much do you spend on grocery products in one month?

Berapakah jumlah pembelanjaan anda untuk barang-barang runcit dalam sebulan?

Less than RM1,000 / Kurang daripada RM1,000

RM1,001 – RM2,000

RM2,001 – RM3,000

RM3,001 – RM4,000

RM4,001 – RM5,000

RM5,001 – RM6,000

More than RM6001 and above / Lebih daripada RM6001 dan keatas

Section B: Online Grocery Buying / Bahagian B: Pembelian Barang-barang Runcit Melalui Internet

Instruction: Please circle on the appropriate number that you think is the best described your level of agreement. This section examines your assessment towards online grocery buying.

Arahan: Sila bulatkan nombor yang sesuai dengan pilihan jawapan yang terbaik untuk menggambarkan tahap persetujuan anda. Bahagian ini akan digunakan untuk mengkaji penilaian anda dalam pembelian barang-barang runcit melalui internet.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

Sangat Tidak Bersetuju	Tidak Bersetuju	Sedikit Tidak Bersetuju	Berkecuali	Sedikit Bersetuju	Bersetuju	Sangat Bersetuju
1	2	3	4	5	6	7

1	Using electronic shopping of groceries saves much time <i>Menggunakan elektronik untuk membeli barang-barang runcit akan menjimatkan banyak masa</i>	1	2	3	4	5	6	7
2	Shopping groceries via internet is favourable as it makes me less dependent of opening hours of store <i>Pembelian barang-barang runcit melalui internet adalah digemari kerana kurang pengantungan kepada waktu pemiagaan sesebuah kedai</i>	1	2	3	4	5	6	7
3	There is a lot of money to save buying groceries via the internet <i>Pembelian barang-barang runcit melalui internet sangat menjimatkan wang</i>	1	2	3	4	5	6	7
4	Using online groceries shopping can improve my efficiency and effectiveness in purchasing groceries <i>Pembelian barang-barang runcit melalui internet boleh meningkatkan kecekapan dan keberkesanan saya dalam membeli barang-barang runcit</i>	1	2	3	4	5	6	7
5	Using online groceries shopping can make my grocery shopping easier <i>Pembelian barang-barang runcit melalui internet adalah lebih mudah</i>	1	2	3	4	5	6	7
6	Electronic shopping of groceries is complex because I cannot feel and see the products <i>Menggunakan elektronik untuk membeli barang-barang runcit adalah rumit kerana saya tidak dapat memegang dan melihat produk tersebut</i>	1	2	3	4	5	6	7
7	It is easy to compare the quality of groceries via the internet <i>Adalah mudah untuk membandingkan kualiti barang-barang runcit melalui internet.</i>	1	2	3	4	5	6	7
8	It is easy to get a lot of information of the groceries which I would like to buy <i>Adalah mudah untuk mendapatkan lebih banyak maklumat mengenai barang-barang runcit yang ingin dibeli</i>	1	2	3	4	5	6	7

9	It is easy to find the product I would like to purchase <i>Adalah mudah untuk saya mencari produk yang ingin dibeli</i>	1	2	3	4	5	6	7
10	My interaction with the processes of online grocery shopping might be clear and understandable. <i>Interaksi antara saya dan proses pembelian barang-barang runcit melalui internet adalah jelas dan mudah difahami</i>	1	2	3	4	5	6	7
11	It is hard to find the products I want when shopping groceries via the internet <i>Adalah sukar untuk mencari produk yang saya inginkan dengan pembelian barang-barang runcit melalui internet</i>	1	2	3	4	5	6	7
12	With electronic shopping of groceries it is difficult to order products <i>Adalah sukar untuk membuat tempahan produk menggunakan elektronik dalam pembelian barang-barang runcit</i>	1	2	3	4	5	6	7
13	It is difficult to receive groceries purchased via the internet and to have them home delivered <i>Adalah sukar untuk menerima barang-barang runcit dan memilih perkhidmatan penghantaran ke rumah dengan pembelian barang-barang runcit melalui internet</i>	1	2	3	4	5	6	7
14	It is easy for me to follow the procedures when ordering the groceries online <i>Adalah mudah untuk mengikuti prosedur apabila memesan barang-barang runcit melalui internet</i>	1	2	3	4	5	6	7
15	It is easy for me to choose the suitable slot based on my availability time when groceries delivered to my home <i>Adalah mudah untuk membuat pilihan masa yang sesuai apabila memilih waktu untuk perkhidmatan penghantaran ke rumah</i>	1	2	3	4	5	6	7
16	Security around payment on the Internet is not good enough <i>Keselamatan pembayaran melalui internet belum cukup baik</i>	1	2	3	4	5	6	7
17	Return and exchange opportunities are not as good on the internet as the supermarket/non-internet shop <i>Peluang untuk pemulangan dan pertukaran barang yang dibeli melalui internet tidak sebaik berbanding dengan pasar raya / kedai</i>	1	2	3	4	5	6	7
18	A risk when buying groceries via the Internet is receiving low quality products or incorrect items <i>Pembelian barang-barang runcit melalui internet adalah berisiko dan berkemungkinan untuk menerima produk berkualiti rendah atau produk yang salah</i>	1	2	3	4	5	6	7
19	I am concerned about the privacy of my information provided when using online grocery shopping <i>Saya kluatir tentang privasi maklumat yang saya berikan sewaktu membeli barang-barang runcit melalui internet</i>	1	2	3	4	5	6	7
20	There are too many untrustworthy online store <i>Terdapat banyak kedai di alam maya yang tidak boleh dipercayai</i>	1	2	3	4	5	6	7
21	I have fun when interacting with the website <i>Saya merasa seronok apabila berinteraksi melalui laman web</i>	1	2	3	4	5	6	7

22	Using the website to purchase groceries provides me with a lot of enjoyment <i>Menggunakan laman web untuk pembelian barang-barang runcit membawa banyak keseronakan</i>	1	2	3	4	5	6	7
23	I think that purchasing groceries from the website is interesting <i>Saya merasa teruja apabila membeli barang-barang runcit daripada laman web</i>	1	2	3	4	5	6	7
24	It is fun when discover new products launch in the online grocery website <i>Adalah sesuatu yang menyeronakkan apabila saya menjumpai produk yang baru dilancarkan di laman web yang menjual barang-barang runcit</i>	1	2	3	4	5	6	7
25	It is fun when I can participate on the competition organized by online grocery website <i>Adalah sesuatu yang menyeronakkan jika saya boleh menyertai pertandingan yang dianjurkan oleh laman web penjual barang-barang runcit</i>	1	2	3	4	5	6	7
26	I will use online grocery shopping if the service is widely used by people in my community <i>Saya akan membeli barang-barang runcit melalui internet jika perkhidmatan itu digunakan secara meluas di kalangan komuniti saya</i>	1	2	3	4	5	6	7
27	I will adopt online grocery shopping if my boss uses it. <i>Saya akan turut membeli barang-barang runcit melalui internet jika majikan saya menggunakannya</i>	1	2	3	4	5	6	7
28	I will adopt online grocery shopping if my friends / relatives use it. <i>Saya akan turut membeli barang-barang runcit melalui internet jika rakan-rakan / saudara-mara saya menggunakannya</i>	1	2	3	4	5	6	7
29	Members of my family think that it is a good idea to buy groceries via internet <i>Ahli keluarga saya berpendapat bahawa pembelian barang-barang runcit melalui internet adalah satu cadangan yang bagus</i>	1	2	3	4	5	6	7
30	Most of my friends and acquaintances think that shopping groceries via the internet is a good idea <i>Kebanyakan rakan-rakan saya berpendapat bahawa membeli barangan runcit melalui internet adalah satu cadangan yang bagus</i>	1	2	3	4	5	6	7
31	Electronic shopping of groceries is attractive to me in my daily life <i>Menggunakan elektronik untuk pembelian barang-barang runcit adalah menarik dalam kehidupan harian saya</i>	1	2	3	4	5	6	7
32	Buying groceries via the Internet is well suited to the way in which I normally shop for groceries <i>Membeli barang-barang runcit melalui internet adalah lebih bersesuaian dengan cara saya berbelanja di kedai runcit</i>	1	2	3	4	5	6	7
33	Online grocery shopping matches the needs of members of my household <i>Pembelian barang-barang runcit melalui internet memenuhi keperluan ahli keluarga saya</i>	1	2	3	4	5	6	7

34	Using online grocery shopping is beneficial to me <i>Pembelian barang-barang runcit melalui internet membawa kebaikan kepada saya</i>	1	2	3	4	5	6	7
35	Using online grocery shopping in purchase groceries is good idea <i>Membeli-belah barang-barang runcit melalui internet adalah satu pendapat yang bagus</i>	1	2	3	4	5	6	7
36	Given a chance, I intend to purchase through online grocery in future <i>Jika berpeluang, saya berkeinginan untuk membeli barang-barang runcit melalui internet pada masa hadapan</i>	1	2	3	4	5	6	7
37	Given a chance, I predict that I should use online grocery website in future <i>Jika berpeluang, saya menjangkakan bahawa saya akan menggunakan laman web penjualan barang-barang runcit pada masa hadapan</i>	1	2	3	4	5	6	7

Instruction: Please mark "X" or circle (based on types of question) with the answer you think is appropriate to you.

Arahan: Sila tandakan "X" atau bulatkan (bergantung kepada jenis-jenis soalan) jawapan yang anda fikirkan paling sesuai

38. How likely is it that over the next years you will shop for groceries via the Internet?

Apakah kebangkalian anda akan membeli barang-barang runcit melalui internet pada tahun hadapan?

Very Likely 1 2 3 4 5 6 7 Very Unlikely
Besar Kemungkinan  *Tidak Kemungkinan*

39. How large a part of your grocery shopping do you think you will carry out via the Internet over the next year?

Berapakah peratus pembelian barang-barang runcit anda akan dilakukan melalui internet pada tahun hadapan?

- 10% or less / 10% atau kurang
- 11-20%
- 21-30%
- 31-40%
- Up to 50% / 50% atau lebih

40. How frequently you will shop for groceries via the internet in future?

Berapakah kekerapan anda akan membeli barangan runcit melalui internet pada masa hadapan?

Very Frequent 1 2 3 4 5 6 7 Not Frequent at all
Sangat kerap  *Tidak kerap Langsung*

Section C: Respondent's Profile / Bahagian C: Profil Responden

Instruction: Please mark "X" on the specified box that you think is appropriate to you. This section is for statistical purposes and used only to interpret your responses on other questions.

Arahan: Sila tandakan "X" pada kotak yang berkenaan dengan jawapan pilihan anda. Bahagian ini untuk tujuan perangkaan dan digunakan untuk menjelaskan pilihan jawapan anda pada soalan yang lain.

1. Gender / Jantina

Male / Lelaki

Female / Perempuan

2. Age / Umur

20 & below / 20 ke bawah

21-30

31-40

41-50

51 & above / 51 ke atas

3. Marital Status / Taraf Perkahwinan

Single / Bujang

Married with children / Berkahwin dan mempunyai anak

Divorced / Bercerai

Married without children / Berkahwin dan tiada anak

4. Ethnic Background / Latar Belakang Etnik

Malay / Melayu

Chinese / Cina

Indian / India

Others / Lain-lain: _____

5. Occupation / Pekerjaan

Unemployed (Student, Housewife, Retired) / Penganggur (Pelajar, Suri Rumah, Pasara)

Top Management (CEO, MD, GM) / Pentadbir Kanan (CEO, MD, GM)

Middle Management (Manager) / Pentadbir Pertengahan (Pengurus)

Supervisor/Executive / Penyelia/Eksekutif

Clerical/Supporting Staff / Pengawai Am/Kakitangan Sokongan

Own Business / Perniagaan Persendirian

Others / Lain-lain: _____

6. Education / Pendidikan

PMR/SPR/LCE or below / atau kebawah

SPM/MCE

STPM/HSC

Certificate/Diploma / Sijil/Diploma

Degree/Professional Certificate /
Sarjana Muda/Sijil Profesional

Postgraduate (Master or Doctorate) /
Pascasiswazah (Sarjana atau Kedoktoran)

7. Income / Pendapatan

≤ RM1,500

RM3,001 - RM5,000

RM7,001 - RM9,000

RM1,501 - RM3,000

RM5,001 - RM7,000

≥ RM9,001

THANK YOU / TERIMA KASIH

ALL INFORMATION GIVEN WILL BE TREATED CONFIDENTIAL /
SEMUA MAKLUMAT ADALAH SULIT DAN PERSENDIRIAN

APPENDIX 2: Questionnaire items and their corrected item-total correlations

Item code	Item Description	Corrected Item-Total
Perceived Convenience (PC)		
PC1	Using electronic shopping of groceries saves much time	0.640
PC2	Shopping groceries via internet is favourable as it makes me less dependent of opening hours of store	0.696
PC3	There is a lot of money to save buying groceries via the internet	0.521
PC4	Using online groceries shopping can improve my efficiency and effectiveness in purchasing groceries	0.641
PC5	Using online groceries shopping can make my grocery shopping easier	0.716
Perceived Information Accessibility (PIA)		
PIA6	Electronic shopping of groceries is complex because I cannot feel and see the products	0.128
PIA7	It is easy to compare the quality of groceries via the internet	0.561
PIA8	It is easy to get a lot of information of the groceries which I would like to buy	0.566
PIA9	It is easy to find the product I would like to purchase	0.572
PIA10	My interaction with the processes of online grocery shopping might be clear and understandable.	0.489
Perceived Order Accessibility (POA)		
POA11	It is hard to find the products I want when shopping groceries via the internet	0.269
POA12	With electronic shopping of groceries it is difficult to order products	0.534
POA13	It is difficult to receive groceries purchased via the internet and to have them home delivered	0.510
POA14	It is easy for me to follow the procedures when ordering the groceries online	0.369
POA15	It is easy for me to choose the suitable slot based on my availability time when groceries delivered to my home	0.307
Perceived Risk (PR)		
PR16	Security around payment on the Internet is not good enough	0.561
PR17	Return and exchange opportunities are not as good on the internet as the supermarket/non-internet shop	0.616
PR18	A risk when buying groceries via the Internet is receiving low quality products or incorrect items	0.655
PR19	I am concerned about the privacy of my information provided when using online grocery shopping	0.656
PR20	There are too many untrustworthy online store	0.660
Perceived Enjoyment (PE)		
PE21	I have fun when interacting with the website	0.564
PE22	Using the website to purchase groceries provides me with a lot of enjoyment	0.767
PE23	I think that purchasing groceries from the website is interesting	0.754
PE24	It is fun when discover new products launch in the online grocery website	0.722
PE25	It is fun when I can participate on the competition organized by online grocery website	0.616

Social Factors (SF)

SF26	I will use online grocery shopping if the service is widely used by people in my community	0.471
SF27	I will adopt online grocery shopping if my boss uses it.	0.638
SF28	I will adopt online grocery shopping if my friends / relatives use it.	0.648
SF29	Members of my family think that it is a good idea to buy groceries via internet	0.600
SF30	Most of my friends and acquaintances think that shopping groceries via the internet is a good idea	0.621

Attitude towards Online Grocery Shopping (ATT)

ATT31	Electronic shopping of groceries is attractive to me in my daily life	0.829
ATT32	Buying groceries via the Internet is well suited to the way in which I normally shop for groceries	0.801
ATT33	Online grocery shopping matches the needs of members of my household	0.819
ATT34	Using online grocery shopping is beneficial to me	0.826
ATT35	Using online grocery shopping in purchase groceries is good idea	0.771

Future Online Grocery Buying Intention (FBI)

FBI36	Given a chance, I intend to purchase through online grocery in future	0.774
FBI37	Given a chance, I predict that I should use online grocery website in future	0.751
FBI38	How likely is it that over the next years you will shop for groceries via the Internet?	0.692
FBI39	How large a part of your grocery shopping do you think you will carry out via the Internet over the next year?	0.529
FBI40	How frequently you will shop for groceries via the internet in future?	0.727

APPENDIX 3: Results for factor analysis of independent variables

KMO=0.879, Bartlett (Significant = 0.000)		Factor Loadings
Perceived Convenience (PC)		
PC1	Using electronic shopping of groceries saves much time	0.716
PC2	Shopping groceries via internet is favourable as it makes me less dependent of opening hours of store	0.785
PC3	There is a lot of money to save buying groceries via the internet	0.648
PC4	Using online groceries shopping can improve my efficiency and effectiveness in purchasing groceries	0.659
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