

Appendix B – List of the theme questions and probe questions

Profiling Questions	<p>How many times have you used the OLA?</p> <p>What are the kinds of items you have bought/sold through the OLA?</p> <p>Are you a seller, a buyer or both?</p>
Theme: What do you think are the benefits of the OLA?	<p><i>Probing questions:</i></p> <p><i>What do you think of the OLA's ability to help you find buyers for your items?</i></p> <p><i>In what ways do you enjoy using the OLA?</i></p> <p><i>What do you think of the OLA's ability to help you find sellers for items you want to buy?</i></p> <p><i>What do you think of the prices in an OLA when compared with those you find in other shopping channels?</i></p> <p><i>What do you think of the opportunities that the OLA can allow you to find items that cannot be found easily else where?</i></p> <p><i>What are the other benefits that the OLA may have?</i></p>
Theme: What do you think are the transaction costs involved in the use of the OLA?	<p><i>Probing questions:</i></p> <p><i>What do you think of the time spent in using OLA to buy an item when compared with other online shopping channels?</i></p> <p><i>What do you think of the effort spent in using OLA to buy an item when compared with other online shopping channels?</i></p> <p><i>What do you think of the service charge using OLA services?</i></p> <p><i>What are the other costs that using the OLA may incur?</i></p>
Theme: What do you think are the risks involved in the use of the OLA?	<p><i>Probing questions:</i></p> <p><i>What do you think of risk of losing money because of fraud involved in the use of the OLA?</i></p> <p><i>What do you think of risk of paying too much for buying an item through the OLA?</i></p> <p><i>Have you regretted about some purchases or sales you made through the OLA? Why?</i></p> <p><i>Would you worry about your friends and family would disapprove if you get a bargain from the OLA?</i></p> <p><i>Do you think you spent more in using OLA to buy an item when compared with other online shopping channels?</i></p> <p><i>What do you think of the danger of losing your privacy because of the use of the OLA?</i></p> <p><i>What are the other risks that may be involved through the use of the OLA?</i></p>
Theme: What do you think are aspects of service quality that are important in the selection of an OLA provider?	<p><i>Probing questions:</i></p> <p><i>How important is efficiency as a factor when you choose an an OLA provider? (Explain that efficiency means web site response time and ease of navigation)</i></p> <p><i>How important is system availability as a factor when you choose an an OLA provider?</i></p> <p><i>How important is privacy as a factor when you choose an an OLA provider?</i></p> <p><i>How important is "responsiveness to user's request for help" as a factor when you choose an an OLA provider?</i></p> <p><i>How important is compensation as a factor when you choose an an</i></p>

	<p><i>OLA provider?</i></p> <p><i>How important is telephone support and online-human assistance as a factor when you choose an OLA provider? (Explain that online-human assistance includes real-time voice dialogue such as Skype, or text dialogue such as chat)</i></p> <p><i>What are the other factors that you consider important when you choose an OLA provider?</i></p>
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